

## MOVE 1.5 FAQs

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### MOVE 1.5

**Q: What is MOVE 1.5?**

**A:** MOVE 1.5 is the audience measurement system for the Out of Home industry in Australia and a world-first in audience measurement. MOVE 1.5 takes the place of the MOVE, which was the industry's measurement platform launched in 2010.

**Q: What's different in MOVE 1.5 from MOVE?**

**A:** MOVE 1.5 provides an accurate audience for digital campaigns by adjusting the total weekly Likelihood to See (LTS) contact audience of MOVE using broad format factors to represent the audience of a digital campaign as LTS impressions in MOVE 1.5.

Reporting also includes a new qualitative metric on the formats in the campaign using neuroscience to measure the impact of the format, based on the Neuro Impact Factor (NIF) formula. Which looks at the frequency and strength of peaks in the brain of long-term memory encoding and emotional intensity associated **with** Out of Home formats.

The NIF scores are reported alongside MOVE 1.5 reach and frequency reports. This will assist sellers and buyers to optimise their Out of Home campaign to meet the desired campaign objectives. With variation in NIF scores by classic and digital signs across different environments, along with format and size splits within some environments (eg. roadside and retail) and by mode for roadside.

All formats in Out of Home have an effective impact. Results ranging across formats from 1.1 to 4.6, with a mid-point of 2.1 and average of 2.2. Noting that anything over 0.7 is impactful.

NIF scores are best used in combination with other campaign considerations such as coverage and contextual relevance of the environment/location.

## Digital Measurement

**Q: What is the difference between MOVE LTS contacts and MOVE 1.5 LTS impressions?**

**A:** MOVE measures the audience of an advertisement displayed on a sign/screen.

In MOVE this was based on people travelling past a sign and if eye tracking said they looked at the sign they were part of the audience, i.e., **one LTS contact equals one person looking at the sign**. Which is all that is needed when the creative advertisement doesn't change.

MOVE 1.5 accounts for the fact people travelling past a digital sign will be exposed to more than one advertiser and importantly this may mean being exposed to the same advertiser more than once (because of the length of their dwell, length of the ad play or the SOT bought). To measure this, MOVE 1.5 is essentially calculating an audience for each ad play the advertiser has on the digital sign, i.e., **one LTS impression equals one person looking at a single ad play on a digital sign and for classic it means one person looking at the sign**.

**Q: Why isn't the OTS for classic the same as the LTS? Isn't LTS only for digital signs?**

**A:** No, OTS and LTS are different regardless of whether the asset is classic or digital.

OTS is a count of the people within the vicinity of the sign with potential to see the sign, while LTS is a count of the people with the potential to see the sign and they looked.

Another way to explain the difference would be, OTS measures how many people the sign was viewable to and LTS measures how many people paid active attention.

**Q: Does MOVE 1.5 take into consideration length of ad play?**

**A:** Yes, length of ad play, called Movement Duration in MOVE site classification, is one of the campaign attributes that is factored into the calculation of LTS impressions. Signs with a long Movement Duration will have a longer time to capture more people passing the sign. However, depending on the number of advertisers in the rotation (SOT) they might also have less opportunity for people to see multiple rotations of the same advertiser. Audience dwell time has a significant impact on the number of ad plays the audience can see.

**Q: Is the average reach in MOVE 1.5 higher? Why?**

**A: No, the average reach is mathematically lower. MOVE 1.5 uses existing audience data, resulting in reach being capped for a sign to the current data.** eg. if 30,000 unique people were reached in day for a sign in MOVE then the reach cap in MOVE 1.5 is 30,000. This means:

- if the digital factor is less than 100% (100% representing current audience) because the audience dwell and ad play length results in the audience not seeing all advertisers play, then reach will be reduced in MOVE 1.5.
- but if the digital factor is over 100% because the audience dwell, ad play and SOT% is enough for the same advertiser to be displayed again to the passing audience, then any additional impressions (over 100%) is added to frequency in MOVE 1.5 reporting (as reach is capped to the existing number of people).

**Therefore, reach can be lower in MOVE 1.5 but not higher than previously (because of the cap), and consequently the average frequency can increase in MOVE 1.5.**

Accounting for audience that dwell long enough to see more than one ad play of a campaign will be improved in MOVE 2.0. Both the reach and frequency can be impacted if people dwell long enough for the same advertiser to be displayed again ie. some people could be looking for the first time when the second ad play comes around (meaning they're adding to reach).

Calculating whether someone looks is based on the visibility data accounting for sign, location and audience characteristics to determine the probability someone looked, and this should occur for each ad play, for example:

- If a sign had a visibility score of 50% it would mean half the people looked and half didn't each time an advertisement was displayed.
- If a second advertisement was displayed then we need to calculate the people looking both times, only once and neither time. ie for 50% visibility per ad play it equates to 25% looked at both, 50% looked once and 25% never looked, meaning 75% looked at 1 or more plays (but the reach cap in MOVE 1.5 means this is 50% looking both times, because 50% visibility is the capped reach and the additional 25% reach reported as frequency).

## MOVE 1.5 Reports

**Q: Which metric (OTS or LTS) should we use when reporting to the clients?**

**A:** LTS, as it is the measurement currency. The LTS takes into account:

1. the audience had the opportunity to see the sign (it was viewable),
2. the amount of those people that looked based on visibility data (ie paid attention),
3. and in the case of digital another step to determine if they looked at the campaign ad plays (based on format factors that account for audience dwell, ad play length and SOT% bought).

OTS takes in to account only that the sign was viewable (step 1 above).

**Q: When would I use the OTS?**

**A:** If a MOVE members audience data is being **compared with data from another company/source** the OTS is a more accurate comparison. The LTS audience includes visibility data to measure only the audience that is looking, while other measurements are predominantly OTS (ie the advertising was viewable).

**Q: Which metric should we use when calculating CPM?**

**A:** LTS impressions as it covers the impression delivered by the campaign and is the industry agreed currency. OTS contacts should only be used to calculate CPMs when comparing to non-MOVE measured formats or other media (where visibility adjustment is unlikely occurring).

**Q: Can agency users select SOT% for individual sites in the package?**

**A:** No. All users can only change the SOT% for an entire package (or sub package either setting up the package or running a report. The only time each sign within a package can have a different SOT% is if the default SOT% is used, and this SOT% value comes from the site classification which stores the normal SOT% for a sign as set by the seller).

**Q: Can I still access the old MOVE?**

**A:** No, however, you will still have access to some old reports.

Any package/proposal that was created before 16 November 2021 (when the Share of Time drop-down option was added to current MOVE) will return MOVE 1.0 all-day audience scores and will include a note to say, "SOT not available for this report". A new copy of these packages/proposal is required if a digital measurement is required.

Packages created after 16 November will report using MOVE 1.5 impressions. Where digital signs are included and not SOT set for the package/proposal reporting will use the default SOT from site classification for the included assets in the campaign. Where digital signs are included, and the SOT was set for the package/proposal reporting will use the SOT set.

Any package/proposal after 31 January will only report MOVE 1.5 scores.

## The Neuro Impact Factor (NIF)

**Q: Did the NIF study take into consideration the creative of the campaigns?**

**A:** While creative affects the impact of a campaign, the NIF study was designed to measure the format. Creative has been negated through the scale of the study, which was across 800 locations, across thousands of creatives on display during the study period.

**Q: What were the average number of peaks in the study?**

**A:** On average a digital sign produced five peaks compared to three for a classic. The higher number of peaks along with their strength is why digital achieved a 63% higher NIF score.

**Q: Why are the NIF scores higher than 1?**

**A:** The NIF score includes the frequency and strength of peaks that occurred for each format. A number higher than 1 means more than one peak in either long-term memory encoding and/or emotion intensity has occurred when people looked at the format.

**Q: Why aren't there more format splits in MOVE 1.5?**

**A:** There are two reasons why MOVE 1.5 doesn't include more types of impact splits.

1. MOVE 1.5 uses existing audience data in MOVE and as a result is constrained by where existing audience splits in the data are stored. For example, NIF scores don't account for the variation in impact at night that exists for roadside signs due to illumination, because the total weekly audience is not stored by day and night differences. Whereas audience is stored by mode making these impact splits possible.
2. Factors are based on **the current analysis** of the million data points, and a more comprehensive set of splits is expected in MOVE 2.0.

**Q: What is an effective NIF score?**

**A:** Having a NIF score means the format is delivering effective impact via long-term memory encoding and/or emotional intensity of the average advertisement displayed. A format can only receive a NIF score if there were peaks occurring above the 0.7 threshold when people looked.

**Q: What is the range of NIF scores?**

**A:** The NIF scores range from 1.1 to 4.6, the median is 2.1 and unweighted average is 2.2. This excludes cross track TV due to a small sample size (which with its large size in the environment, full motion digital and sound produces a higher NIF).

**Q: Does the NIF score take into account special builds?**

**A:** No, the NIF score is an average score for the format. The creative execution nor the sign structure is not being measured, only the standard display area of the sign is covered by the NIF.

**Q: Is the NIF score a standalone qualitative metric that does not impact other metrics/figures in the report?**

**A:** Yes, the NIF score is calculated as a standalone metric that has no influence on LTS or OTS results reported. However, the LTS impressions affect the NIF score reported, as each format's individual NIF score is weighted against other formats used based on the volume of LTS impressions against each format included in the report.

**Q: Is a higher NIF score better?**

**A:** A higher score indicates more peaks and/or stronger peaks in long-term memory encoding or emotional intensity for the campaign. When considering if this is better for the campaign than other options keep in mind more than just the NIF score.

The NIF score should be used in combination with other data and considerations, and not as the primary stand-alone success criteria (ie. contextual relevance of the environment is important as are the reach, frequency, total impressions, coverage, cost, etc).

The NIF is there to help buyers and sellers optimise campaign selection but shouldn't be used by itself in that optimisation process.

## General changes

**Q: Have scrolling signs changed in MOVE 1.5?**

**A:** No. Scrolling signs are still represented as a total weekly audience. MOVE is investigating how to change scrolling signs using a similar approach to that taken for digital.

**Q: Will the frequency of annual audience update change with MOVE 1.5?**

**A:** MOVE 1.5 will not have any new audience updates, however we are continuously updating signs and adding signs for our members. MOVE 2.0 will launch in early 2024 with the most current audience information.

**Q: Are new formats included in MOVE 1.5?**

**A:** No. There are no new formats measured in MOVE 1.5, the existing formats now have digital measurement factors when needed. There is an increase in the number of companies measured, with many new members to MOVE in the past 12 months as a result of MOVE 1.5 and the development of MOVE 2.0.

**Q: Are regional areas measured in MOVE 1.5?**

**A:** No. MOVE 1.5 measures audience and signs within the same geographical regions as MOVE. MOVE 2.0 will measure regional audiences.

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Do you have a question that hasn't been answered?

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