



ADDRESS
SUITE 204
80 WILLIAM STREET
EAST SYDNEY
NSW 2011

PHONE
(02) 9357 9900

FAX
(02) 8356 9500

EMAIL
info@oma.org.au

ABN
59 004 233 489

media release

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FOR IMMEDIATE RELEASE

MOVE celebrates its first anniversary

The Board of MOVE (Measurement of Outdoor Visibility and Exposure), met yesterday to mark the first anniversary of MOVE's launch, which has been one of the drivers in the exceptional year the industry has enjoyed.

Twelve months on from the launch of its audience measurement system, the Out-of-Home industry in Australia is looking better than ever ending 2010 posting a healthy 19% increase on net revenue year-to-date, up from \$400 million in 2009 to \$477 million in 2010.

"Last year was an excellent year for the industry and we can't help but attribute some of that success to MOVE," said MOVE/OMA CEO, Charmaine Moldrich, "providing media agencies with a transparent and accountable audience measurement tool has meant that the industry is now a more attractive media option for advertisers than ever before."

After 5 years in the planning and a \$10 million investment, MOVE launched in Sydney in February last year becoming the only outdoor audience measurement system endorsed by the Media Federation of Australia and the Australian Association of National Advertisers. The launch was backed up with a rigorous training schedule across the country to introduce the new system to the users of the system which includes staff of media agencies and advertisers.

"Getting MOVE to market was a herculean task and a major achievement for the industry," Ms Moldrich said, "MOVE was conceived with a mission to build greater interest in our medium and we are well on our way to fulfilling that mission."

MOVE is building fast with more than 1600 registered users and 28 agencies with logins, including the top ten spending agencies on Out-of-Home. Every day around 15 users from eight to 10 different agencies access the MOVE system and this number is sure to increase as the industry grows.



“MOVE has simplified the planning and buying of Out-of-Home media,” Ms Moldrich said, “Before MOVE, advertisers relied on market research or on traffic and pedestrian counts to demonstrate reach and frequency.”

The response from the industry has been overwhelming with MOVE being embraced positively by media buyers and advertisers alike.

“There have been a lot of believers of this channel in our industry for many years, and finally we have the numbers to back up those beliefs,” said Bruce Mundell, Director, The Exchange, Mindshare Sydney, “MOVE provides data which makes it possible for us to compare channels with similar spends, and this data paints a very good picture that Out-of-Home reaches a broad audience. This, in turn, creates comfort with our clients that Out-of-Home will create a return for their business.”

At its meeting yesterday the Board endorsed further investment in MOVE. Chairman of the OMA and MOVE Steve McCarthy said, “We are not content to rest on recent accomplishments, and following agency feedback, additional software enhancements will be released throughout 2011 giving more functionality to the system.”

Mr McCarthy went on to say, “we want to continue to provide the highest quality service to all users by maintaining the integrity and accuracy of data published, and ensuring the system remains accessible, relevant and user-friendly.”

MOVE will continue to work with Brisbane-based transport and traffic modelers, Veitch Lister Consulting (VLC). MOVE will also establish an Industry Users Group (IUG) which will guide future development. Mr McCarthy said, “MOVE’s partnership with VLC in conjunction with input from the Media Federation of Australia and the IUG means we have the best possible team behind-the-scenes working hard at maintaining MOVE as a top class planning tool for the industry, now and into the future”.

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For further information:

For a short video animation that provides an overview of MOVE and other more detailed information please go to www.moveoutdoor.com.au

Contacts: Charmaine Moldrich, CEO, Outdoor Media Association
Phone: 02-9357 9999 Mobile: 0407 418 273



Editor's Note:

The Outdoor Media Association is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The association operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the industry and developing constructive relations with its primary stakeholders. Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership.

Members of the OMA adhere to a Code of Ethics and abide the regulatory frameworks in which they operate.