

# MEDIA RELEASE

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## **Outdoor tracking well but market getting tight**

The outdoor media industry continues to track well in terms of year-to-date net revenue growth, recording a 10 per cent rise on last year's results – from \$299 million to \$329 million.

Outdoor media companies benefited from a strong start to the year. However, the third quarter comparisons were softer, rising 3 per cent from \$108 million to \$111 million.

"There has been significant investment made by operators in research and development over the past number of years, culminating in new products and technologies aimed at enhancing the consumer experience that have positioned the industry well for the long term.

"And most importantly we are getting closer to introducing the first industry-wide audience measurement system for outdoor media in Australia which will give media buyers and advertisers greater confidence in reach of their campaigns."

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Editor's Note:

The Outdoor Media Association 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 association 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 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 the regulatory frameworks in which they operate.