



Media Release

For immediate release
6 April 2021

Out of Home on the road to recovery

The Out of Home (OOH) industry today announced a decrease of 24 per cent on net media revenue for the first quarter of 2021, reporting \$158.1 million, down from \$207.8 million* in 2020.

Digital OOH (DOOH) revenue accounts for 57.1 per cent of total net media revenue year-to-date, an increase over the recorded 56.7 per cent* for the same period last year.

“Q1 2020 was the last quarter where the industry posted growth, prior to feeling the effects of the pandemic. Like the economy we were worst hit in quarter two of 2020 and I am relieved both for the industry and the economy to see green shoots and improvement,” said Charmaine Moldrich, OMA CEO.

“The results from March this year are particularly heartening, with revenue up 18 per cent from February. The rise is coupled with the latest consumer confidence index, that is now just 0.2 points below the December level which was a ten-year high[^]. I believe our recovery will continue into 2021 as audience numbers stabilise, with people coming back outdoors, as well as workers returning to offices and their daily commutes,” she said.

“Our industry continues to grow and strengthen, with the addition of new members AdFlow, AOSCo Think Outdoor and TOM in January and last week Shopper Media joined the association and MOVE (Measurement of Outdoor Visibility and Exposure) the industry’s audience measurement system.

“It is wonderful to have new members join our industry at a time when we are doing new things including updating our audience measurement currency. The new perspectives and energy these new members bring will only help revitalise and strengthen the industry in a time of recovery and growth,” concluded Moldrich.

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FURTHER INFORMATION:

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*Previously releases revenue figures have been updated to reflect changes in the OMA membership.

^Westpac-Melbourne Institute Index of Consumer Sentiment, March 2021.

Editor's note on how figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents approximately 80% of the Out of Home (OOH) industry in Australia. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent advertiser campaigns posted in each quarter. Figures also include all direct sales which are estimated at 10% of total bookings.

About OMA

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 relationships 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.