



# MEDIA RELEASE

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## **3<sup>rd</sup> quarter down but signs of recovery**

Third quarter net media revenue for the outdoor media industry fell 22.9 per cent compared to the same period last year, from \$111.1 million to \$85.6 million.

However, signs of improvement in outdoor media sales were noticeable in the month of September following a slower start to the quarter.

OMA Chief Executive Helen Willoughby said members were also reporting signs of a strengthening fourth quarter over what had been experienced throughout the year.

Ms Willoughby said yesterday's announcement on the launch date of the industry's new audience measurement system, MOVE, in February 2010 had further buoyed the sector.

"MOVE is a major project for the industry and its launch to market will markedly increase the accountability and transparency of all outdoor media formats for media agencies and advertisers," Ms Willoughby said.

"MOVE will introduce a new measurement currency – Likelihood To See (LTS), which will only include those audiences who in all probability will see an outdoor media face. This will set a new benchmark for the accuracy of audience measurement results across all media."

The third quarter results were recorded as follows against each of the four new categories:

- Roadside – billboards < and > 25 square metres. \$29.3m  
Includes posters, billboards and supersites
- Roadside – other. Includes bus and tram shelters, \$31.2m  
kiosks, free standing panels, phone booths and bus  
and tram externals.
- Transport. Includes railway stations, bus terminals \$12.6m  
and airport internals/precincts.
- Retail. Includes shopping centres and universities. \$12.5m



Outdoor Media  
Association Inc.

Prior to 2009 the OMA reported its revenue under the categories of Large Format, Posters, Street Furniture and Transit.

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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.