



## **MEDIA RELEASE**

**18 April 2007**

### **Strong first quarter for Outdoor Media**

The outdoor media sector continued its strong growth in the first quarter of 2007, recording net revenue of \$94 million, a 10.2 per cent increase on the same period last year.

Street Furniture recorded the largest comparative quarter revenue rise with a 17 per cent increase from \$31.7m to \$36.9m. This was followed by Large Format with a 7 per cent increase from \$29.4m to \$31.5m and Transit which grew from \$17.9m to \$19.0m, a 7 per cent increase.

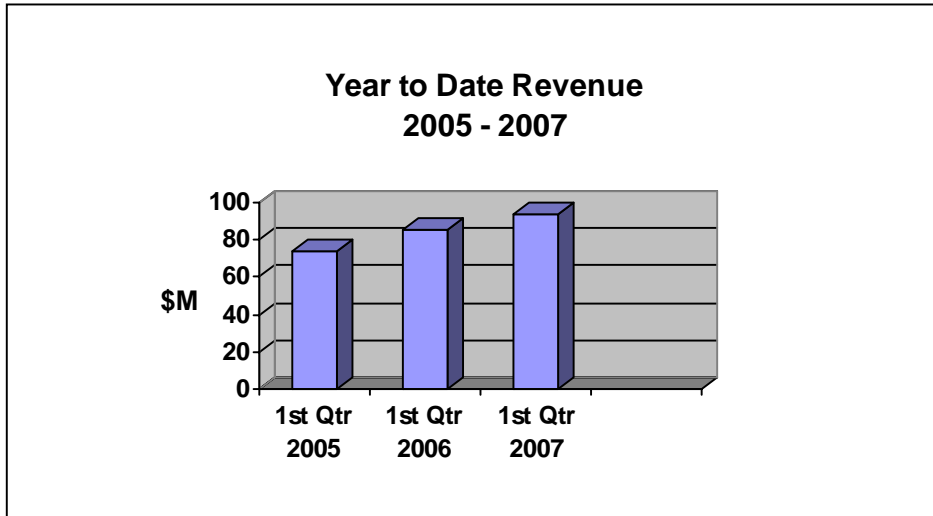
Chief Executive of the Outdoor Media Association (OMA) Helen Willoughby said that the first quarter results placed outdoor in a good position to continue into a fifth successive year of growth.

“The figures support industry analysts’ predictions at the annual Commercial Economic Advisory Service of Australia conference in November that the outdoor media sector would continue to grow in 2007, benefiting from an anticipated modest increase in advertising spend.”

“They show that a wider span of advertisers and media buyers are becoming increasingly confident in outdoor as an effective and accountable medium that delivers results”, Miss Willoughby said.

The industry’s ONE Awards continue to promote the importance of quality creative among advertisers. Last years ONE Awards attracted 270 entries which included some great creative executions incorporating new technology.

The Audience Measurement project is also progressing well and with its introduction planned for mid 2008 the industry is predicted to experience further growth.



**Further information:**

**Helen Willoughby, CEO**

**Ph: 02 8356 9000 or Mob: 0439 023 389**