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For immediate release



Media Release

Out-of-Home winning streak continues through third quarter 2015

The Out-of-Home (OOH) industry again posted double-digit quarterly growth recording an increase of 13.1% on net revenue year on year with \$160.0 million, up from \$141.4million* for the third quarter 2014.

Year-to-date revenue has increased by 16.8%, tracking at \$462.9 million, up from \$396.3 million* for the same time last year.

September was a bumper month at 23.1% year on year revenue increase, following on from positive monthly results of 9.5% for July, 6.3% for August. Increases are across all formats: billboards, street furniture, retail and transit; and digital revenue is sitting at 25.3% of total net revenue year to date.

“In this fragmented media world, clients are realising that OOH is the one medium they can rely on for reach and visibility,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA), “and this shows in our current revenue winning streak which has lasted 21 of 22 quarters since the GFC.”

“While digital expansion plays a role in fuelling growth, we are seeing strong gains in our traditional signs which, according to leading marketers interviewed for our recent Summer trade campaign, continue to play a key role in the success of OOH campaigns,” continued Moldrich.

“With our Automated Transaction Platform rolling out in 2016, and bringing OOH into the media buying mainstream, we look forward to OOH further solidifying its place alongside TV and Online, as a leading platform for ad campaigns,” said Moldrich.

Category figures third quarter 2015

- | | |
|--|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$56.5 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$48.6 million |
| • Transport (including airports) | \$30.4 million |
| • Retail, Lifestyle and Other^ | \$24.5 million |

Category figures third quarter 2014*

- | | |
|--|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$48.4 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$48.2 million |
| • Transport (including airports) | \$25.4 million |
| • Retail, Lifestyle and Other^ | \$19.4 million |

* The figures have been adjusted for 2014 revenue to reflect changes within categories, 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, café panels and the inventory of the OMA's newest member Media Health Tonic which includes digital screens in doctors surgeries and medical centres

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FURTHER INFORMATION: Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9900

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 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.