



Tuesday, 30 May 2017
For immediate release

Media Release

OMA adjusts April revenue

The Outdoor Media Association (OMA) has today adjusted its April revenue figures, due to an inadvertent error in reporting from one of its members.

Revenue for the Out of Home (OOH) industry in April grew by 6% year on year to \$58.2 million as opposed to the 10.8% (\$60.8 million) previously reported on 5 May 2017.

Year to date net media revenue was \$244.9 million as opposed to the \$247.6 million previously reported. The \$244.9 million represents an increase of 5.8% year to date on the \$231.6 million* in 2016.

The revised figures mean that digital OOH net media revenue made up 43.5% year to date, as opposed to the 44.1% previously reported.

Broken down as follows:

Adjusted figures**

- | | |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$24.6 million |
| • Roadside other (street furniture, bus/tram externals, small format) | \$16.0 million |
| • Transport (including airports, bus internals and train stations) | \$8.6 million |
| • Retail, Lifestyle and other^ | \$9.0 million |

Previously reported figures**

- | | |
|--------------------------------|----------------|
| • Roadside Billboards | \$24.6 million |
| • Roadside other | \$16.0 million |
| • Transport | \$8.6 million |
| • Retail, Lifestyle and other^ | \$11.7 million |

Charmaine Moldrich CEO of the OMA said, “The mechanical error occurred in the Retail/Lifestyle/Other category and arose from system upgrades by one of our members. It was discovered by that member and immediately communicated to the OMA's accountants.”

“We are satisfied that the member has now audited its figures, and all other members' data is correct. The adjusted figures are a true reflection of the net media revenue for April,” Moldrich added.

The OMA apologises for this inadvertent error.

The May results will be reported as per the usual schedule on 5 June 2017.

* The previous year's figures have been adjusted to reflect changes in OMA membership to allow for direct comparisons in revenue year on year.

** Category revenue figures may not add to total April due to rounding.

^ Reported in this category are: shopping centre panels, as well as all place-based digital signs including office media – covering signs in lifts and office buildings, cafe panels, and digital screens in doctors' surgeries and medical centres.

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FURTHER INFORMATION:

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Editor's Note on how OMA figures are calculated:

The Outdoor Media Association (OMA) represents the majority of Australia's 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.