



## Media Release

Under embargo for 12:00am 2 June 2019  
Released: Thursday, 30 May 2019

# MOVE invests \$1.3 million into phase one of its digital measurement project

The MOVE (Measurement of Outdoor Visibility and Exposure) Board today announced a \$1.3 million investment into a Neuroscience Project Study (NPS) to inform the development of a new metric to measure digital Out of Home (DOOH).

In 2018, the MOVE Board committed up to \$10 million to rejuvenate MOVE to more accurately measure audiences for digital Out of Home signs, and embarked on an investigation of international models as well as a neuroscience pilot study.

Following the successful Australian neuroscience pilot study last year, MOVE has partnered with leading research firm Neuro-Insight to conduct the NPS, assessing audience engagement with digital and traditional OOH across formats, environments and travel modes.

Outdoor Media Association (OMA) and MOVE CEO, Charmaine Moldrich said: “As our industry embraces and invests in DOOH opportunities we are dedicated to developing a new metric to assist in measuring the results and benefits of these innovations for advertisers.”

Peter Pynta, Director of Neuro-Insight, the research firm undertaking the NPS said: “Having completed the pilot study for MOVE, I am excited about this next phase. We have been working globally for many years across the various media channels investigating the role of long-term memory encoding and emotional intensity in driving advertising effectiveness.

“A major study like this will provide undeniable proof about how both traditional and digital signs impact on audiences. Neuroscience is particularly suited to give us answers, tapping into the subconscious and capturing audience response to stimulus during the window of exposure.”

In 2010, MOVE revolutionised OOH audience measurement in Australia; it was built in partnership with the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA). MOVE introduced the ‘Likelihood To See’, or LTS, viewability measure. This measure assesses the actual audience rather than potential audience, ensuring OOH campaigns can be bought with greater assurance that the advertiser’s message is hitting the mark.

“Over the last few years the industry has spent hundreds of millions of dollars building a modern, dynamic channel, with scale to reach Australians en masse. Out of Home audiences have increased, growing 2.2% in 2018 and now reaching 12.7 million Australians each day. We are well positioned to expand this story to include the increased impact and engagement of DOOH,” Moldrich said.

OOH audience growth is representative of urbanisation and the channel's presence in the public spaces where people live, work, and socialise.

The \$1.3 million neuroscience project is part of a suite of innovations that the OOH industry will roll out over the coming year.

**ENDS**

**FURTHER INFORMATION:**

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**About the OMA**

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.

**About MOVE**

MOVE is Australia's premier quantitative audience measurement currency for Out of Home (OOH) media, covering major OOH environments including roadside, airports, railway/bus stations, buses/trains/trams and shopping centres.

MOVE simplifies the planning and buying of OOH by producing audience measurement results for any combination of formats or tailored packages. As well as providing results numerically, an inbuilt mapping functionality visually displays the reach of a campaign against the chosen demographic and market(s).

MOVE enhances the standard measurement of target audiences, Opportunity To See (OTS), by reporting the active audiences through Likelihood To See (LTS). LTS is a quantitative measure that enables MOVE to account for the traditional passive audience interaction.

LTS accounts for a number of visibility factors; values assigned to either the advertising face itself or the person passing the face within different audience environments. Visibility factors include the individual's mode of transportation, speed and viewing location, as well as face metrics such as visual size to the audience and illumination. Note that LTS is neither a qualitative measure of the sign nor the audience dwell. MOVE is endorsed by the Media Federation of Australia (MFA) and the Australian Association of National Advertisers (AANA).

**Outdoor Media Association**

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