



PRESS RELEASE

COMMB Certifies UB Media's Residential Network Metric

TORONTO, December 9, 2021 - The Canadian Out-of-Home Marketing and Measurement Bureau ([COMMB](#)), the trusted source of Canadian OOH market insights for its advertiser, agency, media owner and programmatic tech-stack members, announces it has accredited place-based member UB Media's new residential network.

The network is the first COMMB-certified residential network receiving average weekly out-of-home marketing impressions.

"OOH in building common areas commands attention and increases engagement by integrating seamlessly with the daily lives of people receiving it," said COMMB President Amanda Dorenberg. "COMMB's methodology approach to UB Media's residential network quantifies its engagement and proves the medium's power to boost ROI and deliver ultra-specific, hyper-local information."

UB Media employs COMMB-developed and approved methodologies that translate building occupancy and visitor volume into accurate weekly gross impressions based on screens located in the lobby, elevators, parking garage, and mailroom.

"Our residential network gives local and national brands access to Canada's burgeoning urban residential population," explained UB Media President & CEO Michael Minicucci. "The network encompasses nearly 1,600 screens in over 500 of the most desirable condominium buildings across Canada, reaching more than 2 million eager, receptive residents and visitors every month. With programmatic placed-based media on the rise it is imperative for advertisers to have certified impressions and transparency, this accreditation has accomplished that by providing trusted measurement with COMMB."

UB Media will report and analyze residential OOH screen performance metrics with building-by-building granularity spanning across 19 market

geographies across Canada, allowing marketers to compare results and identify trends.

ABOUT COMMB

COMMB is the national organization for the Canadian out-of-home industry of advertisers, 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

ABOUT UB MEDIA

For over a decade UB Media has been connecting Canadians to the brands they love through an unparalleled national digital footprint. Now with four targeted networks: Residential, Restobar, Cinema and Campus, UB Media continues to reach millions of Canadians at key touch points throughout their daily journeys with a mix of engaging digital and static indoor OOH media solutions. <https://ubmedia.ca>

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