



For Immediate Release

COMB Audit Reveals 99% Accuracy Level!

Toronto, July 5, 2016

A COMB audit of trading data used by OOH company members in major markets revealed that 99% of all circulation, population and in-market values match COMB approved figures.

Over 38,000 audits were conducted between January to May 2016. The 11 OOH companies audited include Adapt Media, Astral Out-of-Home, Canadian Digital Network, Clear Channel Canada, Dynamic Outdoor, Newad, OUTFRONT Media, PATTISON Outdoor Advertising, Quebecor Media Out of Home, RCC Media and Rouge Media Group.

“The COMB Audit is an incredible validation of the audiences we are buying for our clients and ensuring our campaigns deliver!” said Kristine Lyrette, President, ZenithOptimedia and a COMB Director.

One of COMB’s newest members REC Media (Arena network) and Newad’s College/University network will be audited late in 2016 after their new circulation data is published.

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 59,000 OOH advertising faces in over 275 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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