

MEDIA RELEASE

Auckland, 26th July 2013

Strong Growth in Out of Home Continues with the Release of Q2 2013 Revenue Report

The Outdoor Media Association of NZ (OMANZ) reports continued growth for the Out of Home industry with the release of Q2 2013 revenue figures today. Gross media revenue for the industry increased by 22% compared to the same period in 2012, reaching \$16.6 million for the quarter.

Adam McGregor, General Manager of OMANZ said: “It’s very encouraging to see advertisers increasing their investment in our sector. The figures released today show a second period of strong growth for the industry in 2013, building on the 16% reported in Q1 this year. The total revenue reported for the first half of 2013 is \$32 million, which is 19% up on the corresponding period of 2012. Confidence in the market is certainly returning, which bodes well for a strong performance overall by year-end.

It would be fair to say that the economic downturn had a dramatic effect on the Out of Home industry. The spike in revenue generated by the Rugby World Cup 2011 was followed by a significant dip as event hangover took hold. The figures announced today show a positive performance that we are confident will continue.”

OMANZ Chairman, Wayne Chapman said: “OOH continues to prove its worth as an important inclusion on advertisers’ media plans. Our industry offers a multitude of touch-points to New Zealanders every day, from the moment they leave their front door to the moment they return.

It’s great to see a return of brand advertising in recent months, with OMANZ members reporting significant levels of spend from the Banking, Automotive and Telco sectors. This has certainly been a key contributor to the reported growth.

The past few years have been a period of significant investment by our member operators, forming a great platform for growth. OMANZ is committed to increasing OOH’s market share to 5% and is currently consulting with the industry to inform and take feedback on a range of identified measures to support this journey”.



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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, Eye, M5. For more information about OMANZ, please see www.omanz.org.nz.