



## **MEDIA RELEASE**

Auckland, October 15, 2010

### **Growth continues for Out-Of-Home**

The Outdoor Media Association of NZ (OMANZ) today announced continued growth in sales with quarter three results reported. Gross media revenue for the industry increased to \$15.7 million compared to results of \$13.6 million for the same period in 2009, a strong increase of 16%.

Jo Davenport, the Project Manager for OMANZ said:

“We’re incredibly pleased with these results for the Out-of-Home sector. We’ve now seen positive growth over the past two quarters of this year – in fact total Out-of-Home revenue for 2010 is now up 6.7% over the same period last year.”

“We’re definitely seeing improved levels of confidence in the planning out of campaigns by both agencies and advertisers, and our expectations are that the industry will continue to grow over the coming months. We’re working hard to ensure that Out-of-Home is seen as an effective and impactful media channel, and these results help to reinforce that.”

With Phil Clemas of APN Outdoor now appointed as the new OMANZ Chairperson the focus of the industry association activity will continue to be on increasing the profile of Out-of-Home as a cost effective and efficient media channel.

“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” said Clemas.

The new OMANZ logo and website are expected to roll out to the market in November.

**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 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, iSite, Eye, M5, OGGI