

OM A MOVE

Measurement of Outdoor Visibility and Exposure



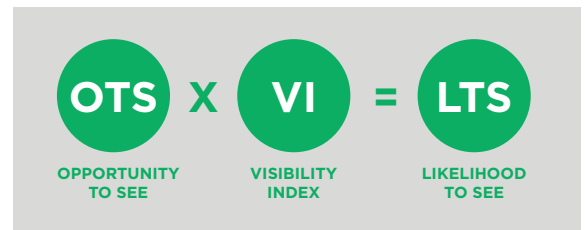
Likelihood To See (LTS)

MOVE (Measurement of Outdoor Visibility and Exposure) introduces a new audience measurement value to Australian media known as Likelihood To See (LTS). This means that only those people, from among the chosen demographic, who on average saw the Out-of-Home (OOH) advertising campaign are included in the audience measurement results.

LTS enables MOVE to go beyond an Opportunity To See (OTS), to account for the fact the audience interacts with OOH as part of their everyday life. OOH is there, where we live, work, play, shop, socialise and travel.

LTS means MOVE can provide accurate reach and frequency results.

LTS is derived by applying a Visibility Index (VI) to the OTS for each OOH advertising face. The VI for a sign is derived from factors based on the sign, as well as audience and environment factors. This enables MOVE to have different VI for different viewing locations, different travel modes and different environments.



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Visibility Index (VI)

MOVE uses visibility scores derived from eye tracking research to generate visibility scores for each location. These scores are all based on an audience fixation of 200 milliseconds, as being long enough for a contact to occur. This follows international guidelines.

Visibility factors used for different formats

- Face size
- Face location
- Day/night variation
- Audience mode
- Mode speed
- Angle of the advertising face to the audience
- Visual size of views
- Start/max distance
- Setback from curb
- Road width
- Illumination – period/type

