

Media Release

For immediate release | 16 January 2025

Out of Home industry maintains growth with solid results in 2024

The Out of Home (OOH) industry has today announced a strong 8.07 per cent increase in net media revenue for 2024, reporting \$1,301.8 million, up from an adjusted figure of \$1,204.6 million* for 2023.

Quarter four 2024 saw an increase of 6.6 per cent on net media revenue year-on-year, totaling \$393.8 million, up from \$369.5 million* for the same period in 2023.

Digital OOH (DOOH) revenue now accounts for 75.2 per cent of total net media revenue, reflecting an increase from 73.4 per cent* for the same period in 2023.

OMA CEO Elizabeth McIntyre said, “As we reflect on 2024 and look forward to 2025, Out of Home continues to prove its resilience and strength. With its unique combination of ubiquity, trust, and digital innovation, OOH has cemented itself as the medium of choice for advertisers seeking both immediate impact and long-term brand equity. In a challenging and rapidly evolving advertising landscape, OOH delivers a powerful, non-intrusive presence that remains a trusted partner for media buyers navigating shifting priorities and economic pressures.”

“Looking ahead to 2025, the OOH sector remains primed for success, even in the face of challenges such as the election and rising cost-of-living pressures. MOVE2 will offer advertisers even greater precision in capturing seasonal and regional variations, enabling them to fine-tune their strategies for maximum effectiveness. Coupled with ongoing advancements in DOOH, this adaptability is driving innovation and growth across the industry.”

“The ongoing investment and commitment from our members continues to empower advertisers with the advanced tools and insights they need to succeed, even in the face of economic uncertainty. With continued innovation and adaptability, OOH is primed to thrive in both flat and improving market conditions,” concluded Elizabeth.

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

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Further Information:

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About the 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 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.

About MOVE

MOVE is Australia's premier quantitative audience measurement currency for OOH media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).