

OMA Digital Signage Policy

VERSION: April 2026

01 PURPOSE

The Outdoor Media Association (OMA) supports regulation which allows for fair and reasonable development standards that are appropriate for signage land use and which acknowledge the introduction of digital technology.

The OMA has developed this Digital Signage Policy to provide a framework for members to advertise using digital technology in a responsible manner which adheres to relevant legislation and regulation. The OMA advocates for regulatory changes to permit the use of new OOH advertising technologies to enhance the service offered to advertisers and the community.

The OMA Digital Signage Policy is a living document and will change as technology and business practices evolve.

02 SCOPE

This Policy applies to the use of digital technology by OMA members in OOH advertising including digital roadside signage and digital billboards.

03 OMA DIGITAL SIGNAGE POLICY

- 3.1 The OMA and its members are committed to road safety and to the ongoing study of the safety of digital signage at the roadside.
- 3.2 OMA members abide by all applicable legislation and regulation to ensure the safe and lawful operation of their digital signs.
- 3.3 OMA members advocate for the adoption of OMA Best Practice regulation of digital signage, as outlined in this Policy, including 10 second dwell time, and reasonable, evidence-based luminance and transition standards.
- 3.4 OMA members advocate for consistent regulations for digital signage across Australia.
- 3.5 OMA members adhere to the [Australian Privacy Principles](#) with regard to the collection, storage and, by means of digital technology, use of personal information for marketing and advertising purposes.

04 CURRENT REGULATORY FRAMEWORK AND BEST PRACTICE GUIDELINES

The three key areas of regulation for digital signage are dwell time, luminance, and animation.

NB: [City of Sydney Council](#) and [Brisbane City Council](#) have additional requirements.

4.1 Dwell times

The OMA advocates for a ten second dwell time in all speed zones. This standard is based on [international best practice](#). In Australia, there is a range of dwell times across jurisdictions at this time.

Table 1: Dwell time regulations in Australian states and territories

State or Territory	Dwell Time
NSW	10 seconds under 80 km/h 25 seconds for 80km/h and above
VIC	30 seconds (however lesser dwell times can be approved depending on permits) Approvals range from animation to 45 seconds across speed zones.
QLD	10 seconds under 80 km/h 15 seconds for 80km/h and above (not motorway) 25 seconds for 80km/h and above
WA	20 seconds for 110 km/h 25 seconds for 90-100 km/h 30 seconds for 80 km/h 35 seconds for 70 km/h 40 seconds for 60 km/h 45 seconds for less than 50 km/h
SA	10 seconds under 60km/h 25 seconds for 60km/h and above

4.2 Luminance

Digital billboards can adjust brightness in response to changes in surrounding light levels so that the signs are not unreasonably bright. Digital billboards are equipped with sensors to make sure the billboards are only as bright as necessary to be clearly legible.

Currently, there is a variance in luminance regulations across Australian jurisdictions.

Table 2: Luminance regulations in Australian states and territories

State or Territory	Full sun on face of signage	Daytime	Dawn/Dusk	Night
NSW	All Zones: no limit	Zone 1 - no limit Zone 2, Zone 3 & Zone 4: 6000 cd/m ²	Zone 1 - 700 cd/m ² Zone 2 & Zone 3: 700 cd/m ² Zone 4: 500 cd/m ²	Zone 1 - 350 cd/m ² Zone 2 & Zone 3: 350 cd/m ² Zone 4 - 200 cd/m ²
VIC	All Zones: no limit	Category A - 6000 cd/m ² Category B - 4000 cd/m ²	Category A - 700 cd/m ² Category B - 400 cd/m ²	High District Brightness: Category A - 350 cd/m ² Category B - 200 cd/m ² Medium District Brightness: Category A - 250 cd/m ² Category B - 150 cd/m ² Low District Brightness: Category A - 150 cd/m ² Category B - Not permitted
QLD	Luminance levels depend on varying ambient lighting levels measured at the sign (from dark environments through to full sun. Max luminances vary from 150cd/m ² to 6000 cd/m ² . See Table 3.			
SA	N/A	Sunny Day - 2800 cd/m ² to 6300 cd/m ² Cloudy Day - 500 cd/m ² to 1100 cd/m ²	Twilight - 200 cd/m ² to 300 cd/m ² Dusk - 100 cd/m ² to 200 cd/m ²	60 cd/m ² to 200 cd/m ² (Where site specific veiling luminance < 200 cd/m ² = maximum)
WA	N/A	6000 cd/m ²	600 cd/m ²	300 cd/m ²
Luminance levels must first be set to 50% of the maximum until Main Roads WA approves an increase.				

Zone 1/ High District Brightness covers areas with generally very high off-street ambient lighting, eg. display centres, central city locations.

Zone 2/ Medium District Brightness covers areas with generally high to medium off-street ambient lighting, eg. major shopping centres/ commercial centres.

Zone 3/ Low District Brightness covers areas with generally low levels of off-street ambient lighting eg. most rural areas, many residential areas, eg. small to medium shopping/ commercial centres.

Zone 4 covers areas with generally low levels of off-street ambient lighting e.g. most rural areas, or areas that have residential properties nearby.

Table 3: QLD Luminance maximums for varying ambient lighting conditions for electronic billboards

Illuminance (ambient light levels) (lux)	Luminance levels on electronic billboard or panel (cd/m ²)
0-10	150
11-40	200
41-100	250
101-400	400
401-1,000	700
1,001-4,000	1,500
4,001-10,000	2,300
10,001-40,000	4000
40,001-100,000	6,000

All approvals to be subject to a lighting assessment.

05 BEST PRACTICE FOR LUMINANCE LEVELS

The OMA has developed the following best practice guidance for luminance levels in conjunction with a lighting expert, which is appropriate for different areas and times.

Table 4: OMA best practice guidelines for luminance levels

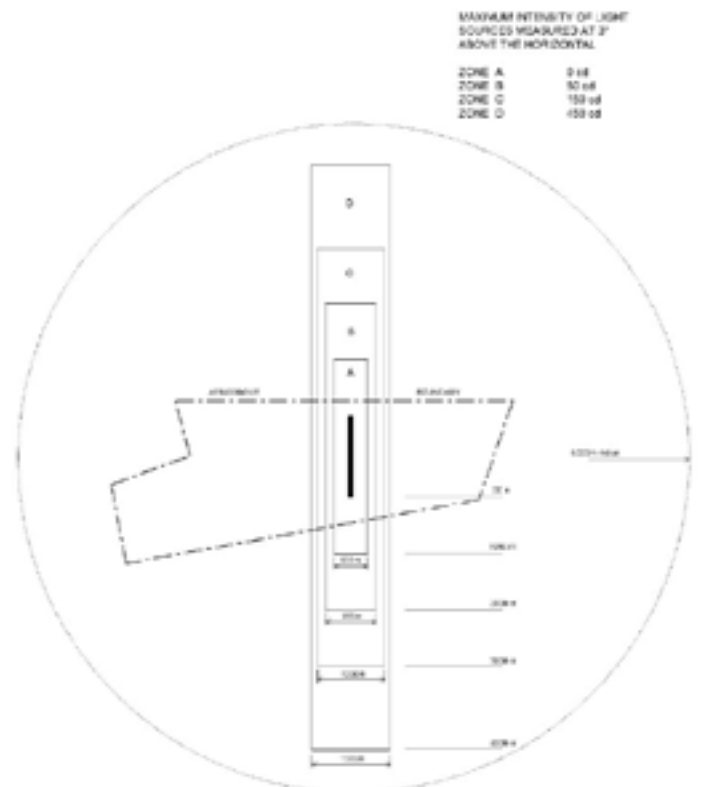
Lighting Condition	Zone 1	Zone 2	Zone 3
Full sun on face of signage	Maximum Output	Maximum Output	Maximum Output
Daytime	6000-7000 cd/m ²	6000-7000 cd/m ²	6000-7000 cd/m ²
Dawn/Dusk and inclement weather	1000 cd/m ²	700 cd/m ²	600 cd/m ²
Night	500 cd/m ²	350 cd/m ²	300 cd/m ²

06 AIRPORT

Given the unique legislative arrangements governing domestic and international airport environments, the luminance of digital signage in these areas is subject to stricter parameters. Signs within a 6km radius of an aerodrome must comply with the Maximum Light Intensity limits that define zones where glare may cause distraction to pilots, as noted in [figure 1](#).

While each airport enforces their own contract with OMA members, all are subject to a 'blackout period' suitable to their environment.

Figure 1: Maximum lighting intensities for runway approach



07

ANIMATION AND TRANSITION

The OMA supports animation on digital signs in predominantly pedestrian only areas. For digital today, we advocate instantaneous transition from one message to the next avoiding transition effects – approximately 0.1 seconds.

08

REAL TIME AND INTERACTIVE CONTENT

Digital signage can offer a community benefit of delivering real-time non-advertising content such as time of day, weather or pollution counts, or news updates. The OMA supports the delivery of real-time content as a public benefit that can be delivered alongside advertising.

In addition, the OMA supports interactive elements on signage such as QR codes and virtual/altered reality content in predominantly pedestrian and other appropriate areas. OMA members will carefully consider the use of these elements to ensure the safety of vehicles and pedestrians including giving consideration to the size and usability of such content.

09

REAL TIME AND INTERACTIVE CONTENT

Content on digital technology is subject to the same self-regulatory system as all OOH advertising. In practice, this means that digital technology cannot be used to run content that would not normally be used in traditional OOH advertising.

All OMA members only post content that complies with the [OMA Code of Ethics](#) and abide by any determination regarding an advertising complaint by the Ad Standards Community Panel.

10

DEFINITIONS

Candela (cd)

A measurement of directional light/intensity from a point source.

Dwell time

The length of time an advertisement is shown on screen before changing.

Intensity

Often called brightness. The LED industry measures display intensity in candelas per square metre, which is also referred to as nits.

Luminance

The amount of visible light leaving a point on a surface in a given direction. This 'surface' can be a physical surface or an imaginary plane, and the light leaving the surface can be due to reflection, transmission and/or emission. The standard unit of luminance is the candela per square metre (cd/m²). As used in video applications, luminance is the degree of brightness (black and white portion of the video signal) at any given point in the video image. A video signal is comprised of luminance, chrominance (colour information) and synchronisation. If luminance is high, the picture is bright, and if low, the picture is dark.

Transition

A visual effect used on an LED display to change from one message to another.

Veiling Luminance

A measure of 'disability glare'. Luminance superimposed over the eye's retinal image produced by stray light within the eye.