



Media Release

Auckland, 17 January 2012

Another great year for Out-of-Home – 2011 revenue results

The Outdoor Media Association of NZ (OMANZ) today announced a strong finish to 2011 with final revenue numbers reported. Gross media revenue for 2011 increased by an impressive 16.2% over 2010, the equivalent of \$10.1million, with a year end result of \$72.4million.

Jo Davenport, the Marketing & Communications Manager for OMANZ said:

“Our members are very pleased with how Out-of-Home has performed during 2011. Revenue has continued to go from strength to strength, in what is still a fairly tight advertising market. We’ve now experienced seven quarters of consecutive growth over the corresponding period, so there’s definitely an increased confidence by both advertisers and agencies in utilising Out-of-Home advertising to achieve their campaign objectives.”

“Without doubt some of the year’s growth has been due to spend allocated over the period of the RWC. However throughout the year we’ve also seen wider use of OOH as advertisers add it to their schedule either as standalone advertising, or to complement the other elements of their campaign - and research has reinforced the effectiveness of this approach.”

Members have reported that early bookings for 2012 have been encouraging, and OMANZ have been busy bedding down plans for this year including including sponsorship within the OOH category of AXIS 2012, an exciting education campaign, a NZ specific research study and the 2012 OMANZ Outdoor Advertising Awards which will roll out later in the year. With focused activity by both OMANZ and the member media operators in the pipeline a buoyant year is expected for the OOH sector during 2012.

For further details please contact:

Jo Davenport, Marketing & Communications, OMANZ

Email: jodavenport@omanz.org.nz

Tel: 09 571 0195

www.omanz.org.nz



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 to more than 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 its new formation in 2009 traded as 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.