



Media Release

For immediate release | 10 July 2024

Out Of Home Industry Exceeds Expectations with Continued Growth in Q2

The Out of Home (OOH) industry has announced an increase of 6.7 per cent on net media revenue for Q2 2024, reporting \$305.4 million, up from \$286.2 million* for the same quarter in 2023.

Digital OOH (DOOH) revenue accounts for 74.4 per cent of total net media revenue year-to-date, an increase over the recorded 71.9 per cent* for the same period last year.

OMA CEO Elizabeth McIntyre said, "The ongoing growth of the Out-of-Home (OOH) industry at 6.7 per cent net revenue in Q2 2024 underscores its robust and agile nature, driving towards the projected annual compound growth rate. Our industry campaign for ANZAC day engaged 10.1 million Australians across 9,000 screens with a donated media value of \$4.6 million, highlighting the effectiveness of OOH."

"Marketing via the Out-of-Home (OOH) channel continues to demonstrate significant effectiveness in reaching and engaging audiences. This visibility ensures that messages are seen by a broad and diverse audience, enhancing brand awareness and recall." Concluded McIntyre.

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FURTHER INFORMATION:

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

Editor's note on how figures are calculated:

The Outdoor Media Association (OMA) represents close to 100 per cent 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 per cent of total bookings.

About OMA

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some 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 relations 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.