

Outdoor Media Association

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Media Release

Out-of-Home rides wave of growth in first quarter 2015

The Out-of-Home (OOH) industry posted its most successful quarter to-date recording an increase of 22.4% on net revenue year on year with \$149.4 million, up from \$122.0 million¹ for the first quarter 2014. This follows on from unprecedented growth at the end of 2014 when revenue increased by 10.0% over 2013.

Monthly results have been positive with the industry posting an increase of 18.6% for January and 23.8% for February year on year. March figures show an increase of 24.2% year on year, with net revenue of \$58.4 million. Increases are across all formats: billboards, street furniture, retail and transit; and, digital revenue is sitting at 21.0% of total net revenue, which is an increase over 18.8% recorded for 2014.

“As audiences continue to fragment for other advertising channels, the Outdoor audience grows when population increases. We attribute our revenue growth to the effectiveness of the medium: nine out of ten people leave home each day, which means that Outdoor reaches more people on a daily basis than any other media,” said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA). “We also have benefitted greatly from new technology: not only with sampling, customer engagement and mobile innovations but also with new digital billboards which shorten campaign lead-times and allow for more targeted messages,” Moldrich continued.

“We have just completed a software update for MOVE (Measurement and Outdoor Visibility and Exposure), which introduced geo-targeting as well as improvements to reporting. Simplifying the buying and reporting of Outdoor will help our industry continue its growth trajectory,” said Charmaine Moldrich, CEO of the OMA.

Category figures first quarter 2015

- Roadside Billboards (over and under 25 square metres) \$53.9 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$47.3 million
- Transport (including airports) \$29.0 million
- Retail \$19.2 million

Category figures first quarter 2014

- Roadside Billboards (over and under 25 square metres) \$42.3 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$45.3 million

¹ Figures have been adjusted from previously reported 2014 revenue to reflect changes in OMA membership, allowing direct comparisons in revenue year-on-year.

- Transport (including airports) \$19.5 million
- Retail \$15.0 million

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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.