

Media Release

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OMA welcomes new members: GoTransit Media Group, The Media Shop and Vicinity Centres

GoTransit Media Group, The Media Shop (TMS) and Vicinity Centres are the latest companies to join the Outdoor Media Association (OMA). TMS and Vicinity Centres also join MOVE (Measurement of Outdoor Visibility and Exposure).

Charmaine Moldrich, CEO, OMA said, “We continue to diversify our membership with the addition of these three media-display members operating in their unique spaces in Out of Home (OOH). GoTransit will provide a timely perspective on regional signage, while Vicinity Centres operates in office, hotel and retail. TMS is an established OOH media provider with a new DOOH offering complimenting their traditional and non-traditional solutions. These new additions to our camp bring us closer to representing 100 per cent of the industry.”

GoTransit Media Group offers design, production and installation of transit advertising assets across six capital cities and 400 regional communities in Australia. Their portfolio includes buses, light rail, double deckers and taxis— they are the only OOH operator working across the three areas of metro, sub-metro, and regional signs.

Rick Chapman, Co-founder, GoTransit said: “We are thrilled to join the OMA at this stage of our growth and to support the initiatives and progress of the industry. We are well established as a leader in transit OOH, so our participation in the overall growth of the industry is a natural next step.”

The Media Shop is an OOH provider with a portfolio of solutions ranging from large format to digital small format (including IGNITE launched last week) and non-traditional media.

Greg Power, GM, The Media Shop says, “The rapid growth of our business along with our ongoing commitment to creating memorable brand experiences is the catalyst for TMS to be a larger part of the OOH conversation with agencies and clients. Joining the OMA and MOVE brings significant value in this sphere, and we’re excited to join forces with the broader industry.”

Vicinity Centres is one of Australia’s largest shopping centre owners and manages many of Australia’s leading retail assets including the iconic Chadstone Shopping Centre in Melbourne and Queen Victoria Building in Sydney. Vicinity Centres is committed to delivering high quality shopping destinations in the communities they operate within.

“Vicinity has invested heavily in world class digital signage throughout our centres. They are seen everyday by the millions of Australians that visit our shopping destinations. Our membership signifies our support for the industry and continued innovation and aligns with our vision of making it easier for agencies and brands

to connect with Vicinity's valuable audiences to achieve more powerful outcomes," said Michael Mackley, Head of Media and Partnerships, Vicinity Centres.

"With the launch of our new metrics this year, the value of OMA and MOVE membership has increased exponentially. We welcome our new members to collaborate and consult on our next stage of innovation," concludes Moldrich.

Outdoor companies that have joined the OMA in 2022 include Civic Outdoor, Helio, Hivestack, Scentre Group, Hivestack, and Tonic Media Network.

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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).