



Media Release

For immediate release
Tuesday 23 February 2021

Out of Home full year results for 2020

The Out of Home (OOH) industry today announced full year net media revenue results including the category breakdowns for 2020.

The industry saw a total decrease of 39.4 per cent on net media revenue in 2020.

As previously reported, net media revenue for 2020 decreased to \$566.5 million, down from \$935.5 million* for 2019, across the following categories:

Category figures 2020^^:

- Roadside Billboards (over and under 25 square metres) \$272.2 million
- Roadside Other (street furniture, bus/tram externals, small format) \$153.2 million
- Transport (including airports) \$62.4 million
- ^Retail, Lifestyle and Other \$78.7 million

Category figures 2019*:

- Roadside Billboards (over and under 25 square metres) \$369.4 million
- Roadside Other (street furniture, bus/tram externals, small format) \$266.5 million
- Transport (including airports) \$169.4 million
- ^Retail, Lifestyle and Other \$130.2 million

Digital Out of Home (DOOH) revenue accounts for 56.1 per cent of total net media revenue year-to-date, an increase over the recorded 55.8 per cent* for the same period last year.

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FURTHER INFORMATION:

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*Previously released revenue figures have been adjusted to reflect changes in the OMA membership.

^ 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.

Editor's note on how figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents approximately 80 per cent 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 per cent 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 Out of Home 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.