2016 OUT-OF-HOME AUDIENCES GROW
+2.8%

OMA MOVE
Measurement of Outdoor Visibility and Exposure
FOR THE SIXTH CONSECUTIVE YEAR SINCE THE LAUNCH OF MOVE, OUT-OF-HOME (OOH) AUDIENCES HAVE INCREASED, WITH THE 2016 ANNUAL DATA UPDATE SHOWING AN OVERALL AUDIENCE GROWTH OF 2.8%. 
GROWTH BY FORMAT

AIRPORT INTERNAL
Australian’s love to travel, and as airport patronage increases, we see an increase in audiences by 0.1% year-on-year.

BUS/TRAM/TRAIN
On the back of enhancements into how these formats are measured, we see the highest growth year-on-year with 6.8%.

RETAIL INTERNAL
This influential destination on the path-to-purchase once again posts audience growth of 2.6% year-on-year.

ROADSIDE
Roadside remains the format with the largest number of signage panels and therefore returns the biggest audience, with growth of 2.1% year-on-year.

STATION
Signage capturing commuters has grown in line with population growth of 3.1%.
SO WHAT’S BEEN UPDATED?

To accurately reflect current market conditions, the 2016 data update includes changes to the market models. These include:

**POPULATION**
ABS 2014 population release (most recent) across more than 17,800 separate travel zones.
EMPLOYMENT
Inclusion of ABS 2014 Employment levels by type in more than 17,800 travel zones.

LAND USE
Updates to trip attractors in each travel zone, including shopping centres and school enrolments.

ROAD NETWORK
Inclusion of changes/upgrades to the existing road network and the addition of new roads opened.

PUBLIC TRANSPORT
Updates to existing routes and timetables and the addition of any new routes for buses, trams and trains.

SIGNS
Extensive review of all signs in MOVE covering existing and new signs. Introduction of new format Light Rail.

The 2016 annual update sees 200,000 more people, on average, in the OOH environment each day. OOH can now reach 12.4 million people making 52 million trips on a daily basis across the five markets, resulting in an increased exposure for the vast majority of the 80,300 advertising faces MOVE measures.
80,300 FACES MEASURED

BY CATEGORY
Airport 2,150
Bus/Tram/Train 34,300
Roadside 27,500
Retail Internal 8,500
Station 7,850

BY MARKET
Sydney 30,200
Melbourne 19,700
Brisbane 16,900
Adelaide 5,500
Perth 8,000

13% OF FACES ARE DIGITAL
Road/Pedestrian Infrastructure Changes

The following significant road changes were included in this update.

**SYDNEY**

- Camden Valley Way upgrade
- Richmond Road Upgrade Stage 2
- Boundary Street Upgrade; Roseville
- North West Growth Centre – Alex Avenue Precinct, Marsden Park Precinct & Colebee
- Spring Farm Road Infrastructure Stage 1
- South West Growth Centre – Oran Park and Turner Road
- Eagle Vale Road Upgrade
- South West Growth Centre – Edmondson Park
- Pennant Hills Road and Marsden Road; Carlingford – Intersection upgrade
- Great Western Highway – Woodford to Hazelbrook
- Cambridge Avenue upgrades and realignments
- Kooragang Island Connectivity (Tourle Street bridge duplication)
- Mona Vale Rd improvements – Stages 1 and 2
- George Street closure/pedestrianisation in preparation for light rail

**MELBOURNE**

- Cardinia Rd (Princes Hwy to Shearwater Drive) – Duplication
- High Street Rd (Stud Rd to Burwood Highway) – Duplication
- Koo Wee Rup Bypass (Manks Road to South Gippsland Highway) – New road
- Narre Warren-Cranbourne Road (Pound Road to Thompsons Road) – Duplication
- Forsyth Road (Sayers Road to Leakes Road) – New road
- Kororoit Creek Road (Grieve Parade to Millers Road) – Duplication and grade separation
- O’Herns Road (Edgars Road to Epping Road) – 4 lanes divided
- Dandenong Valley Highway/Stud Road (Boronia Road to Mountain Highway) – Duplication
- Princes Highway (Waurrn Ponds to Winchelsea) – Duplication
- Airport Drive Extension (Sharps Road to Melrose Drive) – New road
- Brookfield Boulevard (Vantage Boulevarde to Aitken Boulevarde ) – New road
- Marathon Boulevarde (Vantage Boulevarde to Aitken Boulevarde ) – New road
- Clarett Ash Boulevard – Harkness Road to Panorama Drive) – New road
- Melrose Drive (Centre Road to Apac Drive) – Duplication
- Mitcham Road and Rooks Road – Rail grade separation
- Palmers Road Extension (Princes Highway to Sayers Road) – New road
- Western Highway (Beaufort to Buangor) – Duplication
- Western Highway (Buanorg to Ararat) – Duplication
- Ballarat Western Link Road (Remembrance Drive to Learmonth Road) – New road
- Pioneer Road (Church Street to Waurrn Ponds Creek) – Duplication
- Princes Highway (Denison Road to Nambrock Road) – Duplication
- Princes Highway (Sale-Heyfield Road to Reid Drive) – Duplication
- Webb Dock Drive (Williamstown Road to Cook Street) – New road
BRISBANE

- Pacific Motorway 6L – Darlington Drive to Tweed River Bridge
- Pacific Motorway 6L – Gooding Road to Varsity Lakes
- Pacific Motorway 4L – Teven Road to Bruxner Highway
- Pacific Motorway 4L – Ross Lane to Ewingsdale Road
- Pacific Motorway Southbound 3L upgrade - Gooding Drive to Robina Town Centre Drive
- Pacific Motorway additional SB lane – Fitzgerald Avenue to Aranda Street
- Bruce Highway (Cooroy to Curra) Section A – Cooroy southern interchange to Sankeys Road
- Warrego Highway (Toowoomba-Dalby) 4-laning – Nugent pinch Road to Leeson Road
- Brisbane Valley Highway / Warrego Highway Interchange
- Gateway Motorway Northbound 3L – Sandgate Road to Depot Road on-ramp
- Centenary Hwy 4L – Logan Motorway to Augusta Highway
- Smith Street Eastbound – Pacific Motorway Ramp to Olsen Avenue Ramp => 3 lanes
- Smith Street 6L divided arterial including T3 removal – Parklands Drive to High Street
- Dakabin Connection Road (4L collector) – Old Gympie Road to Flinders Parade
- Morayfield Rd 4L arterial – Bruce Highway to Gaffield Road
- Lower King St 4L divided arterial – William Street to Bruce Highway
- New 2L sub-arterial – Kirkwood Road to Acacia Street
- Pub Ln 4L – Teviot Road to Equestrian Drive
- Logan Subarterial Road (Miles Platting Road / Padstow / Logan
- Labrador-Carrara Road Intersection 6L upgrade – Smith Street/Olsen Avenue
- Pumicestone Road Interchange upgrade
- Brightwater Boulevard 2L divided collector – Manatunga Parade to Freshwater Street to Kawana Way
- Shurvell Road seal and upgrade – Annwal Lane to Palmwoods-Montville Road
- Bells Creek Arterial Bruce Highway Interchange

ADELAIDE

- New Interchange (Bald Hills Road) on South Eastern Freeway
- Fullarton Road Upgrade – Magill Road to Beulah Road – Phases 1 & 2
- South Eastern Freeway – reduced speed limits between Stirling Interchange and toll gate
- Park Terrace, Fitzroy Terrace, Torrens Road intersection upgrade
In addition, in all markets there were a number of minor roads that have been added or realigned during the update as well. Typically, the new minor roads are in areas where bus routes have been added or re-routed between outdoor releases.
**Public Transport Infrastructure Changes**

Timetable and route updates in all markets, including trams and ferries.

New stations and lines:
- Light Rail - Griffith University to Pacific Fair – Brisbane
- South East Busway extension to Priestdale Rd – Brisbane
- Regional Rail Link (Tarniet and Manor Lakes Stations) – Melbourne
- Maryborough line improvements (Talbot Station) – Melbourne
- Joondalup line extend to Butler – Perth
- Construction of Roe Street temporary bus station and pedestrian links – Perth
- Demolition of Wellington Street bus station – Perth
- South West Rail Link (new rail spur between Leppington and Liverpool stations) – Sydney
NEW: LIGHT RAIL

THE 2016 UPDATE INCLUDES THE MEASUREMENT OF ADVERTISING ON SYDNEY’S LIGHT RAIL LINE FROM CENTRAL STATION TO THE INNER WEST.

Audience for this format is gathered from the following locations:

- Roadside viewing from Central through to Darling Harbour (in keeping with bus/tram external methodology).
- Station patrons along the entire line (in keeping with train external methodology).