



FOMA
FORUM OF OUTDOOR
MEDIA AGENCIES

FOMA

INTRODUCTION

JANUARY 2024



FORUM OF OUTDOOR MEDIA AGENCIES

FOMA is an organized body committed to fostering ethical and professional standards in the Out-Of-Home (OOH) advertising industry of Pakistan.

FOMA will play a pivotal role in ensuring the OOH sector remains
RESPONSIBLE, EFFECTIVE and DYNAMICALLY EVOLVING

FOMA ASSOCIATION BODY



**ADYAN
SADIQ LONE**
CHAIRMAN



**M SAEED
AHMAD**
PRESIDENT



**BILAL
KHALIL**
VICE PRESIDENT



**HAMID
ASADULLAH**
GENERAL SECRETARY



**IRFAN HUSSAIN
BASIT**
INFORMATION
SECRETARY



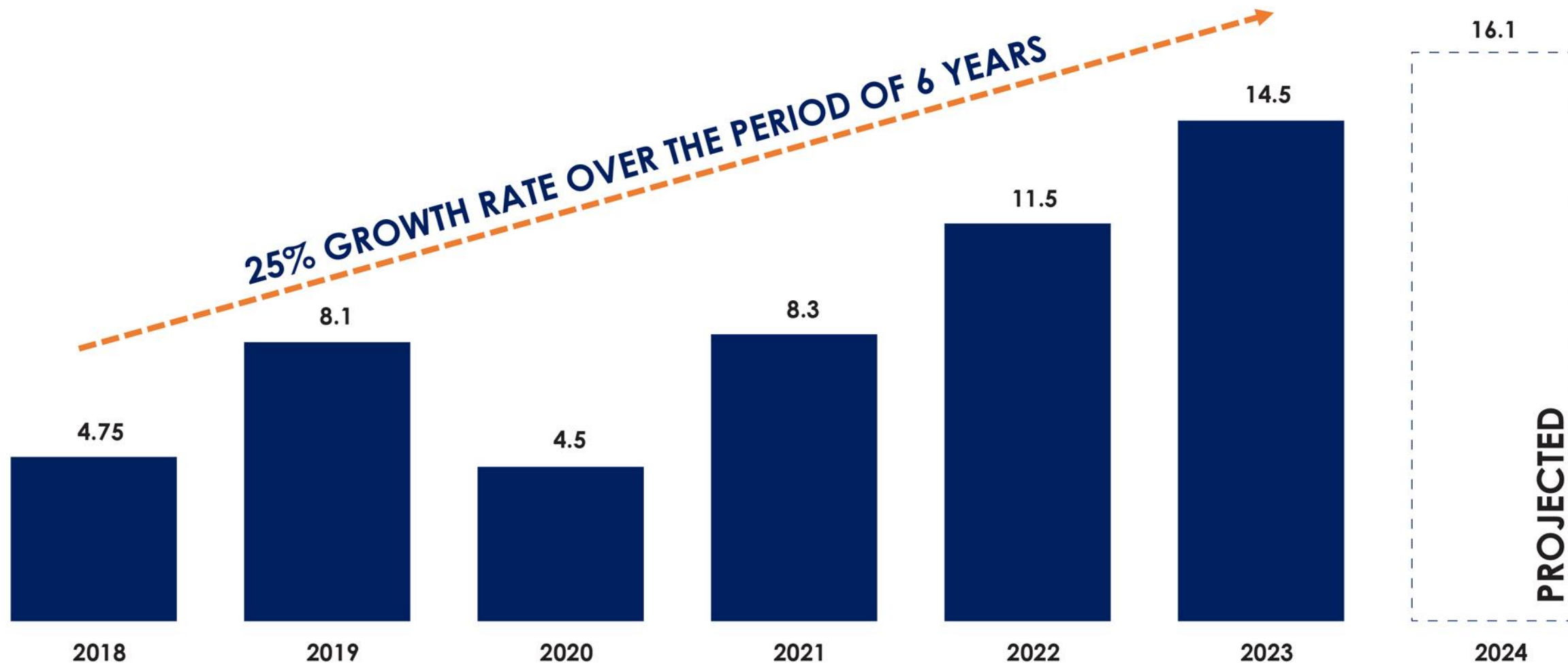
**WAQAS
RIAZ**
FINANCE
SECRETARY



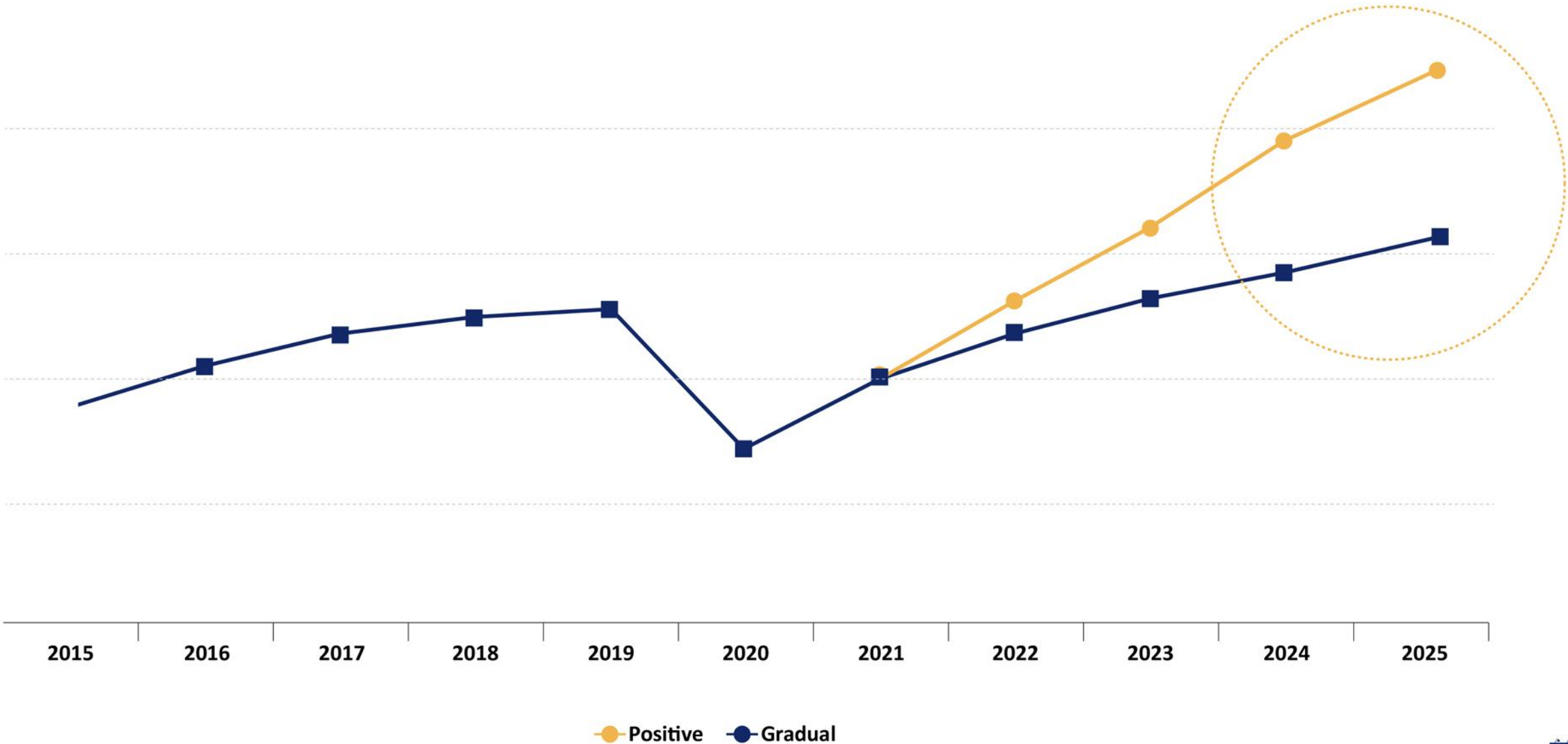
OOH INDUSTRY OVERVIEW

OOH SPENDING YEAR WISE – BILLIONS

YEAR-ON-YEAR COMPARISON



HOW WE SEE OOH INDUSTRY 2024 & BEYOND



Source: Move & FOMA Research Data



SECTORS ON THE RISE IN 2023

Combine spend on OOH **7.0Bn+**

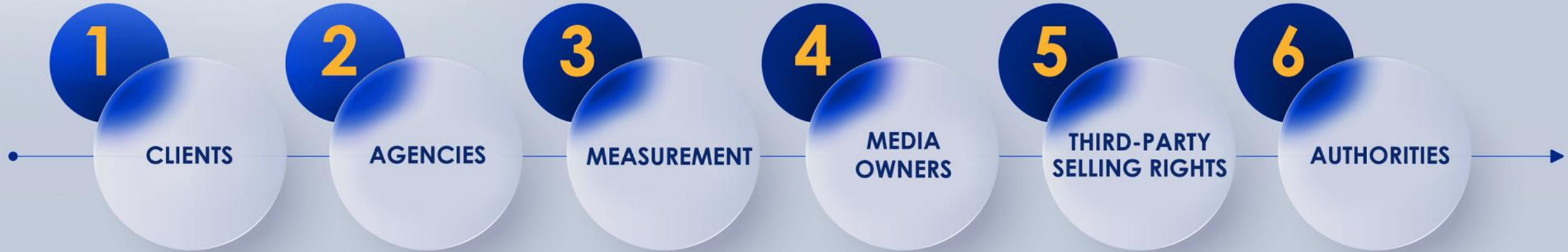
**REAL
ESTATE**

BEVERAGES

FMCG

TELCO

OOH ECO SYSTEM



OOH INDUSTRY VOLUME BREAKUP

AGENCIES
45%

VENDORS
55%

INDUSTRY DATA

Data is vital for making informed decisions, understanding trends, and driving innovation and efficiency. OOH industry of Pakistan is fortunate enough to have a data rating system.

Measurement started in 2016

Joint Industry Initiative in 2014 that led to the finalization of Move Rating System

Global Recognized SYSTEM

Providing data in TOP 8 Cities

Covering 90% of the investments

Nationwide data currency



OOH INDUSTRY CHALLENGES

REGULATION ISSUES

INDUSTRY BENCHMARKING

INDUSTRY FRAGMENTATION

NO UNIFIED BODY NATIONALLY TO REPRESENT THE TRADE

LAW MAKING



FOMA INITIATIVES

FOMA INITIATIVES

Legislation/ Media Owners Education

Benchmarking and Research

Promoting networking and collaboration

Ensuring health & safety standards

Standardizing industry practices

Facilitating professional development

HEALTH & SAFETY

MAJOR INITIATIVE IN Q1-2024



FOMA INITIATIVES IN 2024

ADVOCACY AND REPRESENTATION

- Advocate for the interests of outdoor media companies within the advertising industry and broader business community.
- Represent the industry's views to regulatory bodies, government agencies, and policymakers.

EDUCATION AND INFORMATION

- Provide educational resources and information to members about industry best practices, emerging trends, and technological advancements.
- Conduct workshops, seminars, and training programs to enhance the skills and knowledge of professionals in the field.

RESEARCH AND DATA

- Commission and conduct research studies to gather data on the effectiveness and impact of outdoor advertising.
- Disseminate industry-specific research findings to members to help them make informed decisions.

CRISIS MANAGEMENT AND RESPONSE

- Develop strategies for addressing and mitigating crises or challenges that may impact the outdoor media industry.
- Provide support and guidance to members during challenging times.

INDUSTRY RECOGNITION

- Establish awards and recognition programs to acknowledge outstanding achievements and creativity in the outdoor advertising space.
- Promote the positive contributions of outdoor media to the broader advertising and marketing landscape.



THANK YOU