

What's changed from MOVE 1.5 to MOVE?

Significant changes to methodology brings MOVE in line with global OOH measurement terminology and standards. Below is a quick cheat sheet of the main changes most relevant to media agencies and advertisers.

	MOVE 1.5	MOVE
Audience Model	Typical average week	Full-year behavioural model (reflects real movement patterns)
Seasonality	Not seasonally sensitive (typical week average)	Data collected at daily and hourly granularity, providing greater insight into seasonality. NB: At March 9th launch, this will be weekly data
Geographic Coverage	Metro-focused	National: 5 metro + 21 regional areas
Demographic Profiles for Planning & Reporting	Basic demos (age + gender)	Advanced demos: including household income, grocery buyers and occupational groups
Preset Audiences	N/A	Combined audience presets for more granular targeting (e.g. P18-24 + Student, M25-54 + Main Grocery Buyer)
Domestic vs International Audiences	Domestic audiences only	International audiences are targetable by demographic, country of origin and reason for travel (business, holiday etc)
Reporting Terminologies	Contacts, Reach & Frequency, Opportunity to see (viewability) & Neuro Impact Factor (Emotional Effectiveness)	Opportunity to see has been replaced with Realistic Opportunity to See (ROTS). Visibility Adjusted Contacts (VAC) has been introduced as a measure for predicted attention. Campaign Quality Scores will be automatically calculated based on VAC & NIF scores

So what?

The biggest changes are to **geography**, with campaign reach represented as true total national reach instead of just metro. **Audience targeting and reporting will be significantly more granular**, and total **campaign quality scores** will be created from a combination of new VAC metrics and existing NIF (Neuro Impact Factor), allowing campaigns to be evaluated on more than Reach & Frequency metrics.

For GoTransit, this means our total network of 48,000+ Metro and Regional panels is now measured in MOVE. Planners will also be able to see richer detail about the audiences who see Transit advertising. Spoiler alert: it's not just people catching the bus!

Have a question about MOVE?

Get in touch with your GoTransit representative and we'll answer your question in our next FAQ.

What are the new metrics in MOVE & what do they actually mean?

MOVE introduces updated reporting metrics designed to better reflect **visibility, attention** and overall **campaign quality**. This document provides a simple breakdown of what's new and what it means for planners.

Key Metric Changes:



Realistic Opportunity to See (ROTS)

Replaces: "Opportunity to See (OTS)"

A refined measure of the likelihood that an individual sign could actually be seen, factoring in real-world viewing conditions. Where OTS acts more like total potentials, ROTs is a more realistic and conservative figure.

Accounts for:

- **AUDIENCE FACTORS:** Number of people moving through the area at that time of day, on that day
- **SITE FACTORS:** Sign position & size, direction of movement, speed of movement and the resulting likelihood of the site being in view

Meaning, if you're outside the realistic sightline, moving too fast to see the sign in detail or not there at that specific hour, you're not counted.

NOTE: OTS was based on average week traffic, whereas ROTs will eventually go down to an hourly level, however this is not available at MOVE launch.

Does not account for: Other factors influencing viewability such as lighting conditions or attention.

Most useful for: Programmatic and CPM based planning where maximising reach amongst a target audience is the primary planning factor.



Visibility Adjusted Contacts (VAC)

New metric

Contacts adjusted for visibility to better reflect predicted attention at a site level — not just exposure. Expressed as a reach figure or in impressions like ROTs, however only counts impressions that reach a certain visibility threshold.

VAC is based on a matrix of several factors, including but not limited to:

- Audience dwell time
- Viewer movement speed and mode (driver vs passenger vs pedestrian)
- Share of time (digital vs static)
- Eye tracking data
- **Visibility factors such as:**
 - Asset size
 - Orientation
 - Proximity to audience
 - Illumination / lighting conditions – down to the hour (NB: hourly not available at launch)

Does not account for: Format impact on memorability or emotional response, individual ad messaging and creative tactics (e.g. 3D extensions, video/motion capability etc).

Most useful for: Impact and quality based planning that prioritises format effectiveness and brand outcomes over impression volume.



Campaign Quality Score

Builds on Reach & Frequency + Neuro Impact Factor (NIF) blended score using VAC as the attention measure at a site level, and NIF at a format level to assess overall campaign quality and effectiveness.

Campaign Quality combines:

- **NIF:** Down to a format level. Intended to be read as an overall emotional impact and memorability score. Scores range from 1-4.5 with an average score across all measured formats of 2.
- **VAC:** Down to a site level. Intended to be read as an attentive reach measure.

Campaign Quality Scores then weight these factors to produce an overall predictive indicator of the net impact of the campaign on those who are predicted to pay attention.

Most useful for: Comprehensive campaign planning and reporting, in conjunction with MMM or other brand health or sales attribution modelling. Campaign Quality Scores can be a helpful tool in evaluating new formats and campaigns, democratising access to predictive impact measures when other advertiser level measurement is unavailable.

What's changed from a planning perspective?

From  +  to 

MOVE 1.5 methodology meant campaign reports were comparing campaigns and sites like **apples for apples**, where reach and frequency were paramount. MOVE is an important step towards comparing different sites and formats on their individual strengths, like **apples and oranges**.

The introduction of ROTS and VAC allows planners to compare formats with greater confidence, particularly when assessing attention and impact. In short, it gives planners another dimension beyond CPM.

This is especially relevant when:

- Justifying format and site selection
- Comparing large format vs smaller format environments
- Evaluating brand-building campaigns vs short-term response

What does this mean for Transit?

The complicated nature of measuring a moving target means these new metrics going down to an hourly level combine to provide the most accurate and comparative measurement for Transit to other types of outdoor formats than ever before.

With MOVE, GoTransit can now prove our formats deliver:

- Sustained visibility in traffic, especially for driver exposures which make up the majority of impressions (ROTS)
- Movement that draws additional attention while maintaining 100% SOV (VAC)
- Large format executional opportunities (wraps and megasides) that generate high scores for emotional and brand impact (NIF)

As visibility and attention-adjusted metrics become more prominent, formats that combine scale with strong real-world viewing conditions benefit.

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