

## **For Immediate Release**

### **COMB Announces 2016 Board of Directors and Enhances Data Reporting**

**Toronto, January 5, 2016**

The Canadian Out-of-Home Measurement Bureau has appointed the following members to the Board of Directors: Brooke Leland of Jungle Media; Kristine Lyrette of ZenithOptimedia and Troy Sedgwick of REC Media.

Other Board members include: Dave Petryna of Outdoor Exposure as Chair of COMB; Barry Wilde of Pattison Outdoor as Treasurer of COMB; Fiona McLaughlin of Carat; Andrea Parnell of M2 Universal; Richard Ivey of Media Experts; Karine Courtemanche of Touché!; Lisa Kahn of Vizeum/Dentsu Aegis; Luc Quétel of Astral Out-of-Home; Nick Arakgi and Michele Erskine of OUTFRONT Media; Randy Otto and Bob Leroux of Pattison Outdoor; Philippe Marchessault of Newad and Rosanne Caron, COMB's President.

Effective with the COMB Data Report released on January 4th, data can now be shown separately for digital and static OOH formats to aid planners in developing campaigns. In addition, a Market/Operator/Product report allows users to see inventory changes from the previous COMB Data Report. Circulation data is now available for Clear Channel Canada, COMB's newest operator member and for Rouge Media in Resto-Bars.

COMB has also updated the Navigator Reach/Frequency Model with recent GPS data that is used to establish a duplication factor that determines the number of times respondents were actually exposed to panels. Markets were also updated with new vehicle occupancy factors as provided by Transport Canada.

#### **About COMB**

The Canadian Out-of-Home Measurement Bureau sets the industry standard for measurement of OOH advertising audiences across Canada. It publishes circulation and market data for over 70,000 OOH advertising faces in over 280 markets.

COMB is a national, not-for-profit association dedicated to providing unbiased, accurate and independent quantitative research since 1965.

COMB's members include OOH companies, advertising agencies and advertisers that provide guidance, funding and oversight to the measurement process.

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