



## MEDIA RELEASE

Auckland, 13<sup>th</sup> June 2014

### Out of Home Revenue Continues to Climb with the Release of Q1 2014 Figures

The Outdoor Media Association of NZ (OMANZ) reports another period of growth for the Out of Home industry with the release of Q1 2014 revenue figures today. Gross media revenue for the industry increased by 2.3% over the same period in 2013, reaching \$15,783,223 million for the quarter.

Adam McGregor, General Manager of OMANZ said, "It's encouraging to see continued growth in revenue from OMANZ member operators, particularly after such huge increases in spend seen throughout 2013. The Out of Home industry is in good health and obviously benefiting from continued investment from the media operators and the improving economic climate. We hope to see continued growth for the rest of the year."

OMANZ Chairman, Wayne Chapman said, "NZ OOH continues to track an upward trajectory, further evidencing the positive market response to increased investment and innovation by OMANZ members in recent months."

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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!, M5. For more information about OMANZ, please see [www.omanz.org.nz](http://www.omanz.org.nz).