



Outdoor Media  
Association Inc.

# MEDIA RELEASE

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## **Strong performance continues for outdoor media**

The outdoor media industry finished strongly in 2006, recording a 7.1 per cent net revenue increase on the previous year by returning \$378.7 million compared to \$354 million in 2005.

Street furniture attracted the highest revenue of \$149.9 million during the year – a 14.9 per cent rise on last year. It now commands 39.5 per cent of market share compared to 32.9 per cent for large format, 20.4 per cent for transit and 7.2 per cent for posters.

In comparison, large format attracted \$124.1 million, up 6.3 per cent on 2006. Posters also grew, recording \$27.4 million over the same period – a 3.1 per cent increase, while transit attracted \$77.3 million, a slight fall of 3.3 per cent.

Chief Executive of the Outdoor Media Association (OMA), Helen Willoughby, said the strong results were in line with the United Kingdom and United States where the outdoor industry had also performed well, reflecting the increasing global confidence of advertisers in the effectiveness of outdoor media.

Ms Willoughby said the success of the street furniture category was due partly to the growth within the retail environment, but also to the increasing breadth of advertisers using the media.

“These figures show the outdoor industry as a whole held up extremely well against a softening advertising marketing in 2006,” Ms Willoughby said.

“Among the higher users of outdoor were fast moving consumer goods, the entertainment industry, automotive, telecommunications and the finance industry.”

Since 2003, when the industry recorded \$297 million in net revenue, outdoor media has attracted an incremental increase of \$81.5 million on annual returns – a cumulative growth rate of 27 per cent over three years.

Industry analysts predicted at the annual Commercial Economic Advisory Service of Australia media conference in November that the outdoor media sector would continue to grow this year, benefiting from an anticipated modest increase in advertising spend.



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Peter Horgan, a Managing Partner with OMD, said while he still perceived outdoor media to be under represented in the Australian market, the results reflected their own estimation that the industry would “continue to outperform traditional media for the foreseeable future.”

Ms Willoughby said the outdoor industry’s positive start to 2007 was further reinforced through the commencement of the audience measurement project.

She said the industry was on track to deliver the first measurement system to cover all formats, and to be directly accessible to media buyers.

**Further information:** **Helen Willoughby, CEO**  
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*Note: Revenue figures independently compiled by KPMG. Figures show revenue results obtained from media display operators who are members of the Outdoor Media Association.*

Following is a breakdown of what media is included in each of the outdoor formats upon which revenue is reported:

- Large Format** - Billboards, supersites, spectaculars – includes large format at airports (external) and shopping centres (external).
- Street Furniture** - Bus and tram shelters, kiosks, telephone booths, etc; shopping centres (internal); shopping centres (entrances); rail(foyers/platforms).
- Posters** - 24-sheet and smaller
- Transit** - Airports (internal), buses, taxis, rail, mobile.

**\*\*See over for a comparative breakdown between 2005 and 2006**



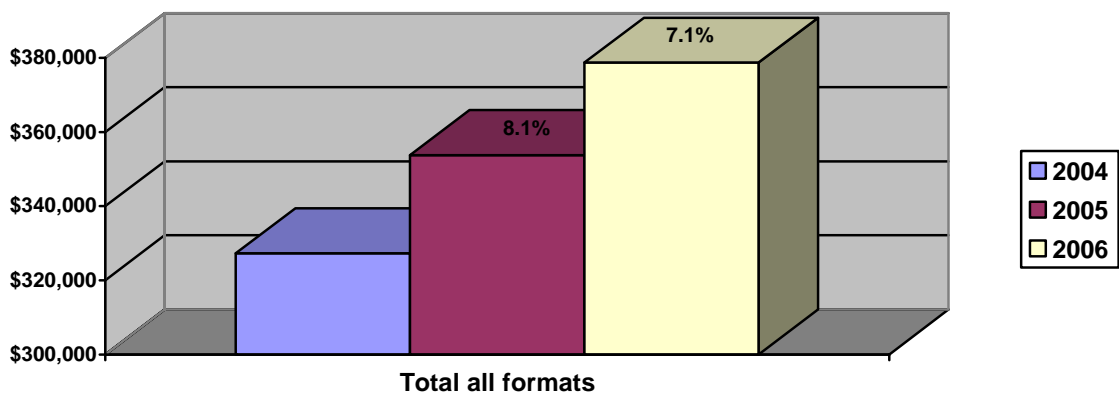
**Table 1 2006 net revenue results**

Format	Large format	Street furniture	Posters	Transit	Total
Qtr 1	\$29.4 million	\$31.7 million	\$6.0 million	\$17.9 million	\$ 85.0 million
Qtr 2	\$28.4 million	\$35.0 million	\$7.0 million	\$19.0 million	\$ 89.4million
Qtr 3	\$30.2 million	\$35.6 million	\$6.0 million	\$17.8 million	\$ 89.6 million
Qtr 4	\$36.1 million	\$47.9 million	\$8.3 million	\$22.5 million	\$114.8 million
<b>Total</b>	<b>\$124.1 million</b>	<b>\$149.9 million</b>	<b>\$27.4 million</b>	<b>\$77.3 million</b>	<b>\$378.7 million</b>

**Table 2 2005 net revenue results**

Format	Large format	Street Furniture	Posters	Transit	Total
Qtr 1	\$27.3 million	\$25.3 million	\$6.0 million	\$15.8 million	\$ 74.4 million
Qtr 2	\$28.6 million	\$25.5 million	\$6.2 million	\$19.4 million	\$ 79.7 million
Qtr 3	\$28.6 million	\$35.5 million	\$6.5 million	\$20.6 million	\$ 91.1 million
Qtr 4	\$32.3 million	\$44.2 million	\$7.9 million	\$24.2 million	\$108.6 million
<b>Total</b>	<b>\$116.8million</b>	<b>\$130.5 million</b>	<b>\$26.5 million</b>	<b>\$80.0 million</b>	<b>\$354.0 million</b>

**Yearly comparison – total net revenue \***



per \$,000

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