

## **MEDIA RELEASE**

Auckland, April 18, 2013

### **A strong start to 2013**

The Outdoor Media Association of NZ (OMANZ) today announced a strong start to 2013 with Q1 revenue numbers reported. Gross media revenue for the industry increased to \$15.4 million compared to results of \$13.3 million for the same period in 2012, an increase of 16%.

Jo Davenport, Marketing & Communications Manager of OMANZ said:

“This is a great start to the year for the outdoor sector, especially coming off the back off a slower 2012. Key macro and media indicators point to a more positive year for out-of-home advertising and continued growth.”

“No matter how you look at it, OOH is firmly entrenched in the media mix for the future. The closer an advertising message is to people as they live their everyday lives the more meaningful it becomes in terms of connecting with that audience. That means as other media audiences fragment OOH retains its relevance. Outdoor is well-positioned to leverage its unique advantages and provide real cut-through for brand campaigns.”

Plans are for another busy year for the OOH sector with media member operators investing in the future direction of the industry. This commitment to the sector was highlighted with both Adshel & iSite Media being selected as two of the four finalists in Media Brand of the Year category at the recent CAANZ Media Awards, with iSite Media awarded Highly Commended Media Brand of the Year. OMANZ is also working on new initiatives, and will continue to raise the profile of OOH advertising, including the continued sponsorship of the Out-of-Home category at AXIS 2013.

“OOH is such a visual medium, and great creative helps to effectively drive an advertising message. We’re committed to supporting a strong advertising industry that celebrates creative excellence –and the continuation of our association with the 2013 AXIS Awards allows us to do that.”

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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, Eye, M5.

For more information about OMANZ, please see [www.omanz.org.nz](http://www.omanz.org.nz).