

MOVE's Geographical Coverage

MOVE measures all Out of Home formats across Australia, providing one of the most comprehensive understandings of how people move and interact with signs across the year, adjusting for public and school holiday patterns to reflect seasonal variation.

For the first time, the coverage extends to 21 regional reporting areas, where over one-third of all OOH signs are located. This delivers standardised audience metrics

across all of Australia, not just metro markets. The markets measured in MOVE are aligned with [OzTAM](#) and [Regional TAM TV](#) coverage areas.

This ensures consistent market definitions, easier cross-media comparisons and a familiar geographic framework for planning.

Coverage at a Glance



All of Australia, measuring residents and domestic visitors to deliver national audiences.



5 Metropolitan markets, aligned with OzTAM metro TV coverage.



Sub-areas can create using (Statistical Area 3), for targeted analysis.



21 regional reporting markets, aligned with Regional TAM TV coverage.



Why MOVE Matters

- * Uses the same market definitions as TV, making **cross-media planning** straightforward and consistent.
- * Shows how people move across markets, helping you understand their contribution to **reach and frequency**.
- * Captures how residents and domestic visitors see your **campaign, locally and nationally**.
- * Includes regional areas at scale, giving visibility across the **full OOH footprint**.
- * Supports granular planning through sub-areas, allowing you to analyse **specific locations** or catchments beyond standard metro and regional markets.

How it works in practice



Market

A market represents residents within a defined area, not the location of the signs. It shows how people from a given market interact with the signs in a campaign, capturing both their local exposure within their home market (as residents) and any additional exposure they generate when travelling to other markets (as domestic visitors).



National

Reflects how people across Australia engage with a campaign, capturing the full contribution of both residents and domestic visitors.



Metro

Includes Adelaide, Brisbane, Melbourne, Perth and Sydney metropolitan areas that are aligned with OzTAM coverage areas. Example: Selecting Sydney shows how Sydney residents interact with the campaign.



Regional

Regional areas aligned with Regional TAM coverage that include: Albury, Ballarat, Bendigo, Cairns, Canberra, Central East, Gippsland, Griffith, Hobart, Launceston, Mackay, Maryborough, Mildura, Mt Gambier/Riverland, Newcastle, Northern Rivers, Orange/Dubbo/Wagga, Regional WA, Rockhampton, Shepperton, Spencer Gulf/Broken Hill, Tamworth/Taree, Toowoomba, Townsville and Wollongong.



Sub-Areas

Sub Areas are defined catchment areas that allow more granular analysis than standard metro and regional markets. They show how residents within a specific area contribute to your campaign results. Predefined Sub Areas are developed by MOVE and available to all users within the reporting platform. Bespoke Sub Areas are custom areas created by individual users using SA3 boundaries.

Explore Further

For complete maps and standardised coverage definitions, see the [OMA Industry Standards](#).

To learn how to include the right markets in your MOVE reports, see [MOVE Software User Guide](#).