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For immediate release

Media Release

More Out-of-Home growth

Growth continues for Out-of-Home (OOH) with the industry boasting a strong set of results in the third quarter, recording 8.6% growth for the quarter and an increase in sales revenue to \$132.3 million, up from \$121.8 million for the same period last year.

Year to date revenue has increased by 5.6%, taking the amount to \$381 million, up from \$360.8 million for the same period last year.

“We are pleased that advertisers are recognising that Out-of-Home is the number one broadcaster in today’s fragmented media market. We are the one traditional media channel still able to reach mass audiences and we do that very cost efficiently,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

“We are in an exceptionally good position with technology, as it makes our media channel stronger and shifts OOH from being a passive glance medium to a more active channel with the adoption of QR Codes, NFC and other digital advancements.”

Growth continues in the area of Digital Out-of-Home (DOOH) as advertisers take advantage of the flexibility of these high impact displays. Digital revenue currently represents 10.8% of sales revenue, increasing from 7.5% share of revenue estimated at end of year 2012. Globally, DOOH advertising is the fastest growing format in Outdoor, so continued growth in Australia is expected as new inventory is made available.

“Our world class audience measurement system MOVE, tells us that people are travelling further and longer, people are outside, shopping, commuting and going about their day, more than ever cementing OOH’s return on investment as our audience continues to grow.”

The recently released figures from the Commercial Economic Advisory Service of Australia (CEASA) also paints a good picture for OOH, ranking it as the third strongest medium, for the first half of 2013, with a market share of 4.7% up from 4.4% for the corresponding period last year, in a flat overall media market which saw minimal growth of 0.3%.

Category figures third quarter 2013*:

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|--|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$43.8 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$48.2 million |
| • Transport (including airports) | \$19.8 million |
| • Retail | \$20.5 million |

Category figures year to date September 2013*:

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|--|-----------------|
| • Roadside Billboards (over and under 25 square metres) | \$126.3 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$137.6 million |
| • Transport (including airports) | \$60.4 million |
| • Retail | \$56.6 million |

*Figures may not add to total due to rounding.

ENDS**FURTHER INFORMATION:**

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9999 M: 0407 418 273

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

The Outdoor Media Association (OMA) estimates that it represents 90% 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.