

COMM

DRIVING INNOVATION IN OOH

.HI

IF WE HAVEN'T
MET YET, LET'S
CONNECT.



@AmandaDorenberg



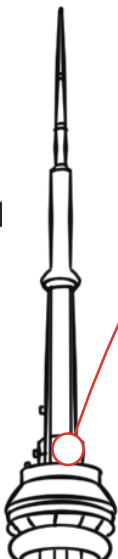
.HI

MICHELE ERSKINE
CEO - CANADA, OUTFRONT
CHAIR, COMMB BOARD OF
DIRECTORS



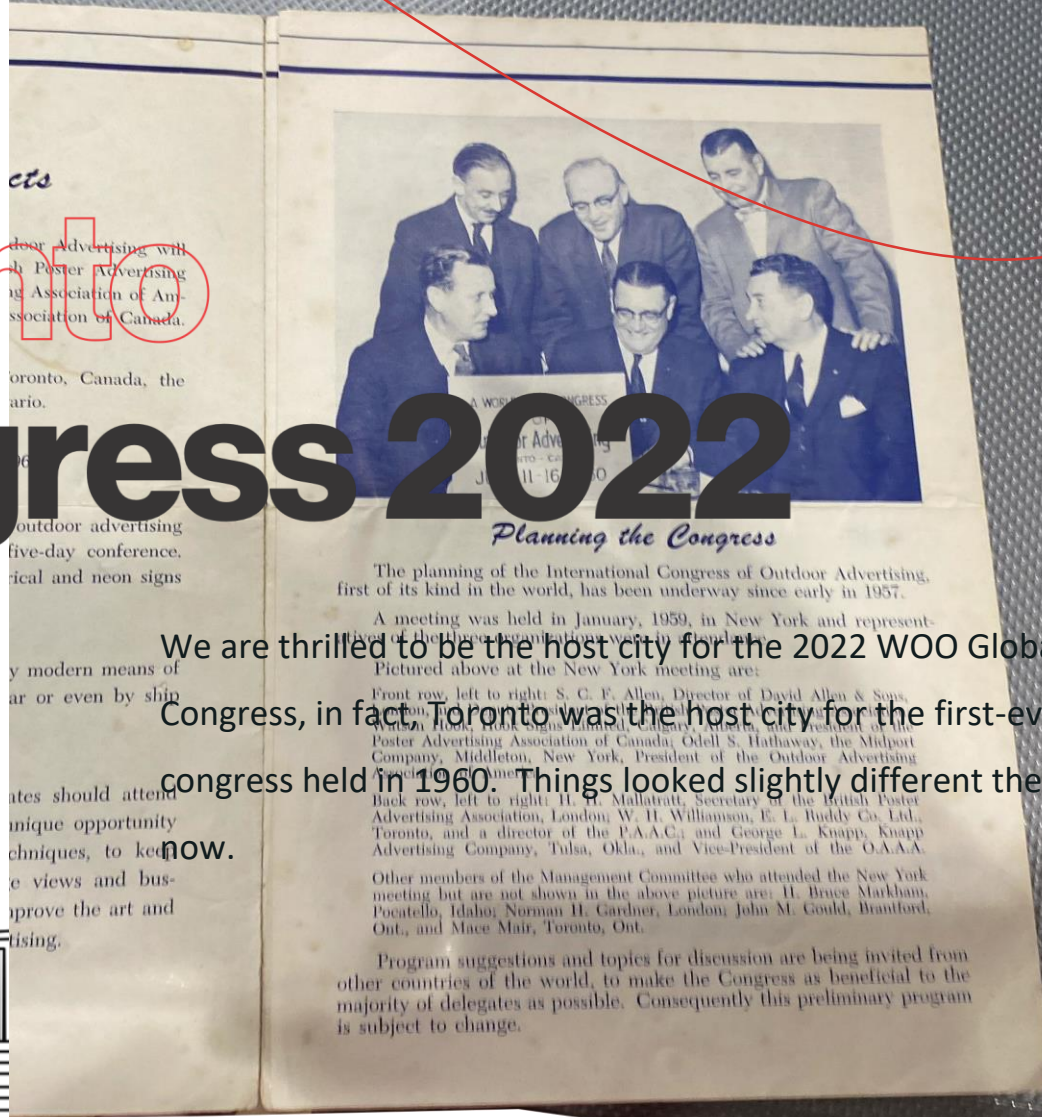


COMMB is the national not-for-profit organization for the Canadian out-of-home (OOH) industry. Our membership base is comprised of advertisers, agencies, programmatic tech-stacks and OOH companies, large and small. COMMB is responsible for the collective marketing and measurement efforts for the OOH 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..



Toronto

Congress 2022



We are thrilled to be the host city for the 2022 WOO Global Congress, in fact, Toronto was the host city for the first-ever congress held in 1960. Things looked slightly different then vs.

now.

Toronto

Bay/Bloor

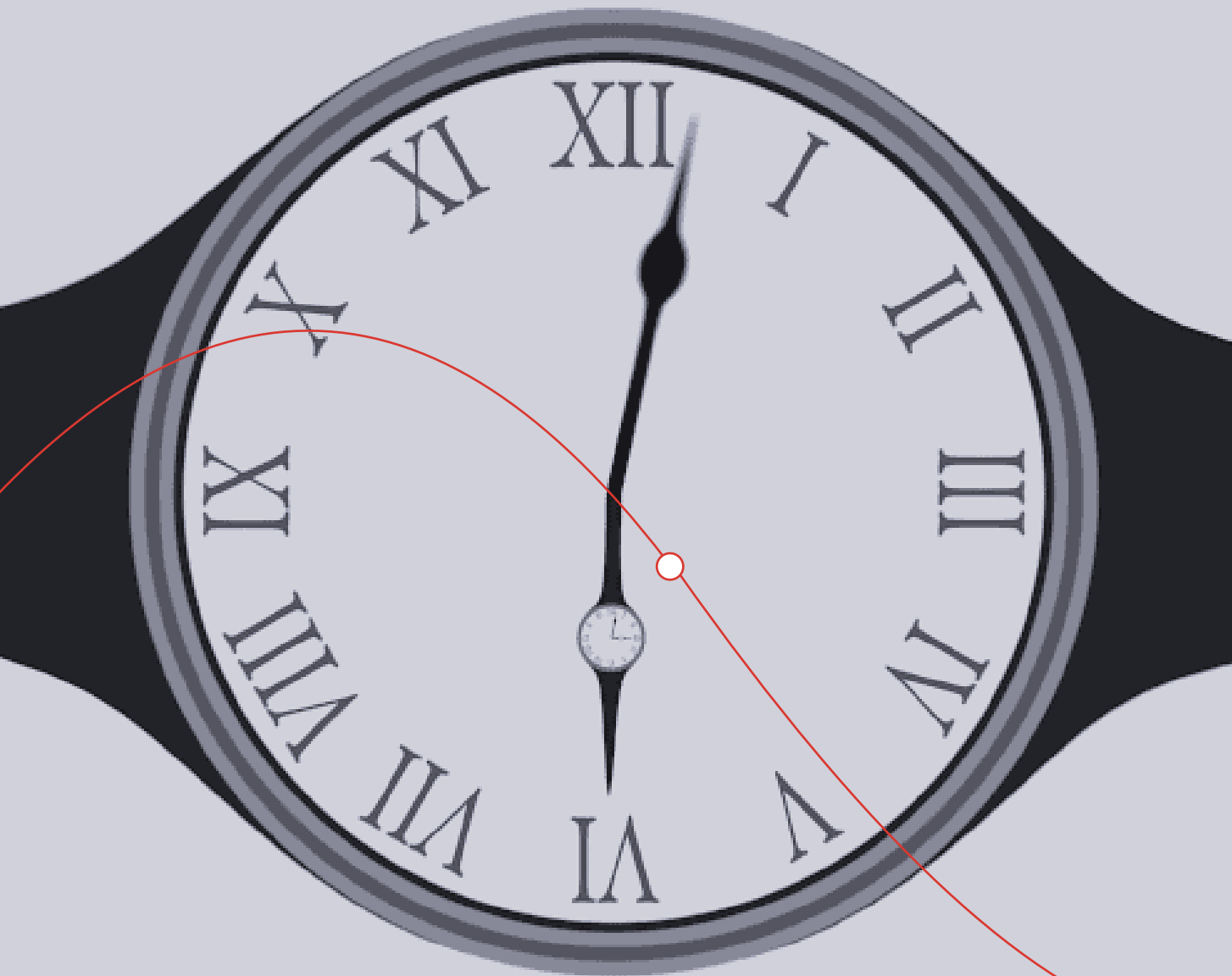
1964



Toronto

Bay/Bloor Today





Data-Driven
OOH
Advertising

A large billboard is mounted on a metal structure against a blue sky with light clouds. The billboard is divided into two main sections. The left section features the iconic McDonald's logo, a stylized 'M' composed of four slanted rectangular panels in red and yellow. The right section is a solid red background with the text 'next exit' written in a bold, white, sans-serif font. The billboard is supported by a complex metal framework with various beams and brackets. In the bottom right corner of the red section, there is a small copyright notice.

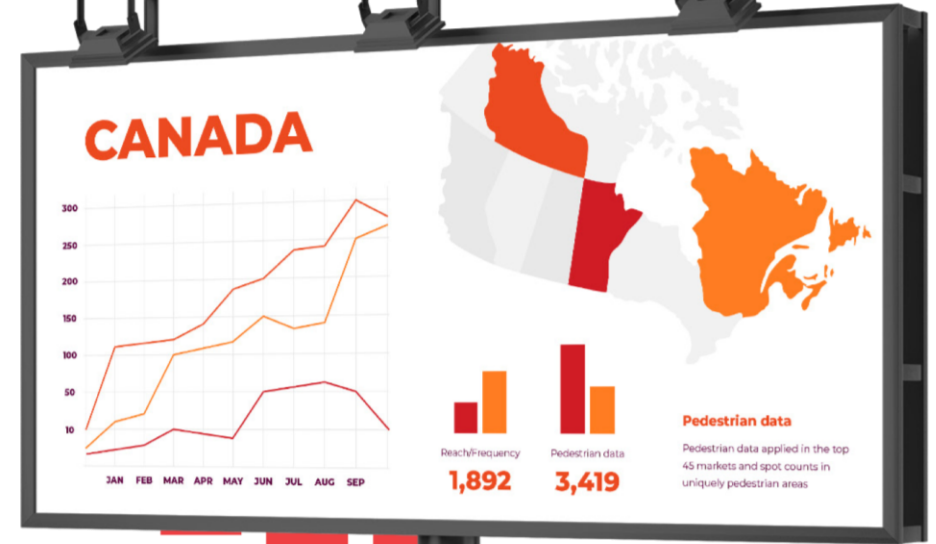
next exit

© McDonald's

ELEVATED OOH MEASUREMENT



New & Enhanced Datasets /general



6.7 million

1

Access to data on over **~6.7 million road segments** across Canada.

2

Directional vehicular and pedestrian volume data by road segment.

3

Reach/Frequency (RF) in the top 45 markets by face for static and ad-play (spot) level for digital across all COMMB measured outdoor inventory.

4

Audience profiles (AP) in the top 45 markets for both outdoor and place-based venues.

5

Pedestrian data applied in the top markets and spot counts in uniquely pedestrian areas such as Yonge-Dundas Square.

6

Vehicular occupancy at the market level vs. previously available provincial level.

7

Illumination hours sourcing hourly volume data vs. a single factor previously used.

8

% of audience for each face and ad-play that live in-market and a list of outside markets that represents 1% or more of the total market audience.

New & Enhanced Datasets /digital

1

Access to intersection flow data

identifying total vehicular movement and pedestrian volume of movement within an intersection i.e. % that turned left vs. right vs. went straight through.

2

Access to average vehicular speed data by road segment.

3

Custom distance visibility zones (DVZ) by face to account for obstructions in sight-lines.

4

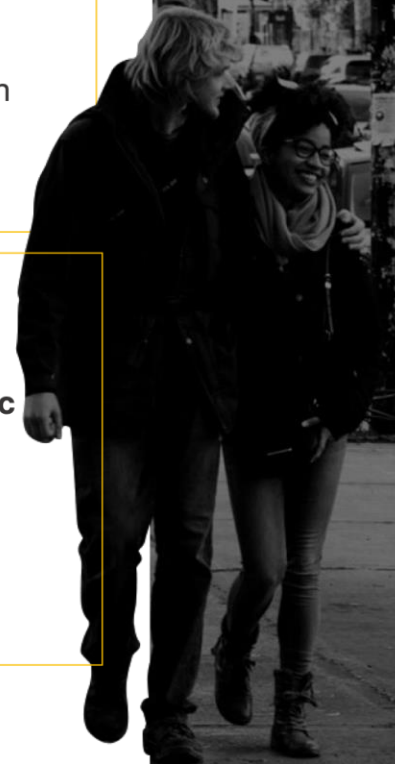
Dwell time extrapolation to account for **ad-play impression calculation.**

5

Face level circulation and total screen and ad-play impressions.
Data available for 192 hourly day-parts and 8 day-types (Mon -Sunday, +average day).

6

API ready for **programmatic integration.**



Digital Measurement

1

Leveraging the digital datasets, COMMB provides standardized impressions for the industry with COMMB **verified hourly impression data, by day, as well as by mode – vehicular, pedestrian or a combination** of both – reported at the screen and ad-play level.

3

Ability to **provide agency trading desks and 360 planners with DOOH reporting** that aligns more closely to that of native online.

4

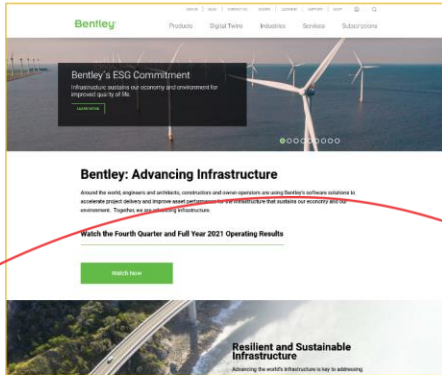
Reach/Frequency (RF) and Audience Profiles (AP) available in the top 45 markets, providing flexible options for buying and selling.

2

Screen and ad-play impressions vary based on number of spots and the spot length time as the methodology accounts for speed, visibility and dwell time.

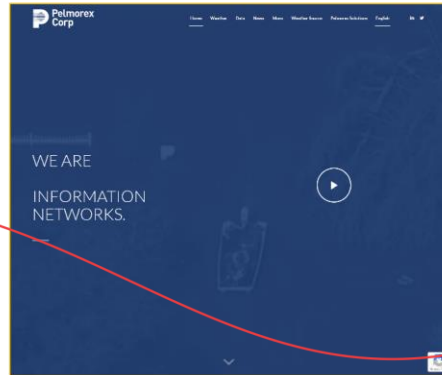


Data Partners



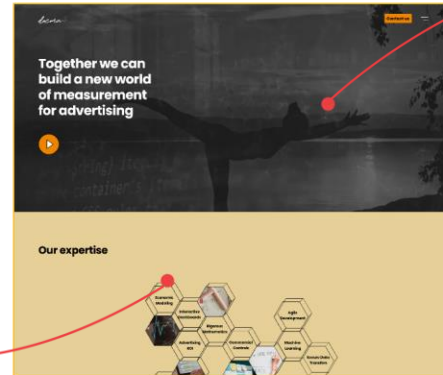
Bentley

A mobility analytics firm that designs and engineers data and software solutions including predictive transport models and products, such as Streetlytics, that help COMMB understand vehicular volume, speed, flow etc.



Pelmorex Corp.

A geospatial data partner providing trips data and home origin data to COMMB in the top 45 markets across Canada, feeding our Reach/Frequency (RF) model.



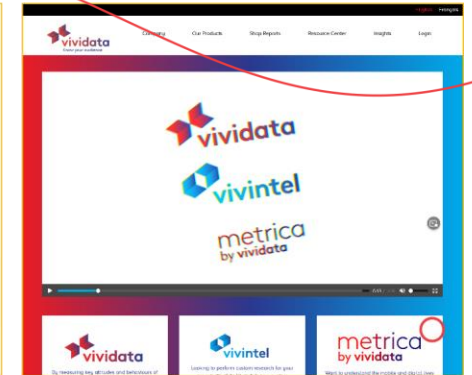
Docma

A data-science firm specializing in Reach/Frequency modelling, working with COMMB on the development of the RF model for outdoor and the Audience Profiling for outdoor and place-based.



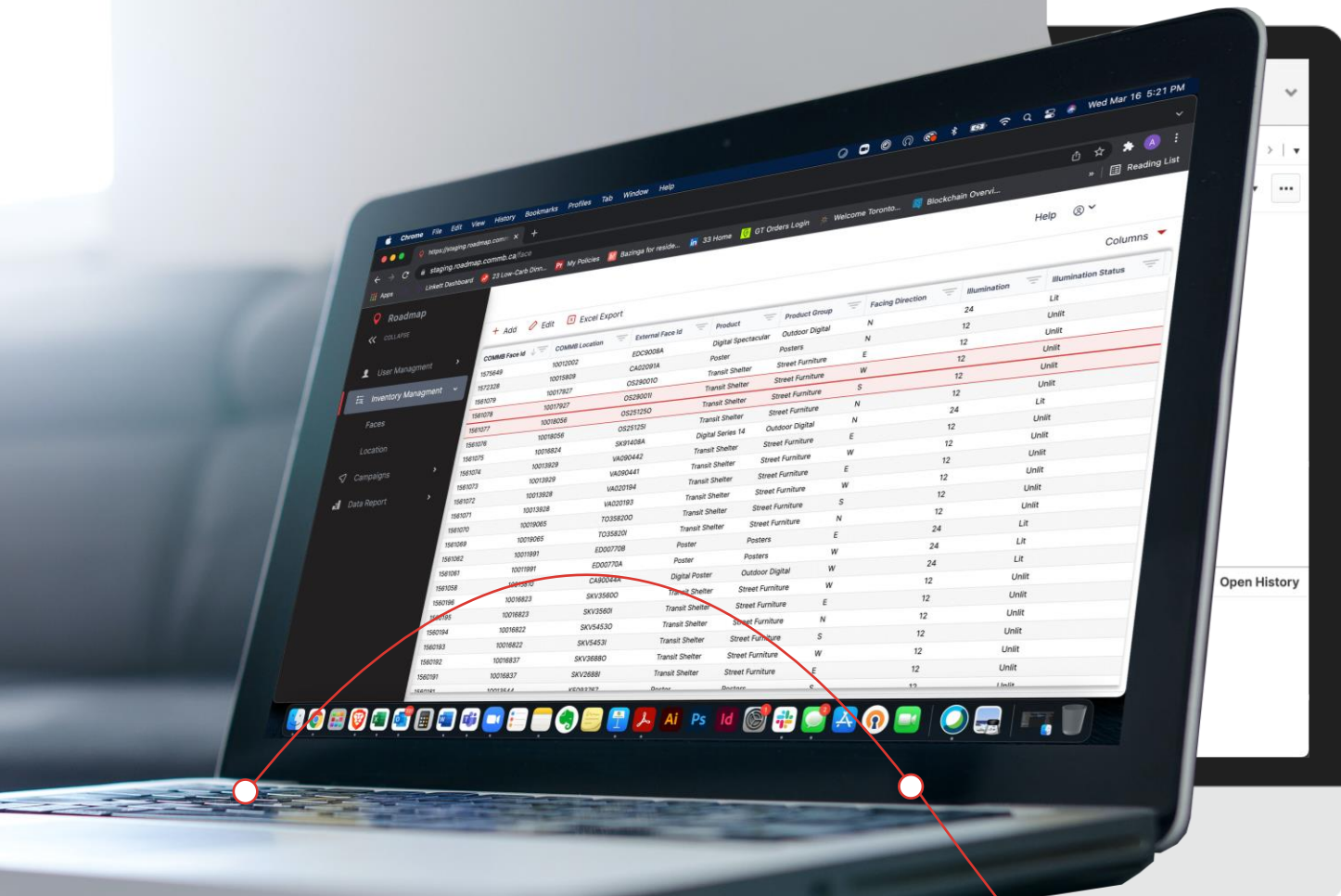
Manifold Data Mining

A marketing intelligence company providing COMMB with demographic insights and market population data used in our Audience Profiles (AP).



Vividata

A marketing intelligence company providing COMMB with product variable insights used in our Audience Profiles (AP).



New & Enhanced Resources

The new COMMB production and planning system, ROADMAP, is the backbone to the new measurement methodologies. This resource will replace our existing suite of inventory management and planning products with an all-in-one web-app, set to launch this fall.

SUMMARY

COMMB has been working diligently to provide not only **updated datasets and methodologies**, but also developing our proprietary tool, **ROADMAP**. This comprehensive production and planning system is set to **launch in September, 2022** with user acceptance testing (UAT) beginning in June/July. Stay in touch for the latest COMMB updates and reach out for more details!



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DRIVING INNOVATION IN OOH



WORLD
OUT OF HOME
ORGANIZATION

TORONTO CONGRESS 2022 MAY 25 - 27

Connect, Celebrate and Elevate the World of Out of Home