



## 2017 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.

### 2017 Results

A full audit of all active OOH company members in the Toronto, Montreal, Vancouver, and 45 smaller regional CMA/CA & CSD's, where traffic volumes were updated in the past year, has been completed.

The audit revealed that the OOH company members involved - Adapt Media, Astral Out-of-Home, B.K. Corporate Marketing, Clear Channel, Outdoor Exposure, OUTFRONT Media (including Dynamic Outdoor), PATTISON Outdoor Advertising and Quebecor Media Out-of-Home - are delivering a 98.7% accuracy level providing a high standard of assurance to advertising buyers and their clients.

Audit Task	# of Completed Audits in 2017
Outdoor Circulation	38,102
Population	170
In-Market %	170
<b>Total</b>	<b>38,442</b>

COMB's newest member, UB Media, will be audited in the Fall of 2017.



*"As an advertiser it is important that our OOH partners adhere to a high degree of accountability. The COMB audit reveals any discrepancies in trading data and the 2017 audit results show that the OOH industry places importance on this and strives for accuracy."*

Craig Jennings, Director, Media / Agency Management, Royal Bank of Canada, and COMB Director.

