

## MEDIA RELEASE

Auckland, 17<sup>th</sup> July 2014

### Out of Home Revenue Q2 2014 Figures

The Outdoor Media Association of NZ (OMANZ) reports today that the growth of member revenue continues with Q2 2014 reaching \$16,724,325, up 0.7% on the corresponding period of the previous year. When added to the 2.3% growth posted for Q1 2014, the half year results show total revenue up 1.5% year-on-year.

Adam McGregor, General Manager of OMANZ said, “Our members are pleased to have maintained growth in OOH revenue for the first half of 2014. 2013 was a busy year for the industry with several initiatives from our members that really started to change the game and have certainly helped fuel the continued upward trend.”

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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).