



ADDRESS
SUITE 204
80 WILLIAM STREET
EAST SYDNEY
NSW 2011

PHONE
(02) 9357 9900

FAX
(02) 8356 9500

EMAIL
info@oma.org.au

ABN
59 004 233 489

media release

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OUT-OF-HOME RECORDS ITS SIXTH CONSECUTIVE QUARTER OF GROWTH

Quarter two in 2011 saw the Out-of-Home (OOH) industry record its sixth consecutive quarter of growth posting a 5% increase, with a year-to-date increase of 5.4% taking net revenue to \$229 million compared to \$217 million in 2010.

This follows a 5.5% growth in the first quarter of 2011 and a 19% growth for the calendar year 2010, up from \$400 million in 2009 to \$477 million.

Charmaine Moldrich, CEO of the Outdoor Media Association (OMA) said, "It is heartening to see the industry maintain its steady growth in a tight market. We are very pleased to see continuing strength in the industry with this being its sixth consecutive quarter of growth."

In a recent study commissioned by the OMA, Deloitte Access Economics measured the industry's direct contribution to GDP at an estimated value of \$244.3 million. While the industry paid \$74.2 million in wages and returned \$125.4 million to capital owners as gross operating profit. Total taxes, including net GST, paid by the sector were \$44.7 million and the industry employed 755 full time equivalent employees.

In addition the OOH industry contributed a total of \$13.25 million across Australia in charitable activities in 2010. Of this \$12.73 million was provided in free advertising space.

Category breakdown year-to-date to June 2011 was as follows:

- Roadside Billboards (over and under 25 square metres) \$82 million
- Roadside Other \$85 million
(street furniture, taxis, bus/tram externals, small format)
- Transport (including airports) \$33 million
- Retail \$29 million

ENDS

**Further information: Charmaine Moldrich, CEO
Phone: 02-9357 9999 Mobile: 0407 418 273**



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 the regulatory frameworks in which they operate.