



## media release

*Monday 1 November 2010  
For immediate release*

### **MOVE launches new functionality**

MOVE, the audience measurement system for the Out-of-Home media industry launched earlier this year, has just released new functionality, as well as updated data for the Sydney market.

MOVE, a world first in its coverage of all major Out-of-Home formats, now delivers even more to users. The new enhancement, Plan by Format, will enable users to view and cross-analyse reach and frequency of different Out-of-Home formats for different weights and durations, giving users more data and flexibility.

New Sydney data has also been released ensuring results reflect the current market conditions. The MOVE data for all markets will be updated annually, with the next full release due April 2011 to take into account new sites, new transport infrastructure and population changes.

Following agency feedback, additional software enhancements will be released at the same time, giving even more functionality.

OMA CEO Charmaine Moldrich said the feedback from users of the system had been backed up by positive industry revenue growth. "The Out-of-Home industry revenue figures have seen a strong bounce back from 2009 levels and we are confident MOVE has contributed to that." Net revenue for the quarter, July to September, increased 30% to \$111.4 million compared to \$85.8 million in 2009.

The industry is committed to the continued delivery of information the advertising and marketing industry is seeking. Moldrich added "MOVE provided accountability and transparency but we have gone a step further with the recent release of independent econometrics research proving that OOH returns a high ROI as a standalone medium and as a media multiplier."

*ENDS.*

#### About MOVE:

- MOVE uses a new and more accurate audience measurement currency – Likelihood To See (LTS) – meaning that only those people who in all probability will see an outdoor advertising face will be included in the results. Most other media base their results on all people who have the 'opportunity' to see regardless of whether they actually do or not.

#### Key features of the MOVE system:

- Outdoor media inventory measured across the five markets of Sydney, Melbourne, Brisbane, Adelaide and Perth (same Primary Coverage Areas as OzTAM television ratings).
- A cross-format planning tool that will produce audience measurement results for any combination of formats and/or markets against more than 110 demographics.
- A comprehensive data base comprising:
  - Site characteristics of 63,000 faces across the four categories of Roadside – billboards; Roadside – other; Transport and Retail/Lifestyle.
  - Australian Bureau of Statistics Census population statistics.
  - Travel information of 600,000 individual person trips sourced from 68,000 Government Household Travel Surveys.
  - Land use information of each market – schools, shopping centres, workplaces, etc.
  - Road, public transport and pedestrian networks of each of the five markets.
  - Survey results of 15,000 respondents used to determine movement within airports and shopping centres, as well as trip variability over time.
  - Eye tracking studies covering 15 years global research.
- Data stored on a cluster of 32 computers from which audience measurement results are generated.
- Includes mapping technology to clearly show geographic distribution of outdoor media campaigns.
- MOVE is the only Australian outdoor media measurement system endorsed by the OMA, MFA and AANA.

#### **For further information:**

**Charmaine Moldrich OMA CEO 0407 418 273 or Steve McCarthy,  
OMA Chairman 02 8425 7223.**