

Media Release

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MEDIA i INDUSTRY SURVEY REVEALS POSITIVE OUTLOOK FOR OUT-OF-HOME (OOH) INDUSTRY

Media i, the leading provider of industry sentiment surveys for the media advertising industry, has released its latest report highlighting the state of the media industry. The survey, of over 4,700 respondents, provides valuable insights into the attitudes and opinions of media agencies and media owners.

30% of Media agency professionals surveyed reported that OOH channels were the easiest to plan and buy, indicating the industry's efficiency and effectiveness.

Furthermore, media agency perceptions of OOH channels have improved period on period. OOH channels were recognized as the top performing media channel in 3 categories:

- 52% voted OOH first as the most service oriented
- 40% voted OOH first as the most proactive
- 42% voted OOH first for delivering the most innovation and creative solutions

This highlights the industry's commitment to providing relevant consumer insights and driving impactful advertising campaigns.

Overall, the Media i Industry Survey highlights the positive outlook for the OOH industry. With its ease of planning and buying, service-oriented approach, and innovative solutions, the OOH industry continues to be a critical broadcast channel for advertisers.

Note: The information provided in this media release is sourced from the Media i Industry Survey May 2024 Highlights document.

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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).