



MEDIA RELEASE

Auckland, Oct 11, 2011

Out-Of-home continues to go from strength to strength

The Outdoor Media Association of NZ (OMANZ) today announced further growth for 2011; with an impressive Q3 gross media revenue increase of 35.5% over the same period last year.

Phil Clemas, Chair for OMANZ said:

“This is now the sixth quarter of consecutive growth over the previous corresponding period. Q3 has been particularly strong for out-of-home, in part due to the spend allocated to outdoor media over the duration of the Rugby World Cup.”

On the back of this positive Q3 result, year to date revenue has increased 17.5% over the same period last year, the equivalent of \$7.833m.

“We’ve seen the Rugby World Cup event stimulate advertisers and agencies to utilise OOH to maximise the impact of their campaigns. A large number of advertisers have added OOH to their schedule in order to complement their other advertising, and research reinforces the effectiveness of this approach. Our expectations are that going forward we’ll continue to see wider use of out-of-home media.”

OMANZ members are confident of steady growth for the remainder of 2011 and are currently planning activity for 2012 and beyond, including the future launch of the OOH Creative Awards.

In the meantime, OMANZ will be continuing to showcase great campaigns that have recently been posted. If you’re not currently on the distribution list but would like to keep up with what’s new, just register [for updates](#).

For further details please contact:

Phil Clemas, Chair, OMANZ

Email: philclemas@omanz.org.nz

Tel: 021 997 976

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