



Media Release

Monday 2 July 2012

For immediate release

Out-of-Home half yearly performance up

The Out-of-Home (OOH) industry recorded half yearly growth of 3%, an increase in sales revenue to \$235.5 million, up from \$229 million in 2011.

Growth in the second quarter saw the industry record 2% growth in an unpredictable media market. Sales revenue increased to \$118.2 million from \$116 million for the same period in 2011.

“Growth in the second quarter of 2012 is a reflection of the industry’s ability to weather the vagaries of the market. OOH continues to maintain its position as a channel that is in a space of its own, growing while other mainstream media channels are experiencing revenue downturns,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

“Our ability to keep growing against the trend is due to the fact that our audiences keep increasing and advertisers understand the power of this. We know that 90% of Australians travel each day, amounting to over 20 million people who are exposed to one or more of our formats, each day. While other traditional media channels are threatened by technology, technology only makes us stronger by giving us the chance to directly converse with our consumers,” continued Moldrich.

The industry ended 2011 with overall growth of 3.5% on 2010.

Category figures June 2012, year-on-year:

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|--|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$86.6 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$85.7 million |
| • Transport (including airports) | \$35.8 million |
| • Retail | \$27.4 million |

Category figures second quarter 2012:

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|--|----------------|
| • Roadside Billboards (over and under 25 square metres) | \$42.8 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$42.7 million |
| • Transport (including airports) | \$16.4 million |
| • Retail | \$16.2 million |

ENDS

FURTHER INFORMATION:

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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.