



Outdoor Media
Association Inc.

MEDIA RELEASE

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Double digit growth continues for Outdoor

Outdoor media delivered a 12 per cent net revenue increase for the second quarter of 2006, attracting \$89.4 million and bringing total net revenue to \$374m for the past 12 months.

The figures* placed the industry in a good position to further improve its performance in 2006 as the results were generated in what has been a traditionally slower period for Australian outdoor media sales.

Chief Executive of the Outdoor Media Association (OMA) Helen Willoughby said the double-digit growth continued a three-and-half year upward trend.

“These results are particularly encouraging given the general softening in the advertising market in recent months,” Ms Willoughby said.

“They show the investment and focus that has gone into improving the industry’s position among the main media is paying off.

“We are still seeing increasing numbers of advertisers incorporating outdoor into their media mix, as well as greater saturation of the medium by individual clients seeking a strategic advantage over their competitors.”

Street furniture again recorded the largest comparative quarter revenue rise with a 36.9 per cent increase from \$25.5m to \$34.9m, followed by posters receiving a 12.9 per cent increase from \$6.2m to \$7.0m. Large format and transit both experienced slight declines over the period of 0.7 per cent – from \$28.6m to \$28.4m - and 2.1 per cent – from \$19.4m to \$19.0m - respectively.

The results coincide with the judging of the first round of entries for this year’s ONE Awards, which attracted 167 entries across all formats.

*Revenue figures independently compiled by KPMG.

Further information:

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Following is a breakdown of what media** is included in each of the outdoor formats upon which revenue is reported:

- Large Format** - Billboards, supersites, spectaculars – includes large format at airports (external) and shopping centres (external).
- Street Furniture** - Bus and tram shelters, kiosks, telephone booths, etc; shopping centres (internal); shopping centres (entrances); rail(foyers/platforms).
- Posters** - 24-sheet and smaller
- Transit** - Airports (internal), buses, taxis, rail, mobile.

**Figures show revenue results obtained from media display operators who are members of the Outdoor Media Association.

Net Revenue Increases 2005 V 2006

