



MEDIA RELEASE

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OUTDOOR ADVERTISING ON THE MOVE

INDUSTRY WELCOMES \$830,000 FEDERAL GOVERNMENT R&D GRANT

The Outdoor Media Industry has welcomed a Federal Government *AusIndustry* grant worth almost \$830,000 which will go towards delivery of Australia's first industry-wide audience measurement system for outdoor advertising.

CEO of the Outdoor Media Association, Helen Willoughby, said the grant, announced today as part of AusIndustry's *Industry Cooperative Innovation Program (ICIP)*, would go toward planning, development and rollout of the \$5 million **Measurement of Outdoor Visibility and Exposure (MOVE)** project.

"When it is launched in the second half of 2008, the MOVE project will set a world standard for measuring and determining the effectiveness of outdoor advertising," Ms Willoughby said.

"The MOVE system will help give greater certainty to the industry, advertisers and media buyers on the number of people who are likely to see outdoor advertising across all formats within the major metropolitan regions.

"Successful delivery of MOVE is pivotal to the long-term growth and competitiveness of the \$400 million outdoor advertising industry."

The MOVE project is being developed by a consortium of Australian and international research companies with considerable experience in modeling and media research.

Ms Willoughby said MOVE will enable accurate measurement of outdoor advertising campaigns through incorporating leading edge eye-tracking technology combined with accessing 68,000 Government Household travel surveys, census data, supplementary surveys and geographic mapping tools.

"The MOVE system will make this information available through a web-based tool that will be directly accessible to media buyers, enabling the industry to compete on a more level playing field with other advertising media," Ms Willoughby said.

"And because the system will cover all outdoor media formats, it will be a significant advance on any currently available international outdoor media measurement tools."

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