



Media Release

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For immediate release

Out-of-Home records full year growth of 3.4%

The Out-of-Home (OOH) industry ended 2011 posting a healthy 3.4% increase on net revenue year-to-date of \$494 million, up from \$477 million in 2010.

Net revenue for the last quarter, October to December 2011 was up by 1.9%, \$152 million compared to \$149 million in 2010.

These are buoyant revenue results, given the soft media market the industry has been operating in and seeing traditional media channels losing market share. The last quarter of 2011 saw the industry post its eighth consecutive quarter of growth.

In September 2011 the industry released its MOVE (*Measurement of Outdoor Visibility and Exposure*) figures for 2010 which saw an overall increase in measured audience of 13.6%. Audiences are up in all five markets: 5% in Sydney, 8% in Brisbane, 15% in Melbourne and 20% in both Adelaide and Perth.

Since 2002 the industry has grown a massive 91% which proves the power of the medium to return solid Return on Investment to its clients.

Charmaine Moldrich, CEO of the Outdoor Media Association (OMA) said, “We are pleased to see the market recognising the OOH industry as a solid media performer, proving that OOH is a powerful medium to use even when the economy is soft.”

“MOVE has been instrumental in proving that OOH reaches consumers frequently in a very cost effective way. We provide advertisers with innovative ways to reach their target audiences in a tight economic climate.”

Richard Herring, CEO of APN Outdoor and Chairman of the OMA and MOVE said, “Outdoor is very well poised for growth in the near future. We remain a highly cost effective media option that delivers mass audiences. Our assets are increasingly relevant in today's changing media landscape as we continue to develop exciting digital interfaces. We will continue to develop the highly successful MOVE audience measurement system to assist in delivering outstanding results to clients. Our industry delivered robust results in 2011 and we look forward to exciting times ahead.”

All categories across the sector have performed well in 2011:

- Roadside Billboards (over and under 25 square metres) \$170.3 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$182.6 million
- Transport (including airports) \$75.3 million
- Retail \$65.4 million

Category breakdown for the December 2011 quarter was as follows:

- Roadside Billboards (over and under 25 square metres) \$49.8 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$57.9 million
- Transport (including airports) \$23.2 million
- Retail \$20.6 million

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FURTHER INFORMATION:

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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 by the regulatory frameworks in which they operate.