



ANATOMY
OF OOH

Special report: Melbourne audiences have bounced back

November 2020

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



Audience volumes in Melbourne are surging

In Melbourne, audiences jumped to

80%

of 2019 levels in just three weeks following the end of lockdown.

Source: Dspark data, 4,000+ oOh! Roadside and Retail locations, week ending November 2nd 2020 vs. week ending October 12th 2020.



Victorians are returning to the office

79%

of Victorians surveyed said they are looking forward to getting back into the office.

SPRING INTO OUT OF HOME
oma.org.au

78%
OF AUSTRALIANS INTEND TO MAINTAIN OR INCREASE TIME SPENT IN THE CBD*
*Compared to before Covid-19

OUTDOOR MEDIA ASSOCIATION

201 CHARLOTTE STREET

ANGLO AMERICAN (RECEPTION)	11
BOYLE CONSULTING PTY LTD	3
CREDIT SENSE	7
DDL5	8
GUARDIAN CHILDCARE & EDUCATION	1
INTERFINANCIAL	2
LEAD MARKET	7
LEANNE BOWIE LAWYERS	8
MARQUEE DEVELOPMENT PARTNERS	15
QUEENSLAND EDUCATION LEADERSHIP INSTITUTE LTD	14
SECURE PARKING	3
SECURE PARKING	CP
URBANE HOMES	15
URBAN CIRCUS	2

COLLEBY CALL CENTRE 1 800 000 000

20
CHARLO

Victorians are happy to be back outdoors



Survey results show that Victorians are appreciative of being back out and about and are eager to spend more time outdoors.

78%

are happier to be out and about.

75%

are more appreciative of the outdoors.

64%

are eager to be out for longer periods of time.

Use OOH to target and connect with Melburnians



Entertainment areas and high street locations, for people on social trips.



CBD locations, transport hubs and major roads, for office workers.



Gateway locations to/from cities and in regional areas, for road trippers and holiday makers.

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