



MEDIA RELEASE

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GOOD GROWTH CONTINUES FOR OUTDOOR IN THIRD QUARTER RESULTS

A strong advertising market has helped deliver a 15.2% increase in net revenue for the outdoor media industry's third quarter compared to the same period last year.

In 2006, third quarter results returned \$89.7million compared to \$103.3 million for the 2007 third quarter.

The solid growth was in addition to \$4.9 million of new revenue being reported, bringing the total revenue results for the 2007 third quarter to \$108.2 million.

CEO of the Outdoor Media Association (OMA) Helen Willoughby said the new revenue was the result of OMA members acquiring non-member companies where earnings had never been reported.

"The increased revenue on top of the 12-month growth is a reflection of previously unreported revenue now being captured, giving a truer representation of the total outdoor market within Australia," Ms Willoughby said.

"Outdoor media revenue is only reported by companies who are members of the Association. With the additional revenue, we now estimate to be reporting results for in excess of 97 per cent of the industry."

Ms Willoughby said despite the acquisitions, net media revenue for outdoor had continued its consistent upward trend.

She said this was demonstrated through the good returns in transit and posters over the period – at 17.7% and 16.9% respectively – which were not affected by any acquisitions.

Large format and street furniture showed respective revenue increases of 17.6% and 11.6% during the period – not including the impact of recent acquisitions.

Excluding the new reported revenue, the breakdown across formats for the third quarter growth comparisons were as follows:

- Street furniture, including bus /trams stops, retail, & phone booths **up 11.6%**
- Large format, including billboards, supersites & spectaculars **up 17.6%**
- Transit, including advertising on buses and trams, taxis & railways **up 17.7%**
- Posters, including six & 24 sheets **up 16.9%**

Government spending on advertising had helped boost what was a traditionally strong quarter for outdoor media.

Ms Willoughby said next year's introduction of the first industry-wide audience measurement system for outdoor was pivotal to the sector's long-term growth.

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