



Media Release

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Outdoor Media Association continues to expand

Civic Outdoor and Helio are the latest companies to join the Outdoor Media Association (OMA) with Civic Outdoor also joining MOVE (Measurement of Outdoor Visibility and Exposure). MOVE is the Out of Home (OOH) industry's audience measurement system and has launched several innovations at the beginning of the year, introducing an accurate measurement for digital campaigns and a qualitative measure of impact, the Neuro Impact Factor.

Civic Outdoor is an independently owned and operated Outdoor operator with a network of signs ranging from large format billboards in Melbourne, Adelaide and Regional Victoria to small format sites across Victoria, New South Wales, Queensland, South Australia, ACT and Tasmania.

Mark Buckley, General Manager at Civic Outdoor, said: "Joining the industry as members of the OMA and MOVE at this time of innovation and growth is very exciting for us and more importantly our clients and agencies. With the Civic Outdoor inventory available to be measured in MOVE 1.5, we can deliver optimised OOH campaigns and truly empower our clients to plan and buy advertising even more strategically."

Helio is an online advertising marketplace connecting buyers and sellers, making it easy for small, medium and large businesses alike to buy advertising. Helio has been carefully designed, based on years of media experience, to simplify the workflows unique to advertising such as campaign building and creative delivery.

Co-Founder and CEO of Helio, Laura Hall, said: "Our vision is to democratise media, levelling the playing field to help all businesses grow. At Helio, we are dedicated to making the process of buying and selling easy, seamless and transparent. Being part of the OMA will bring bigger opportunities for the industry and our clients as the use of digital platforms becomes an integral part of how OOH operators trade ad space."

OMA CEO, Charmaine Moldrich, said: "Our program is focused on an all-industry approach, which is why we are delighted to welcome Civic and Helio to the association. Our job is to proselytize the benefits, of which there are many, of Out of Home, and having new members strengthens both the cause and the message."

The OMA has significantly grown its membership and currently represents close to 100 per cent of businesses working in the OOH advertising space including companies that own signs, display advertisements, and provide services to the industry through production, installation and technology.

Outdoor companies that have joined the OMA in the last 15 months include AdFlow, AOSco, CV Media and Signage, EiMedia, Hivestack, JOLT Charge, OIS, Scentre Group BrandSpace, Shopper, Think Outdoor, Tonic Media Network, Total Outdoor Media (TOM) and Val Morgan Outdoor (VMO).

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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).