

Media Release

Powering DOOH returns 4 April 2024

IAB Australia and the Outdoor Media Association (OMA) will collaborate for a second year to curate **Powering DOOH 2024**. The half-day conference will be held on 4 April in Sydney, and present both practical content and strategic thought leadership to elevate the planning and buying of Digital Out of Home (DOOH) and programmatic campaigns in Australia.

Gai Le Roy, CEO IAB Australia said, "After the successful first Powering DOOH event in 2023, we are thrilled to be again collaborating with the OMA in 2024 to help bring the industry together to discuss and showcase new and emerging Programmatic DOOH standards, measurement, case studies and more.

Le Roy further added, "There is a strong desire within the IAB community to enhance their understanding of how programmatic strategies can complement and elevate their digital media investment plans. The IAB DOOH Working Group is committed to delivering innovative and thought-provoking content for the 2024 Powering DOOH event, offering marketers and agencies valuable insights to fuel growth through programmatic DOOH."

Topics for the 2024 conference include:

- Release of new local research on buyside Attitudes to Programmatic DOOH
- International market comparison on Programmatic DOOH markets
- Carbon emission measurement and reduction
- OOH channel value in the omni channel world
- Using Programmatic DOOH for global campaigns
- Programmatic DOOH driving retail sales
- Agency leaders outlining their experience and plans for Programmatic DOOH
- A range of new local case studies

Elizabeth McIntyre, CEO of OMA, and MOVE highlighted the growing percentage of programmatic spend on DOOH and its integration into quarterly industry revenue reporting starting in 2024. She expressed excitement about bringing agencies and advertisers along on the industry's journey, helping them unlock the potential of programmatic buying for OOH to enhance campaign reach and target audiences engaged in the real world. McIntyre emphasized the remarkable growth in digital OOH revenue, reaching 68.5% of total revenue compared to 47.3% in 2017.

IAB and OMA member companies are entitled to receive two complimentary tickets to the event, with additional tickets available for purchase. Marketers involved in digital out-of-home advertising or exploring investment opportunities can register for two free tickets per organization, with extra member tickets priced at \$125 and non-member tickets at \$220.

Registration is now open: <https://events.humanitix.com/the-iab-and-oma-powering-digital-out-of-home>

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FURTHER INFORMATION:

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About the Interactive Advertising Bureau

As an independent industry association with more than 170 members in Australia and nearly 9,000 globally spanning media owners, publishers, technology companies, agencies, and advertisers, IAB works to align industry stakeholders to develop solutions for the issues faced by the market and develop standards that are integral to the operation of digital advertising.

As one of 47 IAB offices globally, the role of the IAB is to support sustainable and diverse investment in digital advertising across all platforms in Australia as well as demonstrating to marketers and agencies the many ways digital advertising can deliver on business objectives.

www.iabaaustralia.com.au

About the Outdoor Media Association

The OMA is the peak industry body which represents most of Australia's Outdoor media owners, as well as production facilities, other suppliers, and some 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.

www.oma.org.au