

Media Release

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OMA continues to bolster membership welcoming MarTech platform LUMOS

The Outdoor Media Association (OMA) welcomes Digital Out of Home (DOOH) advertising platform LUMOS as the 49th member to the association and the 12th new member in 2022. This year marks the biggest membership growth for the association since inception in 1939.

LUMOS is a DOOH advertising technology platform, introducing programmatic IoT-enabled LED smart screens displaying DOOH advertising to the booming home delivery economy. LUMOS' innovative technology platform allows it to run geo-targeted DOOH campaigns to reach a local audience, nationwide.

Charmaine Moldrich OMA CEO said, "LUMOS is a natural fit for the OMA membership and is proof that Out of Home can be a traditional media channel as well as a tech driven powerhouse. We look forward to working with LUMOS as we align and bolster our Programmatic offering as an industry."

Eric Fan, LUMOS Founder and CEO said, "Joining the OMA is an important part of our growth in the Out of Home industry. Having just exceeded our recent funding round, we are well positioned to even further scale our footprint, develop advanced data-driven ad reporting capabilities, and roll-out more innovative IoT-enabled ad solutions to deliver scalable and targeted physical and digital ads for businesses across multiple cities."

"We are delighted that our innovation and leadership in the areas of audience measurement and research proving Out of Home effectiveness are attracting new members," Moldrich said.

In 2022, the OMA has launched MOVE 1.5 which 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.

Both metrics are supported by industry-wide standards, making it easier to meet campaign objectives, defining agreed criteria for terminology, geography, screen ratios, insertion orders, and transacting using the currency by Share of Time.

In addition, OMA members have committed \$17M to building and evolving the audience measurement system MOVE 2.0 which will be launched in early 2024. MOVE 2.0 will provide measurement for both digital and static sign audiences nationally in metro as well as regional Australia and exact measurement for

seasonal audience variations with detailed data allowing users to see exact changes in audience by the hour, week, and month.

Outdoor companies that have joined the OMA in 2022 include Civic Outdoor, GoTransit Media Group, Helio, Hivestack, Scentre Group Brandspace, The Media Shop, Tonic Media Network, Vicinity Centres, Blue Tongue Outdoor, SureVision and Veridooh.

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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 Owners and Suppliers, and some 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.