



Media Release

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Out of Home grows by close to 50 per cent year on year in Q3

The Out of Home (OOH) industry has today announced an increase of 43.7 per cent on net media revenue for the third quarter of 2022, reporting \$244.6 million, up from \$170.2 million* for the same quarter in 2021.

Digital OOH (DOOH) revenue accounts for 62.5 per cent of total net media revenue year-to-date, an increase over the recorded 57.6 per cent* for the same period last year.

Year-to-date net media revenue is sitting at \$725.3 million, an increase from 26.5 per cent* on 2021 and sitting behind pre-pandemic 2019 by -2.8 per cent.*

OMA CEO Charmaine Moldrich said, “Quarter three sees the industry almost on par with pre-pandemic revenue, only .8 per cent down from 2019. This continued growth is in line with our projections for recovery. Driving our success is our concerted effort as an industry to launch new research and tools into the market.”

“To-date in 2022 the OMA has launched a raft of tools making easier to plan and buy Out of Home campaigns. This includes the Neuro Impact Factor (NIF), a qualitative metric which goes beyond attention to measure the impact of Out of Home campaigns. The NIF is part of the upgrade of MOVE which allows for the measurement of digital campaigns; both metrics are supported by industry-wide standards.”

“These initiatives, and the building of the new measurement platform MOVE 2.0, have undoubtedly spurred the raft of new members, with eight so far this year bringing us close to representing a 100 per cent of the industry,” concluded Moldrich.

The OMA has added three new members this quarter: Blue Tongue Outdoor, SureVision and Veridooh.

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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) 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.