



Outdoor Media
Association Inc.

MEDIA RELEASE

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Strong first quarter for Outdoor

The outdoor media sector continued its strong growth in the first quarter of 2006, recording net revenue of \$85 million, a 15 per cent increase on the same period last year.

Official figures* released this week show all formats increased their share of revenue over the 12 month period.

Chief Executive of the Outdoor Media Association (OMA) Helen Willoughby said the results continued a three-year trend of successive revenue growth for the industry.

"These positive results confirm what marketing and industry analysts have been saying for some time – that outdoor is becoming increasingly popular across a wider span of advertisers, and is being used by those advertisers to a greater extent," Ms Willoughby said.

Street furniture recorded the largest revenue rise with a 25 per cent increase, followed by transit at 13 per cent, large format at 8 per cent and posters at 0.4 per cent.

Ms Willoughby said the upturn in outdoor media sales reflected well on the recent decisions of the industry to consolidate its marketing efforts among advertisers and media buyers.

The launch last year of the industry's inaugural ONE Awards had helped raise the profile of outdoor industry among the advertising industry, and promoted the importance of quality creative.

Ms Willoughby said the industry would soon be calling for the first round entries for this year's awards.



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She said the industry also remained on track to develop a new audience measurement system in 2007 with two preferred tenders currently under consideration by the OMA Board.

“We remain firmly focused on our goal to grow the industry to six per cent of total advertising spend by 2010,” Ms Willoughby said.

Further information: **Helen Willoughby, CEO**
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*Revenue figures independently compiled by KPMG.

