

MEDIA RELEASE

Auckland, 14th April 2015

Out of Home Revenue Continues to Climb with the Release of Q1 2015 Figures

The Outdoor Media Association of NZ (OMANZ) reports another period of strong growth for the Out of Home industry with the release of Q1 2015 revenue figures today. Gross media revenue for the industry increased by 9% over the same period in 2014, reaching \$17.2 million for the quarter.

Adam McGregor, General Manager of OMANZ said, “It’s fantastic to see year on year growth of 9% for Q1 2015, particularly after the annual growth figures of 13% and 9.2% for 2013 and 2014 respectively. Although it’s still early to predict the full year performance for 2015, the signs are good that our growth will continue.”

“The increased revenue hasn’t just come from one format, it is more widespread than that with healthy increases across the whole sector.”

“The investment in the quality of presentation of portfolio and digital interactivity has certainly continued to play a part in driving the performance of the sector, as has an increase in available research and planning intelligence.”

Wayne Chapman, Chairman of OMANZ said, “A vibrant start to 2015 provides perfect encouragement for our members to continue to invest in the growing maturity of our sector. Expect more from OOH throughout the year.”

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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 Media, oOh!Media and Media5. For more information about OMANZ, please see www.omanz.org.nz.