



Media Release

For immediate release
Friday, 5 July 2019

Out of Home revenue continues to climb

The Out of Home (OOH) industry today announced an increase of 5.2% on net media revenue year-on-year in the second quarter of 2019, posting \$237.3 million, up from \$225.6 million for the second quarter in 2018.

Digital revenue is sitting at 55.5% of total net media revenue year-to-date, an increase over the recorded 49.8% for the same period last year.

“Our industry continues to evolve and grow with the media landscape, offering advertisers a variety of solutions from location-based broadcast campaigns to flexible, time-sensitive solutions on our members’ digital networks. Our strength continues to be our place in the community as the ‘always on’ channel that connects advertisers with people,” said Charmaine Moldrich, CEO of the OMA.

“In 2018 we saw the industry’s market share grow to 6.2% – we were only one of two media channels to grow last year. We credit this growth to investment in technology and research coupled with our ability to reach large audiences. We continue to build a modern, dynamic channel with scale, now reaching 93% of Australians where they live, work and play,” Moldrich concluded.

The revenue announcement comes on the heels of the release of the OMA’s 2018 annual report which reported double digit growth for the industry in 2018 with an increase of 10.8% on net media revenue, posting \$927.2 million, up from \$837.1 million for the previous year.

ENDS

FURTHER INFORMATION:

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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.