



Media Release

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For immediate release

Executive Channel joins the Outdoor Media Association

The Outdoor Media Association (OMA) today announced a new member to the association, Executive Channel.

“We’re excited to have Executive Channel on board. The inclusion of this new media to the OMA membership is an indication of the rapid change within the Out-of-Home (OOH) industry. Executive Channel is a shining example of the growth we are seeing in our sector through embracing digital technology,” said Charmaine Moldrich, CEO of the OMA.

Starting in 2005, Executive Channel install digital screens in office tower foyers across Australia. Now with a network of digital screens and backlit sites, located in premium CBD office towers nationally and reaching the elusive white collar worker audience, Executive Channel has made its mark in this category.

Charles Parry-Okeden, CEO of Executive Channel said “We’re extremely pleased to be joining the OMA and be a part of its growing membership. The OOH industry is a dynamic industry and can be a tough sector to be in so we recognise the benefits of joining an official body that protects our interests and provides us with a strong unified voice”.

With audiences increasing and more people spending time out and about, OOH continues to adapt to change by introducing new platforms to effectively reach these audiences. The industry saw an eleventh quarter of growth in September this year, proof that OOH is winning the fight to gain consumers’ limited attention.

This membership takes effect as of 1 January 2013.

ENDS

FURTHER INFORMATION:

Charmaine Moldrich, CEO, OMA – 9357 9900

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.