COMMB

MEASUREMENT UPDATE

Modernizing Canadian Out-of-Home Measurement

COMMB has introduced the most significant modernization for Out-of-Home (OOH) measurement in Canada, including its first ever impression methodology for Digital Out-of-Home (DOOH). This new approach incorporates comprehensive, high-quality data with refined measurement techniques to provide granular, accurate measurement.



The industry's most advanced OOH measurement — built for today's media landscape.

WHY THIS MATTERS

COMMB's new methodology transforms roadside inventory into measurable media assets. By combining verified inventory, rigorous quality control, advanced traffic modelling and privacy-safe audience data, the industry gains more accurate impressions, reach and frequency metrics.

The result is more informed planning, strong campaign evaluation and greater confidence in Out-of-Home as a measurable, accountable advertising channel.

WHAT'S NEW: KEY METHODOLOGY DIFFERENCES

	PREVIOUS METHODOLOGY	NEW COMMB METHODOLOGY
	Relies primarily on Municipal/Provincial AADT (average annual daily traffic) counts	Layers government counts with mobile location data, surveys and points of interest for a comprehensive Canada-wide data model
	Staggered update cadence by market	Homogenous nationwide updates
	Average Daily Counts	Increased granularity to provide Average Daily, Average hourly, Day-hour, & Daypart
	Circulations Only	Circulations & Digital Spot/Adplay Impressions
	Limited Pedestrian Counts	Pedestrian data available for all Digital Inventory, and all Static in the Top 8 Markets.

THE NEW COMMB METHODOLOGY

Five integrated steps turn verified inventory into actionable audience insights.

1. **INVENTORY MANAGEMENT**
Media owners maintain accurate inventory in COMMB's ROADMAP platform—panel dimensions, location, product type and more. This verified inventory is the foundation for all measurement.

2. **INVENTORY REVIEW**
Every new or updated asset is reviewed and validated by COMMB. Metadata—including location, facing direction, dimensions and classification—is confirmed to ensure accuracy and consistency across the network.

3. **CIRCULATIONS**
Verified panel metadata is combined with realistic Opportunity to See (OTS) criteria, viewshed analysis, illumination, traffic direction, vehicle occupancy and pedestrian movement (where available) to estimate potential audience exposure for each panel.

4. **IMPRESSIONS**
COMMB models traffic flow, distribution, speeds, and dwell time within each panel's viewshed to calculate the number of advertising spots a traveller has the opportunity to see—delivering Digital spot/adplay impressions across average daily, average hourly, and daypart levels of granularity.

5. **REACH, FREQUENCY & AUDIENCE PROFILES**
In the top 44 markets, panel-specific viewsheds are combined with anonymized mobile movement data to model reach, frequency and audience profiles—integrated into ROADMAP for granular insights both at the market level and for the first time at the panel level.

POWERED BY BEST-IN-CLASS DATA

Bentley
Mobility analytics firm providing predictive transport models and products to better understand vehicular volume, speed and flow on Canadian roadways.

Environics Analytics
Geospatial data partner enriching population insights and powering OOH audience, reach/frequency and GRP calculations with Canada-wide mobile movement data.

Vividata
Marketing intelligence company providing consumer behaviour insights used in our audience profiles.

Docma
Data-science firm specializing in reach/frequency modelling and audience profiling for outdoor and place-based media.

12+ Million Road Segments

500+ Audience Variables

Bespoke Measurement of **~42,000** Roadside faces

960 Calculated Impression Values per Face

The new standard for OOH measurement in Canada. | Learn more at **commb.ca**