



PRESS RELEASE

COMMB Launches 'Moving Billboard' Category with Hilite Outdoor as New Member

TORONTO, November 7, 2022 - COMMB (Canadian Out-of-Home Marketing & Measurement Bureau), the trusted source of Canadian OOH market insights for its advertiser, agency, media owner and programmatic tech-stack members, is pleased to welcome Hilite Outdoor as a new member to COMMB. With this addition to the COMMB member roster comes the launch of a new Out-of-home category: Moving Billboards.

Hilite Outdoor is a Toronto based start-up operating digital car-tops in major markets across Canada, with a focus on Toronto. Founded in 2019 and launched in 2020, they are the first company in Canada to bring digital car-toppers to market. Their unique approach to hyper-local messaging allows brands and advertisers to reach consumers in neighbourhoods where other digital out-of-home offerings are limited. Tapped into Hivestack and Vistar for programmatic ad-delivery, Hilite Outdoor has mapped neighbourhoods within key markets for targeted demographic, lifestyle, and behavioural impression delivery, with a seamless real-time GPS feed which COMMB leverages to output audited impression calculations.

Hilite Outdoor joins a growing class of members leveraging COMMB's publisher data, engaging councils and robust marketing services. Like all COMMB members, Hilite Outdoor will receive exclusive access to COMMB data, platforms and tools and member services, proving highly valuable for their business. Amanda Dorenberg, President of COMMB welcomes the company and is thrilled about the launch of COMMB's new Moving Billboards product category. "With the ever-growing demand for consumer engagement while outside of their homes, we are thrilled to bring the product category of Moving Billboards into the COMMB measurement purview. Hilite Outdoor is our first member within this category bringing vibrant digital content via car-tops in urban cores, it's truly an exciting time for COMMB.

"Hilite Outdoor is ecstatic to be a member of COMMB," Solomon Misghina, CEO of Hilite says. "This membership drives validity to a first in-market product in the Canadian landscape by offering buyers and planners peace of mind that our impression delivery is COMMB audited. We cannot wait to see what the future holds."

COMMB members receive a range of benefits:

- Exclusive access to granular audience circulation and impression data for all OOH media owner/publisher members' inventory

- Option to join the COMMB's new Programmatic Digital Out-of-Home (PDOOH) Committee, which formulates and adopts digital out-of-home marketing standards.
- Networking and opportunities to strengthen accountability and credibility with clients.
- Enhanced exposure to tech stacks, marketing guides, educational resources, 'COMMB Talks' events and more

To apply for a membership, please visit www.commb.ca/

Hilite Outdoor

Hilite Outdoor is an Ad-Tech company based in Toronto that serves targeted programmatic street level mobile campaigns. Hilite equips rideshare vehicles with high resolution, 5G connected smart screens that use proximity and contextual targeting to reach your desired demographic segments.

About COMMB

COMMB is the national not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech-stacks and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH industry, developing proprietary audience measurement methodologies for a variety of OOH media formats, and ensuring the voice of OOH is at the forefront of media via broad marketing and communications initiatives. www.commb.ca

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