



Media Release

For immediate release
Wednesday, 20 January 2021

Out of Home year-end results for 2020

The Out of Home (OOH) industry has today announced a decrease of 39.4 per cent on net media revenue for 2020, reporting \$566.5 million, down from \$935.5 million* for 2019.

Quarter four 2020 saw a decrease of 32.9 per cent on net media revenue year-on-year, posting \$181 million, down from \$269.9 million* for quarter four 2019.

Digital OOH (DOOH) revenue accounts for 56.1 per cent of total net media revenue year-to-date, an increase over the recorded 55.8 per cent* for the same period last year.

OMA Acting CEO Kylie Green said “The year just ended was extremely challenging for the advertising industry, and the Outdoor industry felt the full brunt of COVID-19 lockdowns. Though the impact of these restrictions still lingers, our outlook is bright: net media revenue is up 6.7 per cent from November to December, audiences are returning to outdoor spaces, and consumer confidence in December was at a ten-year high^.”

The Standard Media Index (SMI) reported that in November, Australian media agency spend overall grew by 8.3 per cent following 26 months of decline^^.

“These media industry trends, coupled with a positive Christmas period, signifies that we are on the right trajectory in 2021,” concluded Green.

ENDS

FURTHER INFORMATION:

Emma Ward, Communications Manager, Outdoor Media Association
T: 02 9357 9916

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

^Westpac-Melbourne Institute Index of Consumer Sentiment, December 2020.

^^Standard Media Index (SMI) AU Financial Year-To-Date Booking Trend.

Editor’s note on how figures are calculated:

The Outdoor Media Association (OMA) estimates that it represents approximately 80% 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% 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.