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For immediate release

Media Release

Big boost in growth for Out-of-Home

The Out-of-Home (OOH) industry continues to impress in second quarter 2014, posting a 9% increase in net revenue to \$138.6 million, up from \$127.1 million* for the same period in 2013.

Year-to-date revenue has increased by 5.5%, tracking at \$263.7 million, up from \$250.1 million* for the same time last year.

“The first half of 2014 has been incredibly exciting for OOH. We have seen an increase in audiences of 3.6%, with audience growth reported across all mainland capital cities. According to the annual update from the industry’s measurement system MOVE (Measurement of Outdoor Visibility and Exposure), OOH now offers 400 million contacts each day,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

The OOH industry has seen unprecedented digital expansion in the previous six months with the launch of over one hundred new digital screens across Australia. Revenue from digital accounted for 13.9% of total revenue in the second quarter, up from 12.5% in the first quarter 2014.

“While other traditional media channels continue to decline in both audience and market share, OOH has recorded consistent growth since recovering from the GFC in 2010,” Ms Moldrich continued. “The industry mainstay of effectively reaching mass audiences and driving awareness is expanding as opportunities for consumer engagement increase through the convergence of mobile and digital technology. Research released this year reveals that OOH advertising is increasingly creating desire, and driving trial and purchase for brands.”

Category figures second quarter 2014:

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|--|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$46.4 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$45.9 million |
| • Transport (including airports) | \$24.2 million |
| • Retail | \$22.1 million |

Category figures year to date June 2014:

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|--|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$88.7 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$91.2 million |
| • Transport (including airports) | \$43.7 million |
| • Retail | \$40.1 million |

*Figures have been adjusted from previously reported 2013 revenue to reflect changes in OMA membership, allowing direct comparisons in revenue year-on-year.

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FURTHER INFORMATION:

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Editor's Note on how OMA 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.

Figures may be adjusted between reporting periods to reflect current membership and ensure accuracy in comparing year on year changes.

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.