MOVE Insight Out
OOH in a Different Light

What happens to the OOH audience of a sign when daylight becomes darkness?

The amount of natural light changes throughout the day and across the year. For OOH, that matters because a sign's visibility, and therefore its audience, can change depending on whether it is daylight or dark and whether the sign is illuminated.

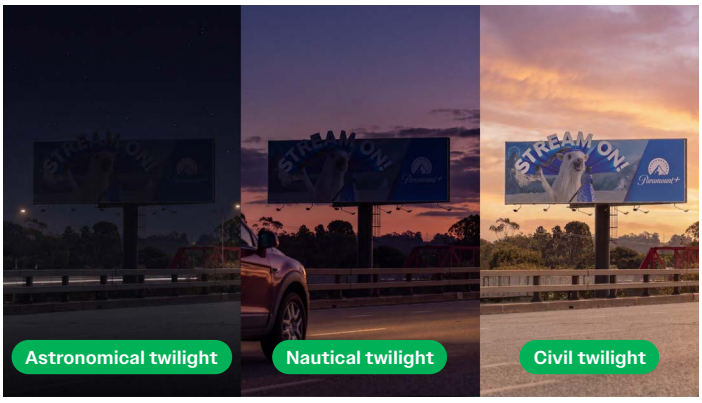
MOVE accounts for these differences when measuring audiences.

When does daylight start and end in MOVE?
There are three recognised stages of twilight:

Civil twilight
Is closest to daylight. The horizon is still visible.

Nautical twilight
When the horizon becomes difficult to distinguish.

Astronomical twilight
As the sky approaches full darkness.



MOVE uses civil twilight to define daylight consistently across Australia.

In MOVE:

Sunrise
Start of civil twilight

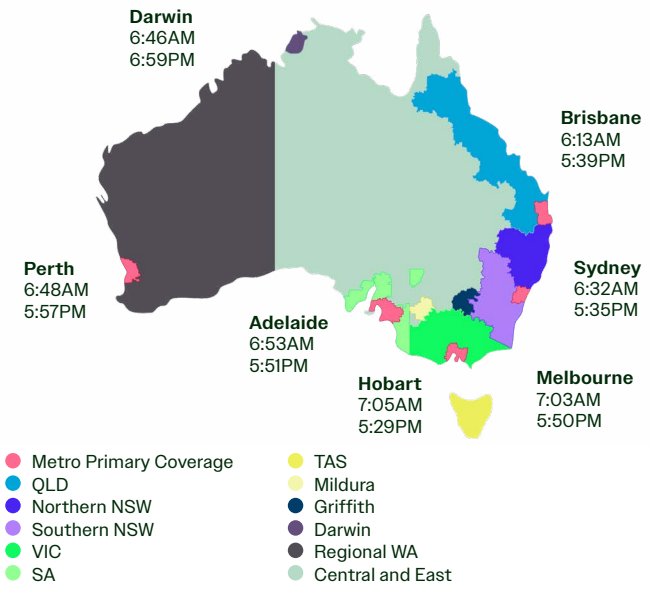
Sunset
End of civil twilight

This means the timing of daylight and darkness reflects the location being measured, while using the same definition across every market.

Because sunrise and sunset vary considerably across Australia, the amount of daylight available to OOH audiences also varies by location and season.

See here for Brisbane, Melbourne and Hobart.

Sunrise and Sunset by TV Region in Winter



Illumination in MOVE

What does illumination mean in MOVE?
Illumination refers to the sign's own lighting, rather than surrounding or ambient light. It is most relevant to Roadside formats, where a sign's illumination can have a direct effect on its visibility after dark. During daylight, natural light means backlit, frontlit and non-illuminated signs all have full visibility. After dark, the difference becomes more pronounced, the 15% visibility applied to non-illuminated Transit and Roadside signs is based on the original visibility studies:

Illumination	Day	Night	Change at night
Backlit (B)/Digital (D)	100%	105%	**+5%** gain after dark
Frontlit (F)	100%	100%	No change
Non-illuminated (N)	100%	15%	**−85%** drop at night

Average for all backlit signs on 2-lane roads. Individual sign attributes affect the specific figure.

Illumination matters differently by format

Roadside
Illumination has a particularly direct impact on audience, which is why Roadside is the focus here.

Transit
Transit signs are predominantly non-illuminated. Their visibility drops to 15% after dark.

Indoor and Place-based
Illumination is influenced by the operating hours of the venue where the sign is located.

MOVE Insight Out
Series Overview

Why does the time of year matter?

People continue to travel regardless of when the sun rises or sets. This means the relationship between travel and daylight changes throughout the year.

Winter: more travel after dark

Winter brings shorter daylight hours, so more of the travel day takes place after dark.

For example, in Hobart, winter sunrise is around 7:05am and sunset around 5:29pm. Some of the morning travel build occurs before daylight, while a meaningful share of evening travel continues after sunset. This creates a greater opportunity for illuminated signs, which maintain or slightly improve their visibility after dark.

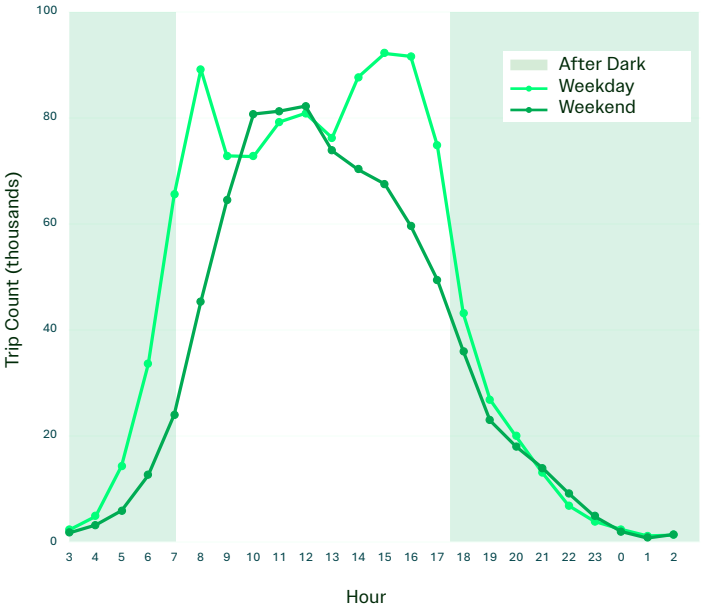
Summer: more travel in daylight

Summer brings longer daylight hours, so more of the travel occurs in natural light.

In Hobart, sunrise is around 4:54am and sunset around 9:20pm in summer, meaning much more of the travel day falls within daylight. This creates a greater opportunity for non-illuminated signs, which have full visibility during daylight.

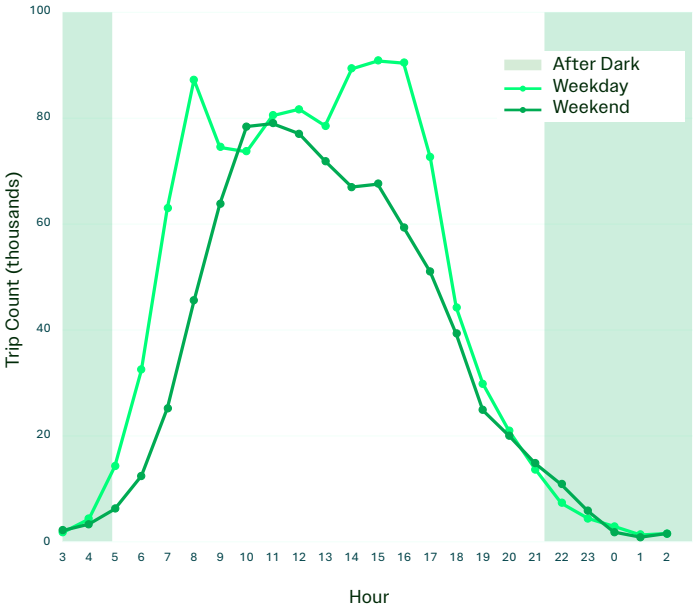
Winter Trips by Hour - Hobart

Source: MOVE, 28 Jul – 3 Aug 2025, P14+, Hobart



Summer Trips by Hour - Hobart

Source: MOVE, 8 Dec – 14 Dec 2025, P14+, Hobart



Key Takeaways

- A sign's audience changes throughout the day based on its illumination and across the year based on daylight.
- MOVE uses civil twilight to determine daylight consistently across every market.
- Illuminated signs have an advantage when more travel occurs after dark, particularly during winter.
- Non-illuminated signs benefit when more travel occurs during daylight, particularly during summer.

Learn More

For a deeper understanding of MOVE methodology, visit the MOVE Resources page and register for MOVE Methodology Training.

Brisbane

Legend	Night	Transition	Civil light

Hour	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SMCT	04:43:56	05:08:41	05:27:57	05:43:26	05:59:13	06:12:22	06:13:15	05:56:05	05:25:03	04:50:44	04:26:50	04:24:28
EECT	19:14:51	19:00:03	18:30:28	17:57:44	17:35:20	17:29:41	17:38:41	17:53:14	18:06:40	18:22:08	18:44:30	19:07:30
00:00-01:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
01:00-02:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
02:00-03:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
03:00-04:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
04:00-05:00	26.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	55.3%	59.2%
05:00-06:00	100.0%	85.5%	53.4%	27.6%	1.3%	0.0%	0.0%	6.5%	58.3%	100.0%	100.0%	100.0%
06:00-07:00	100.0%	100.0%	100.0%	100.0%	100.0%	79.4%	77.9%	100.0%	100.0%	100.0%	100.0%	100.0%
07:00-08:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
08:00-09:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
09:00-10:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
10:00-11:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
11:00-12:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
12:00-13:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
13:00-14:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
14:00-15:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
15:00-16:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
16:00-17:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
17:00-18:00	100.0%	100.0%	100.0%	96.2%	58.9%	49.5%	64.5%	88.7%	100.0%	100.0%	100.0%	100.0%
18:00-19:00	100.0%	100.0%	50.8%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	36.9%	74.2%	100.0%
19:00-20:00	24.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%
20:00-21:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21:00-22:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
22:00-23:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
23:00-00:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Melbourne

Legend	Night	Transition	Civil light

Hour	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SMCT	05:46:13	06:21:21	06:52:53	06:28:27	06:46:10	07:04:24	07:03:03	06:37:28	05:55:08	06:02:35	05:32:38	05:23:26
EECT	21:13:18	20:48:06	20:06:15	18:29:25	17:49:05	17:38:23	17:49:36	18:12:34	18:37:16	19:59:23	20:39:26	21:09:16
00:00-01:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
01:00-02:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
02:00-03:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
03:00-04:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
04:00-05:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
05:00-06:00	23.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	0.0%	45.6%	60.9%
06:00-07:00	100.0%	64.4%	11.9%	52.6%	23.1%	0.0%	0.0%	37.6%	100.0%	95.7%	100.0%	100.0%
07:00-08:00	100.0%	100.0%	100.0%	100.0%	100.0%	92.7%	94.9%	100.0%	100.0%	100.0%	100.0%	100.0%
08:00-09:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
09:00-10:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
10:00-11:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
11:00-12:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
12:00-13:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
13:00-14:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
14:00-15:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
15:00-16:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
16:00-17:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
17:00-18:00	100.0%	100.0%	100.0%	100.0%	81.8%	64.0%	82.7%	100.0%	100.0%	100.0%	100.0%	100.0%
18:00-19:00	100.0%	100.0%	100.0%	49.0%	0.0%	0.0%	0.0%	20.9%	62.1%	100.0%	100.0%	100.0%
19:00-20:00	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	99.0%	100.0%	100.0%
20:00-21:00	100.0%	80.2%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	65.7%	100.0%
21:00-22:00	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%
22:00-23:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
23:00-00:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Greater Hobart

Legend	Night	Transition	Civil light

Hour	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
SMCT	05:19:11	06:01:00	06:39:59	06:22:40	06:46:15	07:07:32	07:04:51	06:34:16	05:45:20	05:45:22	05:07:56	04:54:08
EECT	21:21:45	20:49:51	20:00:34	18:16:37	17:30:25	17:16:39	17:29:12	17:57:10	18:28:30	19:58:01	20:45:32	21:19:59
00:00-01:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
01:00-02:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
02:00-03:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
03:00-04:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
04:00-05:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%
05:00-06:00	68.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.4%	24.4%	86.8%	100.0%
06:00-07:00	100.0%	98.3%	33.4%	62.2%	22.9%	0.0%	0.0%	42.9%	100.0%	100.0%	100.0%	100.0%
07:00-08:00	100.0%	100.0%	100.0%	100.0%	100.0%	87.4%	91.9%	100.0%	100.0%	100.0%	100.0%	100.0%
08:00-09:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
09:00-10:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
10:00-11:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
11:00-12:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
12:00-13:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
13:00-14:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
14:00-15:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
15:00-16:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
16:00-17:00	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
17:00-18:00	100.0%	100.0%	100.0%	100.0%	50.7%	27.7%	48.7%	95.3%	100.0%	100.0%	100.0%	100.0%
18:00-19:00	100.0%	100.0%	100.0%	27.7%	0.0%	0.0%	0.0%	0.0%	47.5%	100.0%	100.0%	100.0%
19:00-20:00	100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	96.7%	100.0%	100.0%
20:00-21:00	100.0%	83.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	75.9%	100.0%
21:00-22:00	36.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%
22:00-23:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
23:00-00:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Melbourne and Hobart have greater variation in sunrise and sunset hours as they are further south. Brisbane is more evenly spread as it is closer to the equator and does not observe daylight saving.

Source: 2026 Civil Twilight Hours