

Media Release

For immediate release | 9 May 2024

Outdoor Media Association announces appointment of Adam Cadwallader, Motio and David Watkins, JCDecaux to OMA Board of Directors

The Outdoor Media Association (OMA) is proud to announce the appointment of two industry leaders, Adam Cadwallader, CEO & Managing Director, Motio, and David Watkins, Chief Financial Officer, JCDecaux Australia, to its Board of Directors. Their extensive experience will further bolster the OMA's mission to drive innovation and excellence within the Out of Home (OOH) advertising sector in Australia.

Adam Cadwallader, CEO & Managing Director, Motio, brings over three decades of expertise in the media industry, with a remarkable 24 years dedicated specifically to the Out-Of-Home sector. Having begun his career with Network Outdoor, now known as oOh!media, Adam has held pivotal senior sales roles with Eye Corp and Inlink. Currently serving as the CEO and Board member of Motio (ASX: MXO), a specialist in Place Based Media, Adam's commitment to industry innovation and technological advancement is unparalleled.

David Watkins, Chief Financial Officer, JCDecaux Australia, brings a wealth of financial acumen and strategic leadership to the OMA Board. With a background as a Chartered Accountant and experience in business turnaround and financial management frameworks, David has demonstrated agility and foresight in navigating complex business landscapes. His expertise spans M&A, change management, risk mitigation, and executive decision support, making him an invaluable addition to the OMA leadership team.

CEO of the Outdoor Media Association, Elizabeth McIntyre, expressed her enthusiasm for the new appointments, stating, "We are thrilled to welcome Adam Cadwallader and David Watkins to the OMA Board. Their proven track records of innovation, strategic thinking, and dedication to excellence align seamlessly with our commitment to driving growth and advancement within the Out of Home advertising industry."

Adam Cadwallader and David Watkins join their fellow industry peers on the OMA Board, contributing their unique perspectives and deep industry insights to shape the future of Out of Home advertising in Australia.

ENDS

Further Information

Robert Thompson, Communications and Social Media Coordinator, OMA

T: 0422 893 045

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).