



## **Media Release**

Auckland, 20 January 2010

### **Out-of-Home finishes 2010 on a high**

The Outdoor Media Association of NZ (OMANZ) today announced a positive finish to 2010 with final revenue numbers reported. Gross media revenue for 2010 increased 7.3% over 2009, with year end results of \$62.1 million. The second half of the year delivered a strong growth rate of 12.2% on the same period of 2009.

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

“Our members are very pleased with how Out-of-Home has performed during 2010. Sales have continued to go from strength to strength, in what is still a pretty fragile and cautious advertising market. These results validate a return in confidence of the Out-of-Home sector.”

“Early signs for 2011 are also positive with strong future bookings received to date. That coupled with the expectation that OOH media will feature prominently in media plans in the lead up to and during the Rugby World Cup gives us the confidence that 2011 should continue to yield positive results for the industry.”

“From our observations, Out-of-Home media is definitely being taken seriously by both agencies and advertisers as they become more aware of how effective OOH can be within their campaigns. We will work hard to raise the profile and reinforce the strengths of OOH which will help agencies and advertisers realise the benefits our medium has to offer.”

“The priority for OMANZ is to build on the early momentum already established and ensure we meet the milestones necessary to help us deliver more value, service and profile to agencies and advertisers alike.”

The updated OMANZ branding is now complete and will be rolled out with the new OMANZ website in the next few weeks.

#### **For further details please contact:**

Jo Davenport, Marketing & Communications, OMANZ

Email: [jodavenport@omanz.org.nz](mailto:jodavenport@omanz.org.nz)

Tel: 09 571 0195



## **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 85% 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