

Outdoor Media Association

Suite 504, 80 William Street, East Sydney NSW 2011
T 02 9357 9900 F 02 8356 9500 E info@oma.org.au
ABN 59 004 233 489 www.oma.org.au

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Media Release

The Outdoor Media Association welcomes four new members



The Outdoor Media Association (OMA) has welcomed four new members in 2017: Ayuda, Big Screen Video, Hanlon Industries and Samsung, increasing the total membership of the peak industry body to 34 members.

“Our members are at the heart of all that we do. These new members highlight the growth of the Out of Home (OOH) industry and the increasing scope of our work as an association,” said Charmaine Moldrich, CEO of the OMA.

OMA members fall into three categories – media display companies, non-media display companies and asset owners.

Ayuda, Big Screen Video, Hanlon Industries and Samsung all fall into the non-media display category which provides Outdoor advertising services to clients. Ayuda is a global software leader specialising in software for OOH media operators. Big Screen Video specialises in activating spaces with LED screens – including video screens, billboards, signage, scoreboards and unique applications. Hanlon Industries specialise in steel fabrication, mechanical manufacturing and maintenance, commercial building and equipment and labour hire. While Samsung is a global information technology leader, managing more than 200 subsidiaries around the world.

“Ayuda lives to empower the Digital Out of Home industry with an innovative software that drives the entire OOH workflow. We joined the OMA to bring our technical expertise to the Australian OOH community and grow, with the other members, the market share of Outdoor advertising in the region,” said Remi Roques, Managing Director, Ayuda Australia.

“Big Screen Video is very proud to have become a member of the OMA. As a key supplier to the sector we believe it is important to support the industry that supports our business. We are passionate about the Outdoor media sector and have a genuine desire to do what we can to assist in driving the industry forward,” said Brett Delaney, Director, Big Screen Video.

“As leaders in the design, engineering and construction of Outdoor signage, the team at Hanlon Industries is excited to be welcomed as members of OMA. We look forward to being part of an association that involves the best companies in the industry to promote and share innovation, research, trends, knowledge and advocacy. The future is bright, the opportunities are endless and we are excited to be sharing the journey with OMA and its members,” said Paul Hanlon, Managing Director, Hanlon Industries.

“Samsung’s Digital Signage solutions are built around supporting the specific needs of Australian customers through a tailored approach that solves real world business challenges. We are incredibly proud to now be members of the OMA. Australia offers an incredibly diverse and creative platform for businesses to explore new opportunities to interact with

audiences through the latest in digital signage formats and technology. We look forward to playing a key role with OMA to support other members and customers,” said Paul Sharpe, Director Enterprise and Small Medium Business, Samsung.

“OOH is dominating a unique space. There is no other media channel that offers the immediacy and flexibility of digital alongside the power and scale of the traditional poster. As we lean more towards technological solutions in OOH, we will become providers of even more utility, services and experiences for people traversing, and transacting in our reconsidered and renewed urban spaces. These new members reflect the path the OOH industry is on,” concluded Moldrich.

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FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association, T: 02 9357 9900 M: 0407 418 273

Editor’s Note on how OMA figures are calculated:

The Outdoor Media Association (OMA) represents the majority of Australia’s Out-of-Home (OOH) industry. Figures provided in this media release are net figures (exclusive of commission, production and installation). Figures represent occupancy invoiced in each calendar month. Figures also include all direct sales which are estimated at 10% of total bookings.

Figures may be adjusted between reporting periods to reflect current membership and ensure accuracy in comparing year on year changes. OMA figures are an accurate reflection of the income the OOH industry is generating through its inventory each month.

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.