

For Immediate Release

COMB Announces New Research Director

Toronto, January 18, 2016

The Canadian Out-of-Home Measurement Bureau has announced the promotion of Adrian Makurat to Research Director. Adrian will lead the exploration and development of new measurement methodologies and standards to meet the evolving needs of the OOH industry. In his new role Adrian will continue to oversee the development and maintenance of research systems.

“In 2015 COMB launched several new initiatives including enhancements to audience reporting and an audit of all OOH operator markets and products providing advertising buyers with a high degree of accountability. Adrian will continue to build on these initiatives in 2016 with a focus on enhancing the value of COMB audience data,” said Rosanne Caron; President of COMB.

About COMB

The Canadian Out-of-Home Measurement Bureau sets the industry standard for measurement of OOH advertising audiences across Canada. It publishes circulation and market data for over 70,000 OOH advertising faces in over 280 markets.

COMB is a national, not-for-profit association dedicated to providing unbiased, accurate and independent quantitative research since 1965.

COMB’s members include OOH companies, advertising agencies and advertisers that provide guidance, funding and oversight to the measurement process.

For more information please contact:

Rosanne Caron, President
416-968-3823, 108
rcaron@omac.comb.org