



Member Company Code of Best Practice*

In recognition that each TAB member company must play a pro-active role in the industry adoption of TAB Out of Home Ratings, TAB member companies support the following as a Code of Best Practice.

- For those formats measured by TAB Out of Home Ratings, all buyers and sellers of Out of Home media, who are members of the TAB, pledge to cease using DEC's in all of their business practices at the earliest time practicable.
- TAB member companies will communicate their commitments to use TAB Out of Home Ratings and the benefits of the standard use of those ratings to all parties with whom they conduct business.
- TAB member companies commit to educating their employees and updating their systems and processes to ensure availability and proper use of ratings in their business processes.

**Unanimously endorsed by the TAB Board of Directors; October 4, 2012*