



Media Release

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For immediate release

Third quarter sees growth plateau

The Out of Home (OOH) industry today announced a slight decrease of 0.9% on net media revenue year on year in the third quarter of 2019, posting \$218.2 million, down from \$220.2 million* for the third quarter in 2018.

Quarter three 2018 was one of OOH's healthiest quarters to date, with an increase of 10.7% from the previous year, 2017.

Year to date industry revenue has increased 3.1% posting \$665.5 million, up from \$645.3 million* in 2018.

Digital revenue continues to grow and is sitting at 55.3% of total net media revenue year-to-date, an increase over the recorded 50.2% for the same period last year.

"The plateauing of revenue growth in quarter three is not unexpected given the current national financial outlook. The last time the industry experienced negative growth was quarter four of 2012, which was also in comparison to a very healthy quarter the previous year. The industry has enjoyed seven years of consecutive growth at a time when other traditional media channels have experienced declines in revenue, as well as audience. Out of Home is both resilient and buoyant. While the current economic outlook is affecting advertiser confidence, we know that it is also the time that advertisers need to keep their brands top of mind and Out of Home delivers; broadcasting its messages to growing audiences in the public space," said Charmaine Moldrich, CEO of the OMA.

Moldrich continued "The Standard Media Index AU/NZ announced last week that the first eight months of 2019 have reflected lower advertising demands with the Australian market declining 4.9%. OOH has continued to grow in this challenging environment, increasing revenue year to date by 3%.

We will continue to see growth in Out of Home over the medium and longer term, as we innovate and make it easier to plan, buy and measure our channel."

In early 2020 the OMA will launch a new product, CORE, which will streamline the briefing and response process for buying OOH, while delivering significant time savings for agencies, clients and OMA members.

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FURTHER INFORMATION:

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

Editor's note on how figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents approximately 80% 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% of total bookings.

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.