

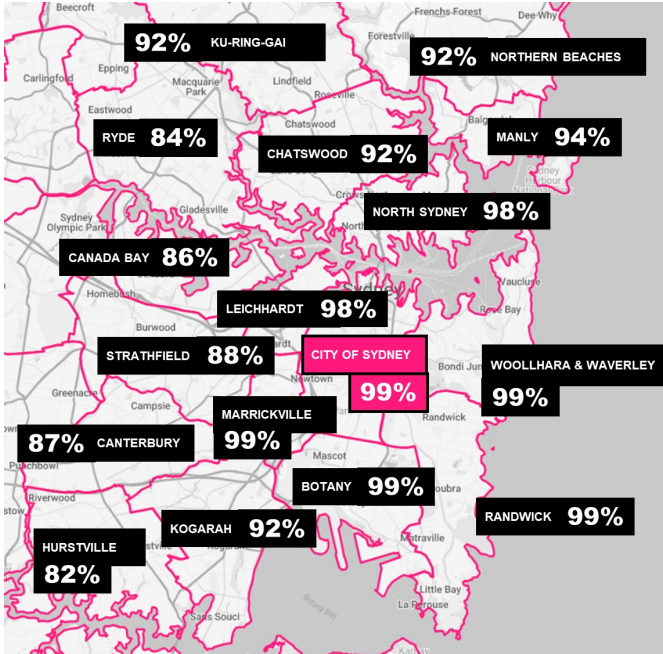
# DID YOU KNOW?

City of Sydney



The City of Sydney has the opportunity to influence **3.9M** people every 4-weeks.

## REACH TRANSENDING CITY OF SYDNEY'S GEOGRAPHIC BOUNDARIES



Each week, the City of Sydney network reaches over **93%** of audience outside the Local Government Area (LGA) / from key surrounding areas, even as high as **99%** of some key LGAs.

- Our network alone can effectively reach the Sydney audience, without reliance on external providers!
- Reinforcing just how important and powerful the City of Sydney Network really is.... And why you should start with City of Sydney when planning your Street Furniture campaigns

Source: MOVE March 2026, QMS, 28/7/25-24/8/25, All CoS Assets, National Audience excl CoS LGA, P14+, 100% SOT, ROTS | Map: Reach Penetration % of each SA3 Sub-Area

**3.5x** greater audience per panel compared to the industry Street Furniture average

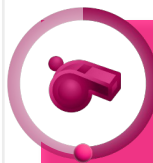
Source: MOVE February 2026, QMS, City of Sydney Per vs Industry Street Average, & QMS MOVE Data, Reference Week, Average Per Site VAC, P14+.

**80%+** of the network's audiences are pedestrian.

Source: MOVE March 2026, QMS, Reference Weeks, All CoS Assets, National Audience, P14+, 100% SOT, VAC.

**+63%** Reach continues to build over time deliver 63% more audience in 4 weeks compared to one, **80%** and the opportunity to reach 80% of Sydneysiders in 4-weeks.

Source: MOVE March 2026, QMS, RW +No. of Weeks, All CoS Assets, National Audience Reach (000's) & Sydney Metro Reach %, P14+, 100% SOT, ROTS.



### COACH CALL OUT:

With 93% of audiences coming from outside of the CBD, start your Street Furniture planning with the City of Sydney network.

