

BILLBOARDS

About MOVE | MOVE Metrics

- MOVE is Australia’s most comprehensive Out of Home (OOH) measurement system, covering 180,000+ signs nationwide. It delivers weekly insights across 52 weeks, factoring in seasonal variation and 180+ demographic profiles, including interstate and international visitors.
- MOVE measures a sign’s viewability (Realistic Opportunity to See), applies an attention filter to identify those who actually look (Visibility Adjusted Contacts), and quantifies the impact of signs on memory and emotion (Neuro Impact Factor).
- MOVE models people’s movements across all modes of transport at an hourly level. For Roadside, this includes movement across 7 million road segments, trips to 1 million Points of Interest (POIs), and usage of public transport networks. These movements, combined with site classification data, are used to calculate sign level audience contacts.
- Over 9,000 Billboards (2,700 Billboards 25sqm+ and 6,300 Billboards under 25sqm) are measured. For each sign, measurement considers many factors such as size, lighting (on-sign and ambient), sunrise and sunset across the year, angle to the audience, how far the sign is from the audience, traffic speed by time of day, and each audience mode and each trip measured separately.

Format Insights | Weekly Reach

9 in 10 people (89%)
across Australia

94% (15M)
of people in metro
(4,880+ signs)

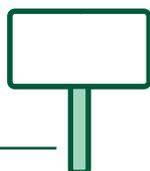
79% (6.2M)
of people in regional
(4,450+ signs)

79% (18M)
of people reached by
Digital (1,480+ signs)

86% (19.4M)
of people reached by
Classic (7,570+ signs)

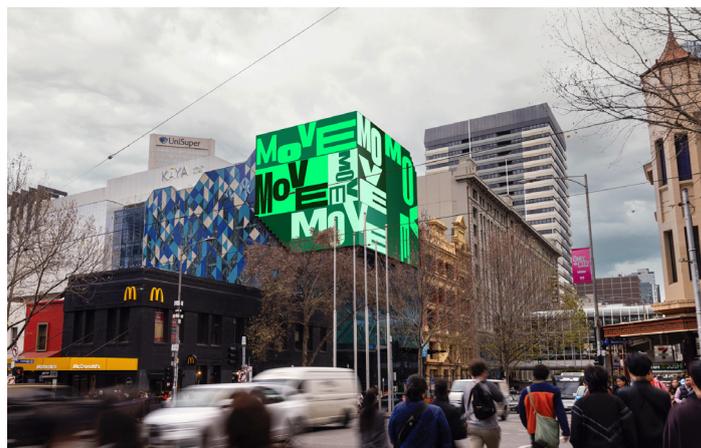
A Billboard has an average of

132,134
contacts
per week*



* Based on data from 27 July to 3 August 2025.

* Audience figures are based on Australians aged 14+ and Visibility Adjusted Contacts (VAC).



QMS’ presence in MOVE’s Billboard format is driven by our nationwide Large Format network, spanning both Digital and Static sites across all major metropolitan markets and key regional areas.

We deliver more than 230 Digital and 130 Static Large Format sites totaling 370+ premium locations nationally.

Our Digital and Static networks cover all five major metro markets and every state (excluding NT). Measurement has now expanded to include Regional Queensland, Western Australia and Victoria, with broader coverage across the ACT and Tasmania.

Strategically positioned throughout major CBDs, high-demand precincts, Australia’s busiest arterials and premier suburbs, QMS’ Large Format network provides powerful audience impact.

Did You Know?

- Billboards reach all demographics, engaging audiences across all trip types and occasions.
- Billboards’ size and illumination, especially at night, boost NIF scores, enhancing memory retention and emotional impact.