



PRESS RELEASE

OMNICOM'S JOHN LYNCH TAKES OVER AS CHAIR OF MFA OUTDOOR FUTURES COUNCIL

20 March 2023: The Media Federation of Australia (MFA) has appointed John Lynch, Head of OOH and Audio Partnerships at Omnicom Media Group, as Chair of the MFA Outdoor Futures Council (OFC).

A long-term member of the OFC, Lynch is taking over from Pia Coyle who vacated the Chair post after joining PHD as General Manager Sydney from her previous role at Avenue C.

The OFC works with out-of-home industry suppliers, vendors, and the Outdoor Media Association (OMA) to drive industry-wide initiatives to ensure media agencies and OOH operators are developing the right metrics, technology and accountability to underpin the growth of outdoor advertising.

The OFC's highly impactful work has led to numerous improvements in OOH measurement and accountability, including:

- Establishing Share of Time as the standard OOH metric (replacing Share of Voice), a game changer for ease of trading digital inventory.
- Providing buy-side direction to the development of MOVE 1.5, upgraded to provide improved digital measurement to OOH in advance of the development of MOVE 2.0.
- Initiating agreement with the OMA to develop a new global best-practice OOH measurement system, MOVE 2.0, on track for delivery in Q1 2024.
- Introducing independent verification of campaigns by agency preferred suppliers and agreed verification standards with media vendors.
- The development of an agreed industry standard Impression Multiplier used by all OMA members, moving away from the multiple methodologies and data sources used by tech companies.



MFA CEO Sophie Madden said: “The OFC is recognised as a strong and credible voice in the OOH industry and in recent years has made huge leaps in simplifying out-of-home, and most importantly, in building trust. I’d like to thank Pia for her tireless work with the committee since its inception in 2019 and wish her well in her new role. John is similarly passionate, and his expertise will prove invaluable as we continue to make improvements, particularly with the launch in 2024 of a global best-practice outdoor measurement system, MOVE 2.0.”

John Lynch added: “In keeping with our industry purpose of ‘We Are The Changers’, the OFC has been at the forefront of leading change for almost four years now. I’m proud and grateful for the opportunity to continue to make an impact in enhancing trust and transparency in such an important channel.”

Outgoing OFC Chair Pia Coyle said: “I have loved my time chairing the OFC. As a passionate and aligned agency collective, we have achieved so much. The OFC is in great hands with John and I am excited to see how he and the team continue the work in making outdoor more efficient, effective and accountable. This committee and the outdoor channel will always be close to my heart.”

In the year ahead, the OFC will focus on improved OOH audience measurement and the development of MOVE 2.0, education and effectiveness, among other projects.

The OFC is comprised of the following members:

Sophie Madden, MFA CEO

John Lynch, Head of OOH and Audio Partnerships, Omnicom Media Group (Chair)

Luke Hutchinson, Chief Investment Officer, Hearts & Science

Simon Reid, National Head of Partnerships, Initiative

Tina Gavros, General Manager – Trading, Publicis Media

Andrew Murray, Head of Trading, UM

James Lambert, Head of Sightline, GroupM

Kate Vinck, Head of OOH & Radio/Audio, dentsu

Steph O’Donnell, Group Investment Director Melbourne, Carat

Thomas Macerola, Head of Investment, Publicis Groupe

Peter Grose, Head of Marketplace Sydney, Wavemaker

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**About the MFA**

The Media Federation of Australia (MFA) is the peak body representing media communication companies. The MFA is a non-for-profit organisation established in 1997 with a current membership base that represents over 90% of all media billings placed by media agencies in Australia. The MFA's vision is to encourage operational excellence in the field of media communication connections and to define and develop best practice standards to support its members and the role they play in servicing their clients.