

Message from the Vice Chairman

1) Industry Representation in Policy Making:

Government bodies should involve national level association for discussions to ensure policies are practical and industry friendly.

2) Support for Innovation by APMOTO

Policies should encourage modern advertising technologies such as

Smart digital billboards

Data driven outdoor advertising (OOHLYTICS) also set up an independent rating body with guidelines set up by industry leaders to create a fair rating system based on OOHLYTICS data

Programmatic DOOH (Digital Out-of-Home)

3) Fair Competition in the Market

Regulations should ensure equal opportunities for small and medium advertising companies, preventing monopolization by a few large operators.