



Media Release

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The OMA's 2019 Annual Report celebrates 80 years of unity

The Outdoor Media Association (OMA) has today released its 2019 Annual Report, which reflects on the Out of Home (OOH) industry's achievements and contributions to Australian communities last year.

The report also details 2019 initiatives such as the \$1.3M Neuroscience Project Study (NPS) to investigate how people engage with digital signs; the new platform for buying and planning OOH campaigns, CORE; the *Look Up* campaign which reached over 12M people with the simple reminder to engage with the world; and, driver behaviour research which showed that digital billboards may improve driver performance.

Total net media revenue increased 1.5% to an all-time high of \$935.5M, with digital Out of Home (DOOH) accounting for 55.8%. The industry continued to give back, citing over 230 arts, sports, government, and charitable organisations who are beneficiaries of donated media space and advertising services, valued at \$87M.

"We celebrated our 80-year anniversary in 2019, a milestone for the industry. Our program last year brought us closer together, working to build a new audience measurement platform for DOOH as well as launch our new industry campaign *Look Up* which saw our members use their signs to promote our unifying brand message," said Charmaine Moldrich, CEO of the OMA.

"We remain one of the most trusted media channels used to broadcast awareness campaigns for road safety, public health, and community service messaging. For the second year, the industry partnered with DrinkWise in support of the *Children can inherit more than your looks* campaign which encouraged parents to role model sensible alcohol consumption to their children. In addition, we entered the eleventh year of our partnership with National Missing Persons Week and we announced an industry-wide partnership with Brisbane City Council (BCC) to pilot the delivery of Amber Alerts on OOH signs," continued Moldrich.

"It makes it difficult to look back, on what is now a halcyon period, when the industry grew exponentially following the global financial crisis in 2009. Annual reports are meant to document a specific period time, so while COVID-19 is what is happening to us in 2020, we know that the foundation we have built over the last 80 years, alongside the guidance of our Board, will serve us well as we prepare for recovery from this pandemic." Moldrich concluded.

Click [here](#) to view the OMA 2019 Annual Report online.

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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.

Outdoor Media Association

Suite 504, 80 William Street, East Sydney NSW 2011

T 02 9357 9900 **E** info@oma.org.au

ABN 59 004 233 489 www.oma.org.au