



COMMB (Canadian Out-of-Home Marketing & Measurement Bureau) Introduces Insights Suite, Debuts Media Insights Platform

PRESS RELEASE

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COMMB has officially launched the COMMB Insights Suite, marking the beginning of a phased rollout of strategy-first tools.

The COMMB Insights Suite is a set of free-to-use tools designed to inform how Out-of-Home should be leveraged before entering COMMB's ROADMAP planning tool. It reveals how Out-of-Home connects with specific audiences, providing the context needed to make informed decisions about its impact, role, and approach at the channel planning stage. The Insights Suite aims to help advertisers, agencies, and media owners use Out-of-Home more intentionally and effectively.

The first platform to launch in the COMMB Insights Suite is the Media Insights Platform. The dashboard provides interactive audience and media insights that help advertisers, agencies, planners, buyers, and media owners better understand how specific audiences engage with Out-of-Home (OOH) alongside other media channels. Users can explore media engagement, attention, and action taken by audiences, analyze campaign media mix, and compare unique and shared audience exposure across media types. By uncovering how OOH contributes within the broader media landscape, the platform helps users identify opportunities to maximize campaign impact and build stronger, more effective media strategies.

Lindsey Talbot, President of COMMB, says, "COMMB built the Insights Suite by expanding on market research data already at our fingertips, recognizing an opportunity to unlock even greater value from it. By giving users the freedom to filter based on their own objectives, they can see firsthand where Out-of-Home fits into their plans. The Media Insights platform is the first tool we're launching to help agencies and advertisers better understand the true value of the medium. We've always believed Out-of-Home belongs in more media plans, and these tools will make that impossible to ignore."

Moirá Gilderson, Senior Vice President of denstu shares her enthusiasm from an agency perspective about the platform. “Media planning is increasingly about making smarter trade-offs, not just bigger investments. Planning tools like the COMMB Media Insights Platform give planners a clearer understanding of how Out-of-Home contributes to reach, attention, and action - and how it complements other channels - which ultimately leads to more confident, more accountable media decisions.”

The Media Insights Platform uses a rolling three-year dataset, updated annually by adding new data and removing the oldest. This ensures results remain both reliable and reflective of current media habits.

To use the Media Insights Platform, [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

For more information, please contact:

Jennifer Copeland
Director, Brand Communications
insights@commb.ca