

COMMB Welcomes Cineplex Media as New Media Owner Member with Industry-First Mall Measurement Methodology

Toronto, September 16, 2024 - The Canadian Out-of-Home Marketing and Measurement Bureau (COMMB) is thrilled to announce the expansion of its membership roster, welcoming Cineplex Media as its newest media owner member. With the addition of Cineplex Media's national shopping network – spanning 96 shopping destinations, including nine of the country's top ten busiest malls – to its membership base, COMMB proudly unveils its inaugural Mall Measurement Methodology.

COMMB has collaborated with Cineplex Media and Cineplex Digital Media (CDM) to refine and accredit this innovative measurement approach, the first of its kind within the COMMB space to leverage AI-powered audience measurement technology. Central to this development is CDM's integration of Quividi's Audience Measurement Platform, which uses advanced footfall detection AI's to accurately detect and count real-time first-party audience impressions. This technology ensures Cineplex Media's advertisers receive reliable and transparent reporting while upholding strict privacy protections for audiences.



Farrokh Mansouri, Head of Data Science at COMMB, shared his enthusiasm for this milestone: "Cineplex Media's membership with COMMB and the integration of AI-based technology into place-based measurement represents a significant leap forward in the industry. By leveraging this technology to enhance the accuracy of out-of-home (OOH) measurement, we are paving the way for significant advancement and ushering in a new era of DOOH measurement that benefits both media owners and advertisers alike."

Vanessa Benfield, Senior Vice President, Media Sales at Cineplex Media, added: "Our membership and collaboration with COMMB marks a significant milestone for Cineplex Media as we continue to enhance our audience measurement capabilities across our networks. This partnership underscores our dedication to providing advertisers with accurate, privacy-compliant, and now COMMB-accredited measurement and reporting. By pioneering this advanced measurement methodology, we are not only improving the precision of our data but also establishing a new standard for transparency and accountability in the DOOH space."

Jessica Creces McElhone, Senior Vice President, Strategic Growth at Cineplex Digital Media, also added: "Together with our mall and technology partners, CDM has been a leader in the Canadian DOOH measurement space for more than 5 years. We are passionate about providing our digital media network partners with cutting edge, privacy-compliant networks, and Cineplex's new COMMB accreditation ensures our DOOH partners receive the most value for their impressions."

Cineplex Media and CDM's innovative approach will be showcased at AdAi, where the team, in partnership with Quividi, will discuss how they are leveraging AI-driven technology to transform audience measurement and elevate the standards of the industry.

[Click here](#) to purchase tickets for AdAi. If you are a COMMB member, reach out to COMMB for a COMMB member discount.

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.

About Cineplex

Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. Cineplex offers a unique escape from the everyday to millions of guests through its circuit of 169 movie theatres and location-based entertainment venue. In addition to being Canada's largest and most innovative film exhibitor, the company operates Canada's favourite destination for 'Eats & Entertainment' (The Rec Room), complexes specially designed for teens and families (Playdium), and an entertainment concept that brings movies, amusement gaming, dining, and live performances together under one roof (Cineplex Junxion). It also operates successful businesses in cinema media (Cineplex Media), alternative programming (Cineplex Events), motion picture distribution (Cineplex Pictures), digital commerce (CineplexStore.com), and digital place-based media (Cineplex Digital Media or CDM). Providing even more value for its guests, Cineplex is a partner in Scene+, Canada's largest entertainment and lifestyle loyalty program.

Proudly recognized as having one of the country's Most Admired Corporate Cultures, Cineplex employs over 10,000 people in its offices and venues across Canada. To learn more, visit Cineplex.com.

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