

MOVE REPORT

How to Read & Interpret



MOVE fundamentally changes how campaigns are measured, read and applied. This guide outlines four things you need to know about the key shifts and how to interpret your results clearly, consistently and with confidence.

1 NATIONAL IS YOUR STARTING POINT

Every MOVE report begins with a **total Australian audience**, not just metro.

This includes:

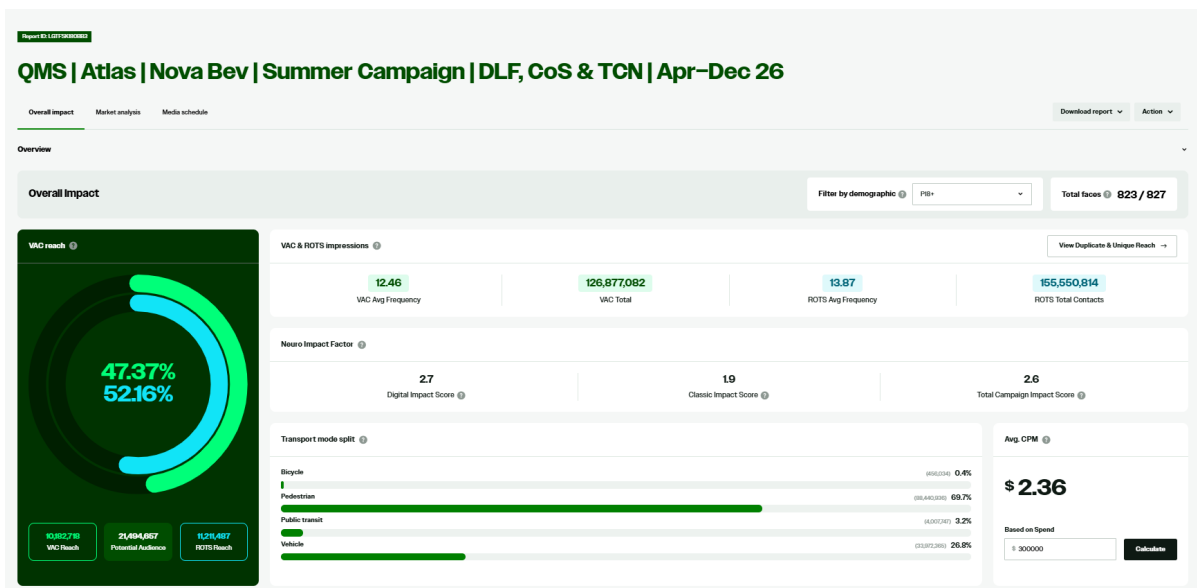
- Metro and regional audiences
- Residents and visitors
- All movement across the network

This is your **baseline**, giving you the full scale of campaign delivery before refining further. You may notice reach percentages appear lower. This is expected, as you're now measuring against a **larger and more complete audience base**.



WHAT DOES THIS MEAN FOR YOU?

Start with National to understand total scale, then move into markets to evaluate performance.



^ Image of: Overall Impact

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2 MARKETS MUST BE APPLIED

In MOVE, audience is not confined to where assets are located. It reflects where people **live and move**, meaning performance varies depending on the markets selected.

This means:

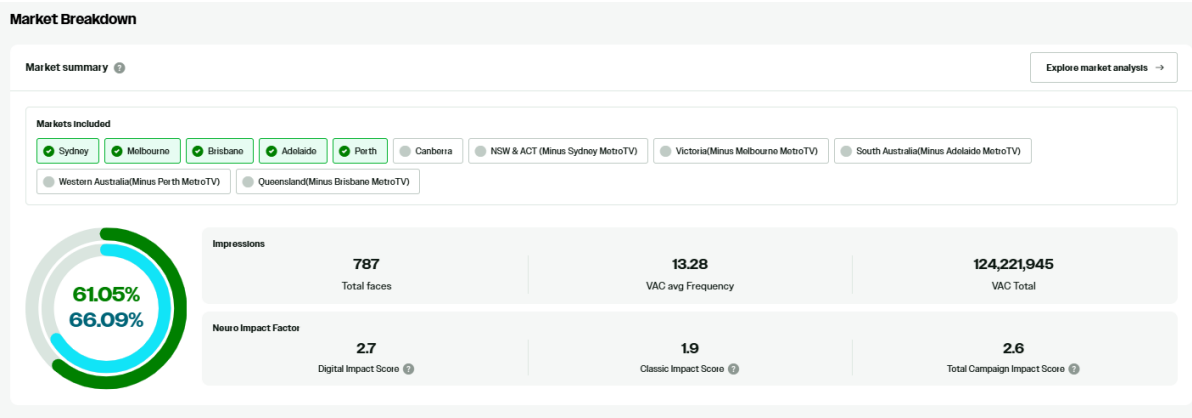
- Campaign results change based on **market definitions**
- The same campaign can deliver different outcomes across markets
- **Consistent market selection is critical** for fair evaluation

To ensure a like-for-like comparison, campaigns must be planned, measured and evaluated against the same defined markets.

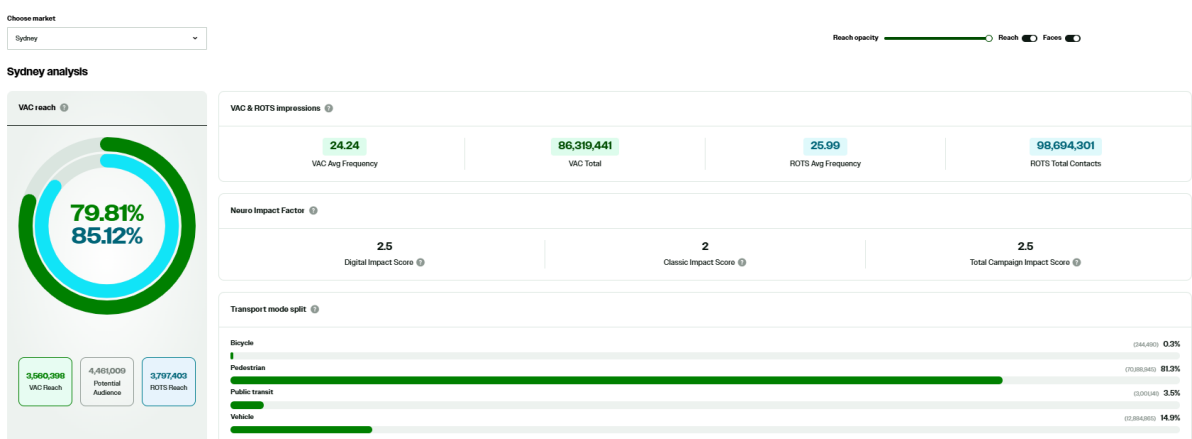


WHAT DOES THIS MEAN FOR YOU?

Always align reporting to the markets defined in the brief. This ensures consistency, clarity and fair comparison.



^ Image of: Market Breakdown in Overall Impact Tab



^ Image of: Market Analysis

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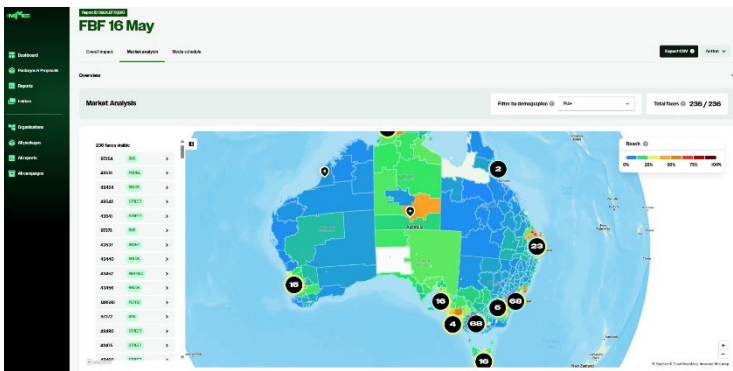
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3 NEW WAYS TO VIEW YOUR CAMPAIGN

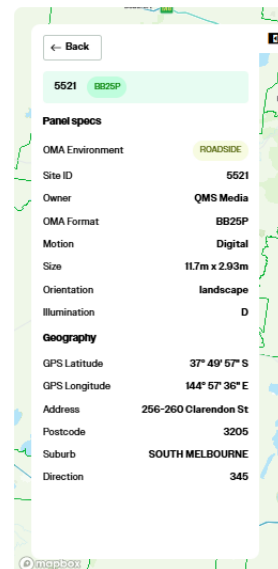
MOVE introduces new visual tools to help validate and understand delivery beyond the numbers.

Map View

- Shows geographic reach and audience distribution
- Provides panel-level visibility across locations



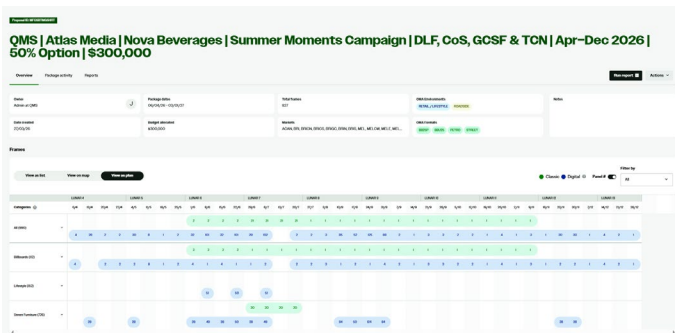
^ Image of: Map View – Reach Distribution by Geography



^ Image of: Map View - Site Details

Plan View

- Shows weekly delivery and format mix
- Visualises how the campaign is structured over time



^ Image of: Plan View

These views help you:

- Validate where your campaign is delivering
- Understand how it is built
- Communicate performance more clearly



WHAT DOES THIS MEAN FOR YOU?

Use Map and Plan views to support your story, not just the numbers. They bring your campaign to life for clients.

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4 EXPORT DATA INSTANTLY

MOVE provides immediate access to your full campaign dataset.

- Export to **CSV or PDF in one click**
- Access the **full dataset behind the report**
- Enable faster and more flexible analysis

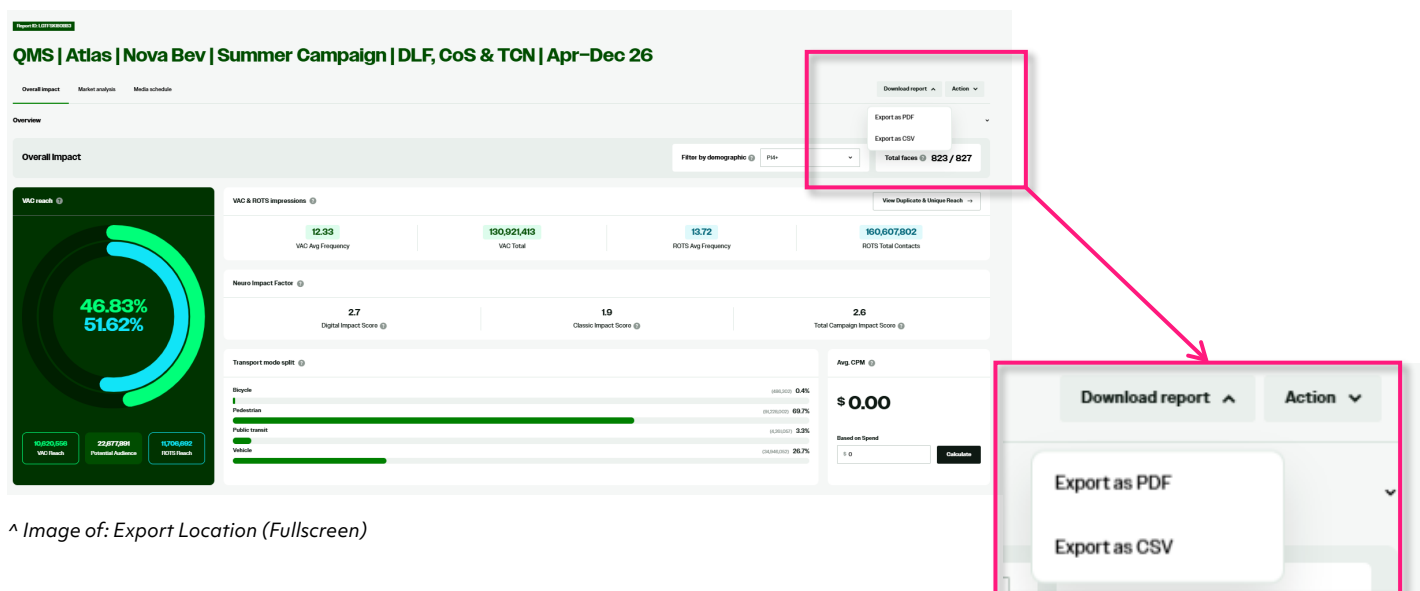
CSV is especially powerful, allowing you to:

- Analyse performance at a deeper level
- Build tailored outputs
- Integrate into your workflows



WHAT DOES THIS MEAN FOR YOU?

Export early. It's the fastest way to move from reporting to insight and respond to client questions quickly.



^ Image of: Export Location (Fullscreen)

^ Image of: Export Location (Zoomed In)

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SUMMARY – WHAT DOES THAT MEAN FOR YOU?

1. Start with **National** to understand total campaign scale
2. Use **Markets** to evaluate performance accurately
3. Leverage **Views** to validate and explain delivery
4. Export data to turn results into **actionable insights faster**

MOVE is a step change in how OOH is measured. These principles ensure you're interpreting results **correctly, confidently and consistently**.



HOW DOES QMS MAKE THIS EASIER?

With more ways to interpret performance - we make it simple. Results aligned to your briefed markets, delivered in clear, standardised campaign summaries.

Briefed Market MOVE Campaign Summary:

CAMPAIGN OVERVIEW	
Campaign Markets	5 Metro Markets
Demographic	P14+
Total Potentials	16,123,701
Campaign Reach (000's)	0
Campaign Reach (%)	0.0%
Campaign Frequency	-
Campaign Impressions	0
Neuro Impact Factor (NIF)	0.0
CPM	-

All results based on MOVE VAC (visibility adjusted contacts)

CAMPAIGN MARKET BREAKDOWN					
	Sydney	Melbourne	Brisbane	Adelaide	Perth
Potentials	4,695,011	4,887,506	3,206,372	1,368,291	1,966,520
Reach (000's)	0	0	0	0	0
Reach (%)	0.0%	0.0%	0.0%	0.0%	0.0%
Average Frequency	0.0	0.0	0.0	0.0	0.0
Impressions	0	0	0	0	0
Neuro Impact Factor (NIF)	0.0	0.0	0.0	0.0	0.0