

MEDIA RELEASE

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NEW RESEARCH RELEASED ON PUBLIC ATTITUDES TOWARD OUTDOOR ADVERTISING

New public attitudes research conducted nationally by AC Nielsen showed almost 90% of people were supportive of, or neutral towards outdoor advertising, and 87% thought it was important commercial advertisers continued to subsidise public infrastructure.

The new research comes on the back of the recent Price Waterhouse Coopers Entertainment & Media Report, which showed "out-of-home" media grew 7.1% in 2006 against the advertising industry average of 5.5%, and predicted continued above average performance for the sector.

Helen Willoughby, CEO of the Outdoor Media Association, said the new research figures signaled a change in community attitudes towards outdoor advertising, given that a survey in 2000 indicated 32% of people disliked outdoor advertising.

Ms Willoughby said the findings were important given that there are a number of regulatory reviews into outdoor signage currently underway across Australia.

Key findings of the new research included:

- **People see a role for outdoor advertising in the community with 49% rating its role as positive and a further 38% neutral to it (only 13% negative);**
- **The things people like most about outdoor advertising was when it was entertaining or humorous (61%) and clever and creative (60%);**
- **59% of people's views of outdoor advertising were more positive when they knew it provided free or discounted space to charities and for community events;**
- **57% of people's views of outdoor advertising were more positive when they knew it subsidised the construction, cleaning and maintenance of public infrastructure;**
- **87% of people thought it important that commercial advertising continued to fund such infrastructure;**

- **86% agreed or strongly agreed that it was useful to have a website address included in outdoor advertisements;**
- **Entertainment and Leisure advertising was the most preferred categories of outdoor media with 68% of respondents saying they liked to see outdoor advertisements of this type, closely followed by holidays (59%) and airlines / travel (50%);**
- **92% of people said that they found outdoor advertising appealing for road safety campaigns. It was also considered appealing for advertising local community services (88%), charity campaigns (84%) and government services and campaigns (74%); and**
- **The thing that people most disliked about outdoor were advertisements which were difficult to read from a distance or were visually unattractive - emphasising the importance of good creative and a clear message.**

“Since the 2000 survey – when just 68% of people were positive or neutral toward outdoor advertising - the industry has undergone major consolidation and has invested significantly in better products,” Ms Willoughby said.

“Partnerships with local councils now save rate and tax payers millions of dollars - with commercial advertising funding facilities like bus shelters, phone booths, pedestrian road bridges, street kiosks, park benches and street signs.

“Additional contracts with government departments provide millions more dollars toward bus and rail services, and relationships with the not-for-profit sector provide millions of advertising dollars toward charities and community groups.

“In appropriate locations, outdoor advertising can enhance streetscapes and provide real benefits to communities.”

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