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## Media Release

### **Out-of-Home industry launches tender for world's first Automated Transaction Platform**

*Outdoor Media Association to launch a single transaction portal in 2016*

The Outdoor Media Association (OMA) is today calling for Expressions of Interest (EOI) to build an Automated Transaction Platform (ATP) that will create a one-stop hub for the buying and selling of Out-of-Home (OOH) in Australia across all formats.

Establishing an industry-wide platform is a world first for the OOH industry and the first time any representative media organisation has united to develop a single source transaction system. The industry joined together over five years ago to launch its audience measurement system, MOVE, again the first of its kind in the Australian market.

“Five years on from MOVE we wanted to build on our success, and in listening to our clients: media agencies and advertisers, we believe automation is the next obvious step. This transaction platform will not just amalgamate the industry, it will make it easier for agencies and clients to buy outdoor media in Australia,” said Charmaine Moldrich, OMA CEO.

The OMA is seeking expressions of interest from individual organisations, or consortiums, which specialise in software development, specifically those that can develop a portal hub to amalgamate the various OOH formats under one transaction platform. The platform should be accessible via a mapping interface and have the ability to pull various data sources, including consumer and geodata. It is envisaged that the platform will have four components, and those interested in tendering can bid for the entire transaction platform, or one or more of the four components.

Phase one will concentrate on automating the current processes including the integration of industry formats and inventory; selling and buying; as well a post analysis and billing. Phase one is expected to be in market in 2016.

Future expectations for subsequent roll outs of the ATP will look to include automated trading and programmatic trading.

“The outdoor industry is the only traditional media channel experiencing record growth, and our audiences continue to grow. We know that each day nine out of 10 Australians leave home, and as a consequence of our growing audiences we are seeing OOH on more media plans. OOH revenue has grown 26% in the last five years and technology makes our once static channel dynamic. It is our intention to capitalise on this growth and invest in making it easier to brief, plan and buy our signs across the full array of outdoor formats nationally,” added Moldrich.

Steve O'Connor OMA Chairman and CEO of JCDecaux, said a key factor in the decision to create an industry-wide platform was to take ownership of the sales proposition and the data. "It's imperative that we continue to build on our success by taking the lead in developing our own automated transactional platform, to ensure our future growth and evolve the way we work with advertisers."

According to Grant Guesdon, General Manager MOVE and chief architect for the ATP, the platform will be super-charged through integration of MOVE data and third party geodata, including the ability for users to load their own proprietary consumer geodata.

"The ultimate goal is to create a pan-industry system that's user friendly, incorporates geographical information and is also set up for automated trading, including programmatic, in the near future," he said.

Major industry bodies, including the Australian Association of National Advertisers (AANA) and the Media Federation of Australia (MFA), support the project.

"One of the core pillars of the MFA is to determine more effective and efficient ways of working for our industry," said Sophie Madden, CEO of the MFA. "We support the OMA undertaking such a significant project in order to make the outdoor medium easier for our members to transact with and look forward to seeing how this new platform develops."

"Developing the world's first Outdoor Automated Transaction Platform is an exciting and significant leap forward for the OOH industry," said Peter Horgan, CEO OMD and Chair of the MFA. "Up to and including MOVE, the Industry User Group has been a force of collaboration. We are pleased to see the OMA embrace automation as a priority and we believe there is a need to make buying and selling media more efficient for our clients. I congratulate the industry in taking on this challenge, one which I know will reap benefits [for] all parties involved with the outdoor industry."

Victor Coronas, MD of MAGNAGLOBAL added: "With outdoor formats evolving at pace, a system like this will enable buyers to maximise the creativity and reach of the medium like never before. We're looking forward to seeing this product roll out over the next year."

OOH is the second fastest growing media in Australia and OMA members represent 90% of the OOH industry accounting for \$602.1 million in advertising revenue in 2014.

The OMA is seeking expressions of interest from technology companies to tender for all or parts of the ATP by 3pm Australian Eastern Standard Time, on Monday 3 August 2015. For more information visit [www.oma.org.au](http://www.oma.org.au)

**ENDS**

**FURTHER INFORMATION:**

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**Editor's Note on how OMA figures are calculated:**

The Outdoor Media Association (OMA) estimates that it represents 90% of the Out-of-Home (OOH) industry. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent occupancy invoiced in each calendar month. Figures also include all direct sales which are estimated at 10% of total bookings.

Figures may be adjusted between reporting periods to reflect current membership and ensure accuracy in comparing year on year changes. OMA figures are an accurate reflection of the income the OOH industry is generating through its inventory each month.

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.