



ANATOMY  
OF OOH

# OOH AUDIENCE GROWTH IN 2018

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February 2019

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure





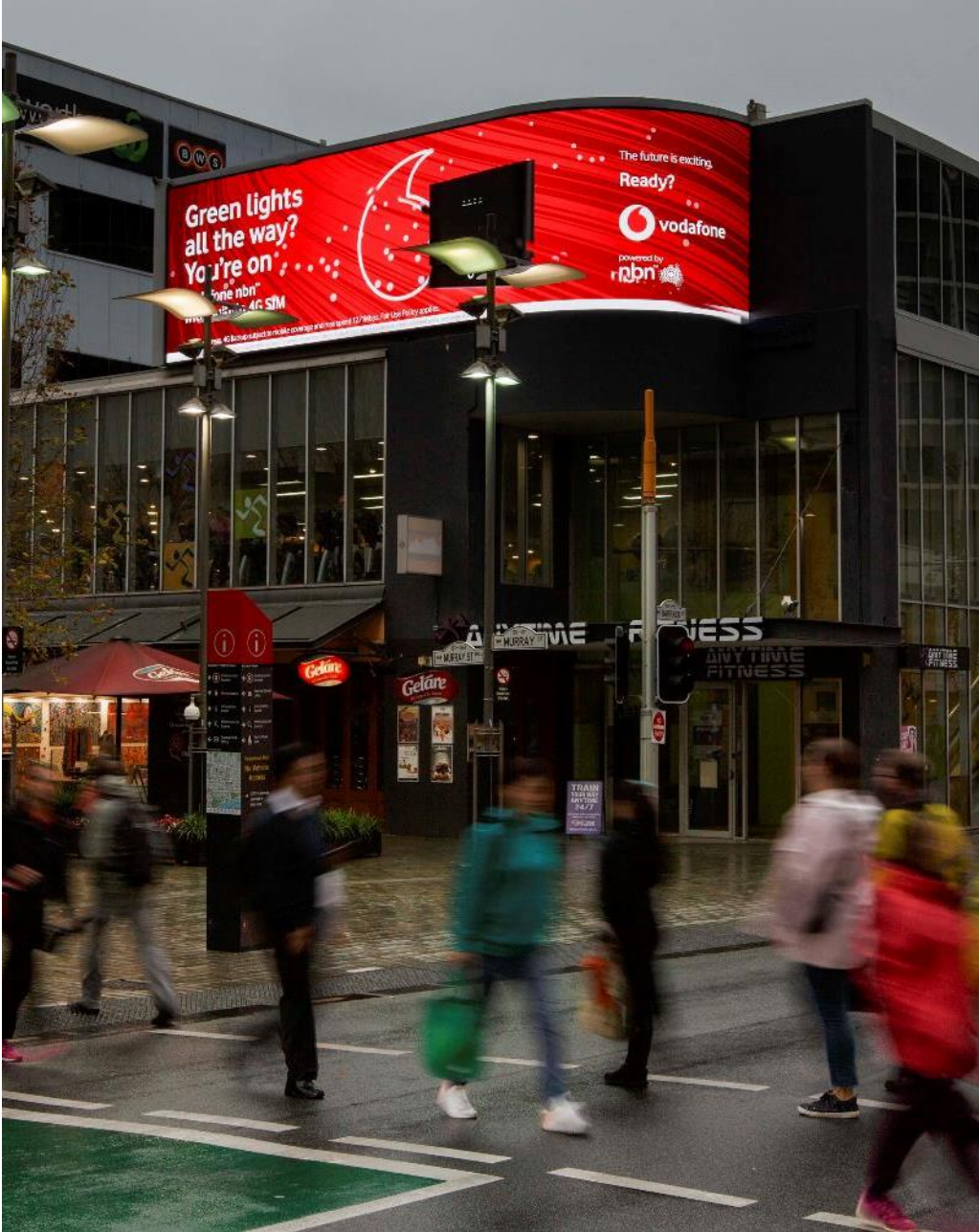
FAST FACT:

**IN 2018 OUT OF HOME  
(OOH) AUDIENCES GREW**

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**2.2%**

**VS POPULATION GROWTH OF  
1.7% FOR THE SAME PERIOD**



FAST FACT:

## MORE REACH

OOH ADVERTISING NOW REACHES

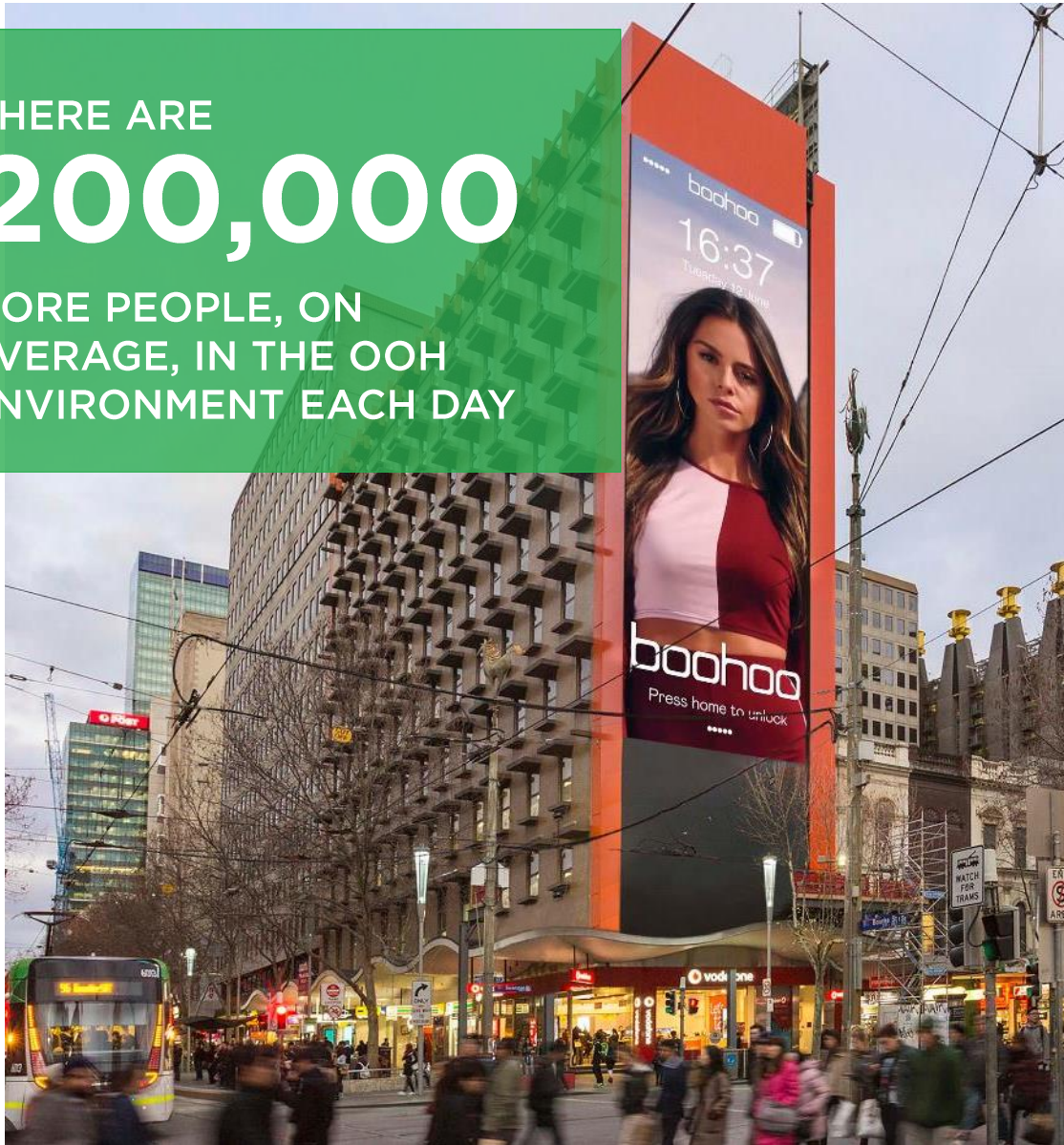
# 12.7M

AUSTRALIANS EACH DAY WHERE THEY  
LIVE, WORK, SHOP AND SOCIALISE

Living within the five areas measured by MOVE  
(Adelaide, Brisbane, Melbourne, Perth and Sydney)

THERE ARE  
**200,000**

MORE PEOPLE, ON  
AVERAGE, IN THE OOH  
ENVIRONMENT EACH DAY



MAKING  
**53M** MINUTES  
TRIPS DAILY ACROSS  
THE FIVE MARKETS



RESULTING IN AN INCREASED EXPOSURE FOR  
THE **72,600** ADVERTISING FACES  
MEASURED BY MOVE



FAST FACT:

## MORE PLACES

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MOVE NOW MEASURES DOUBLE DECKER BUSES AND HAS EXTENDED ITS MEASUREMENT OF TRAINS TO INCLUDE MORE TRAINS AND MORE TRAIN LINES



## POPULATION

ABS 2016 population release data shows an increase of

**1.7%** across the  
**17,800**

travel zones measured by MOVE



**MORE REAL WORLD  
CHANGES**

## ROAD NETWORK

The 2018 MOVE Data Update includes changes and upgrades to existing road networks, and the addition of new roads opened



## PUBLIC TRANSPORT

It also includes updates to existing public transport routes and timetables as well as the addition of any new routes for buses, trams and trains



FAST FACT:

# MORE BRAND SAFETY

## SCHOOL MAPPING COMPLIANCE

MOVE reports now notify users of sites that do not comply with the OMA Placement Policy. The policy prohibits OMA members from advertising products that are illegal for sale to minors within a 150-metre sightline of a primary or secondary school.





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