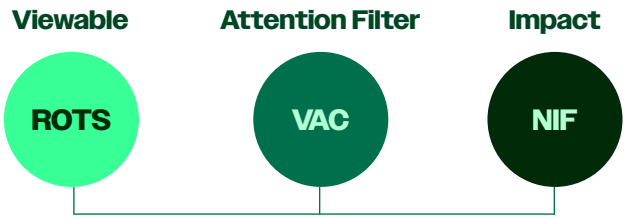
MOVE
Member FAQ

Q1 What is MOVE?

- Hourly data across 365 days of the year
- Nationwide, measuring 5 metro & 21 regional reporting areas
- Granular digital audience at sign level across all formats
- Synthetic Population with rich demographic profiles and trip purposes
- Seasonal audience with monthly variations, including school/public holidays
- Measures all audiences, domestic residents & domestic/ international visitors

Q2 What are the key audience metrics in MOVE?



Aligns with global standard terminology and reflects the depth of MOVE data.

ROTS	**Realistic Opportunity to See**
VAC	**Visibility Adjusted Contacts** the software reflects contacts for classic signs and impressions for digital, factoring in audience dwell, ad play length and share fo time
NIF	**Neuro Impact Factor**

Q3 What is the latest MOVE progress update?

M2

Maintenance 2 (M2) audience has been released to members to update population and key count data to 2025, ensuring the most current launch information.

CEO OUTlook sessions in Sydney, Brisbane and Melbourne in late March and early April with Adelaide scheduled for May and Perth for June.

Members Methodology and Software in-person training, all states, multiple sessions.

Q4 How granular is MOVE data at launch?

MOVE at launch will deliver weekly audience data that reflects seasonal variations over the course of 52 weeks, across 180+ demographic profiles, including Australians and international visitors. MOVE models have undergone 491 acceptance tests to ensure it delivers the most accurate and robust data to the market.

The OMA will work in collaboration with the MFA to refine the future data granularity.

Q5 How does MOVE methodology differ from MOVE1.5?

MOVE is a measured model, where multiple validated data sources are used in the models to replicate people's behaviour across the year, providing more granular audience drawn from the most current data. In comparison, MOVE1.5 is based on an average, typical week audience that covers 112 demographic profiles.

MOVE employs a fundamentally different approach, and this methodological discontinuity results in outputs from the two systems not being directly comparable.

Q6 When can MOVE members analyse their campaigns?

Current
Member campaign analysis period

March to June
Training for members sales teams and agencies to elevate end user experience

Q7 Will MOVE share analysis and insights?

An Insights Series will commence in Q2 2025 to communicate key findings from MOVE analysis. This will showcase the richness of the demographic profiles in the data, distribution of trips by audience trip purposes, variations of travel across different markets driven by seasonality, and other trends, to build confidence in the data and excitement in the lead up to launch.

Q8 When will MOVE launch?

Thursday, 8 May at the OMA Conference with members in attendance, limited tickets are available to media agencies.

Contact info@moveoutdoor.com.au for all your inquiries

MOVE
Methodology

Data Input

280,000+ Multi Sensor Tracking Trips

1 million+ POI locations with opening & closing times

Public transport timetable, routes and stop locations (General Transit Feed Specification)

Geographical splits by and within states

57 different trip purposes

7 million road links

Mobile data for time-of-day profiles, airport catchment areas & time of arrival and more

School and public holidays by state

Hourly variations within a week, across a year

100,000+ International and National visitor surveys from Tourism Research Australia

1

People

Synthetic Population

Representing 2M (10%) Australians 14+ based on numerous demographic attributes

International Visitors

Captured separately

Synthetic Population movements across Australia controlled by **4 Behaviour Models**

Local Trips

Daily movements within 150km of home (Statistical Area Level 1)

Pedestrian Trips in CBD

Account for additional pedestrian movements (ie. short trips & parking)

Truck Driving

Populations movement when driving trucks (heavy & light vehicles captured separately)

Interstate / Intrastate Trips

- Daily movement 150km+ or 40km+ if overnight
- International visitors arrival & departure trips

491 acceptance tests and criteria ensure demographics, geographical variance, trip purpose, temporal profiles, and more match observed data, then **calibrated to real-world data** from 67,000 count locations, 20 million values (excluding people under 14), and 90-day mobile device data.

2

Movements

The models collectively represent local & visitor people movements (Traffic Intensity Model) providing **365 days of travel with seasonality**

2.9 billion individual trips across **2 million** Australians, representing the **29 billion** trips people 14+ make annually

3

Signs

- GPS, size, orientation
- Transit depots & routes
- Illumination type
- Illumination period

All Environments

4

Audiences

People movements & sign location used to calculate audience

Sunrise & sunset by month by geography affect audience of illuminated & non-illuminated signs

ROTS — **Opportunity** How many people can see the sign

Roadside Transport network within viewable area of sign

Place Based Simple distribution model by type

Indoor Map digitisation & flow model by location

Transit Audience by route services linked to vehicles at the depot

5

Campaigns

Based on signs included

ROTS VAC NIF

VAC — **Attention Filter** How many people on average will look

Eye Tracking Data Determines views based on location, signage & audience traits