



Media Release

For immediate release | Tuesday 9 November 2021

Outdoor industry unites to present first-ever OUT-FRONT

The suite of new tools set to make Out of Home (OOH) advertising easier to plan, buy, and measure, took centre stage at the Outdoor Media Association's (OMA) first-ever OUT-FRONT webcast today.

The inaugural industry showcase launched initiatives that will be available for agencies and clients from 31 January 2022. This includes an update to MOVE (Measurement of Outdoor Visibility and Exposure) which will now measure digital screens. Included in MOVE 1.5 is a new qualitative measure based on neuroscience, the Neuro Impact Factor, giving buyers an insight into the impact of their campaigns, weighted by audience, for both classic and digital signs. Adding to the new measurement tools is a standardisation document, which sees the industry unite on terminology, geography, screen ratios, insertion orders, as well as a shift to selling the channel using Share of Time as the common currency.

Share of Time is the percentage share of display time received out of the total display time over a defined and agreed buying period, including other advertisers' content, programmatic and other commercial arrangements. Crucially, agencies and advertisers will now be able to use Share of Time when planning their campaigns, making it easier to buy by location and environment to meet their desired campaign objectives.

And in a media-channel first, the Outdoor industry announced it is moving toward carbon neutrality in 2022. The industry will calculate the carbon output of OOH campaigns and give advertisers the chance to offset and reduce the carbon impact of their media spend.

"With more and more people back out and about as restrictions ease this summer, advertisers need to be in the right places and spaces to connect with audiences. Not only have we made it easier to buy and measure audiences, we are also providing a measure showing the impact our signs have on audiences. Giving advertisers the opportunity to get their messages to the nine in 10 Australians our signs reach each day. What's more, over the next year we will be working to make Outdoor more sustainable by offering advertisers the choice to offset the carbon footprint of their campaigns," said Charmaine Moldrich, OMA CEO.

The new digital measurement metric provides reach and frequency scores for digital signs based on the average audience dwell by environment, by ad play length, and by Share of Time bought.

"Clients and agencies always want as much data as we can possibly get our hands on. And so, while waiting for MOVE 2.0, we really wanted to be able to measure digital signs, and MOVE 1.5 does that for us. We're excited to get into the new platform and see how audiences properly move around and what Share of Time is

going to do to that audience so that we can start to understand better metrics to buy and measure digital signage. It's a great addition," said Pia Coyle, Avenue C Managing Partner and Chair of the Outdoor Futures Council (OFC).

"MOVE 1.5 will give buyers more accurate reach and frequency scores for their campaigns, as well as opening a new dimension to audience measurement by scoring the impact of their campaigns on the people who see them. Industry standardisation will only supercharge these new tools because as we make Outdoor easier to transact, we are setting the industry up for future developments in programmatic and automation," continued Moldrich.

National Head of Investment for MediaCom, Nick Thomas, said, "It has been a huge amount of work and it's taken an amazing amount of collaboration from all the partners including the OMA, our clients, and the Outdoor Futures Council .We're not just representing the agency, we're representing the client's voice too, and when I think about the work we've done in the standardisation space, it's a massive leap forward for the category and something we should be really proud of in the industry."

"Our signs reach almost every Australian in the outdoor spaces where they live, work and play. The innovations we have unveiled at our first ever OUT-FRONT are the result of our collaboration with our members and the OFC to provide additional tools and ease of use in planning, buying, and reporting on their campaigns," concluded Moldrich.

The initiatives were announced at a virtual OUT-FRONT event today hosted by OMA and MOVE CEO Charmaine Moldrich and General Manager of the OMA and MOVE Kylie Green. Featuring a discussion with Data and Insights Director for oOh!media, Tara Coverdale; Managing Partner of Avenue C and OFC Chair, Pia Coyle; and MOVE 2.0 Lead Grant Guesdon. Followed by a Q&A about the new standards with Executive General Manager, Revenue Strategy and Operations for JCDecaux, Cassandra Cameron; Chief Customer Officer for QMS Media, Mark Fairhurst; and National Head of Investment for MediaCom, Nick Thomas.

MOVE 1.5, the Neuro Impact Factor and industry standards will be available from 31 January 2022.

For more information or to book a private presentation please email info@oma.org.au.

ENDS

FURTHER INFORMATION:

Emma Ward, Communications Manager, OMA – T: 0403 270 855

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).