

Media Release

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3.6% Audience Growth for Outdoor

Out-of-Home (OOH) audiences have increased by 3.6% in the past year with growth reported across all mainland capital cities, according to the annual update from the industry's measurement system MOVE (Measurement of Outdoor Visibility and Exposure).

While other traditional mediums continue to decline in both audience and market share, OOH has recorded consistent growth since MOVE was launched four years ago.

Australians are now likely to see an average of 26 advertising faces each day, up from 25 in 2013 according to the latest MOVE update.

Total daily contacts with OOH advertising faces has increased by 14 million and now stands at 400 million.

“Out-of-Home demonstrates its effectiveness in reaching Australians at a time when traditional media is reporting declines in audience and market share,” said Charmaine Moldrich, CEO of MOVE. “The industry continues to innovate and utilise technology to provide unique advertising opportunities for deeper audience engagement.”

The 2014 annual MOVE update reflects new data in the system including: changes to transport infrastructure, the Australian Bureau of Statistics (ABS) Journey to Work data release, MOVE member site classifications, and the ABS population update.

Outdoor audience growth is consistent across the five mainland capital cities. Perth led the charge with an increase of 6.8% year-on-year, followed by Sydney (+4.5%), Brisbane (+4.2%), Melbourne (+2.1%) and Adelaide (+1.2%).

Ms Moldrich explains, “The 2014 data update is what we call a full system update because it includes the latest 2011 ABS Census data on employment profiles for each of the 17,739 travel zones used in MOVE, as well as overall population changes. We also take into consideration changes in roads and service alterations to public transport. Additionally, MOVE members play a critical role in the process, updating signs, as well as adding new sites.”

Moldrich added: “The latest MOVE update reflects the increase in people working in both our capital cities and locations outside the traditional business centres, meaning more Australians than ever before are being exposed to OOH advertising.”

The increase in audience comes off the back of the industry's most profitable year to date, posting a 7.1% overall increase in net revenue year on year in 2013, totalling \$543.8 million.

According to CEASA (The Commercial Economic Advisory Services of Australia), OOH accounted for 4.8% of the \$11.4 billion advertising spend in Australia in 2013 (excluding classifieds and directories), up from 4.6% in 2012.

Now in its fourth year MOVE enables advertisers and agencies to plan and report on OOH campaigns. The MOVE software is also updated annually based on user feedback, with the latest updates planned for June 2014.

About MOVE

MOVE is Australia's premier quantitative audience measurement currency for Out-of-Home (OOH) media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination.

Note that LTS is neither a qualitative measure of the sign nor the audience.

MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).

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FURTHER INFORMATION:

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