



Media Release

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For immediate release

OMA and MOVE welcome new members

The Outdoor Media Association (OMA) welcomes ODNA and Seedooh as members of the Out of Home (OOH) industry body, taking the total membership to 36 members in 2019.

OMA members fall into three categories – media display companies, non-media display companies, and asset owners.

Based in Queensland (QLD), media display member ODNA was established in 2012, in response to the growing demand for dynamic and responsive OOH advertising targeted at premium retail audiences in high traffic suburban locations. ODNA joined both the OMA and MOVE in January 2019.

“Our Digital OOH (DOOH) network is expanding and we’re constantly analysing community demographic trends and campaign performance to ensure we provide relevant and timely brief responses and insights to our customers. Becoming a member of the OMA and MOVE is an exciting step for our business and was essential for site comparison with other DOOH suppliers. Creating awareness and visibility of our offering will provide competitive alternatives in QLD and beyond in future years,” said Greg Radford, General Manager, ODNA.

As a non-media display member, Seedooh is an independent technology platform specifically designed and built to provide complete and standardised campaign delivery reporting for buyers and sellers in the OOH industry. Seedooh became a member of the OMA in late 2018.

“As an independent business with a focus on data-confidence and automated efficiency at scale, joining the OMA was an obvious step to help us better contribute to the industry’s innovation at this crucial time,” said Tom Richter, Founder and CEO, Seedooh.

“In our 80th year as an association, these two new members highlight the continued growth of the OOH industry and demonstrates our commitment to actively build a multi-faceted membership community,” said Charmaine Moldrich, CEO of the OMA and MOVE.

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FURTHER INFORMATION:

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About the OMA:

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.