

Media Release

For immediate release | 10 August 2021

The OMA welcomes another three new members

The Outdoor Media Association (OMA) has further strengthened its membership, welcoming another three new members: CV Media & Signage, JOLT and OIS. This brings a total of nine new members to the association this year.

JOLT also joins MOVE (Measurement of Outdoor Visibility and Exposure), the Outdoor industry's audience measurement system. JOLT is a zero-emissions mobility company, offering free fast charging with an integrated urban Digital Out of Home (DOOH) network.

"We're excited to be part of the OMA. JOLT's premium street side infrastructure allows advertisers to connect with pioneering, conscious and engaged urban audiences. We are looking forward to working alongside the industry in what is going to be an exceptional few years of growth. With the future developments of MOVE we will see the increased value for advertisers from Outdoor, we are excited to be a part of it," said Michael Selden, Head of Sales and Platforms, JOLT.

CV Media & Signage are a national provider of customised visual solutions with expertise across Classic and Digital signage. Offering the turnkey solution from concept and design, to install and support, CV Media & Signage have a broad range of loyal customers in industries such as retail, supermarket, transport, healthcare and property.

"CV Media & Signage have been working in the Digital Out of Home industry and traditional Out of Home for over 20 years – designing, manufacturing and installing digital billboards. We're very excited to now be a part of OMA and the evolution of the industry," said Damian Nielsen, General Manager, CV Media & Signage.

OIS is a world first technology platform that centralises third party campaign advertising, management and verification reporting across Digital, Classic and programmatic Out of Home (OOH).

"OIS is a pioneer of verification in Australia, and we're excited to become a member and work collaboratively to create an even more trusted Out of Home marketplace that fuels growth. In addition to this, the OIS platform is driving significant productivity gains and transparency for buy side stakeholders, helping make campaign activation easier than it's ever been," said Justin Singh, CEO, OIS.

"Welcoming CV Media & Signage, JOLT and OIS to the membership further solidifies the value of a unified industry and renews confidence in our current program," said Charmaine Moldrich, CEO, OMA. "In the last six months, has seen a resurgence of interest in the association with nine new members joining which is getting us closer to our goal of representing a 100 per cent of the industry."

In mid-August, the OMA will launch the results of its \$1.3M research project with Neuro-Insight which explores the neuro impact of Digital and Classic signs on audiences. The industry will use the data developed from the research to

introduce a new value-based currency to make it easier for advertisers and agencies to understand the value of their OOH campaigns. This will be introduced as part of the upgrade to MOVE in the coming months.

“This is an exciting and important time to join the association as we shift up a gear. It’s great to see more Out of Home players adding their voices and new perspectives into the mix,” concluded Moldrich.

Recent additions to the OMA membership include AdFlow, AOSCo, Shopper, Think Outdoor, Total Outdoor Media (TOM) and Val Morgan Outdoor (VMO).

There are three categories of OMA membership: Media Display members, Non-Media Display members, and Asset Owner members.

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).

