

DID YOU KNOW?

The Convenience Network



The Convenience Network reaches over 7.5M Australians, over a week across 470+ panels nationwide.

The last time the petro/convenience model was updated was in 2013.

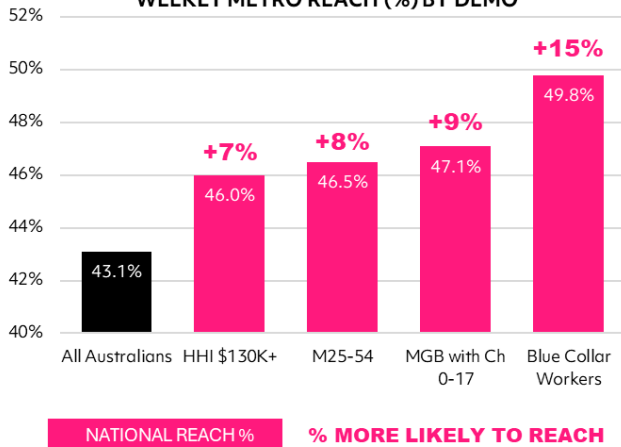
12.5M That's reaching over **55%** of the population across 4-weeks!

43% of audiences impacted view the screens from roadside environments.



Now, we can understand how the convenience network delivers scaled reach across diverse audiences, while identifying high-value segments where performance is strongest.

THE CONVENIENCE NETWORK
WEEKLY METRO REACH (%) BY DEMO



The Convenience Network over indexes on high-value audiences.

- **+7%** for high income households
- **+8%** for Males 25–54
- **+9%** for families
- up to **+15%** for blue collar audiences.

Source: MOVE March 2026, QMS, 28/7/25 – 3/8/25, All TCN Assets, National Audiences, 100% SOT, VAC Reach & Impressions. Roadside Audience breakdown based on impression split between environment methodologies. Over indexing demographics compared to P14+ baseline weekly reach.



COACH CALL OUT:

Focus on where your audience **actually** goes, and the environments that best reach them.