



MEDIA RELEASE

Friday, 30 January 2009

3.2% growth for outdoor in 2008

The outdoor media industry grew 3.2 per cent in 2008 as net revenue reached \$453.8 million compared to \$439.9 in 2007.

According to OMA CEO, Helen Willoughby, the industry achieved a very strong first half followed by a weaker second half.

"Across the board media has been reporting tougher conditions and it has been no exception for the outdoor industry," Ms Willoughby said. "The positive news is that we still recorded growth at a time when other traditional media proved less resilient."

In 2009, the industry will be changing the way it reports revenue performance to align with the introduction on its new audience measurement system, MOVE (Measurement of Outdoor Visibility and Exposure).

Rather than categorise revenue results by format, performance will be reported under the audience environments of Roadside, Transport and Retail.

Roadside will include supersites, billboards, posters, bus/tram shelters, kiosks/toilets, phone booths, free standing panels and bus/tram externals; Transport will include bus/tram internals, airport internals and precincts, railways stations and bus terminals; and Retail will include all internal shopping centres.

Ms Willoughby said the industry would re-cast its figures for 2008 to reflect the new categories to give comparative data for the purposes of analysis and transparency.

Ms Willoughby also announced the appointment of Nicole Moore as the OMA's new Marketing Manager. Ms Moore was previously the Corporate Communications Manager for Pacific Magazines.

Further information: Helen Willoughby, CEO 02-8356 9000; mobile 0439 023 389



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.