

OMA MOVE

Measurement of Outdoor Visibility and Exposure



The MOVE System

MOVE (Measurement of Outdoor Visibility and Exposure) is a web-based interactive planning tool for media buyers, advertisers and outdoor media operators. It is Australia's first national industry-wide audience measurement system for Out-of-Home (OOH) media.

MOVE is a world first because it measures the audiences of all major OOH environments including roadside, airports, railway/bus stations, buses/trams and shopping centres. No international system measures audiences to the same depth as MOVE.

The MOVE system is highly sophisticated in its design and construction.

It is based on comprehensive transport and traffic models, known as the Zenith Travel Modelling System, which tracks why, where, and by what mode people travel, as well as their demographic profile. The Zenith travel model is built and maintained by Veitch Lister Consulting (VLC) who specialise in traffic and transport modelling.

MOVE then applies the site characteristics of more than 67,000 outdoor advertising faces – including their exact locations (GPS coordinates), their size, their orientation, and whether or not they are illuminated – to allocate audiences to each advertising face.



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A new measurement currency

MOVE introduces a new and more accurate audience measurement currency for Australian media.

Unlike other media which report total potential audiences – that is those with the Opportunity To See (OTS) – MOVE reports the probable audiences – that is, only those with the Likelihood To See (LTS) an advertising face based on a range of ‘visibility factors’.

MOVE has drawn on more than 15 years of international visibility research, including its own Australian eye tracking study, to develop the LTS contacts upon which the audience measurement results are based.

Markets MOVE measures

MOVE covers the same Primary Coverage Areas (PCAs) as those used for determining metropolitan television ratings.

MOVE includes more than 67,000 advertising faces located within the five major markets of Sydney, Melbourne, Brisbane, Adelaide and Perth.

Formats MOVE measures

MOVE provides audience measurement results for the following major OOH formats:

ROADSIDE

- Billboards over 25 square metres, including supersites and spectaculars
- Billboards 25 square metres and under, including posters
- Bus and tram shelters
- Bus and tram externals
- Kiosks and free standing panels
- Phone booths

TRANSPORT

- Railway and bus stations
- Airports
- Bus and tram internals

RETAIL/LIFESTYLE

- Shopping centres

MOVE will be able to incorporate other outdoor media formats and audience environments as part of the system’s evolution.



For more information

Visit www.moveoutdoor.com.au

Or refer to the following MOVE fact sheets:

- Opportunity to See (OTS) – The Zenith Travel Modelling System
- Likelihood to See (LTS)
- Roadside Audience Measurement
- Transport Audience Measurement
- Retail/Lifestyle Audience Measurement