

Media Release

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Update for Out of Home advertiser spend

In the recently released OMA 2022 Annual Report, the Top 10 Out of Home (OOH) Categories and Advertisers were listed based on the most recent Nielsen Ad Intel Data available at the time.

However, since releasing the Report, Nielsen Ad Intel has updated its data, which now places Ardent Leisure outside the Top 10 OOH Advertisers rankings, whilst Lion maintains its top 10 status from 2021 and Walt Disney Studios is a new top 10 entrant for the first time.

This change is the result of Nielsen Ad Intel's continually updated data, which ensures the industry has the latest and most accurate information available.

The latest Nielsen data can be viewed on page 47 of the updated digital version of the 2022 OMA Annual Report, accessed [HERE](#).

Previously reported total OOH revenue, Digital Out of Home (DOOH) results and Agency Media Share Spend are not affected by this update and remain unchanged.

Click [here](#) to view or download the OMA Annual Report 2022; contact tallulah.mills-hicks@oma.org.au for a hard copy.

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Further Information

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About the OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some Asset Owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.