



Media Release

For immediate release | Wednesday 5 July 2023

Out of Home industry reports double digit growth in Q2

The Out of Home (OOH) industry has today announced an increase of 11.9 percent net media revenue for Q2 2023, reporting \$283.2 million, up from \$253.1 million* for the same quarter in 2022.

Digital OOH (DOOH) revenue accounts for 68.1 per cent of total net media revenue year-to-date, an increase over the recorded 58.7 per cent* for the same period last year.

Year-to-date net revenue has increased 11.9 per cent per cent from the same time in 2022 and is \$543.5 million.

OMA CEO Elizabeth McIntyre said, “Our continued robust revenue growth shows advertisers’ trust in our channel. It’s testament that our industry’s focus on clients and innovation is working.”

The OMA added three new members in Q2: Stockland, one of Australia’s largest diversified property groups; Certeq, an OOH supplier who specialises in large-scale IT and AV systems integration services; and Absen, a global provider of LED display solutions.

“Our evolving strategy to build a stronger, more prosperous and resilient industry into the long term is working. We have several initiatives in the pipeline for 2023 and with the launch of MOVE 2.0 in 2024, there will be continued transformation for the channel,” concluded McIntyre.

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FURTHER INFORMATION:

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

Editor’s note on how figures are calculated:

The Outdoor Media Association (OMA) 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 Owners and Suppliers, and some 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.