



MEDIA RELEASE

Friday, 4th August, 2006

OUTDOOR ON TRACK WITH AUDIENCE MEASUREMENT

The Outdoor Media Association (OMA) has selected VIEW, a consortium of Australian and international research companies, as its preferred candidate to develop a new audience measurement system for the Australian market.

The VIEW partnership comprise:

- Cuende Infometrics, Spain's leading designers and developers of audience measurement systems and marketing research tools;
- Veitch Lister Consulting (VLC), an Australian owned company with expertise in travel demand modeling and transport planning for governments and the private sector;
- TNS, an international research company with extensive experience in the outdoor industry; and
- VIEW, a wholly Australian owned company responsible for system delivery.

OMA President Chris Tyquin said the decision was the result of an extensive international search over the past 18 months, over which time audience measurement had been the subject of significant debate among the global outdoor industry.

It also follows the release of strong second quarter revenue results for the Australian outdoor industry, which grew 12 per cent over last 12 months, bringing in advertising revenue of \$374 million over the period.

"This will be the first time an outdoor audience measurement system is to be tailor made to cover all the major formats including large format, street furniture, transit & posters. It will put Australia at the leading edge of market research in the outdoor media industry and will be integral to the future growth of the sector," Mr Tyquin said.



OMA Chief Executive Officer Helen Willoughby said the decision to enter into contractual negotiations with VIEW was endorsed by the Australian Association of National Advertisers, the Advertising Federation of Australia and the Media Federation of Australia, who formed part of a Joint Industry Committee overseeing the tender process.

The OMA thanked Ian Muir, the head of the JIC, and MFA representatives John Grono and Rachel Nolan for their assistance in providing technical input throughout the tender process.

VIEW's Chief Executive Officer David Rogerson said "we're delighted to be nominated as the OMA's preferred provider of a state of the art outdoor measurement system for Australia. It was a most exhaustive and thorough review undertaken by the industry. We wish to acknowledge the OMA's foresight in recognising the value of local expertise and international experience VIEW will deliver for the benefit of the industry and advertisers alike."

Ms Willoughby added that the new system would take a minimum of 13 months to develop once a contract was signed, with work expected to commence before the end of the year.

"Our aim is to draw on the breadth of experience offered through this consortium to develop the world's most advanced measurement system for the outdoor sector," Ms Willoughby said.

"Cuende Infometrics and TNS have been at the forefront in developing a number of international audience measurement tools, while VLC and VIEW bring essential local knowledge and expertise to the project."

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