



Media Release

27 August 2019
For immediate release

Out of Home half year results for 2019

The Out of Home (OOH) industry has today announced half year net media revenue results for 2019, including category breakdowns.

Total net media revenue was \$447.3 million compared to \$425.2 for the same period in 2018, an increase of 5.2%.* Change was noted across the following categories:

Category figures half year 2019^^:

- | | |
|---|-----------------|
| • Roadside Billboards (over and under 25 square metres) | \$176.7 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$126.1 million |
| • Transport (including airports) | \$82.6 million |
| • ^Retail, Lifestyle and Other | \$61.8 million |

Category figures half year 2018*:

- | | |
|---|-----------------|
| • Roadside Billboards (over and under 25 square metres) | \$179.9 million |
| • Roadside Other (street furniture, bus/tram externals, small format) | \$117.1 million |
| • Transport (including airports) | \$69.8 million |
| • ^Retail, Lifestyle and Other | \$58.3 million |

Digital OOH (DOOH) revenue accounts for 54% of total net media revenue year-to-date, an increase over the recorded 49% for the same period last year.

Quarterly net media revenue has been adjusted to reflect changes in the OMA membership since the previous release:

- Quarter one net media revenue has been adjusted to \$212.6 million, a 5.4% increase from \$201.7 million in 2018.
- Quarter two net media revenue has been adjusted to \$234.6 million, a 5% increase from \$223.5 in 2018.

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FURTHER INFORMATION:

Charmaine Moldrich, CEO Outdoor Media Association - T: 02 9357 9999

* Half year revenue differs from previously reported 2019 quarterly figures due to retrospective adjustments reflecting changes in the OMA membership.

^ Reported in this category: shopping centre panels, as well as all place-based digital signs including office media – covering signs in lifts and office buildings, cafe panels, and digital screens in doctors' surgeries and medical centres.

^^ Figures may not add to total due to rounding.

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 the 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 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.