



Media Release

For immediate release | Thursday 7 April 2022

Out of Home revenue rebounds in Q1

The Out of Home (OOH) industry has today announced an increase of 25.5 per cent on net media revenue for Q1 2022, reporting \$228.1 million, up from \$181.7 million* for the same quarter in 2021.

Digital OOH (DOOH) revenue accounts for 60.8 per cent of total net media revenue year-to-date, an increase over the recorded 57.0 per cent* for the same period last year.

OMA CEO Charmaine Moldrich said, “The industry continues to rebound in the first three months of the year, with revenue down only slightly, by 2.9 per cent on pre-pandemic 2019. There are many signs that we are back on track and that 2022 will see us achieve or even exceed pre-pandemic annual revenue.”

“Our commitment to transparency, accuracy and credibility in our audience measurement platform MOVE 1.5 and adoption of industry-wide standards to make it easier to plan and buy, have helped with our recovery. We have built tools and introduced processes that specifically fill the needs of our clients, and we are now starting to see the positive results.”

“As travel increases with the easing of testing requirements, we expect to see even more confidence in our channel’s ability to deliver reach and impact,” concluded Moldrich.

The OMA added two new members in March 2022: Helio, an online advertising marketplace, and Civic Outdoor, an independently owned and operated Outdoor operator also joining MOVE.

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^.

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FURTHER INFORMATION:

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

^Zenith Advertising Expenditure Forecasts report, December 2021.

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.