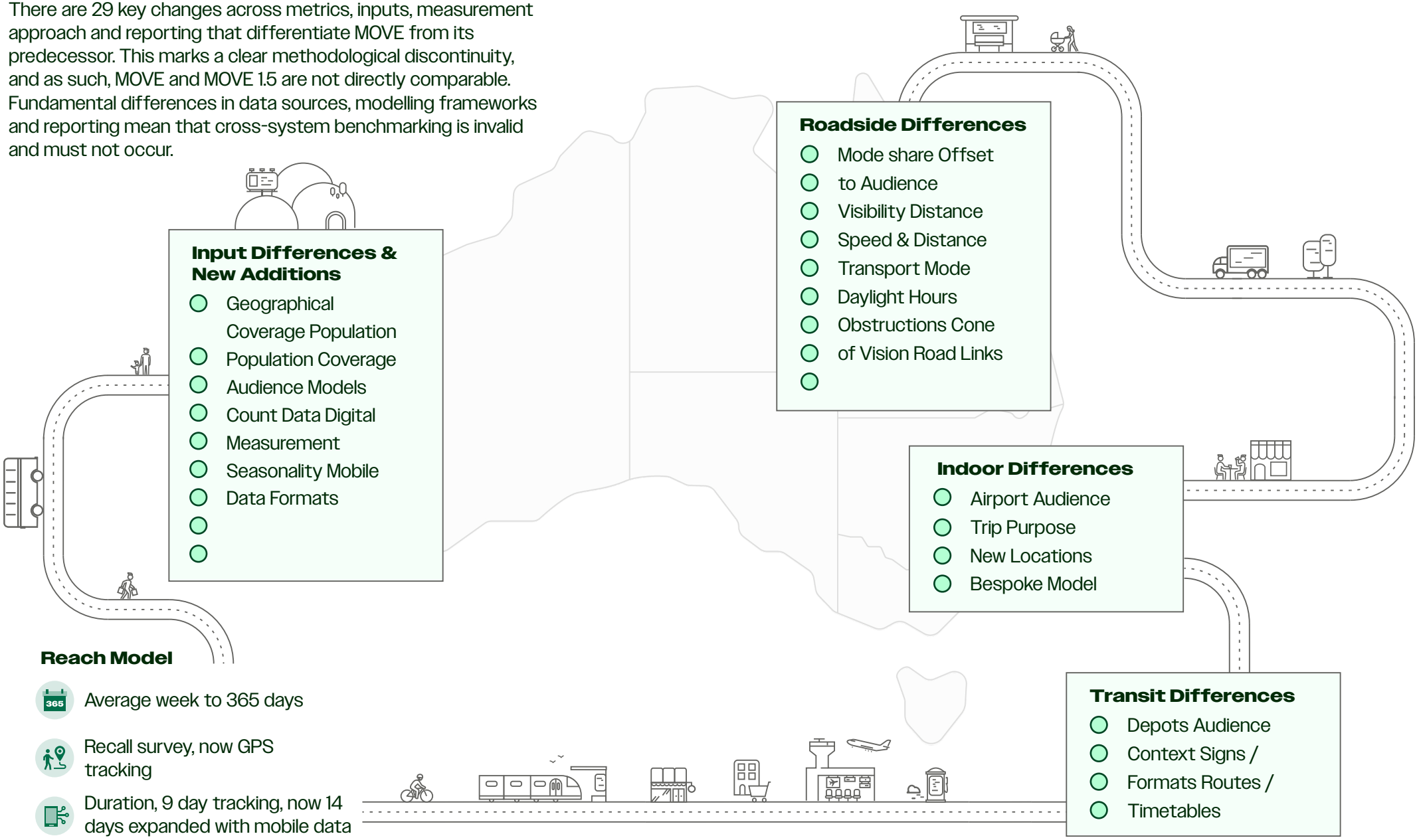
29 DIFFERENCES

BETWEEN MOVE AND MOVE 1.5 MEASUREMENT

There are 29 key changes across metrics, inputs, measurement approach and reporting that differentiate MOVE from its predecessor. This marks a clear methodological discontinuity, and as such, MOVE and MOVE 1.5 are not directly comparable. Fundamental differences in data sources, modelling frameworks and reporting mean that cross-system benchmarking is invalid and must not occur.



Input Differences & New Additions

- Geographical Coverage Population
- Population Coverage
- Audience Models
- Count Data Digital
- Measurement
- Seasonality Mobile
- Data Formats

Roadside Differences

- Mode share Offset
- to Audience
- Visibility Distance
- Speed & Distance
- Transport Mode
- Daylight Hours
- Obstructions Cone
- of Vision Road Links

Indoor Differences

- Airport Audience
- Trip Purpose
- New Locations
- Bespoke Model

Transit Differences

- Depots Audience
- Context Signs /
- Formats Routes /
- Timetables

Reach Model

- Average week to 365 days
- Recall survey, now GPS tracking
- Duration, 9 day tracking, now 14 days expanded with mobile data

Contact **info@moveoutdoor.com.au** for all your enquiries

MOVE
29 Differences Extended

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Input Differences and New Additions

Area	MOVE1.5	MOVE
Real World Changes	Roads, infrastructure, PT and land use based on 2019	Roads, infrastructure, PT and land use based on 2023-2024
Count Data	2019 data	2023-2024 data
Mobile Data	Not included	Various uses, including location temporal profiles, airport catchments, and 90 days mobile data used for reach calibration
Geographical Coverage	5 metropolitan areas (aligned with OzTAM)	National coverage (5 metro and 21 regional areas aligned to metro and regional TV)
Population	2016 Census, adjusted based on 2019 ABS ERP and 2020 OzTAM universe	Synthetic Population based on 2021 Census, 2024 ABS ERP and 2025 VOZ
Population Coverage	Residents of metro markets	Residents of market, domestic visitors and international visitors
Seasonality	Average typical week	• Monthly variation in travel • Weekly within month due to public and school holidays
Audience Models	Zenith Model representing movements of residents in their home market based on 12 trip purposes and 2 audience attributes	• Movement of residents in their home market and nationwide based on 61 trip purposes and 12 audience attributes. • Arrival and departure of international visitors based on 4 trip purposes and 8 audience attributes
Formats	Airport, Roadside, Retail, Station, Transit (Bus, LRT, Train, Tram, Ferry), Petro Convenience	All OOH formats, inclusion of new Place Based environments and Transit expanded (Taxi, Delivery Bikes, Rideshare, Private Wrapped Vehicles, Trucks)
Site Class	Different attributes contribute to audience change	Indoor (digitised maps), Roadside (numerous changes) and Transit (sign-level) all have new approaches

Reach

Area	MOVE1.5	MOVE
Input	9-day recall survey of 6,000 respondents (Sydney and Melbourne)	• 14-day GPS tracking survey second by second of 5,000 respondents nationwide • Recall survey of frequency of trip purpose over 12 months • 90-day mobile data spatial distribution at SA1/SA2 level included in the calibration
Audience Context	Extrapolation in reporting of day one results based on variation across 3 probabilities: 1. Likelihood the same trip is made again tomorrow 2. If 1 is yes, the likelihood it is to the same destination zone 3. If 2 is yes, the likelihood the same mode of transport is used	• 2.2 million synthetic population makes trips across 365 days based on behaviour models derived from the GPS tracking survey • Calibration of final results against counts (volume controls) and mobile data (spatial distribution of people over time) • Final audience file contains 'reach and frequency', not an algorithm (i.e. not a reach curve)

MOVE
29 Differences Extended

Roadside Differences

Area	MOVE1.5	MOVE
Road links	Collector roads and above	All roads included
Speed and Distance	Average speed by daypart and distance	HERE network with different link speeds by hour of the day and distances by individual respondent
Offset to Audience	How far away the sign is from the centre line on bespoke road network used in Zenith	New centre lines based on HERE network (generally more granular)
Daylight Hours	12 hours daylight for every day	Hours vary by TV region and month
Infrastructure	Roads based on 2019 upgrades and projects	Newly built roads changing traffic flows, reflecting the road network as of the end of 2025
Cone of Vision	Cuende circle (Zone of Visibility)	Cone of Vision under Ipsos
Visibility Distance	Classic	Classic and Digital
Mode Share	Based on Government Household Travel Survey	Inferred from MST survey
Transport Mode	• Cyclists included in pedestrians • Vehicle passengers separately measured	• Cyclists separately measured to Pedestrians • Vehicle passengers included in Car audiences
Digital Measurement	Average speed and distance used to calculate audience contact time	Speed and distance different per road link and per respondent

Indoor Differences

Area	MOVE1.5	MOVE
Shopping Centre Model	• Zone-based model • 9 centre type groupings derived from survey • Property Council of Australia (PCA) annual volumes • Attractors based on corridor type and vicinity to escalator, department and supermarket	• Individually mapped locations with bespoke audience flow models • MST survey to determine behaviour (clustered by type) • Location IQ (LIQ) volumes annual, unrounded with mobile data • In addition to shopping trips, Points of Interest at locations attract trips
Airport Audience	Audience on local population, visitors not present	Audience based on total Australians and international visitors
Trip Purpose	Purpose of visit (12 in total) affects areas traversed within the location based on recall survey	Purpose of visit (61 in total) affects areas traversed within the location based on GPS tracking, map digitisation, Points of Interest within location, and mobile data heatmaps
New Locations	New locations added since 2019 model update use factor/proxy to represent audience	Locations and location details based on end of 2025
Mapping	Locations zoned to work with basic plus methodology	Locations digitised to enable entry of sign at exact location with Cone of Vision attached
Digital Measurement	45 second audience dwell in Retail and 90 second in Airports and Stations	Speed and distance different per indoor link and per respondent

Transit Differences

Area	MOVE1.5	MOVE
Depots	Depot locations, fleet and routes based on 2019 data	Depot locations, fleet and routes are based on October 2024
Audience Context	• No parallel links, intersection stubs (route passes) with flat value • Audience based on depot	• Added parallel links and changes to intersection stubs (dynamic based on volume of roads) • Audience calculated at a sign level
Formats	Internal and External of Bus, LRT, Train, Tram, Ferry for Classic	• Extended to Taxi, Private Wrapped Vehicle, Rideshare, Delivery Bike and Trucks. • Digital for delivery bikes and ferries
Signs	Multiplier used to represent multiple signs	Each sign on a vehicle measured individually