



Measurement of Outdoor Visibility and Exposure

Suite 504, 80 William Street, East Sydney NSW 2011

T 02 9357 9900 www.moveoutdoor.com.au

MOVE is the Audience Measurement System of the Outdoor Media Association

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For immediate release

Media Release

Out of Home audiences grow by 23 per cent

MOVE (Measurement of Outdoor Visibility and Exposure) has released the results of its annual data update. The results show that in 2017 audiences grew by 2.2% outstripping population growth which grew by 1.7%. Cumulatively, since MOVE's launch in 2010, the national audience for Out of Home (OOH) has grown by 23.0% versus 14.9% population growth for the same period.

“While other traditional media channels see their audiences fragment or decline, OOH's audiences continue to grow. This is great news for advertisers who are looking to reach large audiences with their products and services. What's more, we know that when people are out of home they are primed and ready to take action. In fact, our neuroscience research¹ shows that people are 2 times more likely to respond to something they see when they are outdoors,” said Charmaine Moldrich, CEO, OMA and MOVE.

MOVE is the audience measurement currency of the OOH industry in Australia. Its 2017 update incorporates a range of new data including: updated Australian Bureau of Statistics (2015) data; population and employment levels across more than 17,800 separate travel zones; changes to transport infrastructure; changes to public transport routes; new signs and updates to trip attractors in each travel zone, including shopping centres and school enrolments.

MOVE announced following the update of its system that OOH advertising can now reach 12.6 million people daily, that is a growth of 200,000 people, on average, in OOH environments each day when compared to last year's numbers. Australians are making 52 million trips across the five markets measured (Adelaide, Brisbane, Melbourne, Perth and Sydney), increasing exposure to the 81,980 advertising faces measured by MOVE.

This year MOVE has also updated the delivery of its numbers. From January 2018 will be reported monthly to ensure that the OOH data used by buyers and sellers is the most up-to-date data available.

“Changes in technology has enabled us to deliver our numbers each month. This is a massive shift for the industry and a win for both advertisers and MOVE members to move from one update a year to monthly updates of our audience numbers,” continued Moldrich.

Audience growth is representative of the industry's massive investment in digital signs and the added benefits of immediacy and flexibility those signs bring to the channel. OOH has grown exponentially since the introduction of MOVE. Revenue has nearly doubled from \$400M in 2010 to \$789M at the end of 2016.

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FURTHER INFORMATION:

Charmaine Moldrich, CEO, Outdoor Media Association and MOVE – T: 02 9357 9999 M: 0407 418 273

About MOVE

MOVE is Australia's premier quantitative audience measurement currency for Out of Home (OOH) media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience dwell.

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).

ⁱ Primal Advantage commissioned by Outdoor Media Association in 2016