



MEDIA RELEASE

Auckland, April 12, 2011

A strong start to the year for Out-Of-Home

The Outdoor Media Association of NZ (OMANZ) today announced a strong start to 2011, with quarter one revenue results reported. Gross media revenue for the industry increased 7.1% over the same quarter last year, with Q1 revenue recorded of \$14.6m – an increase of \$970k.

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

“This is a great start to the year, especially coming off the back of a positive 2010. We’re definitely seeing out-of-home advertising go from strength to strength. Our expectation is for the growth to continue throughout the year, especially as out-of-home is expected to feature prominently in media plans in the lead up to and during the Rugby World Cup.”

It’s been a busy 12 months for the relatively newly formed Outdoor Media Association, whose aim it is to work on behalf of its members to increase the profile of out-of-home as a cost effective and efficient media channel. The Association has been working on their branding and logo, as well as having just launched their website. www.omanz.org.nz

“The next few months are about really solidifying our upcoming strategy to ensure we can deliver more value, service and profile to agencies and advertisers alike, and the launch of the website has been the start of that” said Davenport.

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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 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, OGGI