



Measurement of Outdoor Visibility and Exposure

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MOVE is the Audience Measurement System of the Outdoor Media Association

## Media Release

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For immediate release

### **MOVE offers geo-targeting as it turns five** Biggest update to Out-of-Home measurement tool since launch

The most comprehensive update to the Out-of-Home (OOH) audience measurement system MOVE (Measurement of Visibility and Exposure) has been revealed today, five years after the ground-breaking audience measurement tool launched in Australia.

The new suite of functions includes the ability to geo-target reports to desired geographies, as well as an enhanced visual design and new report options.

MOVE measures approximately 73,000 of the 85,000 OOH advertising faces including roadside billboards, posters, street furniture, railway stations, buses, trains, trams, shopping centres and airports in Adelaide, Brisbane, Melbourne, Perth and Sydney. It is also the only OOH measurement system to be endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).

The new geo-targeting functionality allows media owners to build out sub-areas based on geographical information. The analysis of reach and frequency based on audience geography, household income and number of people living in the home, means media agencies now have the ability to create bespoke and targeted media plans in response to client briefs.

Additional improvements to MOVE include mode data - the ability to show how audiences are seeing ads, whether it be by walking, driving or as a passenger; and refreshed, cleaner and easier to read reports. New map layer options, called dot density, represent the number of contacts that will be made in a campaign, using one dot to represent 100 people. This, overlaid with the existing heat map (percentage reach) function enables users to provide a more accurate visual of the campaign reach. The Compare Report function then allows users to review two reports, with the same geographical information, side by side.

A nationwide training program has already launched, educating MOVE users on the new functions.

“As MOVE marks its five year anniversary, the OOH industry remains committed to investing in it to ensure advertisers and media agencies have the most comprehensive data on the reach of their campaigns,” said Charmaine Moldrich, CEO of the Outdoor Media Association. “This latest update is the biggest for MOVE to date and will give

media planners the chance to get insights into OOH audience demographics like never before.

“Since MOVE launched in 2010 OOH has been the only traditional medium to increase its market share over the past three years. MOVE and digital innovation have been instrumental in driving this advertising growth.”

The latest figures for 2014 show the OOH industry saw unprecedented year on year growth posting a 10% increase in net revenue from \$547.6 million to \$602.1 million.

## **ENDS**

### **FURTHER INFORMATION:**

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### **About MOVE**

MOVE is Australia’s premier quantitative audience measurement currency for Out-of-Home (OOH) media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual’s mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience.

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).