



COMMB Aligns 2025 Objectives With Strategic Restructuring of Data and Measurement Team

PRESS RELEASE

Toronto, May 1, 2025 - The Canadian Out-of-Home Marketing and Measurement Bureau (COMMB) restructures their Data and Measurement Team in preparation for the launch of the industry's new Outdoor Measurement in May, which will then be followed by a series of data and methodology upgrades spanning 2025 and 2026. The restructure sees Rodney Bisnath promoted to Head of Research and Measurement, Melanie Moriarty promoted to Manager, Research and Measurement and Andrew Snow promoted to Senior Research and Data Analyst. The Canadian Out-of-Home industry body will also be recruiting for two new Analysts to assist with COMMB's mission of facilitating the growth of Out-of-Home in Canada.

A key objective for Adam Butterworth, Interim President of COMMB when he joined in December 2024 was to realign COMMB's internal teams to ensure the successful ongoing development and launch of ROADMAP RF: Canada's new Outdoor Audience Measurement. He states, "COMMB's new Outdoor Reach and Frequency tool - ROADMAP RF, will be officially launched in May, 2025. Five years in development, this project has seen a multi-million dollar investment from our media owner/operator members and the new measurement has the potential to revolutionize how Outdoor is planned and bought in Canada. Considering the scale of the project, ensuring that the platform is sufficiently resourced for both launch and future development is essential. The restructuring of the measurement team and the increasing of resources allocated will help ensure this happens."

Rodney Bisnath steps into his new role as Head of Research and Measurement, bringing over 11 years of experience with COMMB's measurement team and a deep expertise in research and analytics. "It's been exciting to see how the OOH industry has evolved over the past decade. The new measurement enhancements coming in 2026 are crucial for giving our members the tools to stay ahead of the changing landscape, and will add extensive depth to the data that COMMB offers. As with all new tools and data, education plays a huge role in maximizing how much



value our members can extract from what we provide. We're taking the new enhancements on the road this June, which will be an incredible opportunity to connect with our members and provide insight on what's to come."

With new measurement enhancements on the horizon for 2026 in addition to the ROADMAP RF tool launch, COMMB's two-year plan is poised to elevate industry standards, deliver greater value to members, and deliver a uniquely Canadian and world-class audience measurement for the Out-of-Home industry.

About COMMB

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies, programmatic tech-stacks and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services. www.commb.ca

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