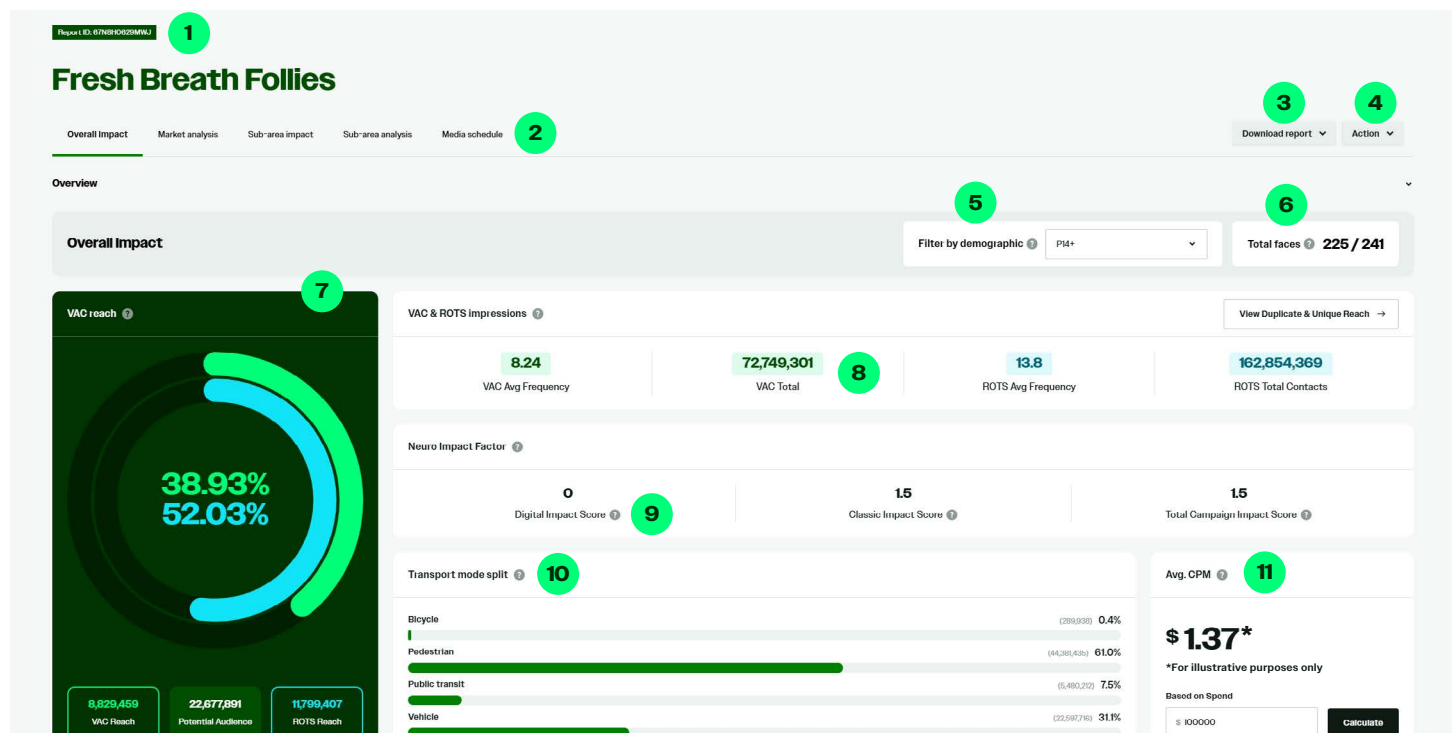


# UNDERSTAND YOUR MOVE REPORT

MOVE transforms billions of hourly audience contacts into clear, weekly, seasonally adjusted insights in minutes. This guide helps you read each metric, understand campaign performance, compare markets and make data-driven decisions.



### 1. The report name and unique report ID are displayed at the top of each report.

If you want to query any report with MOVE, it is ideal to provide the report ID.

### 2. Report results are organised into the following tabs:

- Overall Impact
- Market Analysis
- Sub-Area Impact (only if selected at the time of running the report)
- Sub-Area Analysis (only if selected at the time of running the report)
- Media Schedule

### 3. Reports can be exported into PDF or CSV. PDF exports can be customised by selecting metrics to include.

**Note:** Heat maps are not included in the PDF export. Refer to Section 20 for heat map export.

### 4. In Actions dropdown, you can rename the reports, move them into folders, and share them internally with team members.

### 5. If multiple demographics were selected at the time of running the report, you can filter results by these audience groups. Results are currently displayed for Australians aged 14+ (P14+).

### 6. This section shows the total number of signs in the report and flags any without audience data. These signs are detailed in section 16.

### 7. The Overall Impact tab includes the following metrics:

- Realistic Opportunity to See (ROTS) Reach
- Visibility Adjusted Contacts (VAC) Reach
- Average Frequency
- ROTS Contacts
- VAC Impressions
- Neuro Impact Factor (NIF)

**Note:** By default, reports display VAC metrics, as the industry currency and most representative measure of OOH reach. ROTS provides a more comparable metric to other media channels, barring any differences in methodology and audience composition. To include ROTS, select VAC + ROTS when generating the report.

The VAC reach widget displays national results, reflecting how all Australians interacted with the campaign, regardless of campaign location. For example, there are 22.7M Australians P14+ across the nation that serve as the potential audience. Out of this, 52% or 11.2M unique individuals have a real chance to view (ROTS) while 38.9% or 8.8M unique individual are likely to actually look at the signs in the campaign (VAC).

8. Average Frequency represents the average number of times individuals have seen the campaign. For example, 8.8M unique individuals (VAC Reach) seeing the campaign 8.24 times (Average Frequency) results in 72.7M impressions (VAC Total Impressions). For digital signs in the campaign, impressions may increase due to multiple views within a single trip driven by longer dwell time.

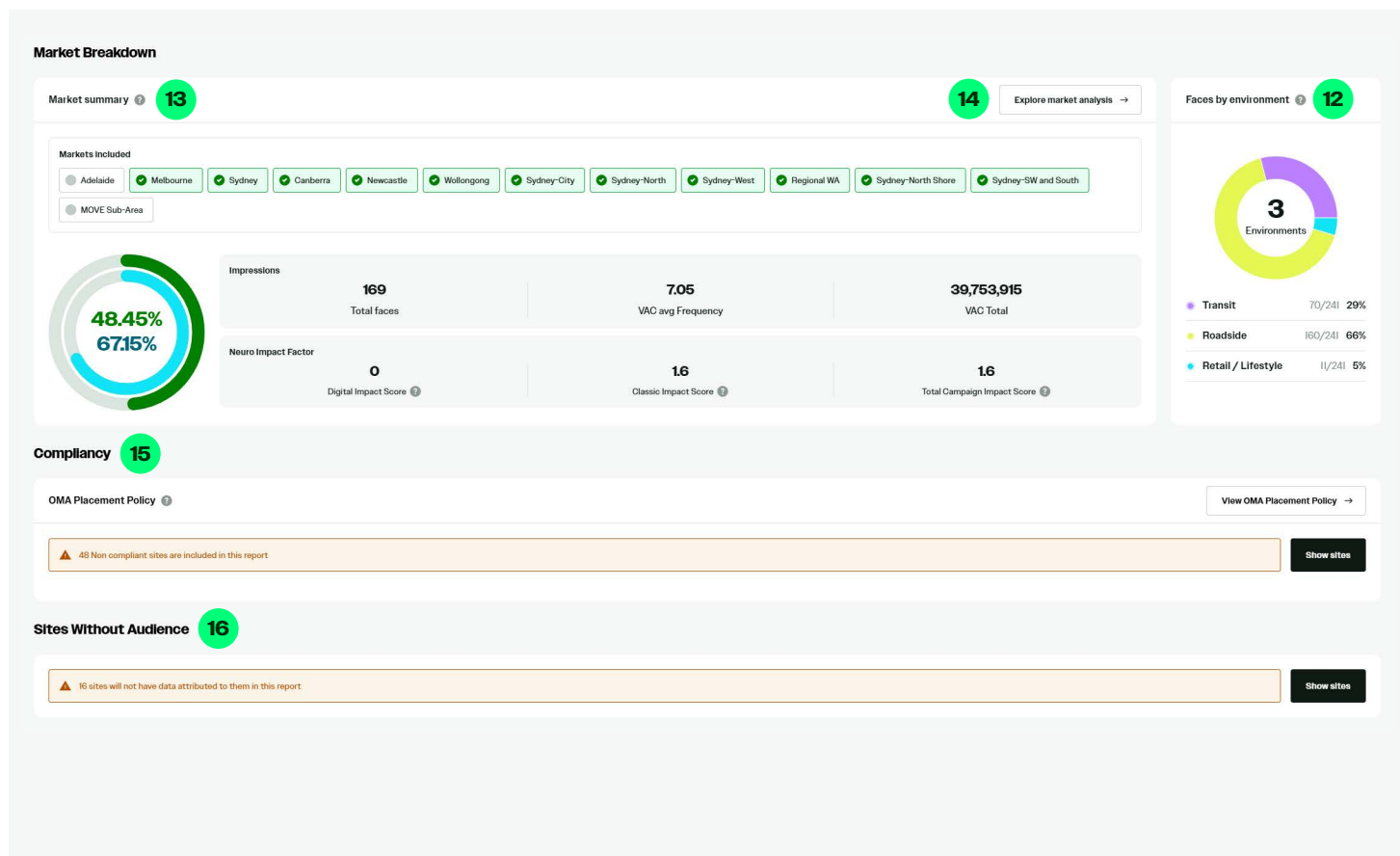
**Note:** Small differences between identical digital MOVE reports are expected and reflect normal modelling behaviour; not changes in delivery or performance. [Learn more here](#)

9. The Neuro Impact Factor (NIF) quantifies the subconscious impact of classic and digital signs on long-term memory and emotional response.

A higher NIF indicates stronger memory encoding and greater emotional intensity. Scores are reported for Digital, Classic and Total Campaign, weighted by VAC impressions by face and format. A NIF score above 0.7 indicates that the media environment is effective, and OOH NIF scores range from 1.1-4.6.

10. The Transport Mode split shows how the contacts/ impressions are distributed by mode of transportation, such as pedestrians or car drivers.

11. CPM (Cost per Mille / Cost per Thousand) is calculated using the campaign spend and total VAC impressions. This is a dynamic field, allowing users to input different spend values and instantly see how CPM changes.



12. This section shows the distribution of signs by OMA Environment:

The OMA Environment aligns with the Industry Standards categorisation based on where the sign is located.

- Purple: Transit
- Yellow: Roadside
- Blue: Retail/Lifestyle

13. Market Summary provides a breakdown of campaign performance by selected markets. It is interactive, allowing users to toggle markets on/off and compare reach and impressions. Results reflect contributions from both residents and visitors across markets.

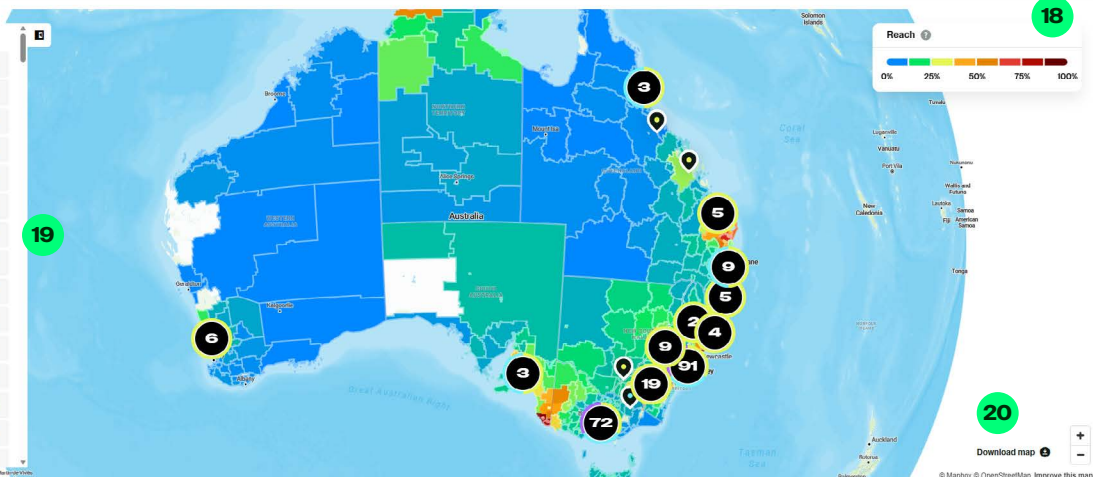
The results reflect how residents of your chosen market contributed to the campaign both as residents in their home market and visitors across markets.

14. Click on Explore Market Analysis for a detailed breakdown in the Market Analysis tab.

15. Signs within 150 metres of a school zone that are non-compliant with the OMA Placement Policy are flagged in this section. This helps determine restrictions for Alcohol, Adult Services, Gambling, and Food & Beverage advertising.

16. Signs without audience data are flagged. This typically applies to newly added signs not yet processed in the latest audience release.

- 232 faces visible
- 43488 STREET
  - 43419 STREET
  - 43486 STREET
  - 43481 STREET
  - 97085 BUS
  - 97324 BUS
  - 188590 HEALTH
  - 87114 ARTHEH
  - 439140 STREET
  - 43478 STREET
  - 43487 STREET
  - 97228 BUS
  - 439139 STREET
  - 43417 STREET
  - 439137 STREET



Choose market  
Sydney

Reach opacity  Reach  Faces

Sydney analysis

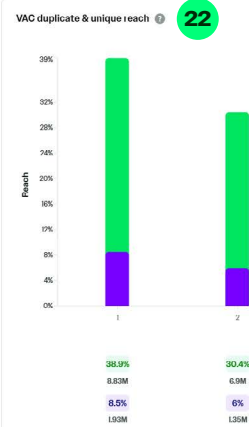


VAC & ROTS impressions

6.19 VAC Avg Frequency	17,036,504 VAC Total	8.17 ROTS Avg Frequency	27,659,842 ROTS Total Contacts
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Neuro Impact Factor

0 Digital Impact Score	16 Classic Impact Score	16 Total Campaign Impact Score
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VAC duplicate & unique reach

Frequency	Duplicate Reach	Unique Reach
1	38.9%	8.83M
2	30.4%	6.9M
3	24.5%	5.55M
4	20.5%	4.65M
5	17.5%	3.97M
6	15.1%	3.43M
7	13.1%	2.98M
8	11.7%	2.65M
9	10.4%	2.38M
10+	9.3%	2.12M

- 17. Market Analysis provides a heat map showing reach distribution and sign locations across the country.
- 18. The heat map scale represents reach percentage, with cooler colours indicating lower reach and warmer colours indicating higher reach.
- 19. Selecting a sign zooms to its location and displays reach at a Statistical Area Level 2 (SA2).
- 20. To export the heat map, frame your desired view and select Download Map.
- 21. You can toggle between the markets to view results in detail. This section will only display markets selected at the time of running the report.

The market results reflect how residents of that location

contributed to campaign reach, both locally and across other markets in multi-market campaigns. In a multi-market campaign, the Sydney market captures all reach, frequency, and impressions generated by Sydney residents, whether they engaged with signs in Sydney or in other markets while travelling.

- 22. Average frequency is shown in the Overall Impact and Market Summary, but Frequency Distribution goes further, breaking reach into unique (viewed exactly X times, purple) and duplicate (viewed at least X times, green) across each frequency level.
- 23. You can toggle between unique and duplicate views.

Overall impact   Market analysis   **Sub-area impact**   Sub-area analysis   Media schedule   Download report   Action

**24**

Overview

Filter by demographic: P14+   Total faces: 225 / 241

VAC reach

79.74%  
91.62%

72,216 VAC Reach   90,565 Potential Audience   82,972 ROTS Reach

VAC & ROTS impressions

6.34 VAC Avg Frequency	458,057 VAC Total	10.22 ROTS Avg Frequency	848,093 ROTS Total Contacts
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Neuro Impact Factor

0 Digital Impact Score	16 Classic Impact Score	16 Total Campaign Impact Score
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Transport mode split

Bicycle (1,517) 0.3%	Pedestrian (60,910) 87.7%	Public transit (9,037) 2.0%	Vehicle (45,592) 10.0%
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Avg. CPM: \$4.15\*  
\*For illustrative purposes only  
Based on Spend: \$1900   Calculate

Market Breakdown

Market summary   Explore market analysis

Markets Included: MOVE Sub-Area 25

79.74%  
91.62%

Impressions

3 Total faces	6.34 VAC avg Frequency	458,057 VAC Total
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Neuro Impact Factor

0 Digital Impact Score	16 Classic Impact Score	16 Total Campaign Impact Score
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Faces by environment

3 Environments

- Transit 70/241 29%
- Roadside 160/241 66%
- Retail / Lifestyle 11/241 5%

Overall impact   Market analysis   Sub-area impact   **Sub-area analysis**   Media schedule   Download report   Action

**26**

Overview

Requested by: Ganjina Nozakova   Date requested: 07/04/26   Total frames: 241   Report dates: 01/06/26 - 26/07/26   Data release: M2\_CD0\_10032026\_master

Filter by demographic: P14+   Total faces: 225 / 241

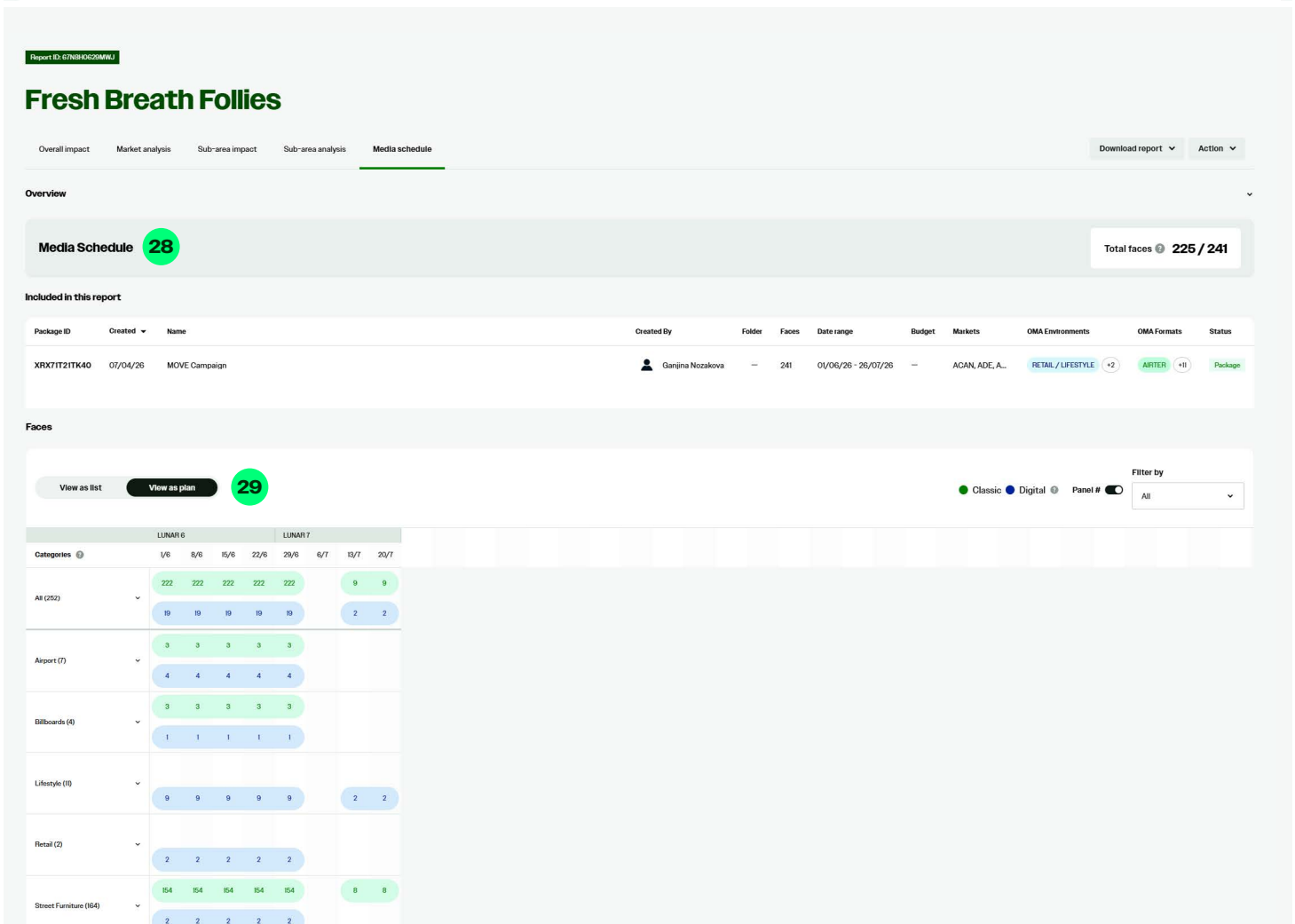
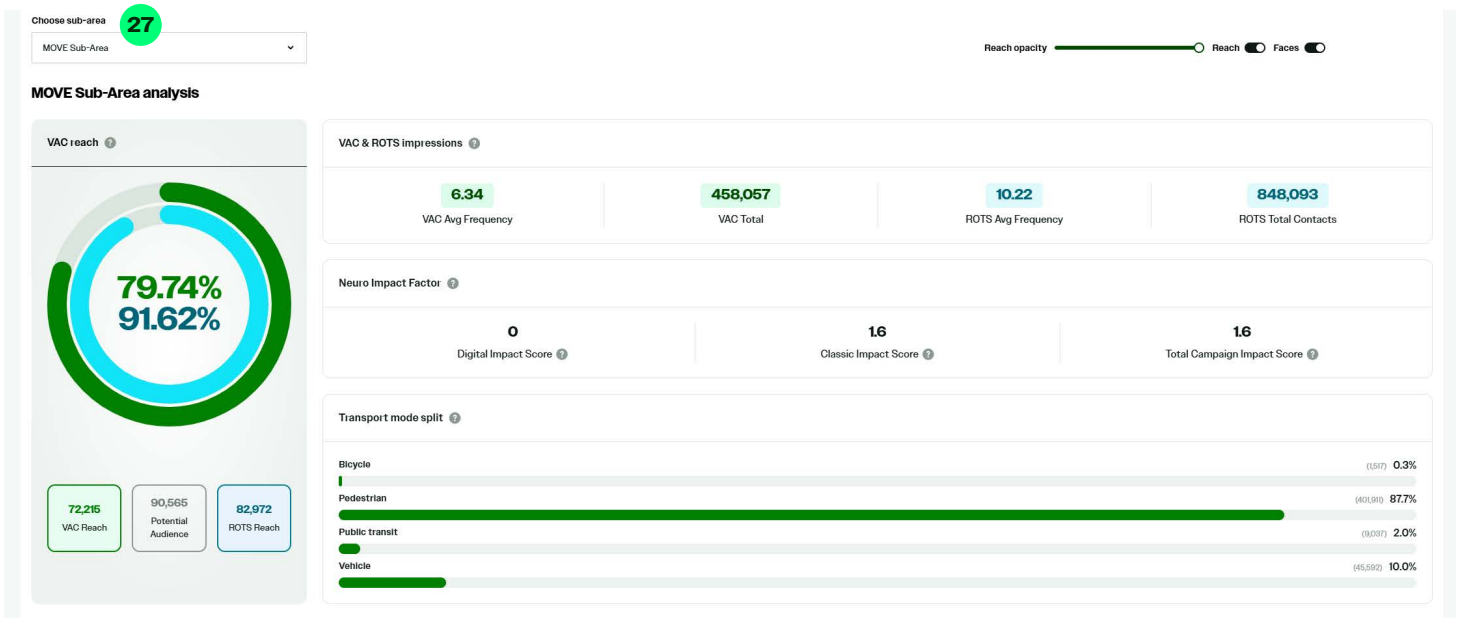
Reach: 0% 25% 50% 75% 100%

**24.** If your report includes a sub-area (a custom geographic area built from SA3 boundaries), results will appear in two dedicated tabs, showing how residents of that sub-area engaged with the campaign.

This tab mirrors the Overall Impact metrics, scoped to the sub-area.

**25.** The Market Breakdown in Sub-Area Impact tab shows sub-areas only. Metro and Regional markets, which align with TV coverage areas, are reported in the two main tabs.

**26.** The Sub-Area Analysis tab displays a heatmap of reach distribution within the sub-area, along with the same audience segments available in the Market Analysis tab.



27. If your report includes more than one sub-area, use the Choose Sub-Area dropdown to toggle between them and view results for each individually.

28. The final tab displays the schedule that the report was run against.

29. The schedule can be viewed in two ways:

- **List view** - this captures share of time, duration, and general sign details;
- **Calendar view** - a block plan that breaks down classic and digital signs by market and format based on calendar and lunar dates.