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For immediate release

MOVE launches 2011 data
reporting 13.6% more audience

The Out-of-Home (OOH) industry's audience measurement system MOVE (Measurement of Outdoor Visibility and Exposure), launched its new 2011 data which shows an increase in audiences across the country.

Audience figures reported are up across all markets by 13.6%. The increase is a result of changing market conditions and system refinements. This includes a 3% increase from a combination of a 1.5% population growth as well as an increase of 1.5% in travel. Methodology improvements have also helped MOVE to report 10% more audience contacts with its inventory. Audiences are up in all five markets: 5% in Sydney, 8% in Brisbane, 15% in Melbourne and 20% in both Adelaide and Perth.

"All updates and changes to data for 2011 are the result of changing market conditions, as well as growing intelligence on the MOVE system," said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA). "We are committed to continuous improvements to the system and since our launch last year, we have continued to interrogate and fine-tune the methodology that underpins MOVE. We are very pleased with the 2011 results."

In addition to the release of new data for 2011, the software functionality of MOVE has also been improved. This will allow for better communication with users online, as well as smarter printing and data processing options. These improvements address users' feedback as a result of MOVE's ongoing dialogue with media buyers and planners.

This is the first full update to the system since the launch of MOVE in February 2010 and includes the following:

Market Changes
- Site classification: The 63,000 faces measured by MOVE have been updated to include new sites, the removal of old sites and site transfers between operators.
- Travel zones: MOVE has increased the number of travel zones used across the five Primary Coverage Area (PCA) boundaries by 12.1%, improving the accuracy of results.
- The system has also been updated with the following:
  - o Australian Bureau of Statistics Census data including a 1.5% increase in population.
  - o Land-use for retail including new shopping centres and other retail changes.
  - o Changes in the level of school enrolments, employment figures and car ownership.
  - o Public transport updates including all routes and timetables serviced.
  - o Road network changes including major infrastructure such as new roads, and minor infrastructure such as roads opening up with an extra lane, changed speed limits or the addition of stop signs and traffic lights.

Methodology Changes

There are two significant methodology changes to the system for 2011:

- Roadside audience: Additional research and algorithm changes have allowed MOVE to calculate better how people move between travel zones. These improvements have seen audiences increase in some markets, by 18%.
- Increased exposure for buses: Additional research and methodology updates have allowed MOVE to now calculate audiences for buses not servicing a route but nevertheless that travel between routes and depots. The effect of this broadly is a 19.6% increase in audience contacts for buses.

"MOVE was deliberately designed to launch with conservative audience data due to our requirement to only use verified empirical data, some of which was not available at the time of the launch in February 2010," said John Grono, the Media Federation of Australia (MFA) project representative. "New data and methodologies now allow us to confidently report improved audience data; audience which was always there but we weren't able to report on until now".

To help MOVE improve its user interface, Nigel Rausch from Logical Plus and John Mount have been appointed as software developers, growing MOVE's behind-the-scenes expertise.

"We're pleased to have Nigel and John on board. Nigel for his knowledge of MOVE from developing the software on behalf of Brisbane-based transport and traffic modellers Veitch Lister Consulting (VLC) leading up to its launch in 2010. John for the international design experience he brings to the team," said Ms Moldrich. "We want to maintain MOVE as a world's best audience measurement system, not only in terms of the data it produces but also in terms on the look and feel of how the data is delivered to its users."

"MOVE users are of the utmost importance to us, we want MOVE to be a tool that is not just information rich but also for its ease of use, it is to this end that we have also recently set up the Industry User Group (IUG)," said Ms Moldrich.

The IUG is made of up senior planners and buyers from the major media agencies and includes representation from the MOVE Board and the Media Federation of Australia (MFA). The IUG is instrumental in setting the agenda for how MOVE's data is interpreted to be more seamless for the planner/buyer.

"We are committed to ongoing and continual improvements to the system and the IUG is our way of bringing user opinions, expectations and feedback to MOVE in a structured way," said Richard Herring, Chairman of the OMA. "The IUG along with our long-standing Technical Committee, which handles the mechanics and implementation of MOVE, ensures that all relevant stakeholders have a voice."

At its inaugural meeting in May this year, the IUG offered praise to MOVE's achievements in its first 18 months noting success with clients already expecting to see MOVE results in their OOH campaigns to aid in their decision process.

Ms Moldrich said positive feedback from MOVE users has backed up by industry's revenue figures. "The OOH industry has experienced six consecutive quarters of growth, since the launch of MOVE, and we are confident MOVE has contributed to this."

The 2011 launch of new data and associated software enhancements have been endorsed by the OMA, the MFA and the Australian Association of National Advertisers.

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