

**PRESS RELEASE**



**Revolutionizing Out-of-Home Advertising:  
COMMB Launches OOH-GPT Beta, Harnessing the Power of AI**

**Toronto, August 28 2023** - The Canadian Out-of-Home Marketing and Measurement Bureau ([COMMB](#)) has announced their AI-Powered Chat Generative Pre-trained Transformer (GPT) called [OOH-GPT](#) (Beta), which leverages the ChatGPT model (trained by OpenAI) and focuses solely on supporting and educating agencies, operators, and brand marketers on out-of-home.

This new AI-powered system opens up a world of possibilities, offering valuable insights, data-driven recommendations, and personalized solutions to industry professionals. OOH-GPT's capabilities will undoubtedly reshape the out-of-home (OOH) landscape, empowering marketers and advertisers to make more informed decisions and achieve greater success in their OOH campaigns, all while gaining invaluable knowledge on the out-of-home landscape that they can continue to apply day-to-day.

Farrokh Mansouri, Head of Data at COMMB, leveraged the ChatGPT model and developed the OOH-GPT tool with the primary objective of education. "Out-of-home advertising is an environment that is changing rapidly - and it's not something

everybody knows about or understands. I attended a data summit recently and I presented to a group of data scientists about the out-of-home industry and what is happening from a research, data, and measurement perspective. Many individuals weren't aware of the capabilities of this space. Needless to say, I had a line-up of many data specialists waiting to discuss more about what out-of-home has to offer. It was really eye-opening." He continues, "This is what prompted OOH-GPT. A place that individuals can go to learn more about out-of-home and gain a deeper understanding of the OOH medium and its capabilities."

Amanda Dorenberg, President of COMMB, states, "OOH-GPT can provide information on various aspects of OOH advertising such as its definition, types, advantages, effectiveness, targeting options, measurement, and best practices. While COMMB boasts a range of objectives, many are centered around educating brand marketers about the advantages and capabilities of out-of-home advertising. This is precisely where OOH-GPT comes into play to assist us. We are thrilled to launch the beta version of OOH-GPT, and we cannot wait to watch the tool evolve with the objective of supporting and educating those interested in the out-of-home advertising space."

To interact with OOH-GPT (Beta), visit [www.chat.commb.ca](http://www.chat.commb.ca) and learn more about the out-of-home advertising industry.

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### **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](http://www.commb.ca)

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