



Media Release

For immediate release
Friday, 24 May 2018

New board elected at the OMA's AGM

The Outdoor Media Association (OMA), following its Annual General Meeting, 21 May 2018, announced the official appointment of industry veteran Charles Parry-Okeden as the independent chairman of the OMA and MOVE.

Parry-Okeden takes over from Steve O'Connor, Chief Executive Officer of JCDecaux who is stepping down as Chairman after a successful five-year tenure.

"It has been an absolute pleasure and privilege to work with Steve, who has led the industry in a period of unprecedented growth. Under his leadership, the industry has increased annual revenue from \$602 million to \$927 million. Steve has led a unified industry and worked on a variety of joint industry initiatives including plans to build a new audience metric, the OMA's recent industry campaign LOOK UP, as well as the soon to be launched CORE, the industry automated briefing and proposal tool. The industry owes him a debt of gratitude," said OMA and MOVE Chief Executive Officer, Charmaine Moldrich.

Steve O'Connor will remain on the Board.

Incoming Chairman Parry-Okeden is the Co-founder and Global Chief Executive Officer of Executive Channel Holdings Pty, Ltd (ECH) which owns Executive Channel Europe, Executive Channel Deutschland and Australian Media Channel (Media-i).

The following members were elected to the Board:

- Brendon Cook, Chief Executive Officer, oOh!media
- Noel Cook, Chief Commercial and Operations Officer, oOh!media
- Kirsty Dollisson, Managing Director, TorchMedia
- Andrew Hines, Chief Operating Officer, JCDecaux
- Steve O'Connor, Chief Executive Officer, JCDecaux
- John O'Neill, Chief Executive Officer, QMS Media
- Andrew Tyquin, Managing Director, Outdoor Systems
- Chris Tyquin, Joint Managing Director, goa

The MOVE Board appointed the following members in accordance to its Shareholder Agreement:

- Brendon Cook, Chief Executive Officer, oOh!media
- Max Eburne, Chief Commercial Officer, JCDecaux
- Charmaine Moldrich, Chief Executive Officer, OMA and MOVE
- Steve O'Connor, Chief Executive Officer, JCDecaux
- John O'Neill, Chief Executive Officer, QMS Media

- David Scribner, Chief Customer Officer, oOh!media
- Chris Tyquin, Joint Managing Director, goa

Moldrich continued, “As we celebrate our 80th year as an association, we are lucky to be working with these outstanding industry leaders. The changing media landscape mandates that we harness the talent of our membership to keep growing the industry. This will come in the form of new technology, as well as new solutions for media planners and advertisers.”

2018 was a big year for the Out of Home (OOH) industry which saw the market grow 10.8% and net media revenue increase from \$837.1 million in 2017 to \$927.2 million in 2018. OOH’s market share increased to 6.2%, making it the only traditional medium to realise growth.

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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 Out of Home (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 is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).