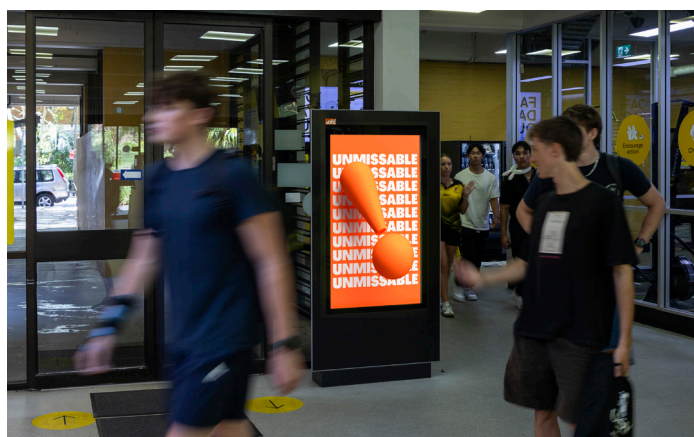


# LIFESTYLE - STUDY

## 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 measures over 8,500 Lifestyle locations across 10 formats:
  - Cafés, gyms, health centres, offices, pharmacies, petrol stations, convenience stores, sports centres, supermarkets, universities and venues.
  - Each sign is measured individually using the best available data to capture accurate audience behaviour, with inputs varying by format type
  - Lifestyle formats capture spaces where people work, gather, socialise, and recharge as part of daily life.
- Over 22,850 Lifestyle signs are measured in MOVE. Each accounts for audience distance, the angle at which people view it (head-on, parallel, or diagonal), and how long they remain nearby, whether gathering or waiting.



## Format Insights | Weekly Reach

**1 in 2 people** (11.8M)  
weekly reach across Australia

**79%** (17.9M)  
monthly reach

**90%** (20.4M)  
quarterly reach

**60%** (9.6M)  
of people in metro  
(19,220+ signs)

**35%** (0.6M)  
of people in regional  
(3,630+ signs)

A Lifestyle sign has an average of

**4,265**  
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).

\* Monthly and quarterly figures are based on average data from 1 April 2025 to 31 March 2026.

oOh!'s study offering is an incredible opportunity for brands to connect with Australia's most influential youth audience.

As the exclusive OOH provider on study campuses, oOh! reaches students where they spend 20+ hours each week. Our Study network reaches 83 campuses nationwide, including 7 of Australia's 8 elite universities, with digital panels located in high-traffic, high-engagement locations. It's a powerful way to connect with key audiences, on their turf.

For the first time, brands can now plan and measure these audiences with MOVE.

## Did You Know?

- More than **41.3M** total combined weekly visits to over 8,500 Lifestyle locations.
- **2.4M** petrol station visits are made each day.
- **9M** full-time workers make **36M** trips to their usual workplace each week.