



Media Release

For immediate release
Monday, 6 March 2020

Out of Home remained relatively buoyant in Q1

The Out of Home (OOH) industry today announced a slight decrease of 2.59% on net media revenue year-on-year in the first quarter of 2020, posting \$207.2 million, a dip from \$212.7* million for the first quarter in 2019.

Digital revenue is sitting at 56.8% of total net media revenue year-to-date, an increase over the recorded 54.6%* for the same period last year.

“COVID-19 had a deep effect on the industry’s revenue in March 2020. We are pleased that we weathered the storm to some extent in the first quarter. We know that in the short term we will be affected by budgets being put on hold. We also know that our channel is still essential for mass communication: whether it be for vital government messages, education, or the many brands that want to stay present and relevant during this time,” said Charmaine Moldrich, OMA CEO.

“While travel has changed, people are still out and about, including those people working on the frontlines to fight this pandemic, people providing services, people exercising and shopping not to mention people who should not be outdoors! Out of Home messaging is essential to get health and wellbeing messages to people and to remind people to distance, isolate and stay at home. Our members are dedicated to finding solutions for brands in these unprecedented times,” Moldrich concluded.

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FURTHER INFORMATION:

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*Previously reported 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.