

ROADSIDE

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.
- There are over 29,800 **billboards** and **street furniture** measured under Roadside. For each sign, measurement takes into account many factors such as size, lighting (both 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 (92%)
across Australia

97% (15.4M)
of people in metro
(24,830+ signs)

84% (6.5M)
of people in regional
(6,440+ signs)

82% (18.5M)
of people reached by
Digital (4,650+ signs)

90% (20.5M)
of people reached by
Classic (25,200+ signs)

A Roadside sign has an average of
72,010
contacts
per week*



QMS' presence in the MOVE Roadside environment spans Billboards and Street Furniture, with both digital and static asset types delivered through our Digital Large Format, Static Large Format, City of Sydney and Gold Coast Street Furniture networks.

We have 370+ Billboards across metropolitan and regional markets nationally, and 1,400+ Street Furniture panels across Sydney and the Gold Coast, making Roadside QMS' largest measured environment with 1,770+ panels nationally.

Did You Know?

- Roadside reaches all demographics, engaging audiences across all trip types and occasions.
- **87%** of parents with children under 18 travel daily, compared to **75%** of the general population.
- **75%** of all trips in metro areas are made by car, compared to **83%** in regional areas.

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

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