



Media Release

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OMA and MOVE welcome new members in 2021

The Outdoor Media Association (OMA) welcomes four new members; AdFlow Mobile Advertising, Australian Outdoor Sign Company (AOSCo), Think Outdoor, and Total Outdoor Media (TOM), taking the total membership to 31 in 2021. Two of the four members, Think Outdoor and AOSCo, also joined MOVE (Measurement of Outdoor Visibility and Exposure), the industry's Out of Home (OOH) audience measurement system.

Synonymous with taxi advertising, AdFlow joins the OMA as Australia's leading taxi media company, with AdFlow vehicles reaching audiences nationwide, in capital cities and regional centres.

"AdFlow provides a fantastic platform in metropolitan and regional centres across Australia. Joining the OMA is one of our first steps in a big year of carefully planned transformation and development for our business. OMA membership is a natural fit for AdFlow and we are excited to be part of an industry-leading cohort that will drive OOH forward" said Luke O'Connor, General Manager of AdFlow.

AOSCo, based in Brisbane, offers large digital signs in high traffic locations across the city, exemplifying the strength of Outdoor to be front and centre.

"In 2021, we join the OMA and MOVE with a great sense of anticipation for an exciting year ahead. We look forward to bringing the knowledge and benefits gained from being part of a national association to our clients in Queensland," said Nick Karaloukas, General Manager of AOSCo.

Based in Surfers Paradise, Queensland, Think Outdoor was established in 2012 and offers a network of large format digital and static signs, as well as an extensive cluster of small format signs along the Gold Coast.

"We are excited to join the industry body at this exciting time in Outdoor. It is a sign of the growth and maturity of Think Outdoor, that we will be able to offer MOVE audience measurement data and be part of the many industry initiatives alongside our colleagues in Queensland," said Allan Cunningham, Managing Director of Think Outdoor.

TOM, based in Victoria, have premium large format billboards across regional Victoria and metropolitan Melbourne. TOM's sites are visible on major highways, in rural locations, and in high density gateways into Melbourne, including the St Kilda Junction.

"TOM's reach across Victoria is growing, and joining the OMA signifies we are ready to extend our influence even further as a leader in Victoria's regional OOH

market, with a premium alternative of fresh Digital and Classic large format displays for advertisers,” said Ged Hart, Managing Director of TOM.

“The OMA is pleased to welcome our new members. We have a very clear and innovative program for 2021, which includes updating MOVE with a digital factor in the short term, while building MOVE 2.0, our new digital and national audience measurement system, that we intend to launch in 2023. Having new members join is an acknowledgment of the value the OMA and MOVE offers its members,” said Charmaine Moldrich, CEO, OMA.

OMA members fall into three categories – media display companies (media owners), non-media display companies (those who provide services to the media owners) and asset owners (those who own the signs). AdFlow, AOSCo, Think Outdoor and TOM all belong to the media display category.

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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 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.