

Q1 What is MOVE2?

- Hourly data across 365 days of the year
- Nationwide, measuring 5 metro & 21 regional reporting areas
- Granular digital audience at sign level across all formats
- Synthetic Population with rich demographic profiles and trip purposes
- Seasonal audience with monthly variations, including school/public holidays
- Measures all audiences, domestic residents & domestic/international visitors

Q2 What are the key audience metrics in MOVE2?



Aligns with global standard terminology and reflects the depth of MOVE2 data.

ROTS	Realistic Opportunity to See
VAC	Visibility Adjusted Contacts the software reflects contacts for classic signs and impressions for digital, factoring in audience dwell, ad play length and share fo time
NIF	Neuro Impact Factor

Q3 How does MOVE2 methodology differ from MOVE1.5?

MOVE2 is a measured model, where multiple validated data sources are used in the models to replicate people's behaviour across the year, providing more granular audience drawn from the most current data. In comparison, MOVE1.5 is based on an average, typical week audience that covers 112 demographic profiles.

MOVE2 employs a fundamentally different approach. This methodological discontinuity results in outputs between the two systems not being directly comparable.

Q4 When will MOVE2 Training roll out for agencies?

From April 2025	Training for agency admins and MOVE2 implementation leads
Closer to Launch	Standard user training for agency campaign planners and buyers

Q5 How granular is MOVE2 data at launch?

MOVE2 at launch will deliver weekly audience data that reflects seasonal variations over the course of 52 weeks, across 180+ demographic profiles, including Australians and international visitors. MOVE2 models have undergone 491 acceptance tests to ensure it delivers the most accurate and robust data to the market.

The OMA will work in collaboration with the MFA to refine the future data granularity.

Q6 What does agency accessibility look like at launch?

- Intuitive User Experience**
Visually appealing design with easy-to-navigate dashboards for seamless interaction
- Dynamic Campaign Analysis**
Interactive design that empowers you to explore your campaign audiences by geographical region
- Centralised Site Data**
Export media owners' site classification file
- Impression Multiplier**
Hourly audience data for digital frames will integrate with programmatic OOH, enhancing targeting and effectiveness
- Automation**
Streamlined API integration with media owner systems to ensure consistency and accuracy
- Flexible Campaign View**
View your campaign as a list, map, or as a campaign plan with flighting
- Security**
Log in using One-Time Password or Single Sign-On to protect your data

Q7 Will MOVE share analysis and insights?

An Insights Series will commence in Q1 2025 to communicate key findings from MOVE2 analysis. This will showcase the richness of the demographic profiles in the data, distribution of trips by audience trip purposes, variations of travel across different markets driven by seasonality, and other trends, to build confidence in the data and excitement in the lead up to launch.

Contact info@moveoutdoor.com.au for all your inquiries

1

Data Input

- 280,000+** Multi Sensor Tracking Trips
- 1 million+ POI locations** with opening & closing times
- Public transport** timetable, routes and stop locations (General Transit Feed Specification)
- Geographical splits** by and within states
- 57** different trip purposes
- 7 million** road links
- Mobile data** for time-of-day profiles, airport catchment areas & time of arrival and more
- School and public holidays** by state
- Hourly variations** within a week, across a year
- 100,000+** International and National visitor surveys from Tourism Research Australia

People

Synthetic Population
Representing 2M (10%) Australians 14+ based on numerous demographic attributes

International Visitors
Captured separately

Synthetic Population movements across Australia controlled by 4 Behaviour Models

- Local Trips**
Daily movements within 150km of home (Statistical Area Level 1)
- Pedestrian Trips in CBD**
Account for additional pedestrian movements (ie. short trips & parking)
- Truck Driving**
Populations movement when driving trucks (heavy & light vehicles captured separately)
- Interstate / Intrastate Trips**
 - Daily movement 150km+ or 40km+ if overnight
 - International visitors arrival & departure trips

491 acceptance tests and criteria ensure demographics, geographical variance, trip purpose, temporal profiles, and more match observed data, then **calibrated to real-world data** from 67,000 count locations, 20 million values (excluding people under 14), and 90-day mobile device data.

2

Movements
The models collectively represent local & visitor people movements (Traffic Intensity Model) providing **365 days of travel with seasonality**

2.9 billion individual trips across **2 million** Australians, representing the **29 billion** trips people 14+ make annually

3

Signs

- GPS, size, orientation
- Transit depots & routes
- Illumination type
- Illumination period

All Environments

4

Audiences
People movements & sign location used to calculate audience

Sunrise & sunset by month by geography affect audience of illuminated & non-illuminated signs

ROTS Opportunity
How many people can see the sign

Roadside
Transport network within viewable area of sign

Place Based
Simple distribution model by type

Indoor
Map digitisation & flow model by location

Transit
Audience by route services linked to vehicles at the depot

5

Campaigns
Based on signs included

ROTS VAC NIF

VAC Attention Filter
How many people on average will look

Eye Tracking Data
Determines views based on location, signage & audience traits