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For immediate release

Media Release

Out-of-Home takes another slice of the revenue pie

The Out-of-Home (OOH) industry has wrapped up the first quarter of 2016 posting an increase of 18.2% on net revenue year-on-year with \$177.1 million, up from \$149.8 million* for the first quarter in 2015. This unparalleled success follows on from the all-time high revenue growth at the end of 2015, when revenue increased by 17.0% over 2014.

Monthly results have continued to surpass expectations with the industry posting an increase of 13.4% for January and 20.7% for February year-on-year. March figures show an increase of 19.6% year-on-year, with net revenue of \$70.1 million. These increases continue to reflect across all formats: billboards, street furniture, retail/lifestyle/other and transport. Digital revenue is sitting at 35.6% of total net revenue year-to-date, which is an increase over the recorded 20.2% for the same period last year.

“It’s evident that advertisers, big and small, are looking for a media channel that can build awareness, drive desire, trial and transaction, all while complementing other media channels, especially in this changing media landscape. Outdoor is equipped to meet these needs and the results of our first quarter in 2016 reflect this,” said Charmaine Moldrich, CEO of the Outdoor Media Association.

“OOH can connect advertisers with their audiences anywhere, anytime, whether via a traditional outdoor poster, a digital screen or the merging of the two through the Internet of Things – or IoT. Location is the new currency of marketing and this is OOH’s key driver,” Moldrich continued.

Category figures first quarter 2016

- Roadside Billboards (over and under 25 square metres) \$65.6 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$54.6 million
- Transport (including airports) \$31.5 million
- Retail, Lifestyle and Other^ \$25.3 million

Category figures first quarter 2015

- Roadside Billboards (over and under 25 square metres) \$53.7 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$47.4 million
- Transport (including airports) \$28.7 million
- Retail, Lifestyle and Other^ \$20.1 million

* Figures have been adjusted from previously reported 2015 revenue to reflect changes in OMA membership, allowing direct comparisons in revenue year-on-year.

^This rapidly growing category reports shopping centre panels, as well as all place-based digital inventory including office media – covering inventory in lifts and office buildings, cafe panels, and digital screens in doctors surgeries and medical centres.

**Figures may not add to total due to rounding.

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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.