



For Immediate Release

OOH Companies Achieve High COMB Audit Score

Toronto, July 10, 2017

The 2017 COMB Audit has been completed and shows that for the third year in a row OOH companies are delivering a 98%+ accuracy level.

“As an advertiser it is important that our OOH partners adhere to a high degree of accountability. The COMB audit reveals any discrepancies in trading data and the 2017 audit results show that the OOH industry places importance on this and strives for accuracy,” said Craig Jennings, Director: Media/Agency Management; Royal Bank of Canada and a COMB Director.

The Audit Report verifies the circulation, population and in-market data used by OOH companies to calculate campaign impressions and reach/frequency. COMB’s 2017 Audit indicates that COMB’s OOH company members are delivering a 98.7% accuracy level.

This year, 61% of the total faces measured by COMB were audited including Toronto, Montreal, Vancouver and 45 smaller regional markets where circulation was updated in the past year. 9 OOH companies were audited – Adapt Media, Astral Out-of-Home, B.K. Corporate Marketing Services, Clear Channel Canada, Outdoor Exposure, OUTFRONT Media (including Dynamic Outdoor), PATTISON Outdoor Advertising and Quebecor Media Out of Home.

“The COMB Audit holds operators responsible for the trading data they are using and provides clients with the transparency and accountability they expect,” commented Rosanne Caron, President; COMB.

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 44,000 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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