



Media Release

For immediate release | Thursday 3 February 2022

Out of Home year-end results for 2021

The Out of Home (OOH) industry has today announced an increase of 24 per cent on net media revenue for 2021, reporting \$812.7 million, up from \$655.2 million* for 2020.

Quarter four 2021 saw an increase of 13.3 per cent on net media revenue year-on-year, posting \$247.6 million, up from \$218.6 million* for quarter four 2020.

Digital OOH (DOOH) revenue accounts for 58.8 per cent of total net media revenue year-to-date, an increase over the recorded 55.2 per cent* for the same period last year.

Net revenue year-to-date still trails pre-pandemic results, down 17.3 per cent on the reported \$982.3 million* for 2019.

OMA CEO Charmaine Moldrich said, “We began the year cautiously optimistic for industry recovery, and while the second wave of lockdowns mid-May stymied momentum, revenue consistently tracked above 2020 levels. What’s more, December’s results mark the first month since revenue has risen beyond pre-pandemic levels, up seven per cent from December 2019.

“We’ve taken this time as an industry to bolster our platforms and processes to make Out of Home easier to plan and buy campaigns and measure their impact. Launched on 31 January, MOVE 1.5 and our Industry standards provide a world-first for buyers.

“And, importantly, with the OMA and MOVE attracting new members with the addition of Scentre Group, Tonic Media Network, and Hivestack this month, this means we now represent close to 100 per cent of the industry in Australia,” continued Moldrich.

According to figures released by Zenith, Australian advertising spend is expected to grow 5 per cent in 2022, off the back of 18 per cent growth in 2021[^]. ANZ-Roy Morgan Consumer Confidence saw a small drop in the first week of January, down 2.4 points to 106.0. Confidence in future financial conditions remained unchanged however, with 38 per cent of Australians expect they will be ‘better off’ financially this time next year^{^^}.

“What this shows is people are still optimistic about the future, and this sets us up for another bounce back when the situation stabilises further. This is good news, and advertisers should be confident in Out of Home’s ability to deliver audiences particularly in transport, retail and roadside environments and continue to leverage the channel’s impact and creative potential,” concluded Moldrich.

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FURTHER INFORMATION:

Emma Ward, Communications Manager, OMA, M: 0403 270 855

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

^Zenith Advertising Expenditure Forecasts report, December 2021.

^^ ANZ-Roy Morgan Consumer Confidence index, January 2022.

Editor's note on how figures are calculated:

The Outdoor Media Association (OMA) estimates that it 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 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 relationships 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.