

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)

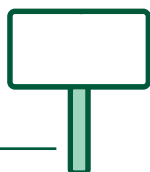
79% (6.2M)
of people in regional
(4,450+ signs)

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*



oOh!'s Billboard network has unmatched coverage nationwide and is home to Australia's most iconic locations.

Across both classic and digital sites, oOh! delivers coverage across every metro and regional city nationwide, including major arterial routes, offering quality, impact and reach for brands looking to connect with Australians.

For the first time, brands can now plan and measure the power and scale of our billboard network nationwide, with MOVE.

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.

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

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