



ANATOMY
OF OOH

Special report: Audiences are Out of Home for summer

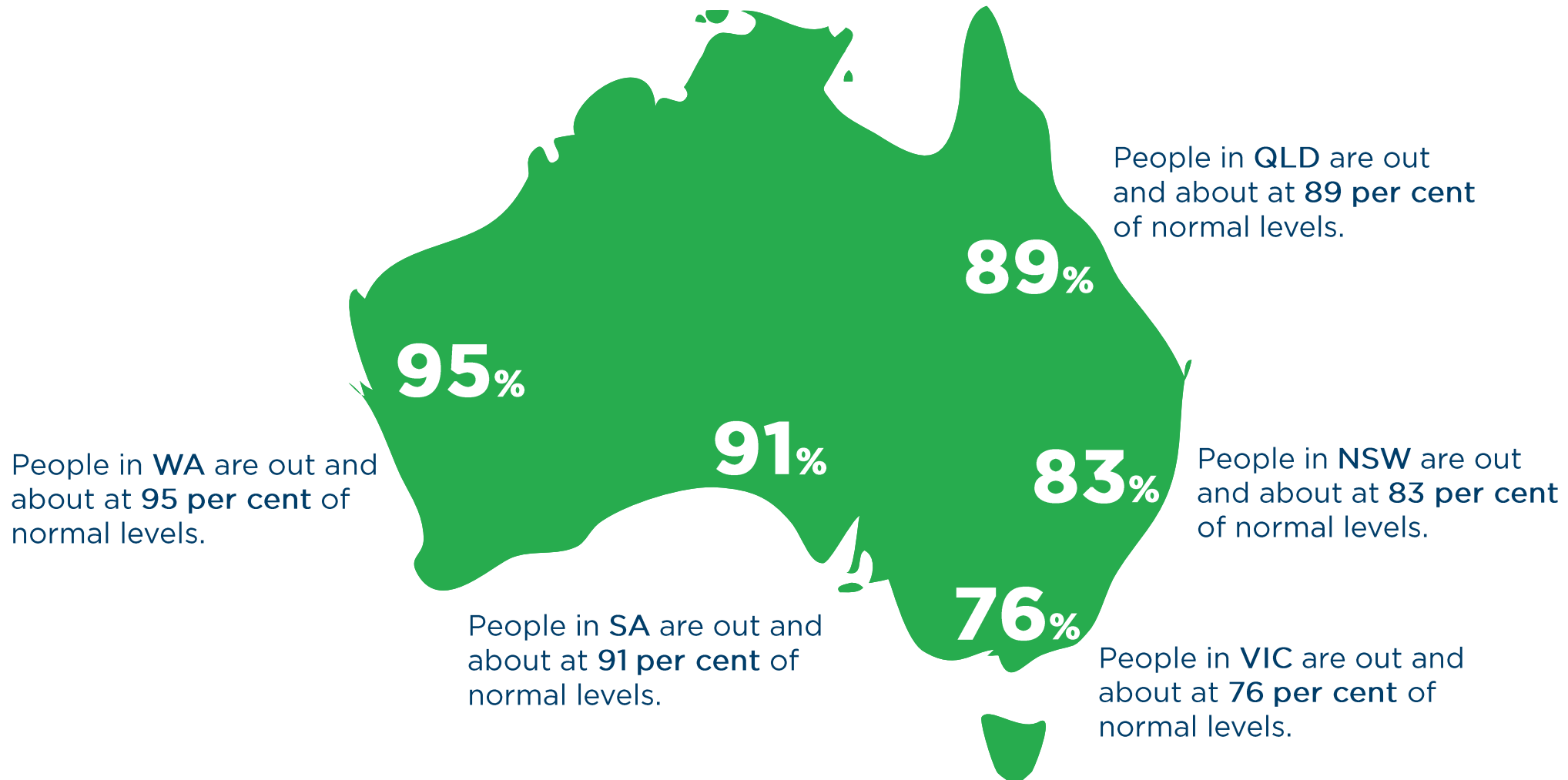
January 2021

Multivan
A true Kombi at heart



OMA **MOVE**
Measurement of Outdoor Visibility and Exposure

Roadside and retail audiences stabilise over summer



Car trips are back on the agenda

National traffic levels are at

84%

of normal levels compared to the same week in 2020.

Source: DSPark data | Data from 3,200 oOh!media Roadside locations & 500+ oOh!media Retail centres nationally, week ending Jan 11th 2021 vs same week 2020 | *normal levels: audience levels during the same week in 2020



Consumer confidence is at a record high

Consumer confidence surged at the end of 2020, hitting a 10 year high in December.

+4.1%

Increase in consumer confidence from November to December 2020.

48%

Increase in consumer confidence in December 2020 from the low point in April.

10 yrs

Consumer confidence has hit its highest level since October 2010.

Outdoor is reaching a positive audience on the go this summer





Measurement of Outdoor Visibility and Exposure

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