



Media Release

4 March 2019
For immediate release

Media entrepreneur poised to guide the growing Out of Home industry

The Outdoor Media Association (OMA) has today announced that industry veteran Charles Parry-Okeden will step into the role of Chairman of the OMA and MOVE (Measurement of Outdoor Visibility and Exposure), for a two-year term.

Parry-Okeden is the Co-founder and Global Chief Executive of Executive Channel Holdings Pty, Ltd (ECH) which owns Executive Channel Europe, Executive Channel Deutschland and Australian Media Channel (Media i).

“The change and growth in the Outdoor industry over the last few years has been unprecedented and the industry body now requires a new structure of leadership. Charles was previously a director of the OMA board, as CEO of Executive Channel Network Australia (ECN) before it was sold to oOh!media in 2016,” said Charmaine Moldrich, CEO of the OMA. “We welcome him back, to help guide us through the next stage of our growth.”

Parry-Okeden said, “I’m excited to again be working with the OMA and MOVE. In particular, I’m focused on how we can continue to collaboratively embrace technology, as a sector, to further thrive in the evolving media landscape. I look forward to working with the team to achieve some very ambitious goals and setting the bar high for the industry overall.”

In his role as global CEO, Parry-Okeden has overseen successful capital raisings, the sale of ECN Australia, and the continued expansion of ECH across Europe. In 2008, Charles established a successful B2B business model with the launch of Australian Media Channel Pty Ltd (Media i) whose contribution to the media industry was a significant factor in his induction into the Media Federation Hall of Fame in 2017.

“This year we celebrate our 80th year as an association, and that is just one of the ways that 2019 will be pivotal for our industry. Our Board and our membership have put into play a series of new programs that will place OOH top of mind. Watch this space,” Moldrich concluded.

Mr Parry-Okeden’s appointment will be officially confirmed at the OMA’s AGM, 21 May 2019.

ENDS

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.