



MEDIA RELEASE

Thursday, 17 April 2008

Outdoor growth continues through first quarter

The outdoor media industry has recorded strong first quarter growth for 2008, with net media revenue increasing by 13% on the same period last year – up from \$95.2 million to \$108 million.

This follows an annual increase of 16.1% in 2007 compared to 2006, the fifth consecutive year of recorded growth by the industry.

This most recent result continues the strong trend of advertisers to incorporate a greater share of outdoor media into their marketing campaigns.

All sectors recorded good increases throughout the quarter, with posters experiencing the greatest growth at 27%.

Revenue rises across the industry formats were as follows:

- **Street furniture**, including bus /trams stops, retail, & phone booths **up 9.4%, from \$37.9 million to \$41.5 million.**
- **Large format**, including billboards, super sites & spectaculars **up 14.5%, from \$32.1 million to \$36.8 million.**
- **Transit**, including advertising on buses and trams, taxis & railways **up 15%, from \$19 million to \$21.9 million.**
- **Posters**, including 6 & 24 sheets, **up 27%, from \$6.1 million to \$7.7 million.**

The Chief Executive of the OMA, Ms Helen Willoughby, said organic growth across the industry would continue throughout 2008.

“The development of new sites, coupled with the planned launch of the industry’s new audience measurement system later this year, will continue to drive the industry forward,” Ms Willoughby said.

Further information: Helen Willoughby, CEO 02-8356 9000; mobile 0439 023 389



Editor's Note:

The Outdoor Media Association 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 association 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 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 the regulatory frameworks in which they operate.