



## MEDIA RELEASE

Auckland, 4<sup>th</sup> November 2013

### Continued Growth in Out of Home Revenue with the Release of Q3 2013 Figures

The Outdoor Media Association of NZ (OMANZ) reports another strong period of growth for the Out of Home industry with the release of Q3 2013 revenue figures today. Gross media revenue for the industry increased by 17% compared to the same period in 2012, reaching \$15.77 million for the quarter.

Adam McGregor, General Manager of OMANZ said:

“The Q3 total shows a third consecutive period of healthy growth this year and spend levels close to those of 2007, prior to the economic downturn. Building on the 16% and 22% year on year increases for Q1 and Q2 results, the compound total growth for 2013 so far is +18% and reported revenue is \$47.8 million. This is the highest total since 2008, with the exception of 2011 (Rugby World Cup year). All in all OMANZ members are very encouraged with the continued success of our sector and are charging hard towards year end.”

OMANZ Chairman, Wayne Chapman said: “Three consecutive quarters of strong double digit growth is clear evidence of the confidence advertisers have in OOH to deliver their campaign objectives. In light of positive consumer and business sentiment and stable economic indicators, we would expect to close out 2013 strongly and carry momentum into the New Year.”

“OMANZ member operators continue to invest in our sector and we all remain focused on our overarching objective of increasing NZ OOH market share to 5%.”

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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).