

Media Release

Auckland, 24th January 2014

Sustained Growth for Out-of-Home

The Outdoor Media Association of NZ (OMANZ) today announced a Q4 revenue total of \$18,659,878, up 1.3% year-on-year. Bringing 2013 to a close posting a very healthy year end total of \$66,455,096, which was 13% up on 2012.

OMANZ GM, Adam McGregor said, “2013 was a great year for the Out-of-Home industry showing spend levels returning to those seen pre-recession. The figures announced today demonstrate continued recognition by advertisers of the value Out-of-Home media offers and OMANZ members are certainly keen to maintain this momentum throughout 2014 and beyond. We’ve seen continual growth in revenue across our medium for the past 12-months now, which is hugely encouraging.”

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¹ ASA returns include revenue from OMANZ members, and four other non-member companies involved in outdoor advertising.



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, M5.

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