

MOVE – NOW LIVE

The Top 5 Things You Need to Know



Australia's new audience measurement system for Out of Home (OOH) is now live. Here's what matters most — and what's changed.

1 It's an Entirely New Measurement System

MOVE is not an upgrade to MOVE 1.5. It is a new, world-class measurement currency for OOH. It is built with:

- Unanimous industry support from all OOH members, endorsed by MFA & IMAA
- Completely new datasets
- A world-leading modelling system
- Millions more validated movement data points with hourly data, 365 days a year

As a result, MOVE 1.5 and MOVE are not directly comparable.

2 True Nationwide Audience Measurement

For the first time, MOVE extends beyond the 5 metro markets to include 21 regional reporting areas, representing over one-third of all OOH signs.

MOVE now measures all of Australia — metro and regional — including both residents and domestic visitors.

This delivers standardised, nationally consistent audience metrics across the entire country.

3 All Out of Home Formats Are Measured

MOVE measures over 150,000 signs across every major OOH environment:

Roadside: High-impact billboards, bus shelters and pedestrian signage including malls.

Transit: Buses, trains, light rail, trams, ferries, taxis, rideshare and delivery.

Indoor: Airports, shopping centres and train stations.

Place-Based (new): Cafes, cinemas, gyms, medical centres and venues.

Each format uses purpose-built methodologies to account for differences in sign placement, environment and audience movement — ensuring accurate and reliable audience delivery.



4 Real-World Seasonality

One of the biggest shifts in MOVE is how it handles seasonality.

MOVE 1.5 was based on annual averages — essentially a “typical week”. While it recognised time-of-day and day-of-week differences, those patterns remained static throughout the year.

MOVE introduces true time-based and predictable seasonal variation, built with an understanding of hourly movements, providing unique measurement from validated real-world movement data.

Audiences now reflect changes driven by:

- School holidays
- Public holidays
- Seasonal travel patterns
- Key events where historical movement data exists

If people move differently at different times of the year, MOVE now captures that behaviour and builds it into the audience numbers.

This provides a far more dynamic and realistic view of exposure — something the previous system could not deliver.

5 More Demographics. More Precision.

MOVE now includes 180+ demographic profiles, covering: Age, Gender, Income, Education and Occupation.

Campaigns can run 50% more audience segments than MOVE 1.5 (six instead of three), allowing for more refined targeting and stronger planning conversations.