



Media Release

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OMA Annual Report reflects a united industry

The Outdoor Media Association (OMA) has today released its 2021 Annual Report, which highlights initiatives that have unified the industry, as well as highlighting its continued commitment to support communities using Out of Home (OOH) media.

“In 2021, we took Michelle Obama’s quote as our guiding light: ‘People who are truly strong lift others up. People who are truly powerful bring others together.’ We came together in our first-ever OUT-FRONT introducing three major undertakings: our updated audience measurement system MOVE 1.5 with the Neuro Impact Factor, the new industry standards, and our goal to be carbon neutral in 2022,” OMA CEO Charmaine Moldrich said.

Two initiatives have since been launched: MOVE 1.5 includes measurement for digital signs using visibility of the sign, length of dwell of the sign, the length of audience dwell in all OOH environments, and The Neuro Impact Factor (NIF). The NIF adds an extra dimension to MOVE 1.5’s reach and frequency scores, and is a world-first, qualitative metric based on neuroscience, showing the impact of campaigns run on classic and digital signs.

Introducing an industry standard provides planners and buyers greater clarity defining agreed criteria for terminology, geography, screen ratios, insertion orders, and transacting using the currency by Share of Time, making it easier to meet campaign objectives.

The report highlights another milestone achievement in 2021: The first healthy eating campaign in partnership with the Australian Government Department of Health. This initiative is part of the OMA’s National Health and Wellbeing Policy, put in place to support government efforts to curtail the issue of overweight and obesity. The *Add an extra handful of veggies* campaign, valued at \$3.2M¹, reached 9.4M people. Of the parents who recalled seeing the campaign, 80 per cent² said they were encouraged to make healthier choices for their children’s meals.

“Our signs have the power to influence positive behavioural change and we recognise it is our responsibility to use this power for good. Acting as public noticeboards in our cities and communities, our signs broadcast important public health, safety and wellbeing messages while also being a canvas for inspired advertisers and creatives. In total, OMA members donated free media space and services valued at \$123M, supporting more than 160 not-for-profit organisations including arts, sports, and charities nationally in 2021,” Moldrich continued.

The report highlights that 2021 saw the most significant growth in OMA membership with 10 new members joining the Association, bringing the OMA closer to representing 100 per cent of the industry.

¹ Then-current market rates.

² 2021 Dynata survey commissioned by the OMA, n=1,200; parents with children under 15 n=775.

“Our spike of investment into audience measurement has fuelled our growth as an Association. We’ve committed \$17M to the development of MOVE 2.0 which will measure digital and static sign audiences nationally in metro, as well as regional Australia. MOVE 2.0 will provide measurement that allows for seasonal audience variations, with detailed data allowing users to see changes in audience by the hour, week, and month. Together with agencies and clients, we are ensuring that the new system tells the whole story and works seamlessly,” Moldrich concludes.

MOVE 2.0 will be launched in 2024.

Click [here](#) to view or download the OMA Annual Report 2021; contact tallulah.mills-hicks@oma.org.au for a hard copy.

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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.

About MOVE

MOVE is Australia’s premier quantitative audience measurement currency for OOH media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual’s mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).