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Media Release



World's First Out-of-Home Automated Transaction Platform Draws National and International Interest.

Outdoor Media Association to launch a single transaction portal in 2016

Twenty companies/consortiums have responded to the Outdoor Media Association's Expressions of Interest (EOI) to build an Automated Transaction Platform that will create a one-stop hub for the buying and selling of Out-of-Home (OOH), across all formats in Australia.

The EOI was in market from 9 June to 3 August, and responses have been received from companies/consortiums based in Australia (Sydney, Melbourne, Adelaide and Brisbane), the USA, UK, Spain, India, Dubai and Portugal.

"We have been impressed by the calibre of responses to the EOI. It's a challenging project so it is heartening to see the wide variety of technology solutions presented by the proponents. We believe garnering this much national and international talent bodes well for the development of this platform which will be a world first for the Out-of-Home industry", said Grant Guesdon, General Manager, MOVE (Measurement of Visibility and Exposure) and the architect of this new venture.

All respondents are currently being given the opportunity to speak to their proposals and demonstrate their capabilities. The intention is to draw up a shortlist of proponents who will be invited to respond to a detailed technical specification as part of the RfP.

It is expected that the RfP will be released in early December 2015 with the winning company or consortium announced in February 2016.

ENDS

FURTHER INFORMATION:

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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 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.