



## **MEDIA RELEASE**

Auckland, July 20, 2010

### **Strong growth for Out-Of-Home**

The Outdoor Media Association of NZ (OMANZ) today announced strong growth in sales for quarter two of 2010. Gross media revenue for the industry increased to \$15.2 million compared to results of \$14.3 million for the same period in 2009, an increase of 6%.

Pauline Hanton, Chairperson of OMANZ said:

“This is a great result for the outdoor sector, especially coming off the back off a slow 2009. In fact for the first six months of 2010 total Out-Of-Home revenue is now up 2.2% over the same period last year. This combined with the positive Q2 results indicate continued growth for the remainder of the year.”

“We’re pleased with this result as it demonstrates the value of our medium. The fact that Out-Of-Home is a cost efficient and effective media channel means we’re seeing improved confidence in the planning and buying of campaigns by advertisers.”

Jo Davenport the newly appointed Project Manager for OMANZ is also now on board.

“Since starting my role at the beginning of June, one of my first jobs has been to work with our agency to develop a new brand and logo for OMANZ and to commence the building of a new website. This has been done in between meeting with the OMANZ members which has been giving me a great insight to the industry and benefits OMANZ will provide it.”

Over the coming months Jo will continue to roll out the OMANZ business plan which includes the establishment of an industry code of practice, a new research and insights program and marketing initiatives to further increase awareness of the benefits Out-Of-Home media provides advertisers.

**For further details please contact:**

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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 90% 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, iSite, Eye, M5, OGGI