

outdoor
auditors

Billboard approvals

12 May 2026

Situation

SA has a strong, growing OOH market

of media owners

~300

of billboard faces

~16K

Occupancy rates

~70%

Roadside DOOH screens

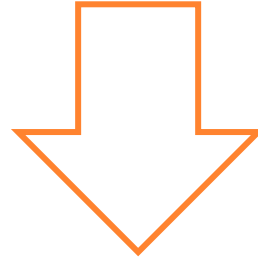
~825

Main trend

OOH spend is growing due to DOOH

Complication

Illegal sites are eroding confidence in the medium



Illegal sites add risk to the industry, which eventually results in lower spend on OOH as clients shift spend elsewhere

Solution

Make the industry more transparent by making legal compliance public

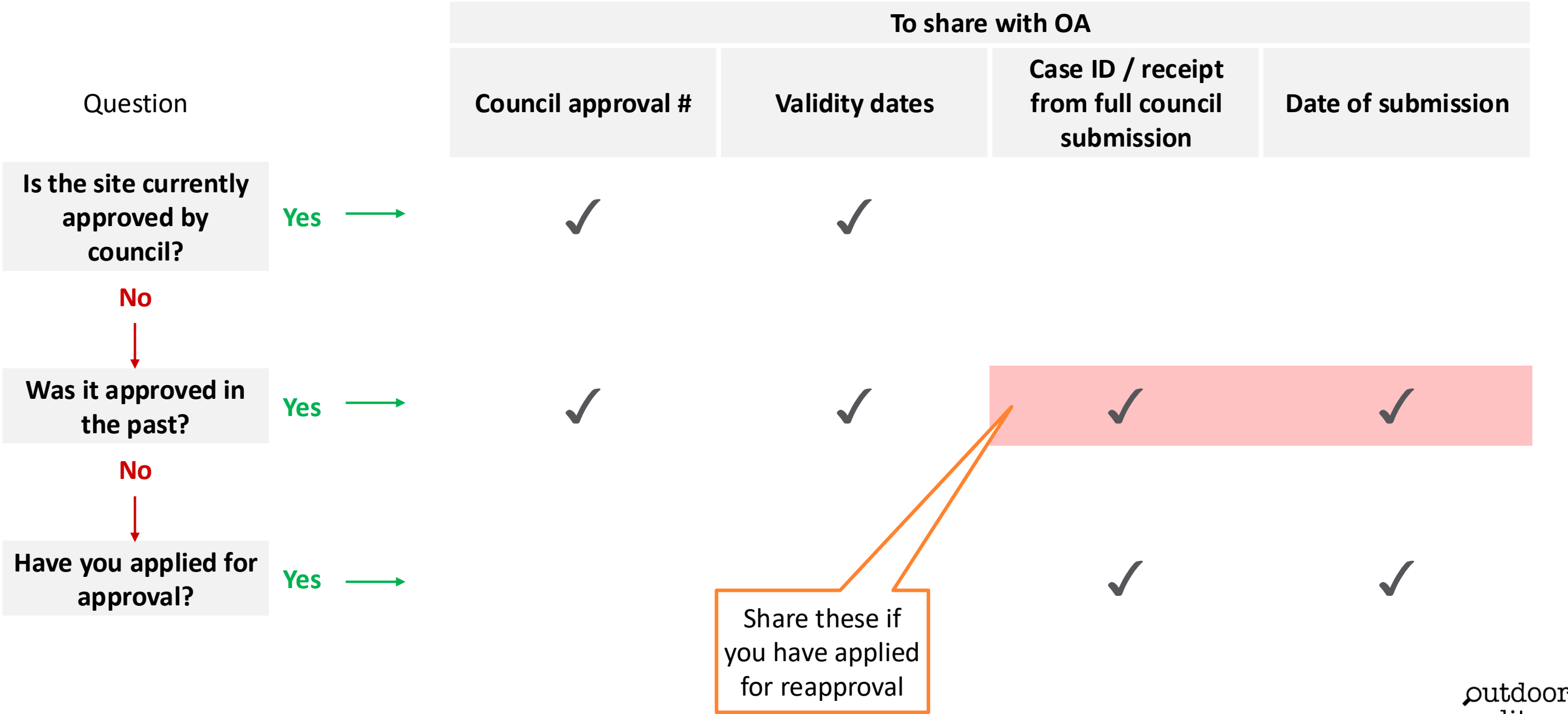
**Media owner shares
documentation with OA**

**OA adds an “approval” layer
to their online planning tool**

**Buy side can filter by
approval type**

Solution

This needs to be done for each site



Solution

This will result in 4 categories of sites

Approved

**Approval lapsed,
have reappplied**

Approval lapsed

Not approved

Solution

The governance needs to be tight

- Media owners sign an **affidavit**
- If a media owner is found to be lying, they are **blacklisted** and have to share all documents for a **full audit** (+ extra costs) to be reinstated
- Media owners pay an **admin fee** to have their sites validated on the system