

Outdoor Media Association

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Media Release

MOVE Board Announces Investment in Metric for Digital OOH signs

In 2010, MOVE revolutionised OOH audience measurement in Australia; it was built in partnership with the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).

To build on this, the Board of MOVE announced today that it will invest up to \$10 million to rejuvenate MOVE to accurately measure audiences for digital Out of Home (OOH) signs.

Over the last few years the industry has spent hundreds of millions of dollars building a modern dynamic channel, with scale to reach Australians on mass. While this has only been operating at scale in the last year, the Board believes that it is now time to invest further in proving the power and efficacy of the OOH digital network.

“In order to produce a metric that is fit for purpose now and into future, we will investigate various international models, as well invest in data and research to create the next generation of dynamic audience measurement” remarked MOVE CEO, Charmaine Moldrich.

The framework and project guidelines will be developed in partnership with the MFA and AANA and finalised in May 2018.

The MOVE Board has also agreed that it standardise the terminology, as well as how it will price share of display for roadside billboards.

To ensure transparency and standardisation around delivery of OOH campaigns, all major OMA members have committed to utilising an independent third-party proof of posting platform.

The industry intends to launch the new MOVE digital measurement metric by 2020.

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FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association – T: 02 9357 9900

Editor’s Notes:

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 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.

A Board of Directors, elected by the members, governs the OMA.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.