

What is MOVE?

MOVE (Measurement of Outdoor Visibility and Exposure) is the unified industry currency for measuring Out of Home (OOH) audiences in Australia.

Developed by the Outdoor Media Association (OMA) with rigorous oversight and industry support, MOVE is endorsed by the Media Federation of Australia (MFA) and its Outdoor Futures Council, and by the Independent Media Agencies of Australia (IMAA).

MOVE provides a comprehensive view of audience behaviour, capturing why, where and when Australians aged 14+ move by hour and season across all OOH formats nationwide.

The Evolution of MOVE

2010 - MOVE 1

Australia's first industry-wide OOH audience measurement system. It introduced visibility-adjusted audiences for classic formats across major metropolitan markets, based on an average typical week of travel behaviour.

2021 - MOVE 1.5

An interim measurement that incorporated digital audience measurement at campaign level and launched the Neuro Impact Factor, a neuroscience-based metric quantifying how classic and digital OOH influence long-term memory and emotional response.

2026 - MOVE

A complete rebuild and step change for OOH measurement. The new MOVE draws on millions of validated data points to deliver robust, seasonally adjusted audiences that reflect real movement patterns, including public and school holidays, across all formats nationwide.

Delivered via an intuitive platform, results are reported in weekly increments and powered by more than 400 billion rows of hourly data, enabling insights within minutes.

Each phase of MOVE has leveraged the best available technology. This rebuild marks a significant advancement, using modern data, computing power and modelling to deliver greater granularity and scale.

OOH campaigns have not changed. However, the way they are measured has fundamentally evolved. The result is a more precise and comprehensive view of audience behaviour.

How it Works

MOVE has constructed one of the largest samples of Australians aged 14 and above. By combining this sample with data from GPS tracking surveys, road networks, mobile devices, and traffic counts, MOVE models hour-by-hour travel across the year, capturing who is traveling, why, where, and how, representing 29 billion trips Australians make annually. The results are calibrated to real-world data and undergo 491 acceptance test and checks to ensure accuracy and reliability.

The travel movement is overlaid with individual OOH sign's attributes such as size, location, orientation and illumination to determine how many people have a realistic chance of seeing the sign and how many are likely to notice it.

This data is then used in the MOVE software to generate campaign insights tailored to different target audiences and markets.

MOVE Metrics

ROTS

Realistic Opportunity to See

Measures viewability of a sign based on its size, location, orientation and environment to determine how many people have a realistic chance to view it.

VAC

Visibility Adjusted Contacts

Refines ROTS by applying an attention filter based on eye-tracking data to determine how many people are likely to look at the sign.

For **digital signs**, VAC is further adjusted based on Share of Time*, ad duration and the amount of time the audience spends in the view (dwell time).

NIF

Neuro Impact Factor

Quantifies the subconscious impact of classic and digital signs on long-term memory and emotions.

Together, these metrics create a clear, consistent understanding of audience exposure and impact.

Formats Measured



Roadside

Billboards and street furniture signs.



Transit

Signs on the exteriors and interiors of public and private transport vehicles like buses, ferries, light rails, trains, trams, taxis, rideshare, delivery vehicles, private wrapped vehicles and trucks.



Indoor*

Signs across and in the vicinities of airports, shopping centres and major transport hubs.



Place Based*

Lifestyle environments like cafés, gyms, health centres, offices, pharmacies, petrol stations and convenience stores, sports centres, supermarkets, universities and venues.

Why MOVE Matters



Provides the most comprehensive understanding of audience behaviour in OOH, capturing why, where and when people move by hour and season across all formats nationwide.



It sets a new industry standard for measuring OOH campaigns.



Media agencies use MOVE data to plan, compare and evaluate campaigns consistently across formats and locations.



Media owners rely on MOVE to demonstrate campaign performance with credible audience insights.

Place Based - All signs measured as Place Based fall under **Retail/Lifestyle** OMA Environment per [Industry Standards](#).

Indoor - All signs measured as Indoor fall under **Retail/Lifestyle** or **Transit** OMA Environment per [Industry Standards](#).

Share of Time - A measure of display time out of the total display time expressed in percentage.