

MEDIA RELEASE

Auckland, 7th July 2015

Out of Home Enjoys More Steady Growth with the Release of Revenue Figures for Q2 2015

The Outdoor Media Association of NZ (OMANZ) reports continued steady growth for the Out of Home industry with the release of Q2 2015 revenue figures today. Gross OOH media revenue increased by 8% over the same period in 2014, reaching \$18 million for the quarter.

Adam McGregor, General Manager of OMANZ said, “Our members had a great start to 2015 with Q1 revenue up year-on-year by 9%. Now with 8% growth reported across Q2 we have 10 consecutive quarters of growth for the first time in the New Zealand OOH industry’s recorded history. The full picture for the first half of 2015 matches Q2 at 8% over 2014 reported revenue.”

“We certainly can’t be complacent with so many factors at play within the wider economy locally and globally but with recent initiatives, including the new digital product launches we have seen from some of our members in June, we are looking forward to a continued positive performance.”

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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.