

01 PURPOSE

The Outdoor Media Association (OMA) supports regulation which provides fair and reasonable development standards that are appropriate for signage land use and which acknowledge the introduction of digital technology.

The OMA has developed this Digital Signage Policy to provide a framework for members to advertise using digital technology in a responsible manner which adheres to relevant legislation and regulation. The OMA advocates for regulatory changes to permit the use of new OOH advertising technologies to enhance the service offered to advertisers and the community.

The OMA Digital Signage Policy is a living document and will change as technology and business practices evolve.

02 SCOPE

This Policy applies to the use of digital technology by OMA members in OOH advertising, including digital roadside signage and digital billboards.

03 OMA DIGITAL SIGNAGE POLICY

- 3.1 OMA and its members are committed to road safety and to the ongoing study of the safety of their digital signage.
- 3.2 OMA members abide by all applicable legislation and regulation to ensure the safe and lawful operation of their digital signs.
- 3.3 OMA members advocate for the adoption of OMA Best Practice regulation of digital signage, as outlined in this Policy, including 6-8 second dwell time, and reasonable, evidence-based luminance and transition standards.
- 3.4 OMA members advocate for consistent regulations for digital signage across Australia.
- 3.5 OMA members adhere to the Australian Privacy Principles with regard to the collection, storage and use of personal information for marketing and advertising purposes.

04 OMA BEST PRACTICE

The three key areas of regulation for digital signage are dwell time, luminance, and animation for which OMA has developed best practice guidelines.

4.1 Dwell Time

The OMA advocates for a six to eight second dwell time in all speed zones. This standard is based on international best practice. For example, the US Federal Highway Administration recommends an eight second dwell time. In Australia, there is a range of dwell times across jurisdictions at this time.

The OMA provides links to the relevant codes and regulations for each state on its website at www.oma.org.au/regulation-and-community/regulatory-affairs

Table 1: Dwell time regulations in Australian states and territories

State or Territory	Dwell Time
NSW	10 seconds under 80 km/h 25 seconds above 80 km/h
VIC	30 seconds (however lesser dwell times can be approved based on expert advice) Approvals range from animation to 45 seconds across speed zones.
QLD	10 seconds under 80 km/h 25 seconds above 80 km/h
WA	20 seconds for 110 km/h 25 seconds for 90-100 km/h 30 seconds for 80 km/h 35 seconds for 70 km/h 40 seconds for 60 km/h 45 seconds for less than 50 km/h
SA	45 seconds

For further information please contact OMA:

Outdoor Media Association / Suite 504, 80 William Street, East Sydney NSW 2011
Telephone: 02 9357 9900 / Email: info@oma.org.au / Web: oma.org.au

4.2 Luminance

Digital billboards can adjust brightness in response to changes in surrounding light levels so that the signs are not unreasonably bright. Digital billboards are equipped with sensors to make sure the billboards are only as bright as necessary to be clearly legible.

Currently, there is a variance in luminance regulations across Australian jurisdictions.

Table 3: Luminance regulations in Australian states and territories

State or Territory	Full sun on face of signage	Daytime	Dawn/Dusk	Night
NSW	Zone 1: no limit Zone 2, Zone 3 & Zone 4: maximum output	Zone 1 - no limit Zone 2, Zone 3 & Zone 4: 6000 cd/m ²	Zone 1 - no limit Zone 2 & Zone 3: 700 cd/m ² Zone 4: 500 cd/m ²	Zone 1 - no limit Zone 2 & Zone 3: 350 cd/m ² Zone 4 - N/A
VIC		Veiling luminance <= 0.25cd/m ²	Veiling luminance <= 0.25cd/m ²	Veiling luminance <= 0.25cd/m ²
QLD		6000 cd/m ²	600 cd/m ²	300 cd/m ²
SA		Sunny day - 2800 cd/m ² to 6300 cd/m ² Cloudy day -500 cd/m ² to 1100 cd/m ²	Twilight - 200 cd/m ² to 300 cd/m ² Dusk - 100 cd/m ² to 200 cd/m ²	60 cd/m ² to 200 cd/m ² (Where site specific veiling luminance < 200 cd/m ² = maximum)
WA		6000 cd/m ²	600 cd/m ²	300 cd/m ²

Zone 1 covers areas with generally very high off-street ambient lighting, eg. display centres, central city locations.

Zone 2 covers areas with generally high to medium off-street ambient lighting.

Zone 3 covers areas with generally low levels of off-street ambient lighting eg. most rural areas, many residential areas.

The OMA has developed the following best practice guidance for luminance levels in conjunction with a lighting expert, which is appropriate for different areas and times.

Table 2: OMA Best Practice Guidelines for Luminance Levels

Lighting Condition	Zone 1	Zone 2	Zone 3
Full sun on face of signage	Maximum Output	Maximum Output	Maximum Output
Daytime	6000-7000 cd/m ²	6000-7000 cd/m ²	6000-7000 cd/m ²
Dawn/Dusk and inclement weather	1000 cd/m ²	700 cd/m ²	600 cd/m ²
Night	500 cd/m ²	350 cd/m ²	300 cd/m ²

4.3 Animation and Transition

The OMA supports animation on digital signs in predominantly pedestrian areas. For digital signs today, we advocate for instantaneous transition from one message to the next avoiding transition effects – approximately 0.1 seconds.

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05 CONTENT REGULATION

5.1 Self-Regulation of Advertising Content

Content on digital technology is subject to the same self-regulatory system as all OOH advertising. In practice, this means that digital technology cannot be used to run content that would not normally be used in traditional OOH advertising.

All OMA members only post content that complies with the OMA Code of Ethics and Content Review Policy and abide by any determination regarding an advertising complaint by Ad Standards Community Panel.

06 DEFINITIONS/TERMINOLOGY

Term	Definition
Candela (cd)	A measurement of directional light/intensity from a point source.
Dwell time	The length of time an advertisement is shown on screen before changing.
Intensity	Often called brightness. The LED industry measures display intensity in candelas per square metre, which is also referred to as nits.
Luminance	The amount of visible light leaving a point on a surface in a given direction. This 'surface' can be a physical surface or an imaginary plane, and the light leaving the surface can be due to reflection, transmission and/or emission. The standard unit of luminance is the candela per square meter (cd/m ²). As used in video applications, luminance is the degree of brightness (black and white portion of the video signal) at any given point in the video image. A video signal is comprised of luminance, chrominance (colour information) and synchronisation. If luminance is high, the picture is bright, and if low, the picture is dark.
Transition	A visual effect used on an LED display to change from one message to another.
Veiling Luminance	A measure of 'disability glare'. Luminance superimposed over the eye's retinal image produced by stray light within the eye.

¹Main Roads Western Australia, Roadside Advertising Standard, clause 4.1.4.1

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