



## **Media Release**

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### **Out of Home weathers the storm of 2009**

In 2009, a year which was the worst financial year most of us have ever experienced, the Out of Home (OOH) sector showed a surprising resilience in advertising revenue. The 8% decline in advertising revenue was decidedly less than the 11.7% total media industry decline. OOH even gained a small increase in share to 3.3% of overall advertising expenditure.

In addition, OOH showed an increase in spend against both the Retail and Beauty categories.

OOH still remains one of the purest, non evasive forms of media around with boundless creative opportunities which clients continually explore.

“At the end of the day, advertisers want to engage with the consumer, they want to provide a positive experience that leads to increased brand equity...and fundamentally a return on investment. OOH delivers on this.” says Pauline Hanton, Chair of OMANZ. “It puts the OOH industry in a very strong position to deliver even bigger and better things in 2010, especially since the NZ OOH industry can take some key learning’s from the recently released Audience Measurement System, MOVE, in Australia.”

MOVE, which stands for Measurement of Outdoor Visibility and Exposure, was released three weeks ago. The system is a world first in that it covers all major formats and environments, including roadside billboards, posters, street furniture, railway stations, transit, shopping centres and airports.

MOVE introduces a new and more accurate audience measurement currency – Likelihood To See (LTS) – meaning only those people who in all probability will see an outdoor advertising face will be included in the results. Most other media base their results on all people who have the ‘opportunity’ to see regardless of whether they actually do or not.

For further information go to [www.moveoutdoor.com.au](http://www.moveoutdoor.com.au) or contact Pauline Hanton.

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