

Media Release

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Powering Digital Out of Home: Amplifying the Expert Voices

IAB Australia and the Outdoor Media Association (OMA) are thrilled to announce the speakers for the highly anticipated "Powering DOOH" conference in 2024. The half-day event is scheduled for April 4, 2024, promising a comprehensive exploration of Programmatic Out-of-Home (OOH) advertising in Australia.

The conference will provide a platform for industry leaders to delve into technical insights, practical strategies, and high-level planning sessions aimed at driving innovation and growth in the Programmatic OOH landscape.

International Virtual Keynote:

Nick Parker, Founder of Go2ooh Consultancy, brings over 35 years of OOH experience, including 28 years within the WPP group in Global C-suite roles, offering unparalleled expertise to the discussion. Parker recently launched his consultancy, Go2ooh, to share his extensive knowledge of all areas of OOH and collaborate with companies to assist them in transforming their offerings, evolving, and growing the medium, ultimately increasing OOH's share of all media while keeping brands and their objectives at the core.

At the "Powering DOOH" conference, Nick Parker, Founder of Go2ooh Consultancy will share his insights on how the market is evolving and how all stakeholders within the industry should work together to increase the adoption of Programmatic DOOH investment.

Speaker Overview:

The conference agenda features an impressive lineup of presenters, each bringing unique perspectives and expertise to the table.

Amidst an atmosphere charged with anticipation and excitement, Gai Le Roy, CEO of IAB Australia, and Elizabeth McIntyre, CEO of OMA, will set the stage for a great event.

Natalie Stanbury, Director of Research at IAB Australia, will unveil the latest findings from the 3rd wave of local buyside research, shedding light on attitudes towards Programmatic DOOH among agencies and advertisers.

Jean-Christophe Conti, CEO of VIOOH, will provide insights into the international state of the Programmatic DOOH landscape, highlighting adoption and usage trends across different regions.

A panel of industry experts will discuss the challenges and opportunities for creating a sustainable future for Programmatic DOOH, with a focus on carbon emission measurement and reduction. Moderated by Alexandra Heaven, Head of ESG at JCDecaux, with guest panelists: Niki Banerjee, Principal Solutions Consultant at Scope3; Chris Greenwood, Head of Precision at Publicis Groupe.

In an era dominated by omni-channel marketing strategies, the value of Out-of-Home (OOH) channels remains a crucial focal point for advertisers seeking to engage consumers in meaningful ways. Moderated by Georgina Fox, Head of Digital Sales at oOh!media, joined by a distinguished panel: Keren Homan, Head of Platforms Strategy at Yahoo; Paige Wheaton, Chief Investment Officer at Initiative; and James Lambert, Head of Advanced DOOH at Group M Nexus Solutions.

Gail Halbert, Head of Client Services at Hearts & Science; Nick Cook, GM Marketing at Mad Mex; and Becks Pirrie, Group Sales Manager at Vistar Media, will present a compelling case study on the benefits of leveraging Programmatic DOOH for global campaigns, using Mad Mex as a prime example.

Media buyers will share their insights and strategies for maximising Programmatic DOOH investments in 2024. Moderated by Laura Wall from QMS, with panelists: Joanna Barnes, National Head of Investment at PHD; Daniel Cutrone, Managing Partner - Media at Avenue C; Michael Whiteside, Chief Media Activations Officer at Kinesso; and Katherine Pochroj, Group Director at Essence Mediacom.

The conference will not only offer thought-provoking sessions but also ample networking opportunities, including a networking lunch, afternoon tea, and post-conference drinks and nibbles.

Ticket Information:

IAB and OMA member companies are entitled to two free tickets to the event, with additional tickets available for purchase. Agencies and marketers investing in or considering investment in digital out-of-home advertising can also register for complimentary tickets. Extra member tickets are priced at \$125, while non-members can purchase tickets for \$220.

Event Details:

Date: April 4, 2024

Time: 12:00 PM - 7:00 PM

Location: NSW Teachers Federation Conference Centre, Surry Hills, Sydney, NSW

Don't miss this opportunity to gain valuable insights and network with industry experts at the forefront of Programmatic DOOH innovation.

For more information and to book tickets, visit

<https://iabaustralia.com.au/event/iab-oma-presents-powering-digital-out-of-home/>

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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.

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).