

Outdoor Media Association

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Media Release

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The Outdoor Media Association welcomes five new members

The Outdoor Media Association (OMA) welcomed five new members: ABsee media, Coresafe, Daktronics, Key Systems and QMS in the latter part of 2013, increasing the total membership of the peak industry body to 36 members.

“The OMA’s five new members highlight the growth of the Out-of-Home (OOH) industry, and the increasing scope of our work as an association. It is an exciting time for OOH — technology and innovation coupled with growing audiences is seeing the industry’s market share and revenue grow,” said Charmaine Moldrich, CEO of the OMA.

“We have just seen 15 out of 16 quarters of growth since the GFC in 2010, recording a 7.1% overall increase on net revenue year-to-date for 2013. OOH’s strong results show the medium’s tenacity in a fragmenting market — the addition of our new members and the OMA’s growth as an organisation are optimistic indicators for the year ahead.”

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

ABsee media and QMS fall into the media display category which provides outdoor advertising services to clients. Both ABsee and QMS have also become members of the industry’s audience measurement system MOVE. ABsee has over 700 bus shelter advertising signs in the Gold Coast. QMS is a new operator who has recently entered the market with a portfolio of large format billboards including digital inventory.

“As Australasia’s newest OOH company we felt it was extremely important to support the OMA and look forward to the opportunity to have input on important issues facing the industry and to help and inform the direction of the future of outdoor advertising,” said Steve Danaher, General Manager Australia, QMS.

“Becoming a member of the OMA and MOVE has enabled ABsee media to provide a new level of professionalism — it gives ABsee the ability to deliver highly credible data and therefore accountability to our clients,” said Jay Palmer, CEO, ABsee media.

Coresafe, Daktronics and Key Systems have joined in the non-media display member category. Coresafe is a Workplace Health & Safety (WHS) and Environmental Consultancy specialising in the OOH industry since 2002. Daktronics designs and manufactures LED displays including electronic scoreboards systems, large screen video displays and programmable display systems. Key Systems has been supplying asset management software to OOH owners since 2005, offering solutions for traditional or digital executions.

“Key Systems is an international company which understands the local industry requirements in all of the countries in which we work. Becoming a member of the OMA is a natural progression to our involvement in this market. We look forward to working with the OMA and sharing our expertise and knowledge,” said Peter Woodward, Client Services Director, Key Systems Asia Pacific.

“We look forward to collaborating with our new members in 2014, and building on the successes of 2013 with our growing membership,” said Moldrich.

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FURTHER INFORMATION:

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Editor’s Notes:

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.