

Media Release

For immediate release
22 April 2021

Val Morgan Outdoor join the OMA and MOVE

Val Morgan Outdoor (VMO) is the latest Out of Home (OOH) company to join the Outdoor Media Association (OMA) and MOVE (Measurement of Outdoor Visibility and Exposure).

VMO is a 100 per cent digital OOH advertising business with a network of 10,000 digital screens across retail, health club, petro-convenience and office tower environments.

“Joining the OMA has been a long-term ambition for VMO and our commitment to trust and transparency for our clients. We are thrilled to be joining at such a pivotal time for the industry. MOVE 2.0 is on track to become a world leading measurement tool for Outdoor. In delivering an industry currency that measures all OOH formats across metro and regional markets, buyers will be able to properly evaluate the enormous audiences that the medium delivers, unlocking the sector’s true potential,” said Paul Butler, Managing Director, VMO.

“VMO joining the OMA and MOVE confirms my belief that we are seeing a renaissance in membership to the association. In the last month the OMA has added six new members, and this renewed interest in joining the industry body is, I believe, driven by our commitment to enhancing the capabilities and transparency of MOVE, the industry’s audience measurement currency,” said Charmaine Moldrich, CEO, OMA.

“But the real winners of the industry coming together at this crucial time will be advertisers and media agencies, who will gain immense value in having all OOH providers measured on the one platform. And I’ve no doubt that VMO will provide the association with critical insight and guidance as we continue to future-proof our systems,” continued Moldrich.

The industry is currently upgrading the MOVE system to measure the impact of digital signs as well as all OOH formats across the nation including regional signs, and it will also have the capability to report seasonal and monthly audience variations. The new system is being developed by Ipsos and the test and learn stage is underway.

“VMO joining as members of the OMA and MOVE takes us closer to representing 100 per cent of the OOH industry and is further proof of the value we offer our members,” concluded Moldrich.

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

The OMA has three categories of membership; Media Display members, Non-Media Display members, and Asset Owner members.

ENDS

FURTHER INFORMATION:

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

Pictured in image (left to right): Charmaine Moldrich, CEO, OMA, and Paul Butler, Managing Director, VMO.

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).