



Media Release

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Out of Home industry extends growth trend with solid results in Q3

The Out of Home (OOH) industry has today announced an increase of 10.06 per cent net media revenue for Q3 2024, reporting \$315 million, up from \$286.2 million* for the same quarter in 2023.

Digital OOH (DOOH) revenue accounts for 74.5 per cent of total net media revenue year-to-date, an increase over the recorded 72.4 per cent* for the same period last year.

Year-to-date net revenue has increased 8.75 per cent from the same time in 2023 and is \$908.2 million.

General Manager of the OMA, Kylie Green stated that, “The continued growth in revenue this quarter is a clear indicator of the industry’s strong momentum as it continues to evolve and thrive. The 10.06 per cent increase in net media revenue highlights advertisers’ growing confidence in the effectiveness of OOH, particularly as digital innovations continue to enhance its capabilities.”

“The growth we are seeing this quarter is not just a reflection of past success but also a positive signal for what lies ahead,” concluded Green.

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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.