



## Media Release

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For immediate release  
Wednesday 21 August 2024

# Out of Home half year results for 2024

The Out of Home (OOH) industry today announced half year net media revenue of \$593.1million, up 8.0 per cent from \$549.2million for the same period in 2023.\*

Digital Out of Home (DOOH) revenue accounts for 74.4 per cent of total net media revenue year-to-date, an increase over the recorded 71.9 per cent\* for the same period last year.

Half-year net media revenue category figures are provided from 2023 to capture the growth of the industry including OMA membership up to April 2024:

### Category figures 2024^:

- Roadside Billboards (over and under 25 square metres) \$254.3 million
- Roadside Other (street furniture, bus/tram externals, small format) \$131.8 million
- Transport (including airports) \$77.0 million
- ^^Retail, Lifestyle and Other \$130.0 million

### Category figures 2023^:

- Roadside Billboards (over and under 25 square metres) \$ 240.6 million
- Roadside Other (street furniture, bus/tram externals, small format) \$ 124.7 million
- Transport (including airports) \$ 62.5 million
- ^^Retail, Lifestyle and Other \$ 121.3 million

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**FURTHER INFORMATION:**

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\*Previously released revenue figures have been adjusted to reflect changes in the OMA membership up to May 2024.

^ Figures may not add to total due to rounding.

^^ 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.

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

The Outdoor Media Association (OMA) estimates that it represents approximately 95 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.