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## OMC Structure




# Increase OOH's share of the ad pie and compete with other media on an equal footing



- The OMC's vision is to produce consolidated, inclusive and representative research covering the key OOH areas viz: Billboards, Transit, Airport, Gautrain, Malls and Digital.
- Build the credibility and stature of the OOH industry through strategic marketing efforts.
- Represent the SA OOH on the global arena (OAAA / FEPE)
- As the OOH industry is made up of many environments it is appreciated that billboards are being addressed first. Further methodologies will be investigated to cover other formats. These will be managed by sub-committees.



# Increase OOH's share of the ad pie and compete with other media on an equal footing

An aerial night view of a city skyline, likely New York City, with numerous skyscrapers and buildings illuminated by lights. The foreground shows a large, brightly lit stadium or arena, possibly the MetLife Stadium, surrounded by trees and other structures. The overall scene is a vibrant, illuminated urban landscape at night.

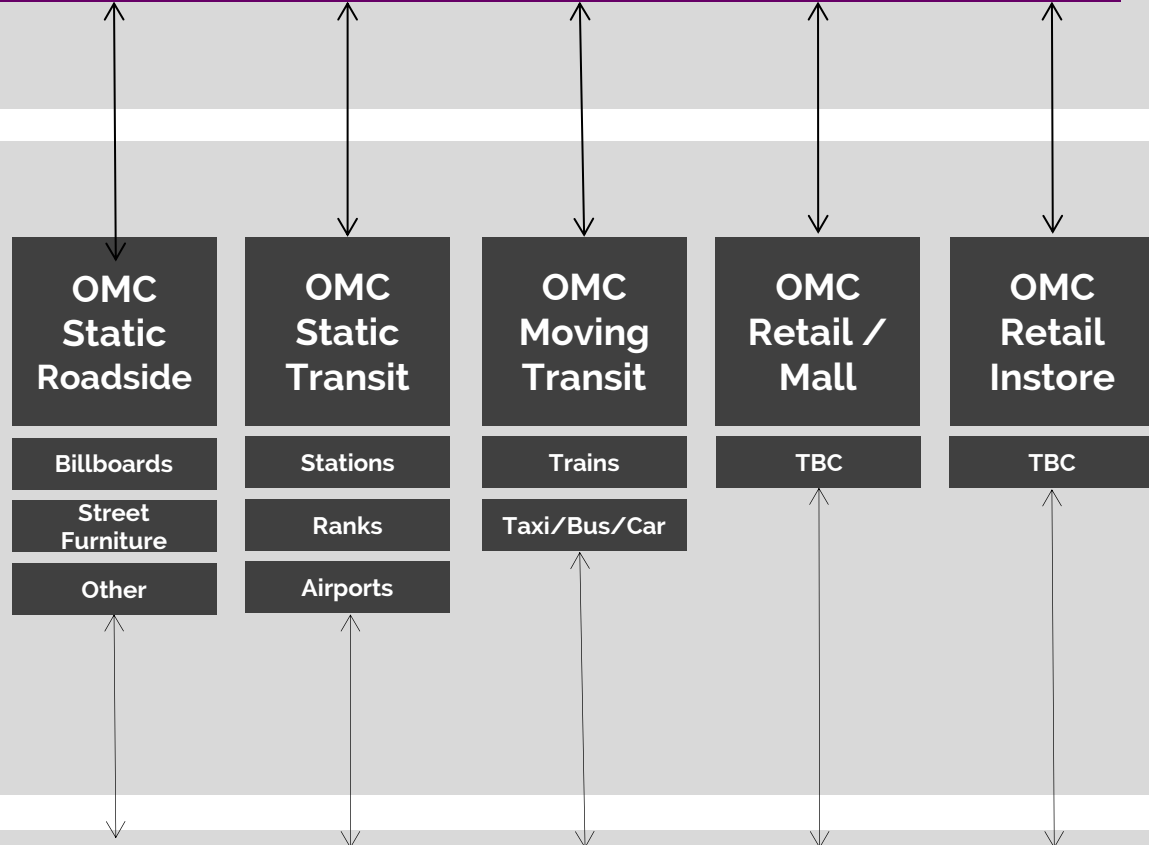
The OMC are building a currency, like RAMS, TAMS that:

- Delivers Reach, Frequency, GRP's, duplication factors, impacts, CPM etc.
- Is comparable to other media
- Allows for the building and evaluation of networks
- Will be linked into branded data to gauge brand affinity of OOH campaigns
- Data will be released annually
- Only OMC member data will be published and available for analysis
- Current members: JCDecaux, Primedia Outdoor, AdOutpost, Outdoor Network

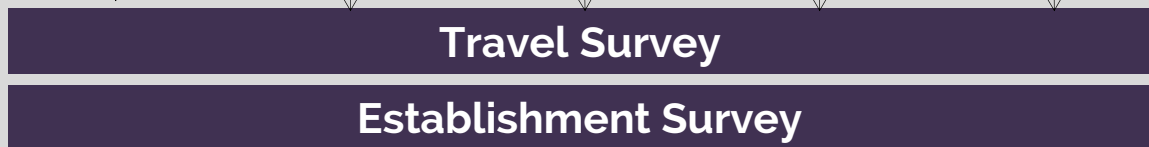
- Single non-profit company
- Board structure comprises representatives of sub groups
- Responsible for technical oversight and marketing FOR ALL subgroups



- Multiple non-profit companies
- Unique board structures
- Responsible for costs of research and marketing for subgroup
- Responsible for driving research from inception in tandem with OMC technical committee
- Adhere to and adopt the umbrella rules



- Related surveys common across sub groups



# OMC currency framework

