

## Media Release

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# Outdoor Media Association welcomes three new members as Out of Home enters a transformative year

The Outdoor Media Association (OMA) today announced the addition of three new members, Just Look Media, Locus Outdoor and Tech Media, reinforcing the continued momentum and growth of the Out of Home (OOH) industry.

OMA CEO Elizabeth McIntyre said, "We are thrilled to welcome media owners, Just Look Media, Locus Outdoor and media supplier Tech Media. Their expertise will help drive the future of Out of Home, strengthening our industry's ability to collaborate, grow, and diversify. As we enter a transformative year for the sector with the launch of MOVE, these new members will play a key role in shaping the next chapter."

By joining the OMA, members gain access to world-leading data and research, collaborative industry campaigns, advocacy, government representation, audience measurement tools and networking opportunities - all designed to elevate the OOH sector and drive its collective success.




Alex Bolton, Commercial Director at Just Look Media said, "Joining the OMA is an exciting step for us as we continue to expand and contribute to finding new and innovative ways for media agencies and commercial property owners to connect. We look forward to working with the industry leaders in what is an exciting time to be in OOH"

Locus Outdoor's Operations Director/Co-Founder, Lara Sands added, "Joining the OMA is a key milestone for Locus, which now helps position us for our next stage of growth within the industry and is testament to our ongoing success as Australia's Government Only OOH supplier. We're excited for what the future holds being a part of the OMA community as we continue our OOH journey as a business."

Dan Carrapetta, General Manager at Tech Media said, "At TechMedia, we're proud to be part of the OMA community. From stadiums and events to retail and office networks, airports, and transport hubs, we help businesses across Australia connect with their audiences through smarter digital signage, ad management, and audience measurement solutions, creating meaningful interactions where people live, work, and travel. Backed by PMY Group's global expertise and with a commitment to long-standing local partnerships, we look forward to leveraging our global network to share best practices and emerging trends to support the growth of the OOH industry."

The OMA has experienced a 20 per cent growth in membership over the past two years.

Below is a summary of the three members who have recently joined the OMA:

	<p>Just LOOK Media connects property owners with media partners across Australia.</p> <p>With an expanding portfolio along the eastern seaboard, Just Look Media sources high visibility billboards and greenfield locations to drive revenue for our property owners and media partners.</p>
	<p>As Australia's Government Only OOH supplier, Locus Outdoor delivers targeted OOH solutions specific to Local, State and Federal Government; reaching Australians on their daily community journeys to help address behavioural consideration and drive awareness of beneficial communications.</p> <p>Providing national coverage across high schools, hospitals and retail, Locus also has a strong statewide focus within Victoria; delivering independent retailer small format which contributes to being the state leader across Government Multicultural OOH.</p>
	<p>At TechMedia, we help businesses across Australia connect with their audiences through innovative digital signage, networks, ad management platforms, and integrated audience measurement tools.</p> <p>With thousands of media players and screens installed for some of the region's biggest brands, we're proud to be a trusted industry partner. As part of PMY Group, we're backed by a global network of expertise while remaining deeply connected to local markets.</p> <p>With decades of experience, PMY collaborates with leading venues, brands, and events around the world to deliver cutting-edge technology, data-driven insights, and creative solutions.</p>

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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.