

How the MFA OFC is leading change in out-of-home

The MFA Outdoor Futures Council (OFC) is driving change with the OMA, enhancing trust and improving metrics in out-of-home. The first four important priorities are Standardisation, Verification, Programmatic and Audience Measurement.

As our 'We Are The Changers' industry purpose reminds us, we have the capacity to influence change.

The MFA Outdoor Futures Council (OFC) has been at the forefront of advocating for and leading change since its inception just over three years ago. A collective of advertisers and agencies – with representation from both AANA and MFA members – the OFC's mission is to create a sustainable out-of-home advertising industry through enhancing trust and transparency by improving metrics, proof of performance and trading.

Here are 4 key changes implemented so far:

1. STANDARDISATION

Establishing industry standards for out-of-home trading saves time and improves transparency. The standardisation project involved an industry-wide agreement to sell digital inventory as SOT (share of time) rather than how it was historically sold as SOV (share of voice). It may sound simple, but it's been a game changer when it comes to ease of trading.

2. VERIFICATION

The OFC's aim is to ensure advertisers and agencies can verify that they receive what they pay for, through their preferred, independent, third-party verification partner. Some of the obstacles to ensuring verification can be achieved for all campaigns have now been addressed, and we are close to agreement with the OMA and verification providers on a set of verification standards – including data accuracy, reporting metrics, workflows and protocols. We are also working with the OMA on how agencies can implement an automated IO, given the variety of data safeguards required.

3. PROGRAMMATIC OOH

As investment in Programmatic OOH grows, so too does the need for trustworthy and consistent audience data codified to industry standards. The mainstay of this work is the development of an agreed industry standard Impression Multiplier, to move away from the multiple methodologies and data sources used by the tech companies. Work is on track for an Impression Multiplier linked to the official audience currency MOVE 1.5 to be operational by Q4. This will ensure transparency and accountability across the nascent platform.

4. MOVE 2.0

We are fast moving towards the launch of a global best-practice outdoor measurement system in MOVE 2.0. Currently this project is in data collection and scaling mode, so there are a lot of decisions being made about how best to capture millions of data points along the consumer journey to most accurately report reach and frequency. The OFC have been pivotal in supporting the OMA on its research journey, to ensure all tools and systems created are delivering accurately for clients, and are future proofed to make sure we maintain our world-leading status in outdoor audience measurement.

A word from OFC Chair **Pia Coyle**, Managing Partner at Avenue C:

"The OFC was created to address the need for out-of-home to become more standardised and accountable, and ultimately, easier to plan and buy. Over the past three-and-a-half years we have revolutionised the relationship between agencies and the media owners, through the OMA. Together, we have made huge leaps in simplifying out-of-home, and most importantly, in building trust. By allowing clients and agencies to have a say in how a channel as important and impactful as out-of-home evolves, we are creating an environment for innovation and growth."

The OFC steering group has recently expanded to welcome more members.

It is now comprised of the following representatives:



Pia Coyle
Managing Partner,
Avenue C -
OFC Chair



Sophie Madden
CEO,
MFA



John Lynch
Head of
Outdoor & Audio
Partnerships,
Omnicom



Clare Tsubono
Media
Controller,
Lion



Craig Cooper
Chief
Investment
Officer,
Carat Australia



Tina Gavros
PMX General
Manager -
Trading,
Publicis Media



Luke Hutchinson
Chief Investment
Officer,
Hearts & Science



Nick Thomas
National Head
of Investment,
MediaCom



Simon Reid
National
Head of
Partnerships,
Initiative



Tom Macerola
Sydney Head
of Investment,
Zenith



Andrew Murray
National Head
of Investment,
UM



Stephanie O'Donnell
Group
Investment
Director,
Carat



James Lambert
Head of
Sightline,
Group M