

## Media Release

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# Out of Home Industry Delivers Strong Start to 2025

The Out of Home (OOH) industry has today announced a net media revenue increase of 16.13 per cent for Q1 2025, reporting 334.1 million, up from 287.7 million\* for the same period in 2024.

Digital OOH (DOOH) revenue now accounts for 75.6% of total net media revenue year-to-date, up from 74.2% per cent\* this time last year.

OMA CEO Elizabeth McIntyre said, “This result is another clear signal that Out of Home has emerged as a medium that gives brands the high visibility and impact they need. With consumer mobility continuing to rise, ongoing innovation across the sector, and MOVE, we’re in a strong position for sustained growth this year and beyond.”

“Our members have already demonstrated their unified strength in the first quarter of this year, supporting the *Fresh Veg, Deliciously Healthy* campaign, which has now reached \$41 million in advertising value since its inception in 2021, and launching the inaugural Creative Awards to celebrate the very best in Out of Home creative across Australia.”

The Out of Home (OOH) industry is preparing for MOVE, an industry-led audience measurement system to provide data richness for campaign planning and reporting. Covering metro and regional audiences, all formats, and incorporating seasonality, MOVE will deliver granular audience measurement for Out of Home advertising.

## ENDS

\*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).