



## Media Release

21 January 2020  
For immediate release

# Out of Home maintains growth position in 2019

The Out of Home (OOH) industry has today announced an increase of 1.5% on net media revenue for 2019, reporting \$935.5 million, up from \$921.6 million\* for 2018.

Quarter four 2019 saw a decrease of 2.3% on net media revenue year-on-year, posting \$269.9 million, slightly down from \$276.3 million\* for quarter four 2018.

Digital OOH (DOOH) revenue accounts for 55.8% of total net media revenue year-to-date, an increase over the recorded 52.0%\* for the same period last year.

“Last year marked our tenth consecutive year of growth – reflecting advertiser trust in the channel and investment into a data-driven digital network. Out of Home has proven to be a true broadcast medium and plays an ever more important role in the community, as seen with OMA members’ support for the bushfire appeal,” said Charmaine Moldrich CEO, OMA.

“The latter part of 2019 was a challenge for the advertising industry as a whole. We are pleased that Out of Home maintained its position as one of a few growing media channels,” Moldrich continued.

“Out of Home has the advantage of being ‘always-on’ and plays an essential role in the media mix. Our relative stability in a difficult market environment reflects our inherent value to advertisers,” concluded Moldrich.

**ENDS**

### FURTHER INFORMATION:

Julie Jensen, Marketing Director, Outdoor Media Association – T: 0477 329 636

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

### 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.