

DID YOU KNOW?

Large Format Billboards



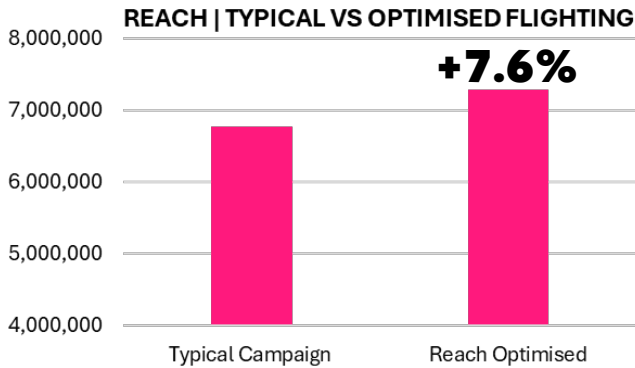
QMS' leading Digital Large Format Billboard network delivers 94% reach of the 5-cap metro markets across a 4-week period.

REACH BY MARKET	
Melbourne	97.5%
Sydney	91.1%
Brisbane	94.6%
Perth	90.7%
Adelaide	91.2%



Source: MOVE March 2026, QMS, 28/7/25-24/8/25, All QMS Large Format, 5 Metro Markets, P14+, 100% SOT, ROTs

Over the last 3 years, the QMS Digital Large Format network has expanded by **20%**.



Campaign flighting optimisation can deliver **~+7%** uplift in reach

Source: MOVE March 2026, QMS, Reference Week vs 2026 flighted, Typical QMS DLF Campaign, National Reach, Default SOT, VAC.

FOR THE FIRST TIME WE CAN MEASURE CANBERRA

What was previously an under-measured market, MOVE unlocks new opportunities with Canberra now a fully addressable market.

QMS has the only Digital Large Format sites in Canberra, reaching 1 in 5 people – delivering scale and visibility for your brand.

Our Canberra Airport assets capture high-value interstate audiences.

Source: MOVE, Canberra Airport LF Assets, 1 Week, 100% SoT, VAC Impressions
Source: MOVE March 2026, QMS, 28/7/25-3/8/25, Canberra Digital Large Format Sites, National Audience, P14+, 100% SOT, ROTs



COACH CALL OUT:

MOVE now provides greater granularity, accounting for each sites dwell, mode of travel and loop length. Consider flighting & longer duration in market to capture audiences.