



Measurement of Outdoor Visibility and Exposure

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MOVE is the Audience Measurement System of the Outdoor Media Association

Media Release

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For immediate release

MOVE 2012 results sees Out-of-Home audiences rise by 13%

The Out-of-Home (OOH) industry's audience measurement system MOVE (Measurement of Outdoor Visibility and Exposure), is driving the mediums continued growth at a time when other traditional media are seeing a decrease in audience and market share.

MOVE, which today launched the results of its 2012 data update, shows a 13% increase in total daily contacts in the system to 338 million contacts up from 299 million in 2011. This accounts for a 5.5% increase in available signage within the market, as well as additional bus audiences measured.

“The OOH industry continues to experience terrific growth, outstripping other traditional media channels. In June this year we reported our tenth consecutive quarter of growth since the launch of MOVE, and we are confident MOVE has contributed to this,” said Charmaine Moldrich CEO of the Outdoor Media Association and MOVE.

The growth of audience coupled with positive feedback from MOVE users and the Industry User Group (IUG) continues to be backed up by rising revenue figures for OOH with the industry recording half yearly growth of 3%, an increase in sales revenue to \$235.5 million from \$229 million for the same period in 2011.

“All updates and changes to data for 2012 are the result of changing market conditions and a methodology update to the transit model within MOVE. MOVE is now able to further prove the strength of OOH by reporting on OOH's ability to connect advertisers with even more people daily,” said Moldrich.

Since the September 2011 data release, inventory within the system has been updated to include new sites, the removal of old sites and site transfers between operators, contributing to a 5.5% increase in OOH faces measured by MOVE.

In addition to these signage updates, MOVE further improved its methodology in measuring people waiting for buses. The effect of this update to the transit model broadly is a 5%– 10% increase in audience contacts for buses. “This methodology change allows us to confidently report improved contact data for buses; audience which was always there but we weren't able to report on until now,” said Moldrich.

As part of this data update, MOVE software now includes the 2012 target audience potentials for each demographic, adding a further 1.8% increase to the contacts. Target audience potentials on each report should now match the OZTAM 2012 demographics.

This is the second data update to the system since the launch of MOVE in February 2010. The next full update of MOVE is scheduled for release in March 2012 and will incorporate the latest Australian Bureau of Statistic (ABS) Census 2011 information, transport and other infrastructure changes.

“Updating MOVE annually is our commitment to providing the highest quality system to all users by maintaining the accuracy of data published and ensuring MOVE remains world class.”

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FURTHER INFORMATION:

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