



Media Release

For immediate release | Monday 24 January 2022

Outdoor peak body welcomes Scentre Group, Hivestack and Tonic Media Network as new members

Scentre Group, Hivestack and Tonic Media Network are the latest companies to join the Outdoor Media Association (OMA). Scentre Group and Tonic Media Network also join as members of the industry's audience measurement system, MOVE (Measurement of Outdoor Visibility and Exposure).

Scentre Group owns and operates a portfolio of 42 Westfield Living Centres in Australia and New Zealand, which are some of the most frequented destinations in both markets, attracting over 468 million annual customer visits as at 30 June 2021.

Scentre Group's in-house marketing solutions business, BrandSpace, connects brands and businesses to the Westfield audience through a portfolio of connected digital and physical touchpoints. The BrandSpace OOH media network is 100% digital, with over 1,800 full motion SuperScreens and SmartScreens across Australia and New Zealand.

Scentre Group, General Manager BrandSpace, Scott Moore said:

"We are excited to start 2022 as a member of the Outdoor Media Association and begin to offer brands and agencies an alternative way to quantify our audience through MOVE 1.5.

"Our membership signifies our support for the industry's commitment to make it easier to plan and buy out-of-home media, through innovations in audience measurement and standardisation.

"The enhancements to MOVE in measuring audiences in retail environments and on digital out-of-home assets will better enable us to help brands, retail partners, marketers and their agencies unlock the power of marketing within the Westfield environment".

Hivestack is the world's leading independent programmatic digital Out of Home (DOOH) adtech company which specialises in the buy and sell side of programmatic DOOH advertising. On the buy side, marketers use Hivestack's Demand Side Platform (DSP) to create measurable campaigns that activate DOOH screens in real time based on consumer behaviour and audience movement patterns. On the sell side, DOOH media owners use Hivestack's Supply Side Platform (SSP) via PMPs and Open exchange to attract programmatic revenue. DOOH media owners can also use Hivestack's Ad Server to power audience-based, directly sold campaigns.

Hivestack Managing Director ANZ and SEA, Matt Bushby said, “We are thrilled to be joining the OMA at such an exciting and important time for the out of home industry. The solutions the OMA is building in areas like digital audience measurement and standardisation will provide the transparency and accuracy needed to take our industry to the next stage. There is a big opportunity for marketers to harness the power of contextual targeting in programmatic DOOH and deliver even more effective campaigns. Innovations like MOVE 2.0 will go a long way in enabling that.”

Rejoining the OMA and MOVE is Australian health and wellbeing company Tonic Media Network. Tonic Media Network’s Digital Out of Home (DOOH) health channel reaches over 16M Australians in GP waiting rooms and pharmacies each month.

“We’ve been watching the development of the MOVE 2.0 build and we’re really excited about all that the platform will offer. It is critical that our customers are confident that they are reaching the right people with the right message at the right time. It’s the perfect time to join, to be part of shaping this world-first audience measurement system for OOH in Australia,” said Tonic Media Network CEO and Managing Director, Richard Silverton.

In early November the OMA revealed a raft of initiatives set to launch on 31 January at its first OUT-FRONT event. The roll out will include the interim audience measurement update MOVE 1.5 which will measure digital screens and provide a new metric based on neuroscience called the Neuro Impact Factor. In addition, standardisation guidelines will be introduced that will see the industry unite on common terminology, screen ratios, insertion orders, and shift to selling OOH by Share of Time.

“The renaissance of Outdoor is showing no signs of waning, and this is further reinvigorating membership to the industry body. We are pleased to say that we now represent close to 100 per cent of the Out of Home industry in Australia,” said OMA CEO, Charmaine Moldrich.

The industry also announced plans to move towards carbon-neutrality in 2022 by building a tool that gives advertisers the option to offset their OOH campaigns.

“A lot of the work we do as an industry body is focused on our responsibility as a provider of advertising in the public space, of which sustainability is a vital part. Our aim in pledging to go carbon neutral as an industry is to set ourselves on that path of reducing emissions and waste, and to also be seen as a sustainable advertising channel doing our part.”

These initiatives come as the industry progresses with the development of its next audience measurement upgrade MOVE 2.0. The new system will measure digital audiences as well as all OOH formats across the nation, including regional signs and be capable of reporting seasonal and monthly audience variations. The project is now in the national scaling phase and is slated to launch in 2024.

Outdoor companies that have joined the OMA in the last year include AdFlow, AOSCo, CV Media and Signage, Ei Media, Jolt Charge, OIS, Shopper, Think Outdoor, Total Outdoor Media (TOM) and Val Morgan Outdoor (VMO).

ENDS

FURTHER INFORMATION:

Emma Ward, Communications Manager, OMA – T: 0403 270 855

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).