

OMA MOVE

Measurement of Outdoor Visibility and Exposure

Audience growth, a good news story for OOH

- In 2017 OOH grew by 2.2% once again surpassing population growth of 1.7%
- Leading to cumulative audience growth of 23% since 2010

November 2017



ANATOMY
OF OOH



2017 AUDIENCE 2.2% HIGHER THAN in 2016
When comparing the signs that were common to both years

2017 Out-of-Home
Audience Increase on 2016

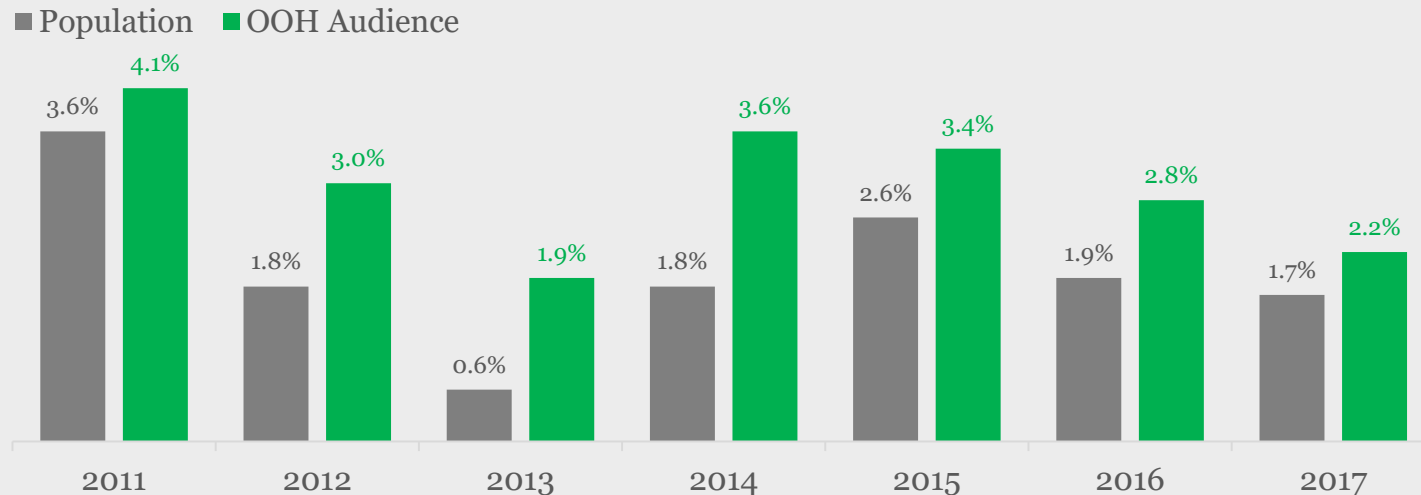
2.2%

OUT OF HOME AUDIENCES GROWING FASTER THAN POPULATION

Urban growth a key driver

Annual growth rates since MOVE launched in 2010

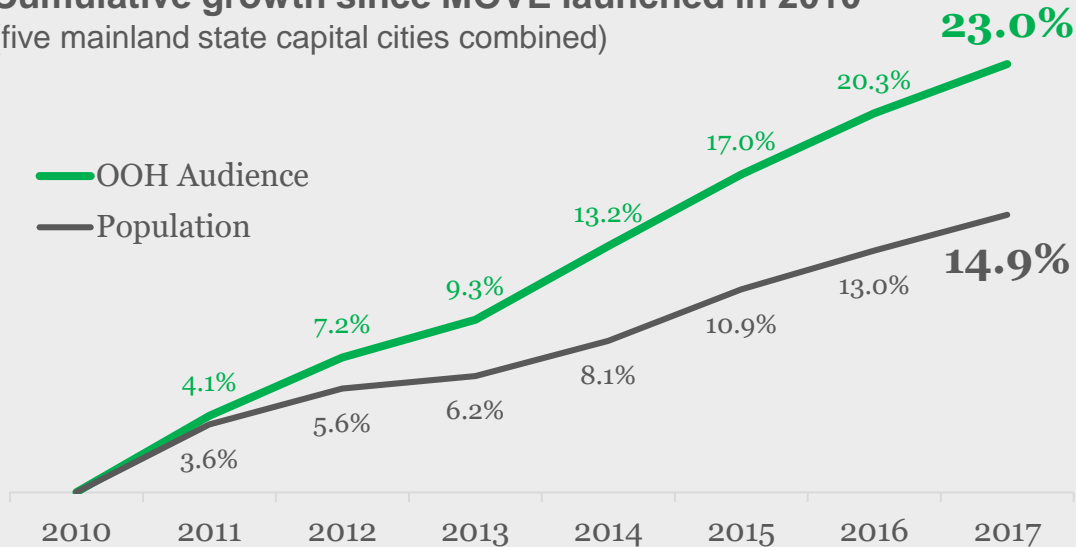
(five mainland state capital cities combined)



OUT OF HOME AUDIENCES HAVE GROWN 23.0% IN LAST 7 YEARS

Population has grown 14.9% during the same period

Cumulative growth since MOVE launched in 2010
(five mainland state capital cities combined)



Out-of-Home audience growth continues to over-index against population growth