

MEDIA RELEASE

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Fifth consecutive year of growth for outdoor media

The outdoor media industry has recorded its fifth consecutive year of solid growth with net media revenue rising to \$427.7 million in 2007, up 12.3% on the previous year.

An additional \$8.8 million in revenue gained from OMA member acquisitions brought total earnings for the year to \$436.4 million. This is an increase of 46.5% from the \$297 million recorded in 2003.

The double digit growth was stronger than predicted and well ahead of the 7.1% jump in 2006 over the 2005 results.

A buoyant advertising market helped deliver a strong final quarter for the industry in 2007, attracting \$137.7 million – a 16.1% rise over the same period in 2006.

Ms Helen Willoughby, Chief Executive of the Outdoor Media Association, said all sectors of the industry had performed well.

“The OMA is now capturing more than 97 per cent of media revenue that is generated from outdoor advertising throughout Australia,” Ms Willoughby said.

“All sectors of the industry have recorded healthy increases in revenue, with economic analysts predicting outdoor advertising will continue to be the best performer of the traditional media in the coming years.”

The annual rises across industry formats were as follows:

- Street furniture, including bus /trams stops, retail, & phone booths **up 10.6%**
- Large format, including billboards, super sites & spectaculars **up 12.6%**
- Transit, including advertising on buses and trams, taxis & railways **up 17.5%**
- Posters, including six & 24 sheets **up 4.6%**

Ms Willoughby said the launch of the industry’s much anticipated audience measurement system, Measurement of Outdoor Visibility and Exposure (MOVE), later this year provided further evidence of an industry focused on moving forward.

The \$5 million MOVE project has entered into its final stage of development, funded by outdoor media operators and with the assistance of an \$830,000 Federal Government grant under the *Industry Cooperative Innovation Program (ICIP)*.



“The introduction of MOVE will be the next major turning point for the Australian outdoor media industry,” Ms Willoughby said.

“It will be a world first in that it will cover all outdoor media audience environments, including shopping centre and airport interiors. It will set a new benchmark for measuring media audiences in Australia, with the metrics to be based on the ‘probability’ rather than ‘possibility’ of people viewing outdoor advertisements.”

Further information: Helen Willoughby, CEO 02-8356 9000; mobile 0439 023 389

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.