

# State of Play: OOH Standards and the Impression Multiplier

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MOVE 2.0 Lead



**Get carrot away!**  
Buy in season for healthy returns

[boostyourhealthy.com.au](https://boostyourhealthy.com.au)

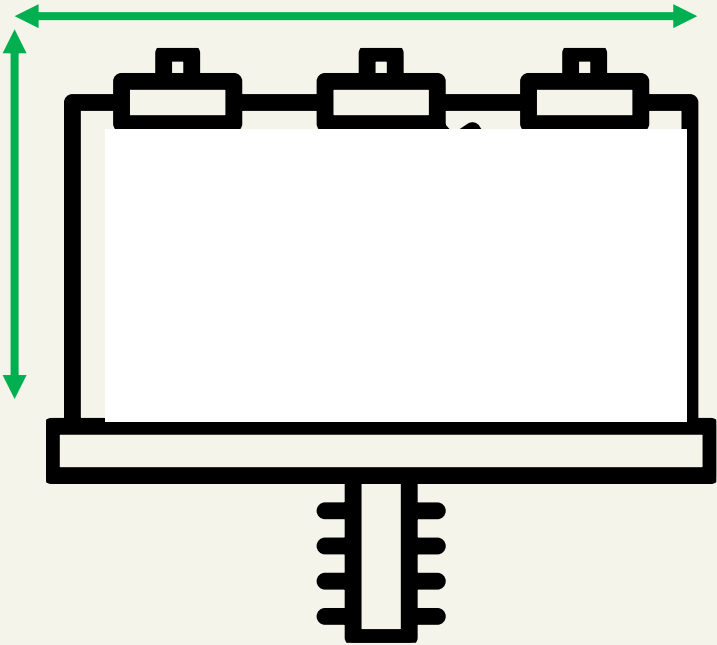




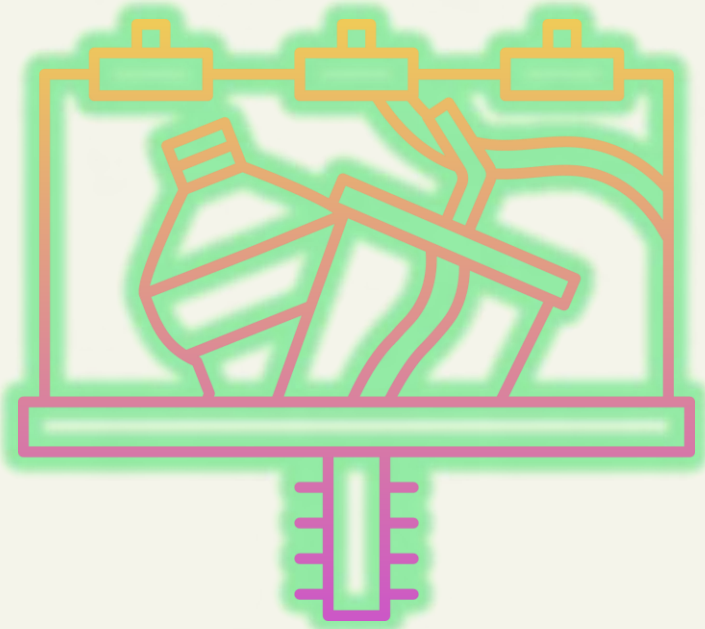
# ATTENTION

# OTS is based on when the advertising is visible

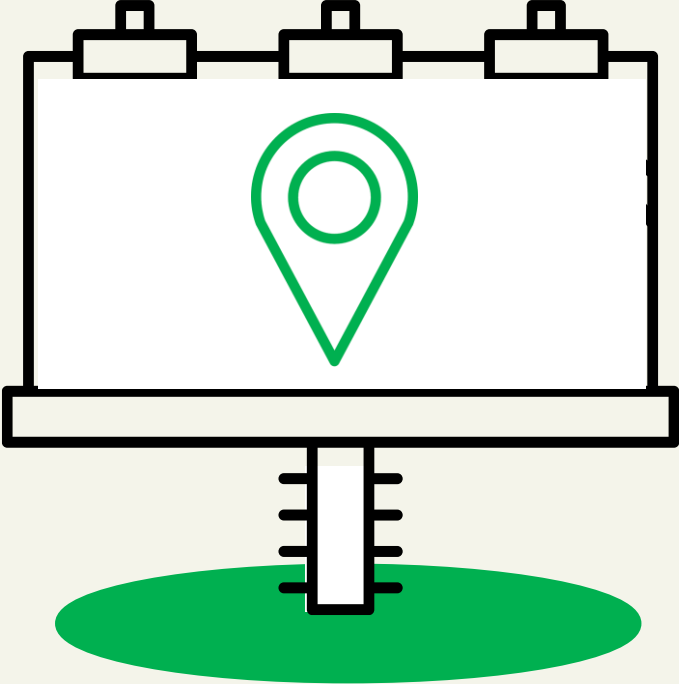
Size



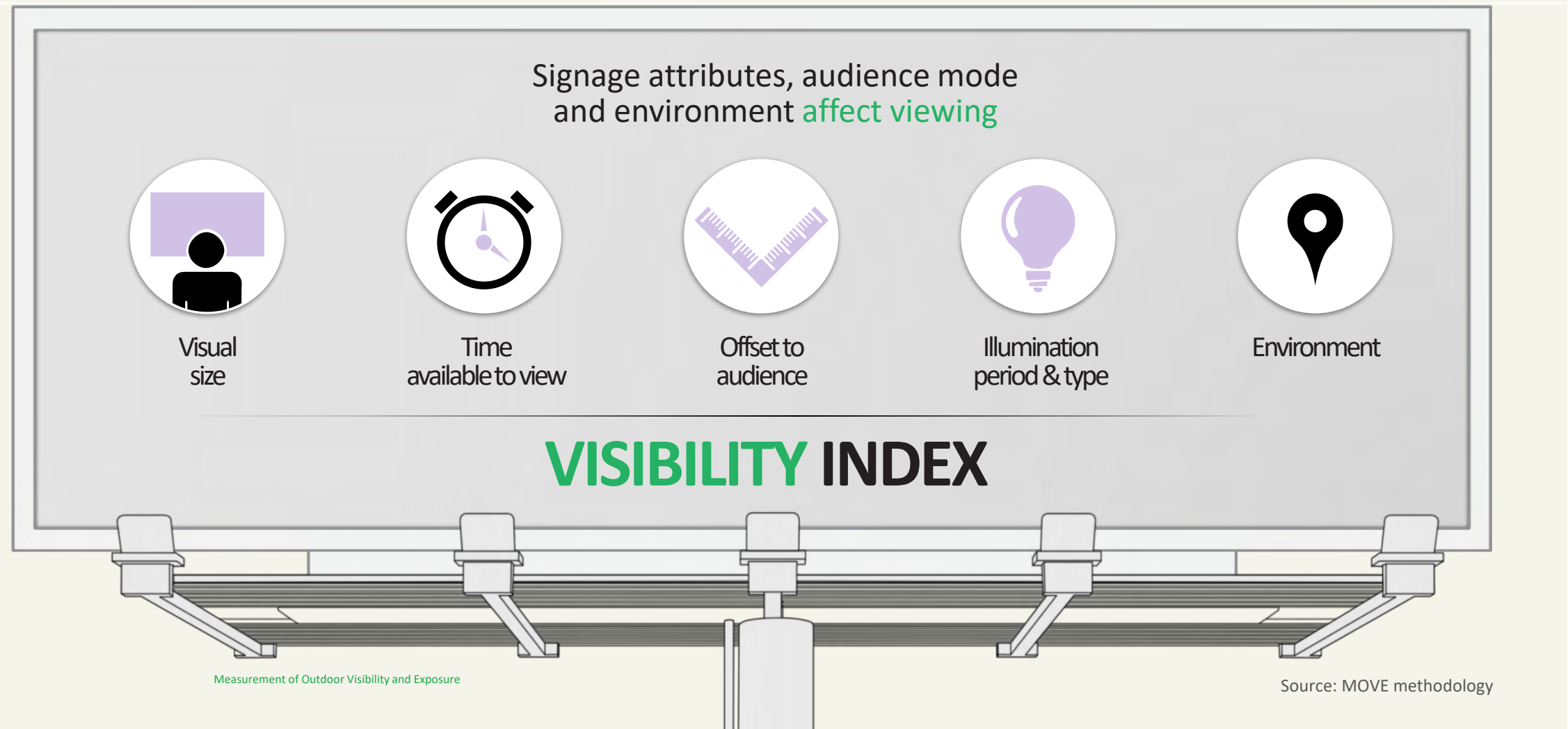
Illumination



Orientation / GPS



# Visibility factors determine how many people look



# Audience calculation

**OTS**  
(Opportunity To See)



Visibility factors



**LTS**  
(Likelihood To See)



**MOVE = VIEWABLE**  
**ADVERTISING PEOPLE ARE**  
**PAYING ATTENTION TO**



# IMPRESSION MULTIPLIER





# Impression Multiplier Calculation

## MOVE 1.5 IMPRESSIONS DISTRIBUTED HOURLY\*

MOVE 1.5 7-day LTS  
impressions based on 100%  
DIGITAL SOT

\* Hourly distribution based on  
traffic and mobile data sources.  
Total 7-day impressions cannot  
exceed reported MOVE 1.5  
impressions



## SITE HOURLY PLAYS

Using site digital rotation speed  
Based on 100% DIGITAL SOT

*e.g. 60 min x 60 secs ÷ 10 sec  
plays = 360 plays per hour*



## HOURLY SITE IMPRESSION MULTIPLIER

Impression Multipliers are  
calculated unique to every  
site, every hour



## Retail

5 hourly profiles  
based on mobile  
data

Split by centre type



## Roadside

4 hourly profiles  
based on traffic  
counts

Split by traffic flow

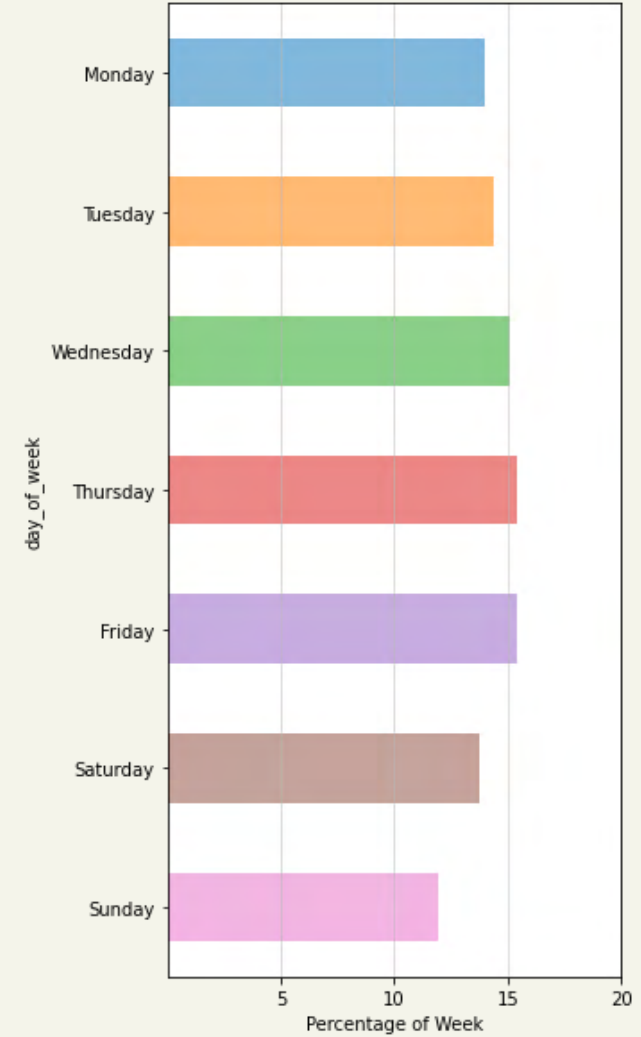
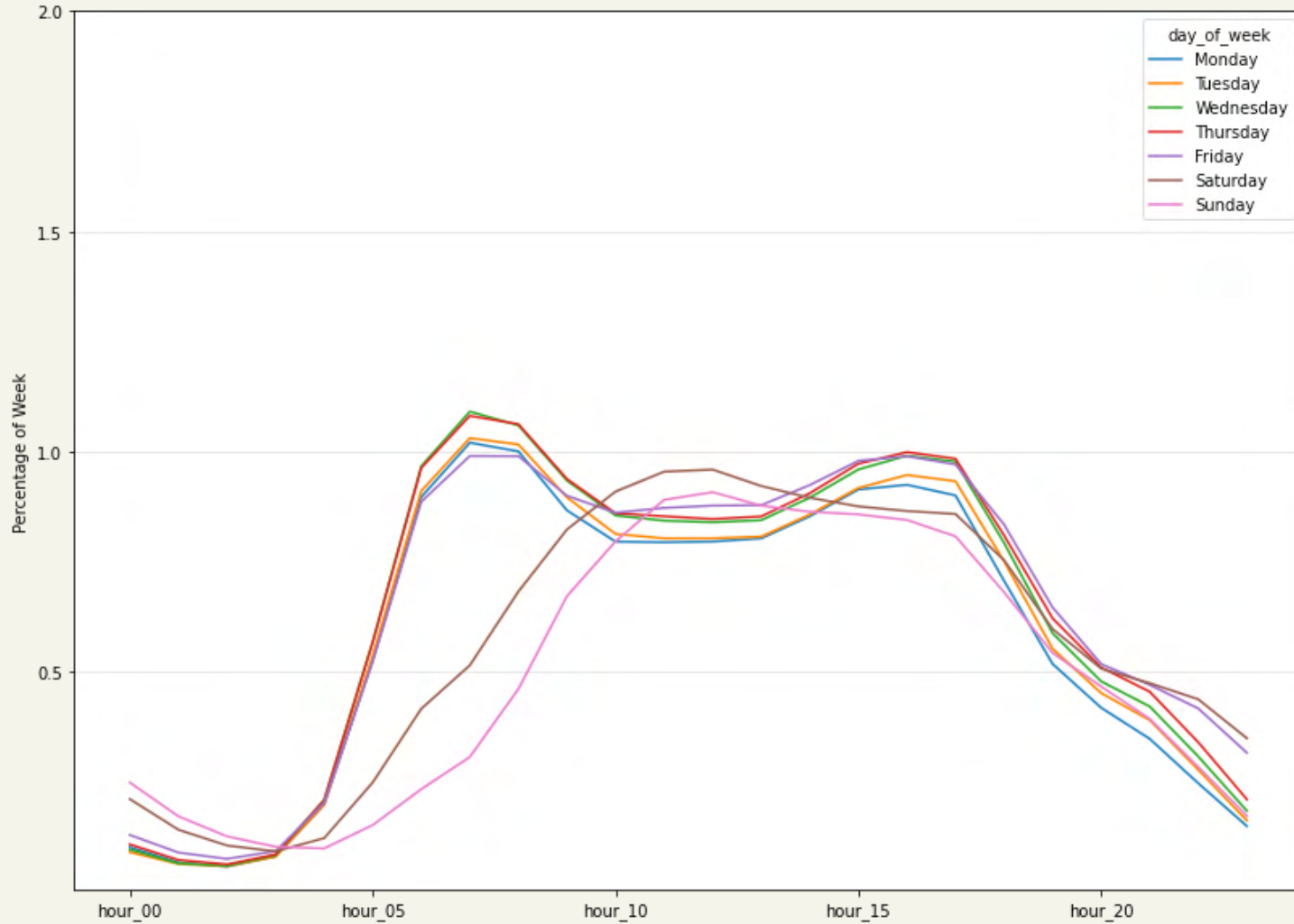


## Station

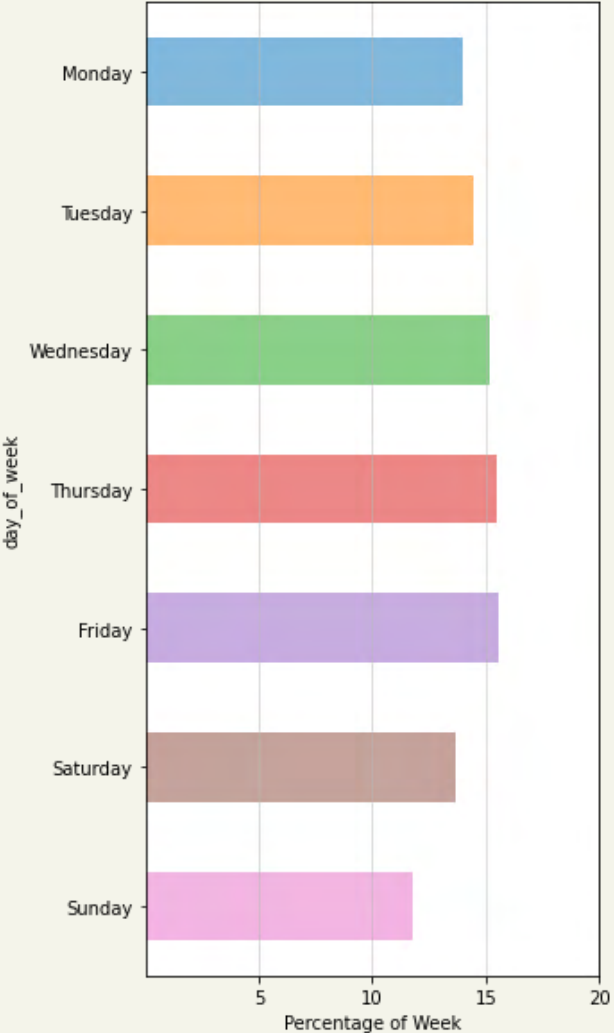
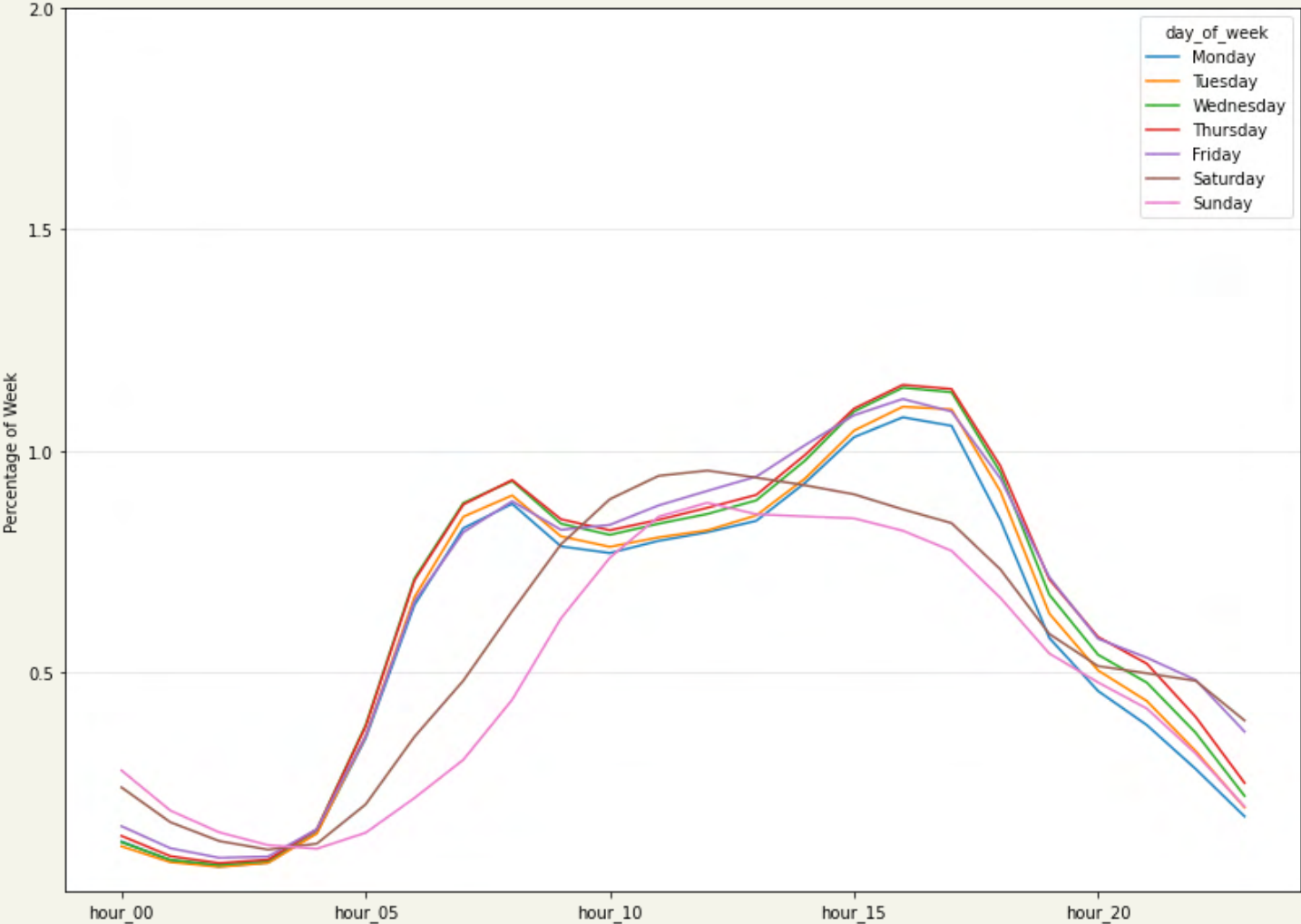
5 hourly profiles  
based on mobile  
data

Split by market

# INBOUND



# OUTBOUND



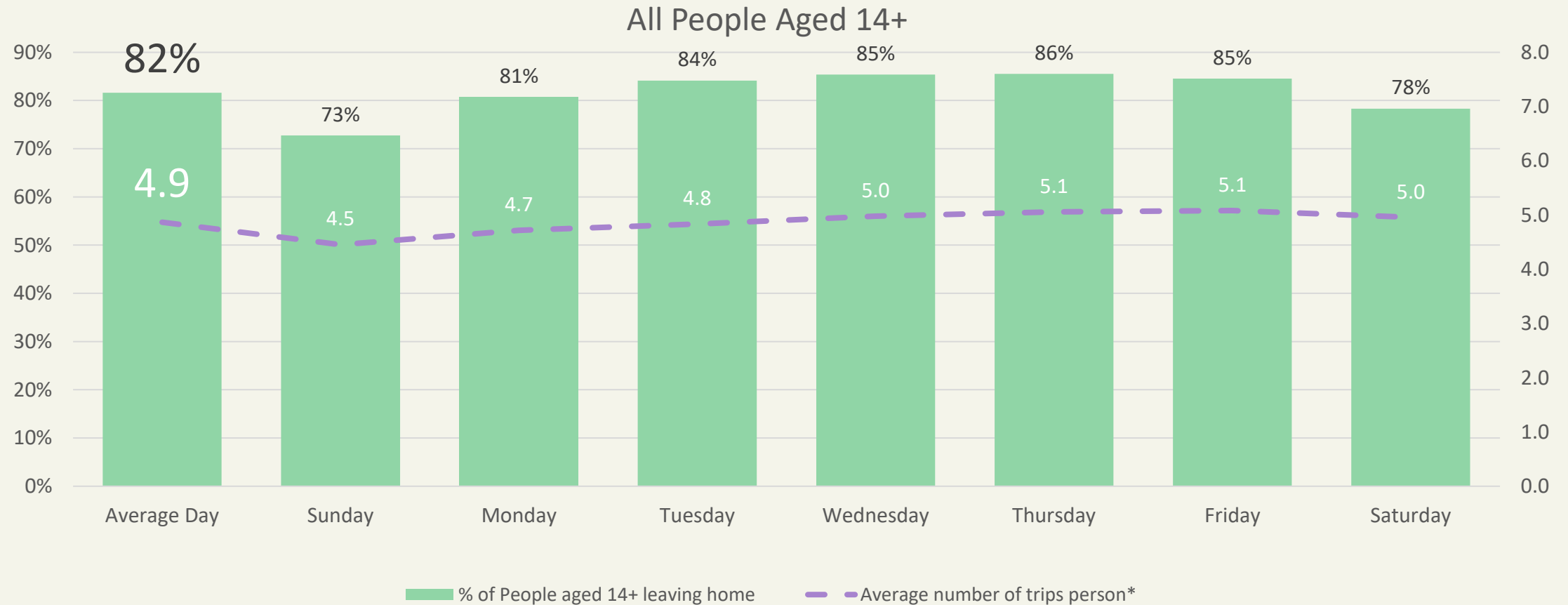
# MOVE 2.0

Increased granularity for

- all OOH advertising formats
- in Australia, nationwide
- hourly for 365 days – with seasonality, monthly variation and holidays (public/school)



# Audience volume variation



**ALL IMPRESSIONS  
ARE NOT EQUAL**

**NEW** Southern Style Chicken Bites



nothing's bigger  
than a

**footlong**

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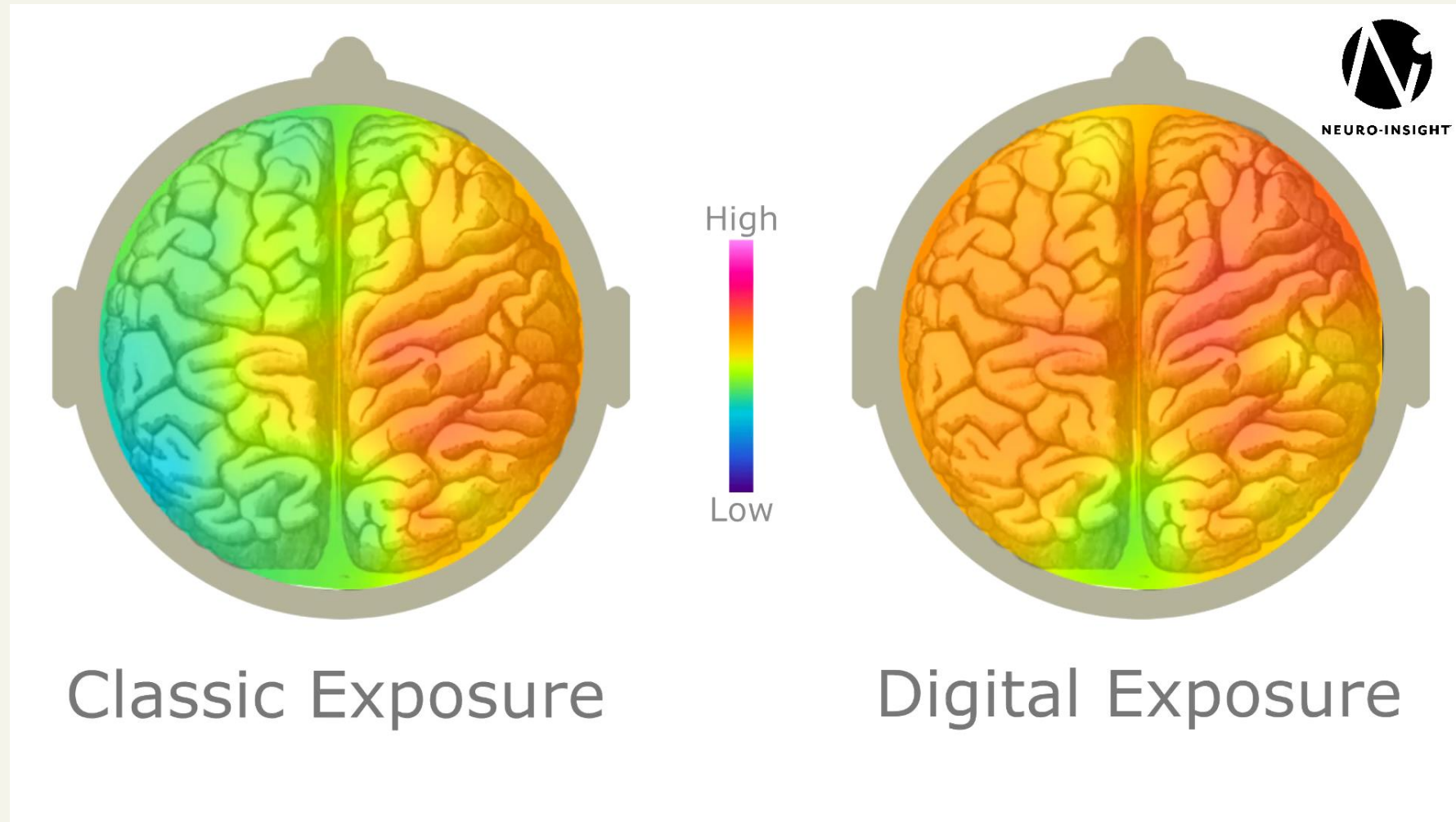
**OMA** **MOVE**  
Measurement of Outdoor Visibility and Exposure

**CONTEXT**

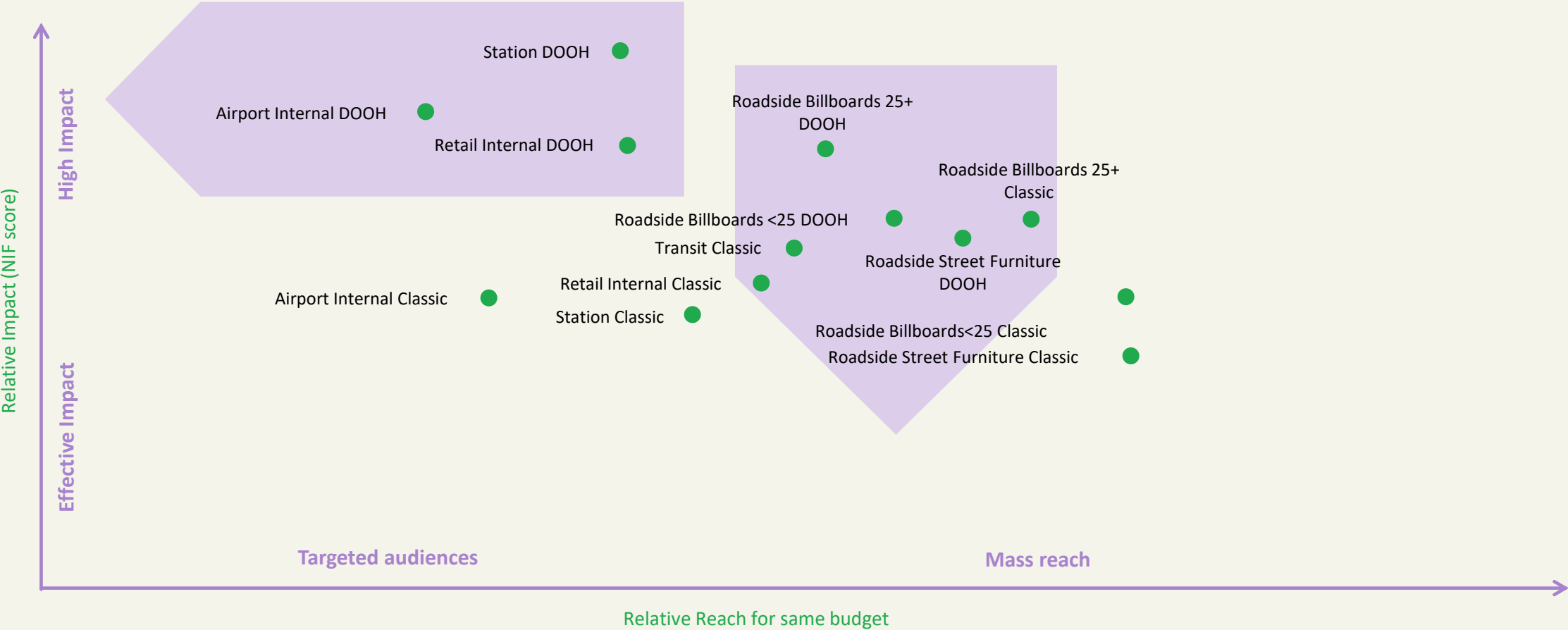


# IMPACT

# Digital X-factor



# Location impact

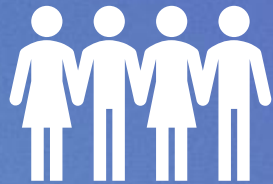




## MOVE LTS

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Audience data reporting on viewable advertising when people are paying attention



## Impression Multiplier

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Hourly across Retail, Roadside and Station locations



## *Context* and **Impact**

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All impressions are not equal

Thank you  
&  
Questions

