

## Media Release

For immediate release: Tuesday, 20 October 2015

# MOVE annual update reveals more audience growth for Out-of-Home

MOVE launched its annual update yesterday, 19 October 2015, and for the fifth year running, since the launch of the Out-of-Home (OOH) audience measurement system, MOVE (Measurement of Outdoor Visibility and Exposure), OOH audiences have grown.

Audiences in 2015 have grown by 3.4% across all mainland capital cities. Audiences have also grown across the suite of OOH formats.

The 2015 MOVE update sees 300,000 more people, on average, in OOH environments each day. OOH can now reach 12.2 million people daily who are making 51 million trips across the five markets, an increased exposure for the vast majority of the 73,800 advertising faces measured by MOVE.

“We find ourselves in an enviable position, as fragmentation of other traditional media channels solidifies our position, because the undeniable fact is that our audiences keep growing. Growing audiences with the added values of immediacy and flexibility that digital growth offers us gives advertisers the opportunity for deeper audience engagement and the ability to reach 9 out of 10 people who leave home every day”, said Charmaine Moldrich, CEO of the OMA and MOVE.”

The 2015 annual MOVE update reflects new data in the system including: updated Australian Bureau of Statistics (ABS 2013) population and employment levels across 17,800 separate travel zones; changes to transport infrastructure; changes to public transport routes; new signs and; updates to trip attractors in each travel zone including shopping centres and school enrolments.

Also included in this update is a new format, the measurement of Train Externals (advertising on the outside of trains).

Outdoor audiences have grown across the five mainland capital cities. Perth leads with an increase of 6.4% year-on-year, followed by Melbourne (+5.1%), Adelaide (+5.0%), Brisbane (+2.8%) and Sydney (+1.6%).

Moldrich added: “It is the nature of the channel that our OOH signs are strategically placed in the most populated areas and along the busiest transport and public transit corridors.”

It is no coincidence that the industry is growing at such a rate as audiences grow. The third quarter 2015 saw the industry revenues grow by 16.8% year to date building on the unprecedented annual growth of 10% in 2014.

According to CEASA (The Commercial Economic Advisory Services of Australia), OOH accounted for 5.2% of the \$11.6 billion advertising spend in Australia in 2014 (excluding classifieds and directories), up from 4.8% in 2013.

## **ENDS**

### **FURTHER INFORMATION:**

Charmaine Moldrich, CEO, Outdoor Media Association and MOVE  
T: 02 9357 9999 M: 0407 418 273

### **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.

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