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For immediate release

Media Release

Further growth in 2014 for Out-of-Home

The Out-of-Home (OOH) industry steps firmly into 2014 recording growth of 1.75% on net revenue for the first quarter of 2014, with an increase in revenue to \$125.1 million, up from \$122.9 million¹ for the first quarter 2013. This follows on from unprecedented growth at the end of 2013 where revenue grew by 7.1%.

“We are optimistic about 2014, with research showing that Australians are spending more and more time outside and are increasingly using technology to engage with OOH advertising. OOH continues to be an effective broadcast medium, while continuously innovating with new technologies to increase consumer impact and interaction,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

The OOH industry has seen its audiences grow with population increases, as well as growth in its digital inventory where revenues continue to grow. In the first quarter of 2014 digital makes up 12.5% of total revenue growing from 11.3% reported at the end of 2013. The OOH industry commenced reporting digital revenue as a percentage of total revenue in 2012 when digital accounted for 7.5% of total sales.

“We have just completed a roadshow to all the mainland capital cities where we presented consumer research in conjunction with IPSOS’ Mind & Mood research team headed by Dr Rebecca Huntley, to media agencies and clients. And we aren’t slowing down, coming up in May we will be releasing our annual MOVE update, which will update our audience measurement data to agencies and clients,” said Charmaine Moldrich, CEO of the OMA.

Category figures first quarter 2014

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|--|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$42.2 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$45.3 million |
| • Transport (including airports) | \$19.5 million |
| • Retail | \$18.1 million |

Category figures first quarter 2013

- | | |
|--|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$43.0 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$44.8 million |
| • Transport (including airports) | \$19.5 million |
| • Retail | \$15.6million |

ENDS

FURTHER INFORMATION: Charmaine Moldrich, CEO, Outdoor Media Association –
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¹ Figures have been adjusted from previously reported 2013 revenue to reflect changes in OMA membership, allowing direct comparisons in revenue year-on-year.

Editor's Note on how Outdoor Media Association figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents 95% of the Out-of-Home (OOH) industry. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent occupancy invoiced in each calendar month. Figures also include all direct sales which are estimated at 10% of total bookings.

OMA figures are an accurate reflection of the income the OOH industry is generating through its inventory, each month.

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.