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media release

Monday 11 April 2011, FOR IMMEDIATE RELEASE

OUT-OF-HOME RECORDS FURTHER GROWTH

Quarter one in 2011 saw the Out-of-Home industry record its fifth consecutive quarter of growth posting a 5.5% increase in revenue. Net revenue in the 2011 first quarter was \$112 million compared to \$106 million in 2010.

The Industry ended 2010 posting 19% growth for the year a healthy increase on net revenue year-to-date of \$77 million, up from \$400 million in 2009 to \$477 million in 2010.

Charmaine Moldrich, CEO of the Outdoor Media Association said, "We are very pleased with the steady growth the industry is experiencing, which has seen us post increases in revenue since the first quarter of 2010. It was always a question of whether 2010 was a catch-up year following the downturn in 2009, but 2011 first quarter figures show that our growth is based on the value that the market is placing on our channel."

"The introduction of MOVE (Measurement of Outdoor Visibility and Exposure) and our recent research OUTSMART, has given buyers and advertisers a chance to see our channel as an efficient way of reaching audiences and one that gives value for money with greater returns on investment." Ms Moldrich said.

Category breakdown for the first quarter 2011 was as follows:

- Roadside Billboards (over and under 25 square metres) \$40 million
- Roadside Other \$44 million
(street furniture, taxis, bus/tram externals, small format)
- Transport (including airports) \$16 million
- Retail \$12 million

ENDS

**Further information: Charmaine Moldrich, CEO
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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.