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**From:** Linda Black [REDACTED]  
**Sent:** Tuesday, 5 April 2011 9:35 AM  
**To:** Committee, SPLA (REPS)  
**Cc:** Charmaine Moldrich  
**Subject:** RE: Outdoor advertising inquiry : Public Hearing : Sydney : 25 March 2011

Dear Natalya

When we appeared before the Committee on 25 March, we undertook to provide the Committee with figures on how many people would see the AMI billboard that was placed near Mr Perrett's golf club.

On average, 17,528 people will look at that billboard a day.

By way of comparison, here are some Brisbane TV ratings for viewing on 24 March:

- Seven News – 271,000
- Today Tonight – 241,000
- Nine News – 219,000
- Biggest Loser – 234,000
- Million Dollar Drop – 221,000
- White's ABC – 161,000

That is, a single 30 second advertisement during one of these programs would have more exposure than a week on the billboard. And we would like to remind the Committee that in 2010 the ASB upheld complaints about 15 TV advertisements (albeit that these advertisements went through the classification process prior to going to air). Again, for our 7 upheld cases we don't believe that a system of classification or other government regulation is appropriate.

Don't hesitate to contact me if you'd like further information about this.

Regards  
Linda

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