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## media release

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For immediate release

# OUT-OF-HOME RECORDS THIRD QUARTER GROWTH

Quarter three in 2011 saw the Out-of-Home (OOH) industry record its seventh consecutive quarter of growth posting a modest increase of 1.5% on the same period last year. The Year on Year figures show growth of 4.1% <sup>1</sup>which amounts to a net revenue increase of \$13 million, \$342 million compared to \$329 million in 2010.

Charmaine Moldrich, CEO of the Outdoor Media Association (OMA) said, "We are pleased to see growth, albeit modest, despite the retail slow-down and the winter quarter traditionally being the slowest quarter for the industry. We know the market is tight out there and we are pleased that we are able to sustain our growth."

"We launched new MOVE data (Measurement of Outdoor Visibility and Exposure), for 2011 on 12 September which shows a 13.6% increase in audiences across the country for OOH."

Audiences are up in all five markets: 5% in Sydney, 8% in Brisbane, 15% in Melbourne and 20% in both Adelaide and Perth.

In addition to the release of new data for 2011, the software functionality of MOVE has also been improved. These improvements address users' feedback as a result of MOVE's ongoing dialogue with media buyers and planners.

"With new data in the market and the improved usability of MOVE, the OOH industry is poised to end the year growing its market share."

Category breakdown for the third quarter was as follows:

- |   |                |
|---|----------------|
| • Roadside Billboards (over and under 25 square metres)                         | \$38.7 million |
| • Roadside Other<br>(street furniture, taxis, bus/tram externals, small format) | \$39.3 million |

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<sup>1</sup> Please note, first quarter OMA figures were adjusted to show net revenue growth of 5.8% as opposed to 5.5% previously reported.



- Transport (including airports) \$19.5 million
- Retail/Lifestyle \$15.6 million

Category breakdown year-to-date to September 2011 was as follows:

- Roadside Billboards (over and under 25 square metres) \$120.4 million
- Roadside Other (street furniture, taxis, bus/tram externals, small format) \$124.7 million
- Transport (including airports) \$52 million
- Retail/Lifestyle \$44.8 million

## **ENDS**

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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 the regulatory frameworks in which they operate.