



Media Release

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Out of Home industry reports robust growth in Q1

The Out of Home (OOH) industry has today announced an increase of 9.26 per cent on net media revenue for Q1 2024, reporting \$287.6 million, up from \$263.2 million* for the same quarter in 2023.

Digital OOH (DOOH) revenue accounts for 74.1 per cent of total net media revenue year-to-date, an increase over the recorded 70.7 per cent* for the same period last year.

OMA CEO Elizabeth McIntyre said, “The OOH industry has never been as nimble, focussed, and unified, with a flurry of activity to start the year. From the Fresh veg, deliciously affordable OOH campaign being our industry’s largest campaign yet, valued at more than \$12.3 million; to launching the next phase of MOVE which gives greater transparency into Attention, Reach, and Impact metrics for all signs; and, just last week, we hosted our second conference in partnership with the IAB, Powering DOOH, focussed on the potential of programmatic OOH for advertisers.”

“After achieving \$1.2 billion in revenue in 2023, I am eager to lead the OMA and MOVE initiatives to propel the continued expansion of the OOH sector,” concluded McIntyre.

The Out of Home (OOH) industry is projecting an annual compound growth rate of 9 per cent over the next four years. The forecast adds to PwC’s conservative projections with the industry’s knowledge of its continued investment in inventory, the launch of the new measurement platform MOVE, and the growth of programmatic buying.

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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.