



27 January 2016
For immediate release

Media Release

OOH revenue reaches all-time high – 6th straight year of growth signifies sector’s strength

The Australian Out-of-Home (OOH) industry has today announced its sixth year of consecutive revenue growth, posting a 17%* overall increase on net revenue year-on-year, taking the industry’s net revenue to an all-time high of \$677.8 million, up from \$579.3 million in 2014.

In tracking the growth of OOH in 2015, the industry was off to a stellar start with a 21.6% year-on-year increase for quarter one. In quarters two and three the double digit growth continued with a 16.3% and 14.2% increase, respectively, from the same periods in 2014 with a strong finish in quarter four of 16.6% on total net revenue of \$213.4 million.

“We are absolutely delighted with these results, as 2015 was such a pivotal year for the industry in laying the foundations for 2016 and beyond. In mid-2015 we announced plans to launch an Automated Transaction Platform (ATP) and in November 2015 we announced data from our audience measurement tool, MOVE (Measurement of Outdoor Visibility and Exposure) will be integrated into emma (Enhanced Media Metrics Australia). We also renewed focus on our relationships with all levels of government in order to grow inventory. All this bodes well for continued future growth,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

In 2015 the demand for immediacy and flexibility drove an uplift in digital Out-of-Home (DOOH) revenue, which now represents 28% of total OOH revenue, a 65% increase from 2014 (17%). Outdoor’s ability to deliver the biggest audience, while leveraging leading edge technologies that reach consumers faster and in more engaging ways, is undeniable. Outdoor audiences continue to grow ahead of population growth and over the last five years MOVE shows that audience reach has grown a massive 37%.

“While technology is a strong factor in driving our growth, it is just the icing on the top of the tried and true Outdoor poster. As print media struggles to adapt to technology, as TV competes with live streaming and on-demand services and Online struggles with the proof of its metrics and adblocking, OOH has continued to stay relevant by integrating digital and online into the existing channel,” continued Moldrich.

“By aligning with mobile and digital technologies, Outdoor is able to connect advertisers with their audiences anywhere, anytime and it’s this trend that will be the main focus into 2016,” said Moldrich.

Category totals for 2015**:

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| • Roadside Billboards (over and under 25 square metres) | \$242.1 million |
| • Roadside Other (street furniture, taxis, bus/tram externals, small format) | \$208.6 million |
| • Transport (including airports) | \$126.4 million |
| • ^Retail/Lifestyle/Other | \$100.7 million |

Category figures for Quarter Four 2015:**

- Roadside Billboards (over and under 25 square metres) \$77.2 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$64.5 million
- Transport (including airports) \$38.0 million
- ^Retail/Lifestyle/Other \$33.7 million

* 2014 figures have been adjusted to reflect changes in OMA membership, as well as a minor adjustment due to over-reporting.

^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 the inventory of the OMA’s newest member Tonic Health Media which includes digital screens in doctors surgeries and medical centres.

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

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.