

OMA MOVE

Measurement of Outdoor Visibility and Exposure



Transport Audience Measurement

Transport measurement encompasses a range of different internal public transport environments, including airports, railway stations/bus terminals and inside buses/trams. These internal environments are allocated a total audience Opportunity to See (OTS) from the Zenith travel model. However, not everyone at that location will pass every location. The various methodologies for these internal public transport environments enables the total audience to be allocated accurately to each advertising face.

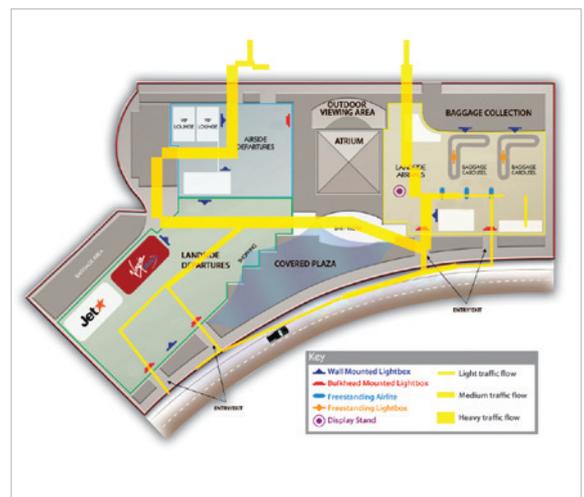
Airports

A survey of 5,000 airport users was conducted by MOVE (Measurement of Outdoor Visibility and Exposure) to develop a model that represented how travellers, meet and greeters and workers move within an airport's internal environment.

Travellers and non-travellers exhibit different behaviour based on the purpose of their journey. Those meeting and greeting passengers, for instance, would not have access to advertising faces beyond the airport security gates in international terminals.

From this modelling a number of attractors at airport terminals are used to determine the flow of audiences past internal airport advertising faces. These include:

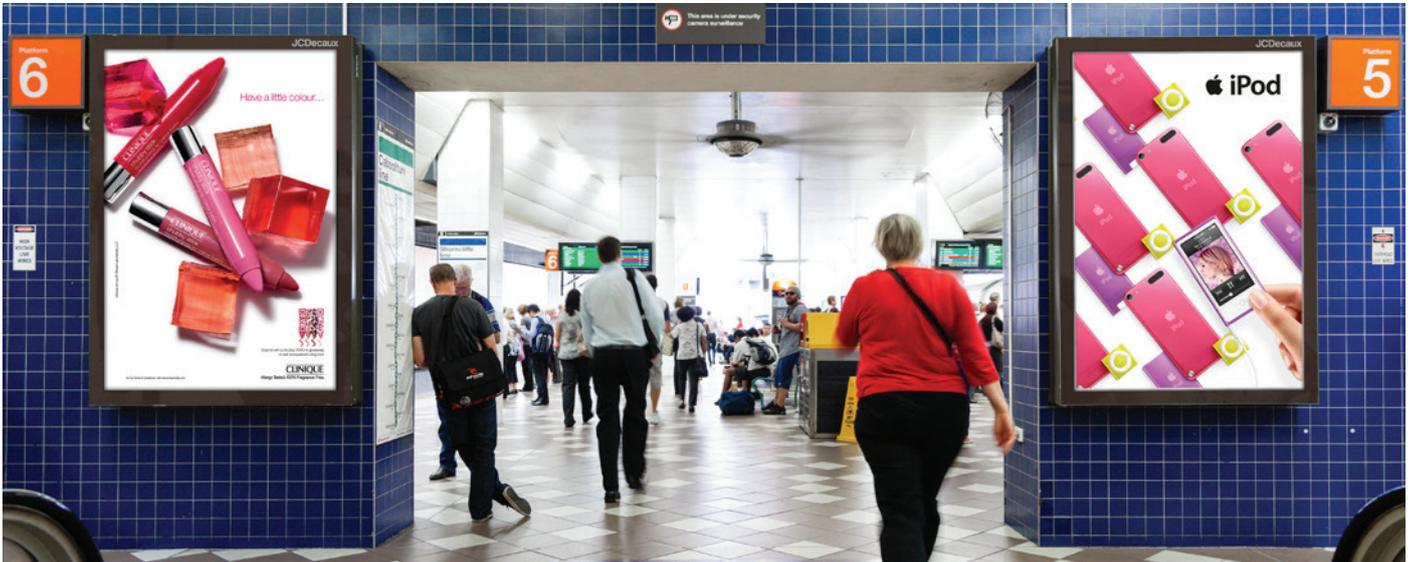
- Check-in counters
- Security screening
- Retail areas
- Baggage claim
- Taxi ranks
- Club lounges
- Food courts
- Airport entrances
- Arrival/departure gates



The above map shows how an audience is distributed through an airport terminal

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Railway stations/bus terminals

Transport advertising within railway stations and bus terminals can be viewed at the entrances to concourses, on the concourses themselves, and on and across platforms.

The allocation of audiences within a station is determined by the number of entrances to the station, the concourse design, the number of platforms in the station, and the number of platform entrances. Each station has its own map coded by MOVE to reflect this information for the purposes of site classification and Opportunity To See (OTS) allocation.

Advertising faces are classified within the MOVE system to reflect their exact position within the station according to the individually coded maps for each station.

Buses/Trams

The Zenith travel model provides the total number of people boarding or alighting a bus or tram, at each stop.

These audiences are then measured according to their potential to see any internal advertising face.

