



Measurement of Outdoor Visibility and Exposure

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Media Release

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MOVE gives MORE - 2.2% Out of Home audience increase in 2018

MOVE (Measurement of Outdoor Visibility and Exposure) has released the results of its 2018 annual data update, showing that for the eighth consecutive year Out of Home (OOH) audiences have increased, growing 2.2% in 2018 and now reaching 12.7 million Australians each day.

As part of the audience increase, the 2018 data update also includes:

- Improved transit methodology to more accurately reflect OOH audience data
- Expanded measurement for double decker buses
- Updated Australian Bureau of Statistics data

“MOVE provides accurate audience data so that clients can get the best results from investing in our fast-growing media channel,” said Charmaine Moldrich, CEO, OMA and MOVE.

In 2010 when MOVE was launched, it was the first OOH audience measurement system to introduce the Likelihood To See, or LTS, viewability measure. This measure assesses the total audience rather than potential audience, ensuring OOH campaigns can be bought with greater assurance that the advertiser’s message is hitting the mark.

Nine years on and MOVE continues to innovate. In October 2018, it launched its School Mapping Tool that ensures all OMA member signs comply with the OMA’s Placement Policy. This policy prohibits OMA members from advertising products that are illegal for sale to minors within a 150-metre sightline of a primary or secondary school.

“We built this new functionality because we wanted brands and regulators to have greater transparencies to the campaigns run on OOH and guarantee that brand safety was something we deliver on,” said Moldrich.

“Because of the nature of its visibility, ubiquity, and reach, it’s important we

do all we can for our clients to ensure that OOH advertising keeps brands safe,” Moldrich continued.

OOH audience growth is representative of urbanisation and the channel’s presence in our public spaces where people live, work, and socialise. Proving this reach and impact is OOH’s continued revenue growth. The industry ended 2018 with a net media revenue increase of 10.8% year-on-year, up from \$837.1 million in 2017, to \$927.2 million in 2018.

“These increases reflect the trust advertisers and agencies have in OOH’s increasing ability to connect brands with our growing audience – a very powerful proposition,” concluded Moldrich.

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FURTHER INFORMATION:

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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/trains/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 dwell.

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