



MEDIA RELEASE

Auckland, 15th October 2014

Out of Home Revenue Q3 2014 Figures

The Outdoor Media Association of New Zealand (OMANZ) reports today that the growth of member revenue continues with the total for Q3 2014 reaching \$19,041,928, up 21% on Q3 2013.

Adam McGregor, General Manager of OMANZ said, “This is an excellent performance from OMANZ members with our year to date position 8% up on 2013. After a more modest first half of 2014 the signs are that the second half of the year will end well as some advertisers plan ahead and commit spend earlier than they have been.

It’s good to see the continued positivity towards Out of Home as a result of the various initiatives from OMANZ member operators in new product development and accountability.”

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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.