



ANATOMY
OF OOH

Out of Home AUDIENCE GROWTH IN 2019

October 2019

OMA **MOVE**

Measurement of Outdoor Visibility and Exposure



Out of Home (OOH) audiences are growing

In 2019 OOH audiences grew

2.4%

vs population growth of 1.5%.

Source: MOVE October 2019 data release, comparing change in audience of the same signs year on year

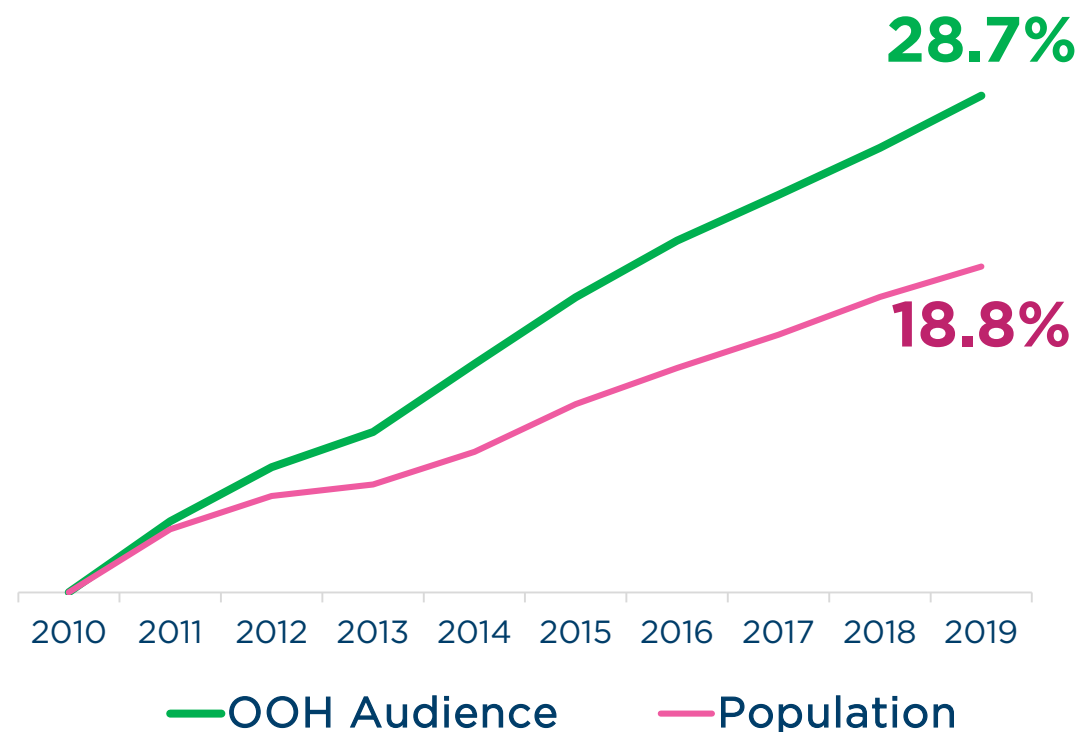


OOH audiences are growing faster than the population

Since 2010 audiences have grown

28.7%

vs 18.8% for the population.



Increasing reach

In 2019 there are

217K

MORE people* in OOH environments each day.

*on average
Source: MOVE October 2019 data release,



Broadcast delivery

OOH advertising reaches

13M

Australians in capital cities where they live, work, shop, and socialise. Resulting in increased exposure for the 77,500 advertising faces measured by MOVE.

Source: MOVE October 2019 data release,

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