

# OMA MOVE

Measurement of Outdoor Visibility and Exposure

## OUT OF HOME BROADCASTS TO A MASSIVE AUDIENCE OF AUSTRALIANS

May 2017



ANATOMY  
OF OOH



# AUSTRALIANS ARE OUTDOORS

Out of Home is there as the perfectly positioned broadcaster

9 in 10

*Australians leave home each day.*

3.6

*Trips per person.*

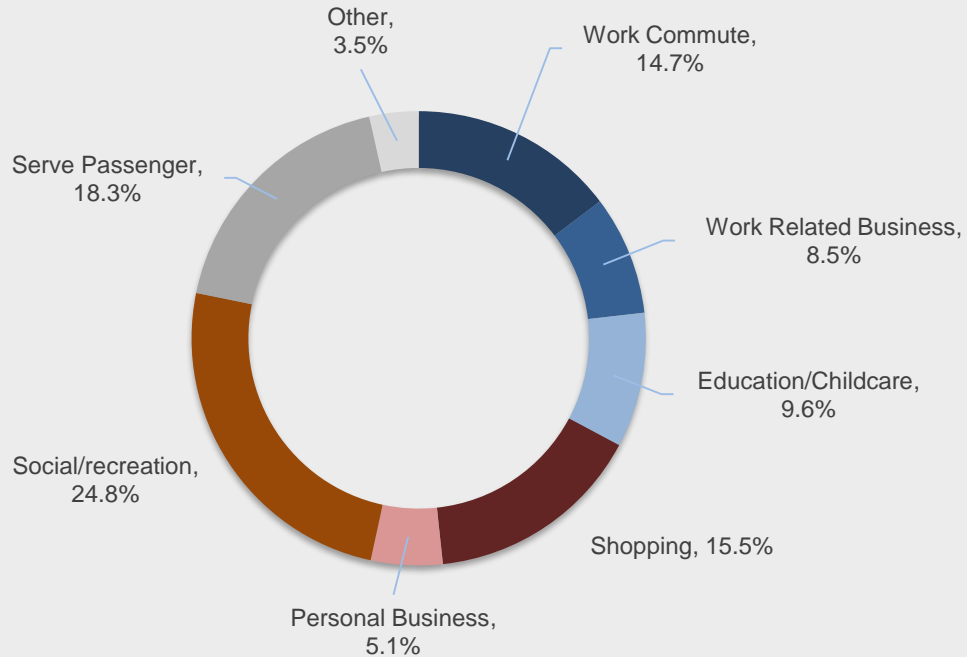
# EVERY DAY AUSTRALIANS WORK, SHOP AND PLAY

## Out of Home is part of everyday life

*Trips are made for a variety of reasons each day.*

*Social and recreation trips are the most frequent, making up 24.8% of all trips.*

*Followed by shopping 15.5% and the work commute 14.7%.*



# AUSTRALIANS SEE 30 OUT OF HOME ADS PER DAY

## Out of Home delivers the opportunity to stand out among the crowd

*As people commute, socialise and shop, they see, on average, 30 Out of Home ads a day.*

