



MEDIA RELEASE

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For immediate release

STRONG SECOND QUARTER GROWTH FOR OUT-OF-HOME SECTOR

Out-of-Home has continued its strong growth in 2010 netting a 22% increase in sales in quarter two compared to the same period in 2009, the Chief Executive of the Outdoor Media Association, Charmaine Moldrich, said today. Net revenue for the quarter increased to \$110 million compared to \$90 million in 2009.

This follows on from the growth of 9% achieved in the first quarter 2010, and gives a solid 15% growth for the first half of the year where net revenue increased to \$217 million in 2010 compared to \$188 million in 2009.

Ms Moldrich said "The sector has seen steady growth since November 2009 and the results are particularly pleasing given the industry's \$10 million investment in its new audience measurement system, MOVE (*Measurement of Outdoor Visibility and Exposure*), which was launched in February 2010."

"The fact that Out-of-Home is a cost efficient medium and reaches mass audiences, is helping the industry punch above its weight. We are very pleased with this result as it demonstrates the value of our medium. The industry is also embracing new technologies making it more relevant in today's fragmented media market."

All categories across the sector have performed well in the second quarter compared to 2009:

- Roadside Billboards (over and under 25 square metres) \$40 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$39 million
- Transport (including airports) \$16 million
- Retail \$15 million.



Outdoor Media
Association Inc.

**Further information: Charmaine Moldrich, CEO
Telephone 02 9357 9900, Mobile 0407 418 273**

Editor's Note:

The Outdoor Media Association 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 association 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 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 the regulatory frameworks in which they operate.