

QMS - MOVE Glossary of Terms

This glossary defines the key terminology used within the MOVE audience measurement system. The definitions support consistent communication when planning, trading and evaluating Out of Home campaigns.

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1. Core Audience Metrics

Realistic Opportunity to See (ROTS)

ROTS measures how many people can realistically see a sign based on real-world visibility factors such as size, proximity, illumination and time spent near the asset.

It represents the total potential audience with a realistic opportunity to view the sign based on movement patterns and viewing zone geometry.

Visibility Adjusted Contacts (VAC)

VAC measures how many people are likely to actually look at a sign.

It adjusts ROTs by applying a visibility adjustment informed by eye-tracking research and modelling factors such as viewing angle, speed, distance, offset and lighting conditions.

VAC is the primary audience currency used for Out of Home planning and reporting.

Visibility Adjusted Contacts – Digital (VACd)

VACd represents the digital version of VAC.

It measures how many people are likely to look at a digital ad when it appears on screen, incorporating Share of Time, ad duration, dwell time and digital loop rotation.

Contacts

Contacts represent the number of people inside a sign's cone of visibility.

A person is counted once per journey when passing through the viewing zone of a sign. Contacts measure audience opportunity and differ from impressions, which measure ad exposures.

Impressions

Impressions represent the total number of times an advertisement is exposed to audiences.

Impressions can include multiple exposures by the same person and are calculated as: $\text{Reach} \times \text{Frequency}$.

Reach (%)

Reach (%) represents the percentage of the total/potential population exposed to a campaign at least once during the selected reporting period.

Reach (000s)

Reach (000s) represents the total number of unique people exposed to a campaign at least once, expressed as a numerical audience count.

Frequency

Frequency measures the average number of times someone within the reached audience is exposed to an advertisement. It reflects how on average how often the campaign message is delivered.

Neuro Impact Factor (NIF)

Neuro Impact Factor (NIF) measures the potential memory encoding and emotional impact of an Out of Home advertising placement.

Derived from neuroscience research conducted by Neuro-Insight, NIF analyses peaks in brain activity linked to long-term memory encoding and emotional intensity when people view advertising in different environments.

In MOVE, NIF reflects how strongly a placement or environment is likely to embed a message in memory and is used alongside Reach and Frequency to assess overall campaign effectiveness.

Dwell Time

Dwell Time refers to the amount of time an audience remains within the cone of visibility of a sign. In digital environments, longer dwell times increase the likelihood that a person will see a digital advertisement.

Cone of Visibility (COV)

The Cone of Visibility is the physical viewing zone from which a sign can realistically be seen. The cone is determined by factors such as sign height, orientation, viewing angle, surrounding infrastructure and line of sight.

Visibility Adjustment (VA)

Visibility Adjustment is the modelling step that converts ROTS into VAC. It adjusts the potential audience to estimate how many people actually looked at the sign using visibility research and environmental viewing factors.

2. Digital Delivery & Buying Terms

Share of Time (SOT)

Share of Time represents the proportion of total screen time allocated to a campaign on a digital screen. For example, a 10% SOT means an advertisement appears once in every ten rotations.

Ad Duration

Ad Duration refers to the length of time a digital advertisement is displayed before the screen rotates to the next message.

Ad Play

An Ad Play represents a single instance of an advertisement appearing on a digital screen.

Virtual Loop

The Virtual Loop represents the full sequence of advertisements displayed on a digital screen before the rotation repeats.

Impression Multiplier

The Impression Multiplier estimates how many audience impressions may occur during a single ad play. This is often used in programmatic trading environments.

Cost per Play (CPP)

Cost per Play represents the price associated with one instance of a digital advertisement appearing on screen.

Cost per Minute (CPMin)

Cost per Minute represents a digital trading model where advertising inventory is purchased based on the time an advertisement occupies the screen rather than audience impressions.

Cost per Thousand (CPM)

CPM represents the cost of delivering 1,000 impressions. It is a standard media currency used to compare cost efficiency across media channels.

Programmatic Trading

Programmatic trading refers to the automated buying and selling of digital Out of Home advertising using technology platforms and automated transactions.

3. Methodology & Modelling Terms

Synthetic Population

The Synthetic Population is a statistical model representing Australians aged 14+ used to simulate audience behaviour. MOVE's model includes approximately 2.2 million simulated individuals representing more than 20 million Australians.

Mobility and Survey Tracking Study (MST Survey)

The MST Survey collects movement behaviour and visitation data from participants who consent to share their travel activity and respond to survey questions.

This information helps calibrate audience modelling.

Activity Based Model (ABM)

The Activity Based Model is MOVE's core modelling engine.

It simulates where people travel, why they travel and how frequently they visit locations using multiple data sources.

Traffic Intensity Model (TIM)

The Traffic Intensity Model estimates vehicle movement and traffic volumes across road networks.

Out of Market Model (OMM)

The Out of Market Model measures audience exposure from people travelling outside their home market.

Count Data

Count Data refers to observed traffic or pedestrian measurements collected from road networks and transport infrastructure.

Local Trips

Local Trips represent journeys that occur within a person's home market, such as commuting or shopping trips.

Interstate / Intrastate Trips

These represent journeys taken between markets. Intrastate trips occur within the same state, while interstate trips occur between different states or territories.

Reference Week (RW)

The Reference Week represents the week closest to the average audience delivery across the year. It provides a stable benchmark for comparing audiences across campaigns, formats and markets without the influence of seasonal highs or lows.

CBD Pedestrian Trips

CBD Pedestrian Trips represent movement patterns of pedestrians within central business districts.

Truck Model

The Truck Model estimates truck and freight vehicle movement across road networks.

Seasonality

Seasonality represents predictable changes in audience movement across the year. These changes may be influenced by school holidays, public holidays, retail cycles and travel periods.

Methodological Discontinuity

Methodological Discontinuity refers to the fact that MOVE represents a complete rebuild of the previous MOVE 1.5 measurement system. Because the underlying modelling and data inputs have changed, results from the two systems cannot be directly compared.

4. Geography & Audience Coverage

National

National results represent audience exposure across the entire Australian population. This is typically the first audience results you will see within a MOVE report.

Metro Market

Metro Markets represent Australia's five major metropolitan reporting areas: Sydney, Melbourne, Brisbane, Adelaide, Perth

Regional Market

Regional Markets represent non-metropolitan areas across Australia. MOVE measures 21 regional markets.

OzTAM Markets

OzTAM Markets represent television audience measurement regions used across the Australian media industry. MOVE aligns its metro reporting areas with OzTAM markets to enable cross-media comparison.

Regional TAM (RTAM)

Regional TAM refers to the regional television audience measurement areas outside metropolitan markets. MOVE aligns its regional reporting areas to RTAM regions.

Sub-Area

Sub-Areas are smaller geographic catchments used to analyse audiences within specific areas of a market. They are typically defined using SA3 statistical boundaries.

Residents

Residents are people living within a defined market.

Domestic Visitors

Domestic Visitors are Australians travelling outside their home market.

International Visitors

International Visitors represent overseas travellers visiting Australia.

Out of Market Audiences

Out of Market Audiences represent people exposed to advertising outside their home market, including interstate travellers and international visitors.

5. Reporting & Analysis Terms

Target Audience

The Target Audience represents the demographic group selected for campaign planning and reporting.

Demographics

Demographics refer to the audience characteristics used to segment audiences, such as age, gender, income and occupation.

Domestic Demographics

Domestic Demographics represent the demographic attributes of Australian residents.

International Demographics

International Demographics represent the attributes of international visitors travelling within Australia.

Market Breakdown

Market Breakdown shows how different geographic markets contribute to campaign reach and impressions.

Transport Mode Split

Transport Mode Split represents the distribution of audience exposure across different travel modes such as vehicle, pedestrian or public transport.

Placement Policy Compliance (OMA)

Placement Policy Compliance refers to the requirement that certain categories of advertising are not placed within a 150 metre sightline of a primary or secondary school, in line with the Outdoor Media Association (OMA) Placement Policy.

This applies to alcohol and alcohol alternative products, wagering and gaming, adult sexual products and services, and certain occasional food and beverage products under the OMA Health and Wellbeing Policy. Compliance helps ensure responsible placement and consistent industry standards.

Data Attribution

Data Attribution identifies the data sources, methodology version and reporting parameters used to produce a MOVE report. In other words, what was the year & month the MOVE report was run to link it back to a specific version of MOVE.

Compare Reports

Compare Reports allows multiple campaign scenarios to be evaluated side by side.

Package

A Package represents a group of advertising assets selected for analysis within the MOVE platform.

Proposal

A Proposal represents a campaign package that has been exported or shared with agencies or clients.

Scoreboards

Scoreboards are standardised data outputs used to summarise audience delivery across individual faces, formats or markets.

Seasonal Scoreboard

The Seasonal Scoreboard provides audience results across different weeks of the year.

Digital Scoreboard

The Digital Scoreboard provides audience estimates for digital screens across different Shares of Time.

6. Environments & Format Context

Inventory

Inventory refers to the total collection of Out of Home advertising assets available for planning, buying and reporting within a network, format or market.

Location

A Location refers to the physical place where advertising assets are installed. A location may contain one or more advertising structures and represents the real-world environment where audiences move past or visit.

Asset

An Asset is a general term used to describe an individual piece of Out of Home advertising inventory. Depending on context, an asset may refer to a sign, panel or face.

Site / Sign

A Site or Sign refers to the individual advertising structure installed at a location. Each sign has its own physical characteristics such as size, orientation, viewing direction and environment classification. Audience measurement such as ROTS and VAC is calculated for each sign.

Panel

A Panel refers to a single bookable advertising unit within an Out of Home network. In many cases, a panel corresponds to one advertising face, though usage can vary by media owner and format.

Face

A Face refers to the individual advertising surface of a sign. A single sign may contain multiple faces depending on its structure and orientation. Each face may reach different audiences if it faces different directions.

Face ID

A Face ID is the unique identifier assigned to each advertising face within the MOVE system. Face IDs allow individual advertising surfaces to be tracked, measured and reported separately.

Environment

Environment refers to the physical context in which advertising exposure occurs.

OMA Format

OMA Format refers to the industry-standard classification used by the Outdoor Media Association to group Out of Home advertising assets within an environment.

Formats describe the type of signage within that environment. For example, within the Roadside environment formats include Billboards and Street Furniture, while within Place-Based or Retail/Lifestyle environments formats may include Petrol and Convenience networks, gyms or venue-based screens.

Formats help standardise how inventory is categorised, traded and reported across the industry.

Roadside

Roadside environments include billboards and street furniture located along roads and highways.

Transit

Transit environments include advertising on public and private transport vehicles and infrastructure such as buses, trains and stations.

Indoor

Indoor environments include advertising located within enclosed public spaces such as airports, shopping centres and transport hubs.

Place-Based

Place-Based environments include advertising located within specific venues such as petrol stations, gyms, offices, universities and entertainment venues.

Retail / Lifestyle Environment

Retail or Lifestyle environments include Out of Home assets located in shopping centres, supermarkets and lifestyle venues.