



## **New Reach & Frequency Tool Now Available in COMMB's ROADMAP Platform**

### **PRESS RELEASE**

**Toronto, May 27, 2025** - COMMB (The Canadian Out-of-Home Marketing and Measurement Bureau) has announced the addition of their newly enhanced reach and frequency (R/F) tool within ROADMAP; Canada's leading inventory management and planning tool for the Out-of-Home (OOH) industry. This significant enhancement launched today.

The ROADMAP Reach & Frequency (R/F) model promises precise, methodology-driven insights down to the individual billboard asset, providing users with an efficient and more accurate way of planning OOH. Adam Butterworth, Interim President of COMMB has played a pivotal role in guiding the launch of COMMB's reach and frequency tool within ROADMAP. He states, "ROADMAP R/F is the culmination of 5 years of hard work and over \$4 million dollar investment from COMMB's member media owners. This uniquely Canadian audience measurement methodology is technology-driven and has been benchmarked against some of the world's best, from both a methodology and output perspective. This new measurement allows us to understand the key drivers of Out-of-Home campaign success. In addition, it enables Out-of-Home to be accurately measured alongside all other media, making it easier to integrate into media mix modeling."

Michele Erskine, Chair of the Board of Directors at COMMB and VP Out-of-Home at Astral echoes Adam's sentiments on the significance of the launch. "The launch of ROADMAP's Reach & Frequency tool marks a pivotal moment for the Out-of-Home industry. With the increasing demand for reliable audience data, OOH is leading the way toward a new era of accountability and precision. This tool empowers us to provide advertisers with a transparent, data-driven approach to campaign planning and evaluation, ensuring OOH's continued relevance and effectiveness within the broader media landscape."

With major additions of the ROADMAP platform scheduled to launch throughout 2025 into 2026 like enhanced measurement, audience profiles and place-based measurement, COMMB is redefining how agencies, advertisers, and operators plan, measure, and optimize Out-of-Home campaigns across Canada.

To demonstrate the full capabilities of the new ROADMAP Reach & Frequency (R/F) tool, along with upcoming enhancements and features, COMMB is launching a cross-country tour. The ROADSHOW will commence in June 2025, bringing the latest innovations in Out-of-Home planning and measurement to industry professionals across Canada.

For more information on ROADMAP R/F and training, [click here](#).

### **About COMMB**

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies 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](http://www.commb.ca)

### **About ROADMAP**

ROADMAP is an interactive mapping SaaS platform designed to streamline inventory management and campaign planning for Canada's Out-of-Home industry. Developed and launched by COMMB (The Canadian Out-of-Home Marketing and Measurement Bureau), ROADMAP platform provides COMMB members (media owners, advertising agencies and programmatic tech-stacks) insight on Out-of-Home assets across the country to assist in planning OOH campaigns. To become a COMMB member and gain access to ROADMAP: [www.commb.ca](http://www.commb.ca)

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