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For immediate release

Media Release

2017 rings in eight years of OOH revenue and audience growth

The Out of Home (OOH) industry has today announced an increase of 6.03% on net media revenue for 2017, posting \$837.1 million, up from \$789.5 million for 2016 – signifying the industry’s eighth consecutive year of growth.

Quarter four 2017 saw an increase of 4.5% on net media revenue year-on-year, posting \$252.7 million, up from \$241.8 million for 2016.

Digital OOH (DOOH) revenue accounts for 47.3% of total net media revenue year-to-date, an increase over the recorded 40.2% for the same period last year.

“These results prove that OOH is a strong channel in the media mix. This is testament to our industry’s drive – rather than resting on our laurels, we continually invest in our platform to ensure we are delivering more to advertisers. We will continue to see this commitment in 2018 and beyond,” said Steve O’Connor, Chairman, OMA.

“We know that OOH audiences have grown by 23% over the last seven years, over-indexing population growth of 14.9%. This continued wave of growth puts us in an enviable position as we head into 2018,” said Charmaine Moldrich, CEO, OMA.

“As the OMA buckles up for an ambitious program in the lead up to its 80th birthday in 2019, I look forward to another exceptional year of growing and innovating the OOH industry in concert with members and the Board,” concluded Moldrich.

Category figures quarter four 2017*:

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$97.5 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$70.5 million |
| • Transport (including airports) | \$43.4 million |
| • ^Retail, Lifestyle and Other | \$41.4 million |

Category figures 2017*:

- | | |
|---|-----------------|
| • Roadside Billboards (over and under 25 square metres) | \$332.6 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$237.3 million |
| • Transport (including airports) | \$135.0 million |
| • ^Retail, Lifestyle and Other | \$132.2 million |

Category figures for quarter four 2016*:

- Roadside Billboards (over and under 25 square metres) \$89.3 million
- Roadside Other (street furniture, bus/tram externals, small format) \$68.4 million
- Transport (including airports) \$41.1 million
- ^Retail, Lifestyle and Other \$43.0 million

Category figures for 2016*:

- Roadside Billboards (over and under 25 square metres) \$296.4 million
- Roadside Other (street furniture, bus/tram externals, small format) \$230.4 million
- Transport (including airports) \$136.3 million
- ^Retail, Lifestyle and Other \$126.4 million

^ Reported in this category are: shopping centre panels, as well as all place-based digital signs including office media – covering signs in lifts and office buildings, cafe panels, and digital screens in doctors’ surgeries and medical centres.

* Figures may not add to total due to rounding.

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FURTHER INFORMATION:

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Editor’s Note on how Outdoor Media Association figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents most of the Out of Home (OOH) industry in Australia. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent occupancy invoiced in each calendar month. Figures also include all direct sales which are estimated at 10% of total bookings.

OMA figures are an accurate reflection of the income the OOH industry is generating through its inventory each month.

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display 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.