



Media Release

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Shopper Media Group join the OMA and MOVE

Shopper Media are the latest member to join the Outdoor Media Association (OMA) and MOVE (Measurement of Outdoor Visibility and Exposure).

Shopper Media is a fast-growing offline media company that has a network of digital Out of Home (OOH) advertising panels in over 400 shopping centres nationwide.

“We are excited to come on board as members of the OMA. We have joined the association to demonstrate Shopper Media’s passion and commitment to driving growth in retail Out of Home. Our membership signals our desire to drive greater transparency and the utilisation of MOVE’s audience measurement currency enables us to provide unsurpassed clarity and service to our agencies and clients. On a more personal note, I am a huge advocate of growing the OOH channel and believe joining the OMA has benefits across the board, a rising tide floats all boats,” said Ben Walker, CEO, Shopper Media.

“It is great to have new companies like Shopper Media join us at this crucial and early stage of the development of MOVE 2.0. The new knowledge and energy they bring will be valuable as we evolve our audience measurement currency. Ultimately, MOVE is the gold standard in OOH audience measurement from which advertisers will trade our signs. We are focussed on transparency and saliency and are committed to representing the industry as a whole,” said Charmaine Moldrich, CEO, OMA.

In January, the OMA announced it was upgrading the industry’s audience measurement system MOVE for the digital age. The new system will measure the impact of digital signs and cover all OOH formats, locations and environments nationally, with the capability to report on seasonal and monthly variations. Development of the new system has commenced and is expected to launch in 2023.

Today’s announcement takes the total OMA membership to 32, following the addition of AdFlow, AOSCo, Think Outdoor and TOM earlier this year.

“It is great to see more OOH companies joining the association which helps add new voices, energy and diversity to the sector,” concluded Moldrich.

OMA members fall into three categories – media display companies (media owners), non-media display companies (those who provide services to the media owners) and asset owners (those who own the property where OOH advertising stands).

ENDS

FURTHER INFORMATION:

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

Pictured in image (left to right): Ed Couche, COO, Shopper Media; Charmaine Moldrich, CEO, OMA; and Ben Walker, CEO, Shopper Media.

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 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).