



## Media Release

20 February 2019  
For immediate release

# Out of Home announces double digit growth in 2018

The Out of Home (OOH) industry has today announced an increase of 10.8% on net media revenue for 2018, reporting \$927.2 million, up from \$837.1 million for 2017.

Quarter four 2018 saw an increase of 9.8% on net media revenue year-on-year, posting \$277.5 million, up from \$252.8 million for quarter four 2017.

Digital OOH (DOOH) revenue accounts for 52.3% of total net media revenue year-to-date, an increase over the recorded 47.3% for the same period last year.

“We are thrilled to mark industry growth for the ninth consecutive year, demonstrating that advertisers and agencies trust in OOH’s increasing ability to connect brands with our growing audience,” said Charmaine Moldrich, CEO, OMA.

Please note that this release marks the start of a change in how the OMA reports its revenue numbers. This is due to recent changes in ownership in the OOH industry which may trigger compliance issues for the OMA’s ASX-listed members. “Reporting as we did previously, opens the possibility for the market to interpret individual company performance prior to it being announced publicly,” said Moldrich.

The OMA will make four quarterly announcements of total aggregated industry data, including the proportion of digital revenue. In these releases there will be no category breakdowns reported.

“The OMA will make two additional market announcements following the release of results by listed members to the public. These announcements will be made twice-yearly after half and full year results are announced and will include the category breakdowns,” concluded Moldrich.

**ENDS**

### FURTHER INFORMATION:

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### **Editor's note on how figures are calculated:**

The Outdoor Media Association (OMA) estimates that it represents approximately 80% 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 advertiser campaigns posted in each quarter. Figures also include all direct sales which are estimated at 10% of total bookings.

### **About the OMA**

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.