

Media Release

Auckland, 2nd February 2015

More Growth for Out-of-Home in 2014

The Outdoor Media Association of NZ (OMANZ) today announced a Q4 revenue total of \$19,679,035, showing a year on year increase of 5.5% over the same period in 2013. The figure brings the year-end total revenue for 2014 to \$71,236,380, which is 7.2% higher than the total for 2013.

OMANZ GM, Adam McGregor said, “2014 was very much a year of two halves with modest revenue increases in Q1 and Q2 making the half year position +1.5% year on year. Then Q3 showed some very impressive growth and a real buzz in the sector with revenue increasing by 21% over 2013. Now with the release of Q4 data we see a very impressive year-end position, particularly following the 13% growth delivered by OMANZ members in 2013. We’ve now seen 2-years of consistent growth in our sector, which bodes well for us achieving our aim to increase our market share to 5%.

According to Nielsen data the most notable increases in OOH spend in 2014 have come from advertisers within the telco industry, council and government agencies, grocery, breweries and media. In each case the increases have been in both revenue and share of spend. The picture across the top 20 advertisers is also encouraging, showing an aggregated 27% increase in revenue over 2013.

It’s a very exciting time for the Out of Home industry at the moment, OMANZ member operators continue to invest in a number of initiatives to improve our sector offering to advertisers. In 2014 we’ve seen new digital displays, research initiatives and developments in measurement and accountability and there’s more to come.”

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About OMANZ

The Outdoor Media Association of NZ (OMANZ) is a not-for-profit, professional, cohesive industry body representing key Outdoor Media display companies who collectively contribute approx. 88% of total out of home advertising industry revenue.

OMANZ's key focus is to educate and raise awareness of the role of out of home media within the community, to build and sustain relations with its key stakeholders, to develop best practice industry standards and to provide services to its members.

The society operates nationally and prior to its formation in 2009 traded as the Outdoor Marketing Association.

OMANZ is governed by a board of directors who are all committed and passionate about raising the profile of out of home advertising in the New Zealand market.

Members of OMANZ adhere to a Code of Practice and abide by the regulatory frameworks in which they operate.

OMANZ media display members: Adshel, APN Outdoor, iSite, oOh!Media and Media5.

For more information about OMANZ, please see www.omanz.org.nz.