



ANATOMY
OF OOH

Special edition: MOVE 1.5 and the Neuro Impact Factor

February 2022

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure



OOH reaches the nine of 10 people who leave home each day



Now in market, MOVE 1.5— the latest evolution in audience measurement— gives you more information about your audience and their engagement with Out of Home (OOH) media.



OOH now in the palm of your hand

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MOVE 1.5 measures the audience of digital campaigns. It also includes The Neuro Impact Factor, the new value-based currency which goes beyond attention to measure impact.

Now you can choose what you buy from across the network of classic and digital signs, based on the formats that deliver the right audience and impact that delivers on your campaign strategy.

What's new in MOVE 1.5

1

Accurate audience
for digital
campaigns reported
as LTS impressions
measuring attention

2

Introducing a new
metric, Neuro
Impact Factor (NIF)
measuring impact

3

New report with
OTS + LTS +
reach and
frequency +
impact score



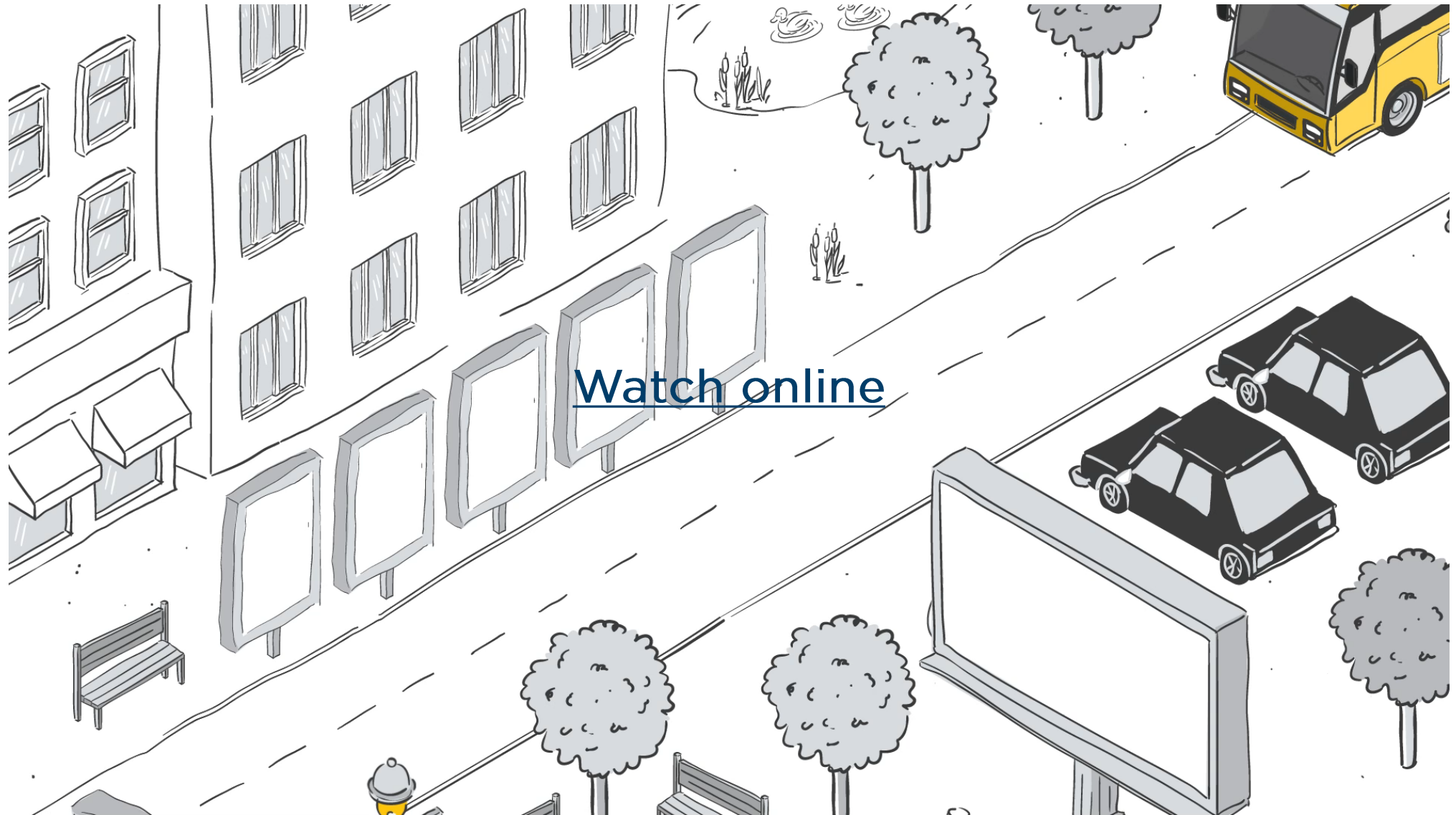
MOVE 1.5 gives you more accurate data

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Allowing you to choose the signs that deliver the right audience and impact for your campaigns.



Watch this short [3 minute video](#)
for more information



[Watch online](#)

The logo features the letters 'O', 'M', and 'A' stacked vertically within a white square on the left. To the right of this square, the word 'MOVE' is written in a large, bold, white, sans-serif font.

Measurement of Outdoor Visibility and Exposure

More research and insights may be found at
[Anatomy of Out of Home](#)