

## Media Release

*For immediate release 15 July 2025*

# Out of Home Industry Continues Q2 Growth, and expands membership with Stream Outdoor

The Out of Home (OOH) industry has announced a net media revenue increase of 19.36% for Q2 2025, reporting \$363.6 million, up from \$304.6 million\* for the same period in 2024.

Digital OOH (DOOH) revenue now accounts for 76.3% of total net media revenue YTD, up from 74.5%\* this time last year.


OMA CEO Elizabeth McIntyre said, “The continued double-digit growth of Out of Home demonstrates the industry’s critical role in today’s media mix. With OOH delivering the strongest ROI across major media channels, it’s no wonder that we’re seeing sustained investment and confidence within our industry.

“Our members continue to give back with this year being the sixth annual RSL partnership. Over 4,600 assets nationwide displaying the *That’s the ANZAC Spirit* campaign and reaching over 8.3 million Australians. Since 2020 our members have donated over \$40 million in advertising value towards the RSL’s national commemorative campaigns.”

Membership continues to grow, with Stream Outdoor the latest to join the OMA.

As a media-owner member, Stream Outdoor contributes premium digital billboard inventory to the OOH network, delivering high-impact advertising solutions in key locations across Australia.

Stream Outdoor Director, Chris Perera said: “Joining the OMA aligns with our commitment to elevating Out of Home through innovation and collaboration. We’re excited to work alongside industry leaders to help shape the future of OOH and deliver meaningful outcomes for brands and communities alike.”

 The logo for Stream Outdoor features a stylized blue wave icon to the left of the text 'stream outdoor' in a bold, lowercase sans-serif font.	Stream Outdoor brings over 40 years of experience to digital Out of Home, delivering dynamic campaigns through premium digital billboards in high-traffic locations. Their innovative approach ensures brands achieve visibility, engagement, and results.
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OMA members benefit from access to joint industry initiatives, government advocacy, audience insights, and networking opportunities - all working together to strengthen the channel and accelerate shared growth.

## ENDS

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

## 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.