MOVE METRICS

Changes Explained

MOVE1.5 → MOVE

OTS (Opportunity to See)	ROTS (Realistic Opportunity to See)
How many people could see the sign. The total potential audience with the opportunity to view the sign.	**How many people can realistically see the sign.** The total potential audience with the realistic opportunity to see the sign.

WHAT DOES THIS MEAN FOR YOU?

ROTS is a standardised "opportunity" metric, so it gives you a common baseline across channels that also use similar concepts, for example TV measures Opportunity to See. Because of this, you can compare things like, Reach, Frequency, Cost per thousand (CPM). **This makes ROTS useful for media planning and budget allocation.**

LTS (Likelihood to See)	VAC (Visibility Adjusted Contacts)
How many people will look. Adjusted audience based on general likelihood to view.	**How many people will look.** Adjusted audience based on general likelihood to view.

WHAT DOES THIS MEAN FOR YOU?

VAC is the standard OOH measurement we use to determine the campaign reach and frequency. Instead of counting people who could have seen the ad, VAC estimates how many actually had a realistic chance of noticing it based on factors including illumination, mode of transport, angle to the audience and size of site. This provides planners with a more accurate and realistic measurement.

NIF (Neuro Impact Factor)	NIF (Neuro Impact Factor)
How memorable the placement is. A qualitative metric that is derived from neuroscience-based research measuring how people sub-consciously respond to different types of OOH advertising.	**How memorable the placement is.** A qualitative metric that is derived from neuroscience-based research measuring how people sub-consciously respond to different types of OOH advertising.

WHAT DOES THIS MEAN FOR YOU?

From MOVE 1.5 to MOVE the neuroscience study has not changed, however the audience framework underneath has, for example, updated population inputs and national coverage. Because NIF is applied at a campaign level, changes in audience mix or asset composition may result in slightly different NIF outputs. This reflects updated audience modelling, not a change in the neuroscience itself.