

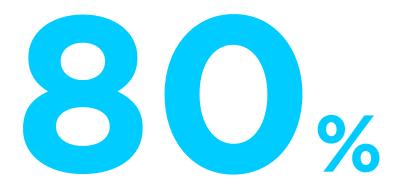
Special report: Melbourne audiences have bounced back

November 2020



## Audience volumes in Melbourne are surging

In Melbourne, audiences jumped to



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

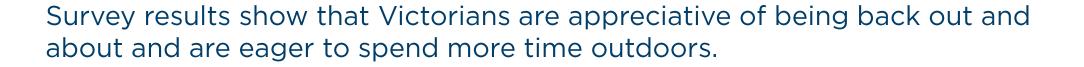


of Victorians surveyed said they are looking forward to getting back into the office.

Source: oOh!media Pulse Report |Timing 1st- 4th/ 18th-19th, 1st -3rd June, 24th - 28th July, 2nd-9th October 2020| Research Panel: Dynata| Australians aged 16+, n=4,479 (VIC n=1253)



## Victorians are happy to be back outdoors

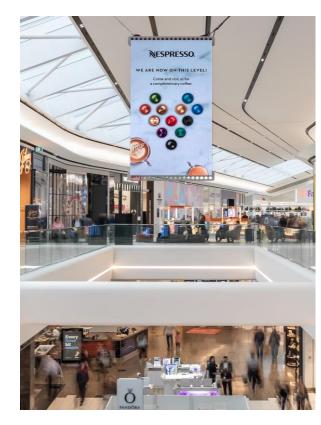




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## Use OOH to target and connect with Melburnians





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.



More research and insights may be found at <u>Anatomy of Out of Home</u>