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Introduction and Timeline



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2011

New beginning and GPS Patent

In 2011 –SAARF and the OOH Council – put out a tender for OOH research using GPS technology

This was grounded after it was discovered that Roger Percy **had patented the use of GPS technology for OOH research** until 2021. The cost of the exercise using GPS technology was prohibitive and the tender was never awarded

2012 (December)

OOH industry resigns from SAARF

OOH industry and broadcasters resign from SAARF to pursue their own mandate

- Key objective is to build on the framework identified by Kuper Research in their *Future Proofing Framework*
- This was co-ordinated through OHMSA – and not the founding members of the OMC. Terry Murphy and Lyn Jones were appointed to drive the process



2013 (March)

The future of OOH in SA

March 2013 – the OOH industry, through OHMSA, begin discussions regarding the future of OOH research. Media owners and buyers included in the discussions in 2014 – once a methodology and JIC structure had been determined.

The OMC was registered as a **non-profit company on 23 March 2015**, with launch members listed as:

- JCDecaux (formerly Continental Outdoor)
- Primedia Outdoor
- Outdoor Network and
- AdOutpost

Participation by other Roadside media owners is encouraged so that the research presented to marketers and agencies is transparent, representative and inclusive.

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