

## Q1 What is MOVE?

MOVE is Australia's Out of Home (OOH) audience measurement currency, delivering standardised, comparable data across all markets and formats. It enables agencies and advertisers to evaluate OOH using a common methodology, geography, and reporting framework, supporting more informed planning and buying decisions.

- Hourly data across 365 days of the year
- Nationwide, measuring 5 metro & 21 regional reporting areas
- Granular digital audience at sign level across all formats
- Synthetic Population with rich demographic profiles and trip purposes
- Seasonal audience with monthly variations, including school/public holidays
- Measures all audiences, domestic residents & domestic/international visitors

## Q2 What are the key audience metrics in MOVE?



Aligns with global standard terminology and reflects the depth of MOVE data.

<b>ROTS</b>	<b>Realistic Opportunity to See</b>
<b>VAC</b>	<b>Visibility Adjusted Contacts</b> the software reflects contacts for classic signs and impressions for digital, factoring in audience dwell, ad play length and share of time
<b>NIF</b>	<b>Neuro Impact Factor</b>

## Q3 How granular is MOVE data at go-live?

MOVE at launch will deliver weekly audience data that reflects seasonal variations over the course of 52 weeks, across 180+ demographic profiles, including Australians and international visitors. MOVE models have undergone 491 acceptance tests to ensure it delivers the most accurate and robust data to the market.

The OMA will work in collaboration with the MFA to refine the future data granularity.

## Q4 What does seasonality mean in MOVE?

Seasonality reflects predictable shifts in audience movement across the year, including public holidays, school holidays, travel periods, and retail peaks. Not every spike in movement is predictable. While major sporting outcomes, cultural moments, or one-off events can influence audience behaviour and may appear in overall counts, they are not always attributable to specific demographic groups.

## Q5 What does agency accessibility look like at go-live?

- Intuitive User Experience**  
Visually appealing design with easy-to-navigate dashboards for seamless interaction
- Dynamic Campaign Analysis**  
Interactive design that empowers you to explore your campaign audiences by geographical region
- Centralised Site Data**  
Export media owners' site classification file
- Impression Multiplier**  
Hourly audience data for digital frames will integrate with programmatic OOH, enhancing targeting and effectiveness
- Automation**  
Streamlined API integration with media owner systems to ensure consistency and accuracy
- Flexible Campaign View**  
View your campaign as a list, map, or as a campaign plan with flighting
- Security**  
Log in using One-Time Password or Single Sign-On to protect your data

## Q6 Will MOVE continue to evolve after go-live?

Yes. MOVE has been built as a modern, scalable platform that will continue to evolve. Regular data updates are part of business-as-usual operations, and future enhancements, including accessibility of data, will be guided by industry needs and governance.

Contact [info@moveoutdoor.com.au](mailto:info@moveoutdoor.com.au)  
for all your inquiries

**Data Input**

- 280,000+** Multi Sensor Tracking Trips
- 1 million+ Point of Interest (POI) locations** with opening & closing times
- Public transport** timetable, routes and stop locations (General Transit Feed Specification)
- Geographical splits** by and within states
- 57 different trip purposes**
- 7 million** road links
- Mobile data** for time-of-day profiles, airport catchment areas & time of arrival and more
- School and public holidays** by state
- Hourly variations** within a week, across a year
- 100,000+** International and National visitor surveys from Tourism Research Australia

**1**

**People**

**Synthetic Population**  
Representing 2.2 million (10%) Australians 14+ based on numerous demographic attributes

**International Visitors**  
7 million visitors captured at their port of arrival, place of stay and port of departure

**Synthetic Population movements across Australia controlled by 4 Behaviour Models**

- Local Trips**  
Daily movements within 150km of home (Statistical Area Level 1)
- Pedestrian Trips in CBD**  
Account for additional pedestrian movements (ie. short trips & parking)
- Truck Driving**  
Populations movement when driving trucks (heavy & light vehicles captured separately)
- Interstate / Intrastate Trips**
  - Daily movement 150km+ or 40km+ if overnight
  - International visitors arrival & departure trips

**491 acceptance tests and criteria** ensure demographics, geographical variance, trip purpose, temporal profiles, and more match observed data, then **calibrated to real-world data** from 67,000 count locations, 20 million values (excluding people under 14), and 90-day mobile device data.

**2**

**Movements**  
The models collectively represent local & visitor people movements (Traffic Intensity Model) providing **365 days of travel with seasonality**

**2.9 billion** individual trips across **2.2 million** Australians, representing the **29 billion** trips people 14+ make annually

**Signs**

- GPS, size, orientation
- Transit depots & routes
- Illumination type
- Illumination period

**All Environments**

**Audiences**  
People movements & sign location used to calculate audience at sign level

Sunrise & sunset by month by geography affect audience of illuminated & non-illuminated signs

**Campaigns**  
Based on signs included

**ROTS** **VAC** **NIF**

- Roadside**  
Transport network within viewable area of sign
- Indoor**  
Map digitisation & flow model by location
- Place Based**  
Simple distribution model by type
- Transit**  
Audience by route services linked to vehicles at the depot

**Digital Impressions**  
Calculated based on Share of Time, ad duration, and audience dwell time at individual respondent level for each sign

**VACd**

**Attention Filter**  
How many people are likely to look, informed by eye-tracking data.

**VAC**

**Viewability**  
How many people can see the sign

**ROTS**