

# STREET FURNITURE

## 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 20,000 Street Furniture signs 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

**3 in 4 people** (74%)

across Australia

**94%** (13.6M)  
of people in metro  
(17,460+ signs)

**36%** (2.9M)  
of people in regional  
(2,340+ signs)

**55%** (12.4M)  
of people reached by  
Digital (3,160+ signs)

**72%** (16.4M)  
of people reached by  
Classic (16,090+ signs)

A Street Furniture sign has an average of

**45,813**  
**contacts**  
per week\*



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

\* Audiences are based on Australians aged 14+ and reflect Visibility Adjusted Contacts (VAC).

\* CBDs are based on 2000, 3000, 4000, 5000, 6000 postcodes.

QMS represents a 1,400+ panel Street Furniture portfolio across the Sydney and Gold Coast markets, featuring a powerful mix of digital and static formats.

In Sydney, our exclusive City of Sydney network spans the entire 26 sq km LGA, delivering 700+ premium, high-impact placements that engage audiences where they live, work, play and shop. This unrivalled coverage provides brands with a consistent presence across one of Australia's most influential markets.

On the Gold Coast, QMS exclusively represents a 700+ panel network, comprising 140+ Digital and 550+ Static sites. Strategically positioned throughout one of Australia's fastest-growing regions, this network offers extensive reach across key coastal precincts, major arterials and high-traffic community hubs.

Together, these premium Street Furniture networks deliver scale, visibility and audience connection across two of Australia's most high-value markets.

## Did You Know?

- **9%** of Street Furniture signs are in CBDs.
- **91%** of Street Furniture signs are in suburban areas. Out of these, **10%** are located in regional areas.
- Over **1 in 3** audience engaging with Street Furniture signs are pedestrians.