



2016 COMB Audit Report

What is the COMB Audit?

Launched in January 2015, COMB’s audit process synchronizes all trading data between COMB’s systems and those of its OOH company members.

The audits instantly verify that circulation, population and in-market values, used to calculate campaign impressions and/or reach-frequency match COMB-approved figures.

As a condition of COMB membership, OOH companies must comply with the COMB Audit and ensure that any data errors are corrected in a timely fashion.

2016 Results

A full audit of all active OOH company members in the Toronto, Montreal, Vancouver, Calgary and Edmonton markets has been completed following the autumn audits of COMB’s newest member, REC Media, and Newad’s updated College/university network.

The audit revealed that OOH company members are delivering a 99% accuracy level providing a high standard of assurance to advertising buyers and their clients.

Audit Task	# of Completed Audits in 2016
Outdoor Circulation	38,411
Indoor Circulation	36
Population	242
In-Market %	242
Total	38,931



“The Canadian Out-of-Home Measurement Bureau Audit has returned with the OOH companies delivering at a 99% accuracy level. This is an incredible validation of the audiences we are buying for our clients and ensuring our campaigns deliver!”

Kristine Lyrette, President, ZenithOptimedia and COMB Director

