



MEDIA RELEASE

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For immediate release

Out-of-Home revenue increases in first quarter

First quarter net revenue results for outdoor media in 2010 was up by 8.8% compared to the same period in 2009, the Chief Executive of the Outdoor Media Association, Charmaine Moldrich, said today.

Net revenue increased to \$106.7 million in the 2010 first quarter compared to \$98 million in 2009.

Ms Moldrich said the industry experienced an uplift in sales which began in November 2009 and the market has been steadily growing in the first quarter of 2010. "The Industry is very buoyed by the result and the turnaround in the market, reinforcing its recovery following the tough economic conditions of last year."

"This strong start to the year bodes well for the industry coupled with the success of the launch of our new audience measurement system, MOVE (*Measurement of Outdoor Visibility and Exposure*), which will further strengthen Out-of-Home's presence in the market."

The MOVE system has been embraced by the media agencies since its launch, with 38 agencies and over a 1000 registered users of the system.

The industry posted a net first quarter result of \$106.7m across the following categories:

- Roadside Billboards (over and under 25 square metres) \$38.7 million
- Roadside Other
(street furniture, taxis, bus/tram externals, small format) \$40.6 million
- Transport (including airports) \$14.3 million
- Retail \$13.1 million.

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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.