

IMPRESSION MULTIPLIER

PROGRAMMATIC DIGITAL

OUT OF HOME IN AUSTRALIA

Why Impression Multiplier Matters

MOVE is Australia's unified OOH audience measurement system. It measures how people move across the country by hour and by season, converting real-world mobility into standardised audience metrics across all formats nationwide.

While Digital Out of Home (DOOH) traditionally trades on ad plays or Share of Time (SoT), programmatic buying is planned and transacted in impressions. The MOVE Impression Multiplier (IM) bridges this gap by translating ad plays into impression delivery, enabling DOOH inventory to be planned, bought, and measured in the same way as other programmatic channels.

What is the Impression Multiplier

Digital Out of Home (DOOH) is inherently one to many. A single ad play runs on a screen, and it is viewed by multiple people simultaneously.

MOVE's granular data captures this dynamic and underpins the IM for DOOH, providing a consistent method of calculating impressions per play. Available through the MOVE platform, the IM gives SSPs and trading partners a shared reference point for impression calculation, supporting clarity and streamlined reconciliation across the market.

IM calculation in simple terms:

$$\text{Audience Per Play} = \text{Audience Impressions} / \text{Ad Play}$$

What is MOVE

MOVE is Australia's unified OOH audience measurement system. It measures how people move across the country by hour and by season, converting real-world mobility into standardised audience metrics across all formats nationwide.

MOVE Delivers:

- National coverage across all OOH formats
- Granular hourly audience with seasonal adjustments
- Visibility Adjusted Contacts grounded in eye-tracking research
- One currency for planning, buying and reporting

Support

[Contact MOVE](#) for technical documentation or onboarding guidance.

Impression Multiplier At Go-Live

From 16 March 2026, licensed SSPs can access the IM via the MOVE platform.

At go live, the IM reflects hourly data based on the Reference Week (28 July – 3 August 2025), delivering a national standard for impression calculation across participating digital inventory.

The Reference Week:

- Ensures consistency across SSP technical capabilities
- Provides a controlled starting point during early adoption
- Delivers national standardisation from day one
- Applies a common methodology across all formats

It allows the market to align immediately while maintaining measurement integrity.

What This Means For The Industry

- For Media Owners**
 - Alignment between direct and programmatic trading
 - Unified impression framework across all formats and markets
- For SSPs and DSPs**
 - A recognised industry metric across inventory
 - Greater clarity and efficiency in reporting and reconciliation
- For Agencies and Advertisers**
 - One currency across formats, markets and buying methods
 - Improved cross-channel comparability

Roadmap to Future

The IM based on the Reference Week sets a clear starting point.

MOVE data is built at an hourly level and is designed to support further integration as technical capabilities evolve over time. MOVE will work with the industry to shape the roadmap ahead, ensuring programmatic Digital Out of Home continues to trade on a unified industry currency.