

## MOVE Frequently Asked Questions

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## **MOVE in Market (Overview & MOVE FAQs)**

### **What is the biggest benefit of MOVE?**

MOVE gives OOH a single, nationally standardised currency endorsed across the industry. It measures all formats within one unified framework, aligns to cross-media standards and delivers granular, viewability-based metrics at sign level.

It reflects real movement behaviour across the year, enables apples-to-apples comparison across formats and markets, and supports smarter planning, trading and evaluation.

MOVE turns audience movement into trusted, comparable media metrics.

### **How is QMS feeling about the new measurement?**

MOVE has been built by industry as a unified front and is endorsed by the MFA, OFC and IMAA. It delivers true national measurement, sign-level digital modelling, real-world seasonality and expanded demographics.

It sets a new global standard for OOH audience measurement and represents a significant step change for the industry. We see it as a positive and necessary evolution for long-term credibility and growth.

### **What has changed in MOVE?**

MOVE is not an upgrade, it is a complete methodological rebuild. The differences are structural, not incremental.

There are 29 significant validated changes across data, inputs, modelling and calibration – with three major shifts worth noting:

- 1) Coverage: we shift from five metro markets to nationwide reporting, including residents, domestic visitors and international visitors
- 2) Measurement precision: digital moves from broad format-level assumptions to individual sign-level modelling
- 3) Modelling and reporting: we shift from an average typical week to weekly reporting across the year, adjusted for seasonality.

This means results are not directly comparable to MOVE 1.5. Differences reflect smarter inputs and more precise modelling, not performance decline.

### **Is there another Out of Home measurement system like MOVE globally?**

While a number of markets operate Out of Home audience measurement systems, MOVE's national coverage, scale and data granularity place it among the most advanced globally.

MOVE measures all formats across Australia within a single unified methodology and reporting framework, delivering consistent and comparable audience metrics across markets and environments.

This positions MOVE as a global leader in Out of Home audience measurement, supporting more transparent planning, trading and evaluation of the channel.

### **How does seasonality work? Does it pick up events like the FIFA World Cup being held in Australia next year or the Australian Open in January?**

Seasonality reflects predictable shifts in audience movement across the year, including public holidays, school holidays, travel periods and retail peaks. Not every spike in movement is predictable. Major sporting events, cultural moments, extreme weather or one-off events can influence audience behaviour. These shifts may appear in overall counts but are not always attributable and may not appear in the audience data.

### **What formats are measured?**

For the first time ever, MOVE includes measurement of all Out of Home Formats. These are grouped into the following categories:

- 1) Roadside: billboards and street furniture signs
- 2) Transit: signs on the exteriors of public and private transport vehicles like buses, light rail, trains, trams, taxis, rideshare, delivery vehicles, private wrapped vehicles and trucks
- 3) Indoor: signs across and in the vicinities of airports, shopping centres and major transport hubs
- 4) Place Based: lifestyle environments like cafes, gyms, health centres, offices, pharmacies, petrol stations and convenience stores, sports centres, supermarkets, universities and venues

*Place Based – all signs measured as Place Based fall under Retail/Lifestyle OMA Environment per Industry Standards.*

*Indoor – all signs measured as Indoor fall under Retail/Lifestyle or Transit OMA Environment per Industry Standards.*

### **What demographics and audiences are available and measured in MOVE?**

MOVE measures Australians aged 14+, as well as international visitors aged 15+ travelling within Australia.

The system captures audiences across three key groups:

- Residents – people living within a defined market
- Domestic visitors – Australians travelling between markets
- International visitors – travellers visiting Australia

Within these audiences, MOVE provides access to more than 180 demographic and behavioural segments, significantly expanding the targeting and reporting capabilities available to the market.

These include attributes such as:

- Age and gender groups
- Household income bands
- Occupational groups
- Life stage segments
- Shopping behaviours
- International Audiences

This expanded demographic coverage allows campaigns to be evaluated against more specific audience groups, supporting deeper insights and more precise planning.

### How do the different markets work?

MOVE measures all Out of Home formats across Australia, providing one of the most comprehensive understandings of how people move and interact with signs across the year, adjusting for public and school holiday patterns to reflect seasonal variation.

#### **Market**

A market represents residents within a defined area, not the location of the signs. It shows how people from a given market interact with the signs in a campaign, capturing both their local exposure within their home market (as residents) and any additional exposure they generate when travelling to other markets (as domestic visitors).

#### **National**

Reflects how people across Australia engage with a campaign, capturing the full contribution of both residents and domestic visitors.

#### **Metro**

Includes Sydney, Melbourne, Brisbane, Adelaide & Perth metropolitan areas that are aligned with OzTAM coverage areas. Example: Selecting Sydney shows how Sydney residents interact with the campaign.

#### **Regional**

Regional areas aligned with Regional TAM coverage that include: Albury, Ballarat, Bendigo, Cairns, Canberra, Central East, Gippsland, Griffith, Hobart, Launceston, Mackay, Maryborough, Mildura, Mt Gambier/Riverland, Newcastle, Northern Rivers, Orange/Dubbo/Wagga, Regional WA, Rockhampton, Shepperton, Spencer Gulf/ Broken Hill, Tamworth/Taree, Toowoomba, Townsville and Wollongong.

#### **Sub-Areas**

Sub-Areas are defined catchment areas that allow more granular analysis than standard metro and regional markets. They show how residents within a specific area contribute to your campaign results. Predefined Sub Areas are developed by MOVE and available to all users within the reporting platform. Bespoke Sub Areas are custom areas created by individual users using SA3 boundaries.

### **What if my agency doesn't have a login, can we provide MOVE results?**

Direct platform access is encouraged as it enables deeper analysis, scenario planning and more transparent use of the currency. However, if your agency does not yet have access, reports can be shared via the PDF or CSV exports, consistent with previous MOVE practices.

### **Does MOVE support programmatic trading?**

Yes, MOVE includes a standardised impression multiplier framework designed to promote consistency across programmatic transactions, formats and markets. This will be implemented directly with SPPs who sign their licence agreements with MOVE.

## **Data & Methodology**

### **What is the MOVE methodology?**

By integrating millions of data points from validated sources, MOVE captures the full scope of audience behaviour and viewability. Using advanced metrics like the Realistic Opportunity to See (ROTS) and Visibility Adjusted Contacts (VAC), it provides the most robust and precise insights for media owners and agencies across all Out of Home (OOH) formats.

MOVE delivers a deep understanding of the movement and behaviour of over 20 million Australians aged 14+. It's built on a synthetic population of 2.2M Australians, and includes international travellers aged 15+, based on data from Tourism Research Australia's International Visitor Survey.

The movements of the synthetic population across Australia are shaped and determined by four distinct sets of behaviour models. Each of these models integrate multiple validated data sources to provide a rich understanding of people movements. These movements undergo 491 acceptance tests, including calibration against real-world data, to ensure accuracy and alignment with observed behaviours.

Measuring the different Out of Home environments requires more than just one single data source. MOVE combines first-hand and third-party data to create a detailed picture of audience movements, from modelling every road segment in Australia to tracking trips second by second between Points of Interest (POIs) using Multi Sensory Tracking (MTS) surveys.

By overlaying the characteristics of over 150,000 individual signs with people movement data, MOVE delivers granular, sign level data across all OOH formats. It measures when signs are viewable (ROTS) and applies an attention filter (VAC) to calculate Reach and Frequency. Additionally, Impact (Neuro Impact Factor), helping you optimise both classic and digital campaigns.

### **What is the synthetic population used in MOVE?**

MOVE uses a synthetic population, which is a virtual representation of Australians built using Census data and demographic inputs.

The model includes 2.2 million simulated individuals, representing more than 20 million Australians aged 14+. International audiences have a separate synthetic population which represents 7 million visitors.

Each individual in the model is assigned demographic characteristics and realistic movement patterns, allowing the system to simulate how people travel, visit locations and interact with Out of Home environments across Australia.

### **What mobility data has been used in MOVE, and how recent is it?**

Mobility data is used to calibrate the Activity Based Model and understand reach, frequency and movement to locations and points of interest. In addition to mobility datasets, MOVE conducted an MST survey, where a large sample of Australians consented to share their

movements and answered questions about visitation intent and behaviour. Multiple aggregated mobility datasets used. None represent real-time mobility, but all are recent historical datasets that support future planning around seasonality, reach, frequency and broad movement patterns. Mobility is one input into the model, not the sole determinant.

### **How reliable is the MOVE dataset?**

MOVE has undergone extensive validation prior to launch. The modelling framework has been calibrated against real-world data and tested across more than 490 acceptance tests, verifying performance across multiple scenarios and environments.

The currency is governed by the Outdoor Media Association (OMA) with oversight from industry bodies including the MFA, OFC and IMAA to ensure it remains robust, transparent and fit for purpose.

Ongoing governance and regular updates ensure the measurement system continues to reflect how Australians move and interact with Out of Home environments.

### **How frequently will MOVE audiences and data be updated?**

MOVE has been built as a modern, scalable platform that will continue to evolve. Regular data updates are part of business-as-usual operations, and future enhancements, including accessibility of data, will be guided by industry needs and governance.

There are two primary types of updates within MOVE.

Continuous Delivery Updates:

MOVE operates a continuous delivery process that ensures new assets, sites and locations are regularly processed through the modelling framework so that audience data can be assigned to them.

These updates typically occur monthly or bi-monthly, allowing new inventory to be incorporated into the system and ensuring the platform remains current. During this process, minor system or data refinements may also occur, however these do not represent fundamental changes to the underlying methodology.

Annual Data and Methodology Updates:

More substantial updates occur on a yearly basis. These updates may include population refreshes, improvements to modelling methodology, updates to underlying datasets, and enhancements to the platform or reporting capabilities.

These annual updates ensure MOVE continues to reflect the most accurate view of how Australians move and interact with the Out of Home environment.

Importantly, no major methodological changes will occur within the first six months following launch, providing stability for the industry as it transitions to the new currency.

## How are market potentials calculated? Why have these changed since MOVE 1.5?

Market potentials represent the total population available to be reached within a reporting market.

In MOVE, these are based on a synthetic population built using 2021 Australian Census data, along with demographic and movement data that reflects how people travel and spend time across different locations.

Market potentials have changed since MOVE 1.5 primarily because the underlying population inputs have been updated from the 2016 Census to the 2021 Census, increasing the overall population base by around 15%.

MOVE also uses observed movement data, including GPS and mobility datasets, to better reflect real travel behaviour compared with the recall-based travel survey used in MOVE 1.5.

As a result, market potentials and overall reach levels have generally increased. However, because the total population base is larger, reach penetration (reach as a percentage of the market) may appear slightly lower, even when campaigns are reaching more people overall.

## What is Neuro Impact Factor (NIF) and how is it calculated?

The Neuro Impact Factor (NIF) is a formula developed by Neuro-Insight that accounts for both the strength and frequency of peaks in brain activity linked to emotional intensity and long-term memory encoding.

The formula is straightforward:

- 1) Take the peaks in long-term memory encoding
- 2) Add them to the peaks in emotional intensity
- 3) And then multiply that by the number of peaks

Peaks are the moment that spikes in either long-term memory encoding and/or emotional intensity occur when respondents were looking at the sign.

An important component of the NIF formula is that only the peaks above 0.7 are included (on a scale of 0 to 1). This threshold of 0.7 is crucial in pinpointing what is effective, and to explain the differences in impact between formats.

The 0.7 value was established by Neuro-Insight through academic research and has been validated through its work with a range of clients. Brand messages that elicit a brain response at or above 0.7 are being strongly encoded.

## Has the Neuro Impact Factor (NIF) changed in MOVE? Has the study been reconducted?

No. The underlying neuroscience research that informs NIF remains exactly the same. The original study conducted by Neuro-Insight has not been reconducted, and there have been no changes to the foundational findings.

NIF is applied within MOVE at both a campaign and location level, measuring the potential memory impact of advertising based on the environment in which it appears.

What has changed in MOVE is the audience framework used to calculate campaign results. MOVE introduces updated population inputs, national audience coverage and improved modelling of how people travel across different environments.

As a result, differences in format composition and audience mode composition (for example pedestrian, vehicle or transit audiences) can produce different NIF outcomes for a location or campaign compared with MOVE 1.5.

This reflects updated audience modelling, not a change to the neuroscience itself. The science behind NIF remains unchanged, while the audience inputs used in the measurement system have evolved.

### **How does MOVE predict future audience behaviour (seasonality)?**

Seasonality reflects predictable shifts in audience movement across the year, including public holidays, school holidays, travel periods and retail peaks.

MOVE is a campaign planning and measurement tool that predicts audience delivery based on an audience prediction model. This model uses a range of inputs such as traffic counts, mobility data, public transport schedules and points of interest to estimate how people move across different locations and environments throughout the year.

This allows MOVE to produce weekly audience estimates across an 18-month planning window, reflecting expected changes in movement patterns at different times of the year, including into the future.

Importantly, MOVE does not use live data to report on campaign delivery. Any post analysis or post campaign reporting uses the same predicted audience estimates used at the planning stage, provided the campaign schedule has not changed and no underlying methodological updates have occurred.

### **Why does MOVE report weekly audiences rather than hourly data?**

MOVE models audience behaviour at an hourly level across all 365 days of the year, capturing how people move and interact with Out of Home environments throughout the day.

These hourly patterns are then aggregated to reflect audience variation at a weekly level. This ensures results are stable, consistent and comparable across campaigns, while still accounting for seasonality and changes in movement over time.

Weekly variation informs the audience results within a campaign, but it is not provided as a separate reporting output. Instead, it underpins the final campaign metrics used for planning, trading and evaluation.

### **Can hourly audience data be accessed in MOVE?**

MOVE models audience behaviour at an hourly level across all 365 days of the year, however this data is not exposed directly within the reporting interface.

Audience estimates are aggregated into weekly reporting intervals to maintain stability and consistency within the industry currency.

Hourly modelling still underpins the system and informs the weekly audience estimates used for campaign planning and reporting.

### **What is the difference between ROTS and VAC?**

Realistic Opportunity to See (ROTS), measures how many people can realistically see a sign based on factors such as size, proximity, illumination and time nearby.

ROTS provides a comparable exposure measure across media channels, similar in principle to how TV measures opportunity to view.

Visibility Adjusted Contacts (VAC), measures viewability at an individual sign level using leading eye-tracking studies and is an attention filter applied to ROTS. It estimates how many people actually looked at the sign.

VAC is purpose built for OOH and directly reflects the physical viewing conditions unique to OOH environments, making it unsuitable for comparison to other channels.

### **Was a new visibility study conducted for MOVE?**

No. MOVE continues to use the established visibility research, Eye-Tracking Study, that underpins the Visibility Adjusted Contacts (VAC) metric.

This research has already been validated by the industry and remains the foundation for how viewability is calculated across Out of Home environments.

MOVE expands the application of this framework across more formats and environments, but the underlying visibility research itself has not changed.

### **What are the three digital adjustments that shape digital audience measurement?**

One of the biggest advancements in MOVE is how it measures digital signs.

Instead of applying broad digital factors like MOVE 1.5 did, MOVE now calculates audiences at the individual sign level. They have captured speed and dwell at every link to apply it directly to the sign, across indoor and outdoor.

There are three key adjustments that shape a digital audience number:

- 1) Share of time (SOT) – what percentage of the loop your ad occupies
- 2) Ad play length – how long your ad is on screen each time it plays
- 3) Audience dwell time – how long people are within the sign's cone of vision, influenced by their speed and distance from the screen

MOVE combines these elements to understand how much of the audience actually has the chance to see a digital ad on that specific screen.

## Why is there variability in my MOVE runs when there has been no changes to the pack?

You may notice that when you run the same digital MOVE report more than once, the numbers can shift slightly. If a client runs the same report on their side, they may also see slightly different numbers. These differences are typically small but may be more noticeable on smaller campaigns. Variance reduces as campaign size increases.

Why it happens:

- 1) Digital audience reporting uses probability-based modelling
- 2) Each time a report runs, the system re-estimates which people were likely to see the ad at that moment.
- 3) Because the audience is modelled rather than physically counted, small differences can occur between runs

This behaviour is a natural outcome of stochastic modelling and reflects how the model estimates probability of exposure rather than physically counting viewers.

A simple analogy is weather forecasting. The estimate can shift slightly each time it runs, but the underlying conditions have not changed.

This reflects how the model works, not campaign delivery.

## **Reporting**

### **Have the audiences for my campaign changed in move?**

Your campaign has not changed. The sites you selected and the role they play in delivering scale and reach remain exactly the same.

MOVE introduces a fundamentally rebuilt measurement system. It uses updated infrastructure data, 2021 Census inputs, mobility modelling, digital dwell measurement and full national coverage. These changes introduce 29 significant methodological improvements.

Unlike MOVE 1.5's static typical week model, MOVE reflects how Australians actually move across the year.

The campaign has not changed. The value has not changed. The accuracy of how it is measured has improved.

### **Why do some formats show increases while others decrease in MOVE?**

MOVE introduces updated infrastructure data, improved mobility modelling, updated population inputs and more granular sign-level measurement.

These changes affect formats differently depending on their environment, audience movement patterns and previous modelling assumptions.

In some environments, improved measurement captures previously under-represented audiences. In others, updated modelling corrects for overstated frequency or exposure.

Differences reflect more accurate measurement, not changes in the underlying value of the format.

### **Why do I have a national reach score? What is this?**

MOVE expands from five metro markets to 26 Oz tam-aligned reporting areas: 5 metro and 21 regional.

It measures all OOH formats nationwide and captures domestic residents, domestic visitors and international visitors.

Previously, audiences were measured only from within a sign's home market. MOVE now captures audiences who travel into and across markets, including interstate and international visitors. This delivers a nationally consistent, cross-market audience currency.

### **Why are my national audiences and metro audience results different?**

Under MOVE 1.5, audience measurement was largely based on residents within a sign's home market. Under MOVE, we now measure all audiences present in that location, including interstate travellers, domestic visitors and international visitors.

This means a Melbourne campaign is no longer reaching only Melbourne residents. It is reaching anyone who is in Melbourne at that time. Differences between metro and national results reflect a more complete and realistic capture of audience movement across Australia.

We now measure where people are, not just where they live.

### **Now that we can measure interstate and international audiences, is my MOVE run measuring audience only from the state a panel is located in?**

A market represents residents within a defined area, not the location of the signs. It shows how people from a given market interact with the signs in a campaign, capturing both their local exposure within their home market (as residents) and any additional exposure they generate when travelling to other markets (as domestic visitors).

Therefore, a national result will reflect the full contribution of both residents and domestic visitors, where a metro or regional result will reflect the contribution of local audiences only.

### **How are the different regional markets represented in MOVE and how were they determined?**

Regional reporting areas are aligned with Regional TAM TV regions to provide a familiar geographic framework and enable easier cross-media comparison. This ensures consistent market definitions, easier cross-media comparisons and a familiar geographic framework for planning.

Regional TAM regions are specific, non-metropolitan television audience measurement areas in Australia, covering regional Queensland, Northern NSW, Southern NSW, Victoria, Tasmania, and Western Australia.

In total, there are now 5 metro and 21 regional reporting areas.

### **How does seasonality affect my campaign results in MOVE?**

MOVE measures weekly audience variation across an 18-month period, incorporating predictable changes in movement such as school holidays, public holidays, major travel periods and seasonal retail activity.

Each sign in MOVE has a unique audience estimate for every week of the year. When building a campaign, the platform calculates results based on the specific weeks the activity runs, rather than using a single “typical week” audience as in MOVE 1.5.

Because people move differently throughout the year, campaign audiences can vary depending on when the campaign runs. These differences may occur at a format, market or individual location level, reflecting real changes in travel behaviour and visitation patterns.

Seasonality is built into the campaign results at the planning stage. It is not shown as a separate reporting feature within the report itself. This means the timing of the campaign has already been factored into the audience results.

As a result, the same campaign can produce different results if it runs at different times of the year, reflecting natural changes in audience movement across the calendar.

### **How far into the future can campaigns be planned in MOVE?**

MOVE provides an 18-month planning window post launch and will effectively be able to plan activity until the end of 2027.

Audience estimates are generated for every week across this period, allowing campaigns to be planned with seasonality already factored into expected audience behaviour.

### **Will PCRs be based on live data in the new MOVE? Will we be able to see uplifts for events that occurred while the campaign was live?**

MOVE is a modelled audience measurement system built for planning and trading.

It incorporates validated movement data and seasonal modelling across 365 days of the year, reflecting predictable changes such as school holidays and public holidays.

It is not updated in real time for retrospective campaign actuals. Incorporating new observed data into the modelling system takes several months due to validation, calibration and processing requirements. Live data is not immediately available in a format suitable for integration into the national model.

Because MOVE is a forward planning currency, the numbers will not change from what was planned versus what was booked, provided the schedule itself has not changed and there have been no methodological updates in the background.

### **Why are there differences between internal format classifications and how environments appear in MOVE?**

Internally, MOVE uses specific methodologies to process different formats. Externally, environments are grouped to simplify how the market plans and trades OOH.

For example, Petro Convenience assets use the Place Based methodology internally, but are grouped under Lifestyle when presented in the MOVE interface. Similarly, internal airport assets use the indoor methodology alongside retail, but are externally classified as Transit for market-facing planning.

### **According to the NIF study, how does digital OOH compare to static?**

Digital OOH delivers a +63% higher average NIF than static.

### **Why might frequency look different in MOVE?**

MOVE introduces frequency normalisation, which adjusts exposure estimates to reflect more realistic viewing patterns.

In high-density environments where audiences pass the same location multiple times, previous models could overstate frequency.

MOVE corrects for this by modelling how people actually move through environments across the year.

### **How should I use sub areas in reporting, and when are they appropriate?**

Sub-areas (SA3 level) allow you to report on smaller pockets within a market.

Use Sub-Area reporting when your brief requires specific local targeting, such as a defined catchment area or suburbs. Example use cases include Store Openings or specific geographic targeting.

If the brief is broad, stick to market-level reporting. Breaking reporting into small areas without a clear reason can make results harder to compare and explain.

*Postcode sub-area creation will be introduced later due to refinements still being made by MOVE.*

## Transition

### **What is the transition plan and transition window for the MOVE currency switchover?**

The currency switchover from MOVE 1.5 to MOVE will occur on 16<sup>th</sup> of March 2026. Any campaigns planned and booked after this date must use the new currency and cannot be run in MOVE 1.5.

Campaigns that have already been booked using MOVE 1.5 can continue to use MOVE 1.5 for post-campaign analysis. This ensures continuity and consistency between the planning, booking and reporting phases of those campaigns.

Access to MOVE 1.5 will be phased out over the months from launch in consultation with Sales teams and the organisation will by July 2026 have limited access to ensure compliance.

### **Can I compare results between MOVE 1.5 and MOVE?**

No. MOVE and MOVE 1.5 should not be directly compared because MOVE represents a clear methodological change.

MOVE is a rebuild, using different data inputs, broader geographic coverage, updated population & data sources, new modelling & greater granularity.