



# Transport Audience Measurement



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Audiences of transport advertising include public transport commuters and employees, and local visitors to domestic and international airport terminals, including those meeting and greeting passengers.

There are approximately 20,000 outdoor media faces in this category across the five measured markets of Sydney, Melbourne, Brisbane, Adelaide and Perth.

Transport audiences are measured according to their demographic profile, the mode by which they travel, and the market in which the advertising faces are located.

## What is Transport advertising?

The MOVE system includes the following transport formats:

- Railway stations.
- Bus and tram terminals.
- Internal buses and trams.
- Internal Domestic Airport terminals.
- Internal International Airport terminals.

Transport advertising in Australia includes static and moving, and digital and non-digital displays of varying size.

## Where is Transport advertising measured?

**MOVE** covers the same geographic areas for transport advertising as those used for the TV ratings. These are known as Primary Coverage Areas (PCAs) and apply to the greater metropolitan regions of the five measured markets.

## How is Transport advertising measured?

**MOVE** is based upon comprehensive traffic and transport models which predict the travel behaviour of discrete audiences within each market. These models are collectively known as the Zenith Travel Modelling System, used to determine the Opportunity To See (OTS) audience.

Zenith predicts the travel movements of all public transport commuters using railway stations and bus/tram terminals, domestic and international airports, and buses and trams.

Separate models were developed for the MOVE system to determine the movement of audiences within these internal environments.

A Visibility Index (VI) is then applied to include only those people with the Likelihood To See (LTS) the advertising faces.



## The Transport Models – Design and Methodology

The MOVE system incorporates a number of Transport Models to measure the audiences of advertising faces within the different transport environments.

While Zenith delivers the OTS results for each of these faces, it can only predict travel behaviour to the entrance of each of these locations.

Separate models were required to determine how people interact with advertising signage while on a bus or tram, within a railway station, or while moving through an airport.

### Airport Model

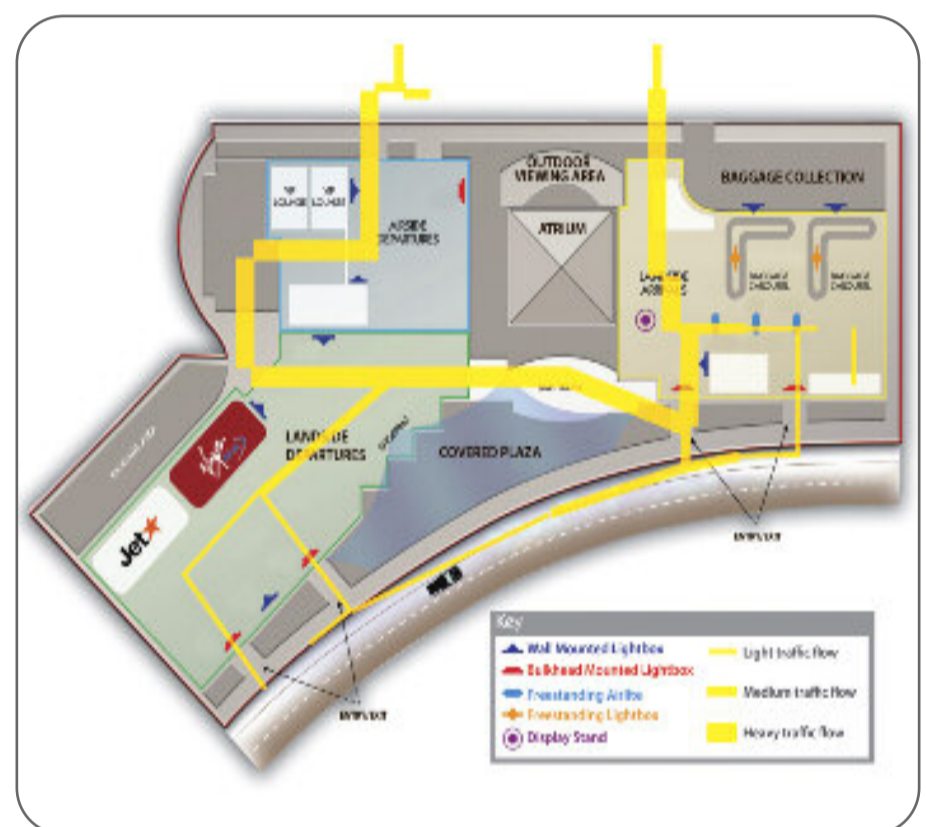
The Airport Model was based upon a 12 month online survey which tracked the travel behaviour of 5,000 people living within a given market and visiting domestic and/or international airports.

Visitors were divided into travellers and non-travellers as they exhibited different travel behaviour based on their purpose of journey. Those meeting and greeting passengers, for instance, would not have access to advertising faces beyond the airport security gates in international terminals.

A number of attractors at airport terminals were used to determine the flow of audiences past these advertising faces. These included:

- Check-in counters.
- Security screening.
- Retail areas.
- Baggage claim.
- Taxi ranks.
- Club lounges.
- Food courts.
- Airport entrances.
- Arrival/departure gates.

The following map shows how an audience is distributed through an airport terminal:



### Railway Stations/Bus Terminals

Transport advertising within railway stations and bus terminals can be viewed at the entrances to concourses, on the concourses themselves, and on and across platforms.

The allocation of audiences within a railway station is determined by the number of entrances to the station, the number of platforms in the station, and the number of platform entrances.

Outdoor advertising faces have been classified within the **MOVE** system to reflect their exact position within the railway or bus station against individually coded maps for each location.

### Buses and Trams

Zenith provides the total number of people boarding or alighting a bus or tram, at each stop.

Using a distribution model, these audiences are then measured according to their potential to see internal advertising faces.

### Establishing LTS Contacts

Visibility factors are applied to each transport advertising face to establish the values that will influence a person's Likelihood To See (LTS) an advertising campaign within the Transport environment.

The results of these Visibility Index scores (VI) are applied to the OTS outputs of the Zenith and Transport Models to produce the actual LTS contacts.

Reach and frequency for outdoor media packages are based entirely on LTS contacts.



For more information about MOVE please visit

[www.moveoutdoor.com.au](http://www.moveoutdoor.com.au)

or contact (02) 9357 9944