



Media Release

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The Outdoor industry launches a suite of innovations making it easier for agencies and clients to buy and measure OOH

Launched today as part of the Outdoor Media Association's suite of innovations is an upgrade to the industry's audience measurement system MOVE (Measurement of Outdoor Visibility and Exposure).

MOVE 1.5 will introduce an accurate measurement for digital campaigns and a qualitative metric, the Neuro Impact Factor, which goes beyond attention to measure the impact it has on people who see Out of Home (OOH) signs.

MOVE 1.5 will report reach and frequency for digital signs based on impressions by accounting for audience dwell, sign dwell and Share of Time bought. This has been built into the current world-class MOVE system and is an interim step while the industry upgrades to a new measurement tool MOVE 2.0 in 2024.

CEO of the OMA and MOVE, Charmaine Moldrich said, "The Media Federation of Australia's committee, the Outdoor Futures Council, have worked very closely with our members to bring these innovations to market. The partnership has helped us build these new tools to specifically meet the changing needs of planners and buyers. Their launch today marks another step toward empowering clients and agencies to make more informed campaign decisions by putting more data in the palms of their hands."

"MOVE 1.5 gives buyers more accurate reach and frequency scores for their digital campaigns. The jewel in its crown is a new qualitative measure the Neuro Impact Factor which goes beyond attention to measure the impact campaigns have on audiences. These innovations give planners and buyers the ability to optimise their Out of Home spend based on the objectives of their campaign, be it awareness building or sales," she said.

The Neuro Impact Factor (NIF) has been added to MOVE 1.5 using data supported by the OMA's neuroscience study. The study was conducted by Neuro-Insight and measured the key moments that memory and emotion peak in the brain to evaluate the impact of OOH signs.

Both memory and emotion are key neuroscience metrics associated with mental availability which is linked to effective advertising campaigns.

Avenue C Managing Partner and Outdoor Futures Council (OFC) Chair, Pia Coyle said, “The methodology behind the Neuro Impact Factor study is thorough and world-class, so we’re excited to bring it into the vernacular when talking about Outdoor. We’ve always known there is more to Outdoor than what we could prove. Now we’ve got the proof for this extra dimension that goes beyond reach, frequency, site-card, or location to bring that to life — it’s pretty exciting.”

In tandem with the launch of MOVE 1.5 the industry has also introduced new Industry Standards. Standardisation will streamline the buying and selling of OOH advertising and will give planners and buyers greater clarity through agreed criteria for terminology, geography, screen ratios, insertion orders, and Share of Time (SOT), a new method for transacting how digital signs are bought.

SOT is the percentage of the share of display time advertisers receive out of the total display time in an agreed buying period. Included in the consideration of the percentage of SOT bought are other advertisements, programmatic content, and other content including industry promotions, commercial and editorial content.

SOT makes it easier to buy by location and by environment, in turn helping advertisers meet their desired campaign objectives.

MediaCom National Head of Investment and OFC Standardisation sub-committee Co-Chair, Nick Thomas said, “Standardisation is going to save us time so we can spend less time transacting and we can spend more time on audiences, planning, more about people, not screens, and actually really bring to life some amazing campaigns.”

“What we have done goes beyond making Outdoor easier to transact and measure. We are setting ourselves up for future growth through programmatic and automation which is critical for our industry,” concluded Moldrich.

The innovations were first announced at the industry’s first ever OUT-FRONT event in November and are the result of collaboration with OMA members and the OFC to provide additional tools and ease of use in planning, buying, and reporting on their campaigns.

MOVE 1.5, the NIF, and the Industry Standards document are available from 31 January. For more information contact the OMA, info@oma.org.au.

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FURTHER INFORMATION:

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About 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 relationships 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 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).