



Media Release

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Wildstone and Manboom join the Outdoor Media Association, expanding asset owner membership and industry growth

The Outdoor Media Association (OMA) today announced two new members, Wildstone and Manboom, highlighting continued growth and commitment to unifying the Out of Home (OOH) industry. The addition of Wildstone and Manboom brings the total number of asset owner members to four, further representing the OMA's ability to represent a diverse range of stakeholders.

CEO of the OMA, Elizabeth McIntyre said, "The Outdoor Media Association (OMA) is excited to welcome two new asset owner members, Wildstone and Manboom. This addition strengthens the OOH industry's ability to innovate and grow, reinforcing our mission to support collaboration and diverse formats across the industry. We look forward to their contributions as we continue advancing outdoor advertising in Australia."

OMA members have access to a range of benefits, including research and insights, collaborative industry campaigns, advocacy and representation to government, audience measurements and networking opportunities.

Noel Cook, Managing Director of Wildstone Australia shared his excitement in joining, saying, "We are thrilled to join the OMA and contribute to the growth and evolution of the OOH industry. Our focus on introducing new, valuable outdoor advertising locations to the market, as well as transforming classic panels into digital sites, aligns perfectly with OMA's mission to drive the industry forward."

Helen Da Silva, General Manager of Manboom added, "Being part of the OMA community offers an incredible opportunity to collaborate with key players in the OOH industry, and we look forward to bringing our expertise in property development and advertising to the table."

Below is a summary of the two members who have recently joined the OMA:

	Wildstone is shaping the future of the outdoor advertising market through the digitisation of Out of Home media assets. Wildstone introduces new locations to the market and invests in transforming existing panels into digital sites. Wildstone partner with
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	media operators looking to expand or modernise their portfolios.
	Manboom is a boutique property and advertising infrastructure developer, with a history of developing innovative solutions at some of Australia's most iconic locations. Manboom focuses on strategic property development, particularly in advertising precincts, integrating Out of Home advertising signage platforms into property development.

ENDS

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).