

# THE NEXT STAGE OF **MOVE**+

This year's MOVE data update marks 11 years since we launched the world-class audience measurement system and defined the Outdoor industry's currency.

In just over two years' time we will launch MOVE 2.0 and reset the industry's currency for the digital age. MOVE 2.0 will account for digital audiences, as well as regional and place-based audiences, in a more granular and seasonal way.

In the interim until MOVE 2.0 is built, we have refreshed MOVE to deliver reach and frequency for digital signs, as well as measure impact. We will launch MOVE 1.5 on 31 January 2022.

Updating our audience measurement system is why this will be the last data update for MOVE. The final update tells us that audience growth remained consistent with 2020, the population increasing by 0.7 per cent.



# ACCURATE MEASUREMENT

MOVE's methodology accurately measures audience data by assessing likelihood to see rather than total potential audiences.

Out of Home (OOH) now reaches 13.2 million people who make 58 million trips each day across Adelaide, Brisbane, Melbourne, Perth and Sydney, resulting in an increased exposure for the vast majority of the 78,400 advertising faces MOVE measures.

## UPDATED IN 2021

The key changes in this year's data update includes changes to market models such as:



### LAND USE

Inclusion of new shopping centres.



### SIGNS

Extensive review of all signs in MOVE covering existing and new signs.



### ROAD NETWORK

Inclusion of changes/upgrades to the existing road networks and the addition of new roads.

## 78,400 FACES MEASURED IN MOVE IN 2021

BY CATEGORY		BY MARKET	
Airport	2,500	Adelaide	5,100
Bus/Tram/Train	25,600	Brisbane	14,500
Retail Internal	7,400	Melbourne	22,900
Roadside	31,900	Perth	7,900
Station	8,000	Sydney	28,000



# PLACES AND SPACES

MOVE is committed to updating and adding new measurements on an annual basis, to ensure the most current audience measurement is available.

## ROAD NETWORK/PEDESTRIAN INFRASTRUCTURE CHANGES

The following major roads have been added or altered in this data update:

### ADELAIDE

- City Tram extension
- Northern Connector project
- Darlington Upgrade project

### BRISBANE

- Ipswich Motorway (Rocklea to Darra)
- Everton Park Link Road
- Bruce Highway (Maroochydore Road)
- Kingsford Smith Drive
- Victoria Bridge closure
- Indooroopilly Roundabout
- Indooroopilly Riverwalk
- Newnham Road
- Wecker Road
- Cross River Road

### MELBOURNE

- Charman Road and Park Road
- Eel Race Road/Mascot Avenue
- Station Street
- Hallam North and Heatherton Road
- Mordialloc Freeway project

- Pound Road West
- Sunbury Road
- Bridge Inn Road
- Lathams Road
- Craigieburn Road
- McLeod Road

### PERTH

- Charles Street
- Mitchell Freeway widening
- Moore Street Level Crossing closure
- Denny Avenue Level Crossing removal
- Roe Highway and Kalamunda Road
- High Street

### SYDNEY

- Campbelltown Road: stage one
- M4 Smart Motorway: stage two and three
- Mulgoa Road
- The Northern Road
- Kahiba Road and Northcott Drive
- Mascot Interchange

- Princes Highway (Berry to Bomaderry)
- Mona Vale Road East and West
- Albion Park Rail bypass
- Kellyville (Memorial Avenue)
- Pacific Highway duplication (Lisarow)
- Prospect Highway
- Parramatta light-rail enabling works

## PUBLIC TRANSPORT CHANGES

- Opening of the L3 Kingsford light-rail line



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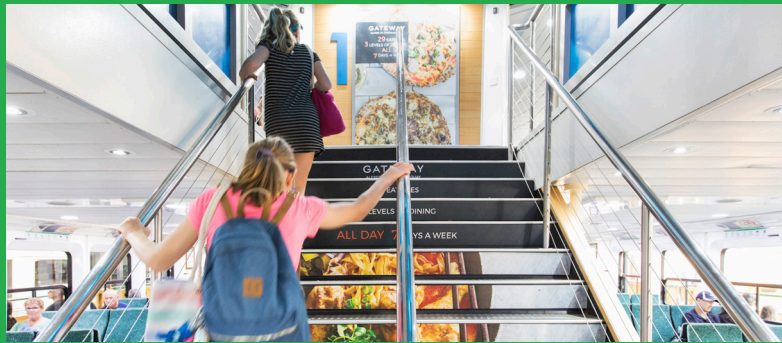
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ORDER & PAY

# MORE FORMATS MEASURED

This year MOVE has expanded the environments it measures to include new Transit formats and Petro-Convenience signage.

## FERRY INTERNALS AND FERRY WHARVES



## TRAIN INTERNALS



## PETRO-CONVENIENCE

