

think^{tv}

THE QUARTERLY

winter/spring 2017

tv reaches just about everybody

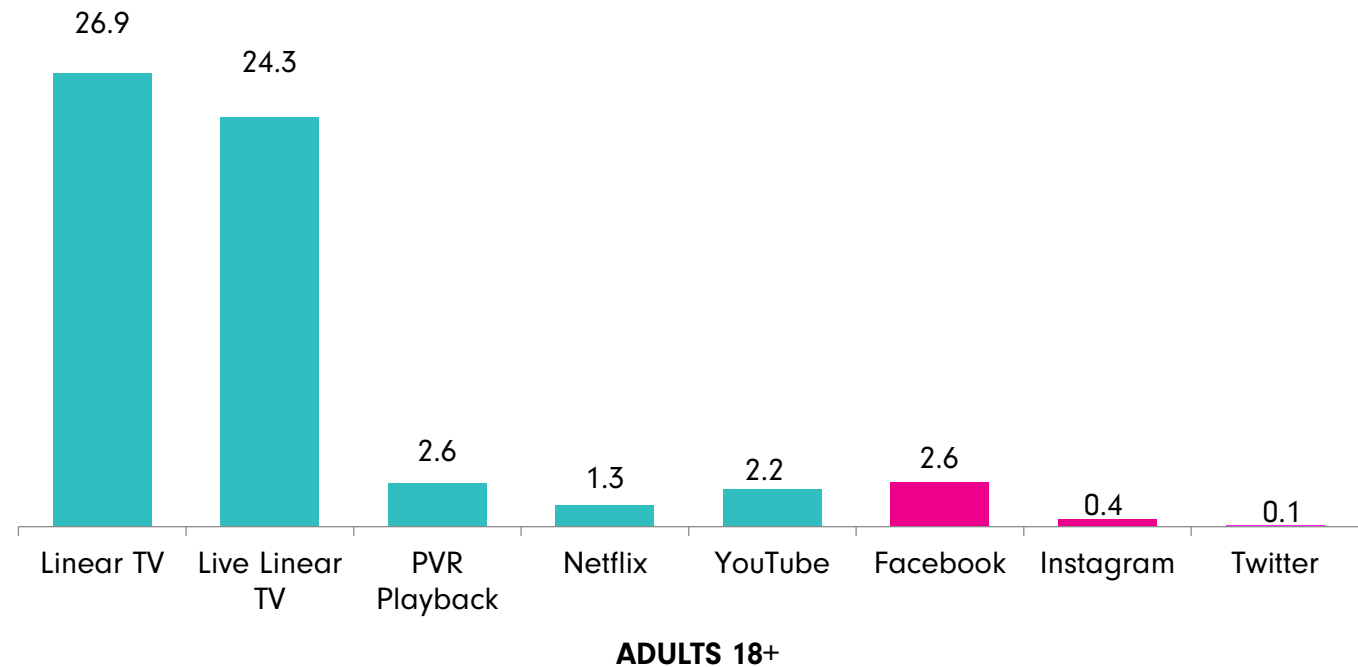


WINTER-SPRING TRENDING							
	AVERAGE WEEKLY REACH (%)						
	Ind.2+	Male	Female	A18+	A18-34	A25-54	C2-11
2017	95.2	95.2	95.2	95.9	92.6	94.7	92.0
2016	97.0	96.8	97.2	97.5	95.5	96.6	94.6
2015	97.8	97.8	97.7	98.1	96.5	97.6	96.3
2014	98.1	98.1	98.2	98.3	96.7	98.0	97.5
2013	98.2	98.3	98.2	98.4	96.9	98.2	97.5
2012	98.3	98.3	98.3	98.5	97.8	98.1	97.4

tv leads screen time

Canadians watched an average 27 hours of TV/week

AVERAGE WEEKLY HOURS PER CAPITA

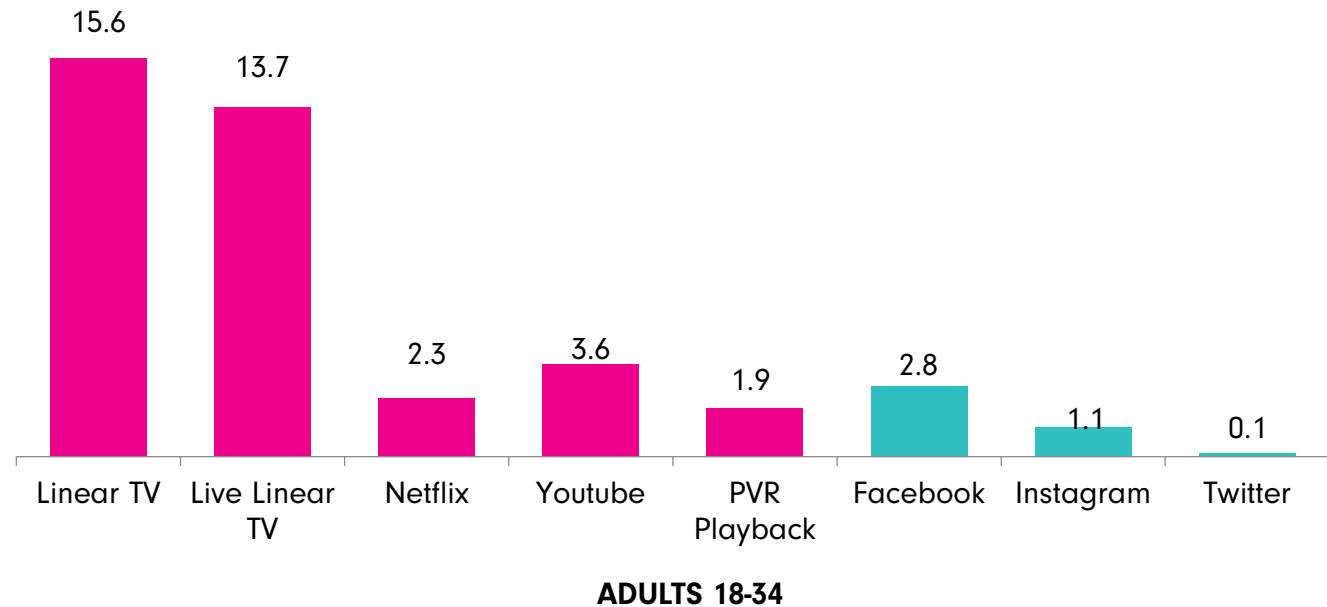


- **12x more time watching linear TV** than YouTube
- **9x more** than with Facebook, Instagram and Twitter *combined*

tv leads screen time for millennials

millennials watched an average of over 15 hours of TV/week
(2+ hours/day)

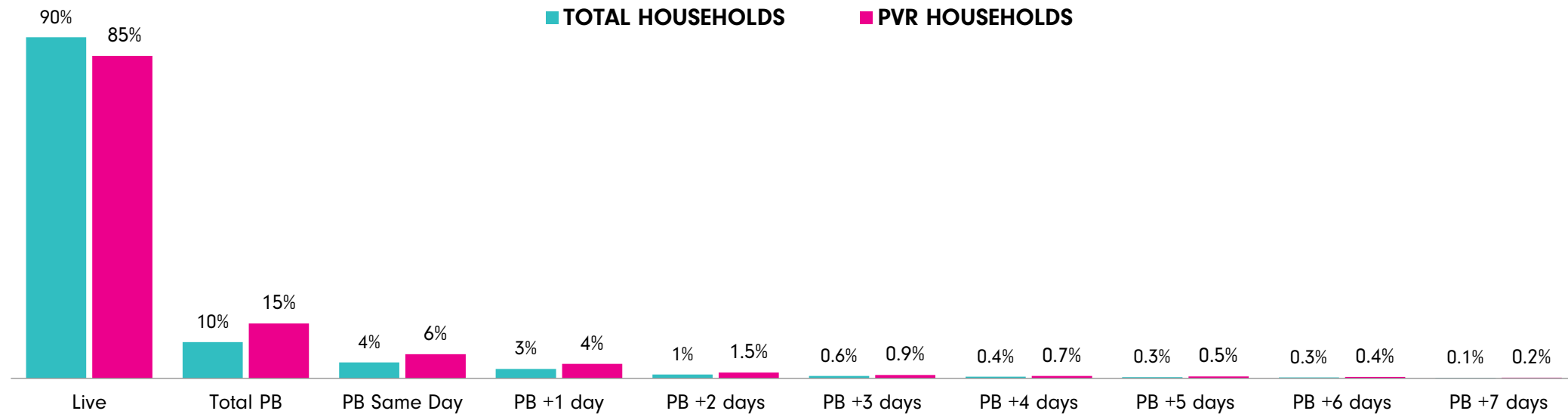
AVERAGE WEEKLY HOURS PER CAPITA



- **4x** more time watching linear TV than YouTube
- ...and over 5x more than Facebook

Canadians watch their **tv** live

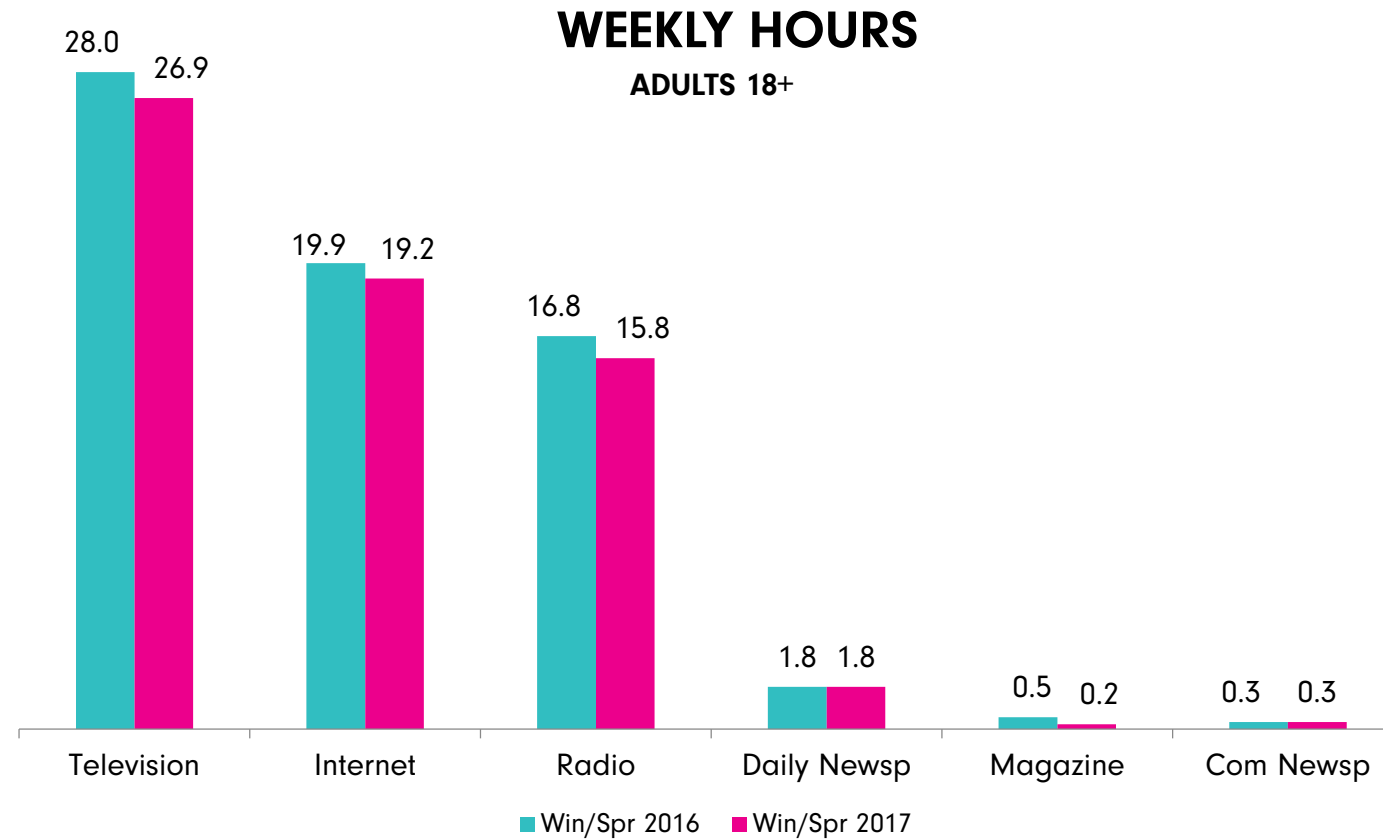
even in PVR households, the overwhelming majority of TV viewing is live and bulk of PVR content viewed within 24 hours



PVR households: live + 1 day = 95% of total viewing

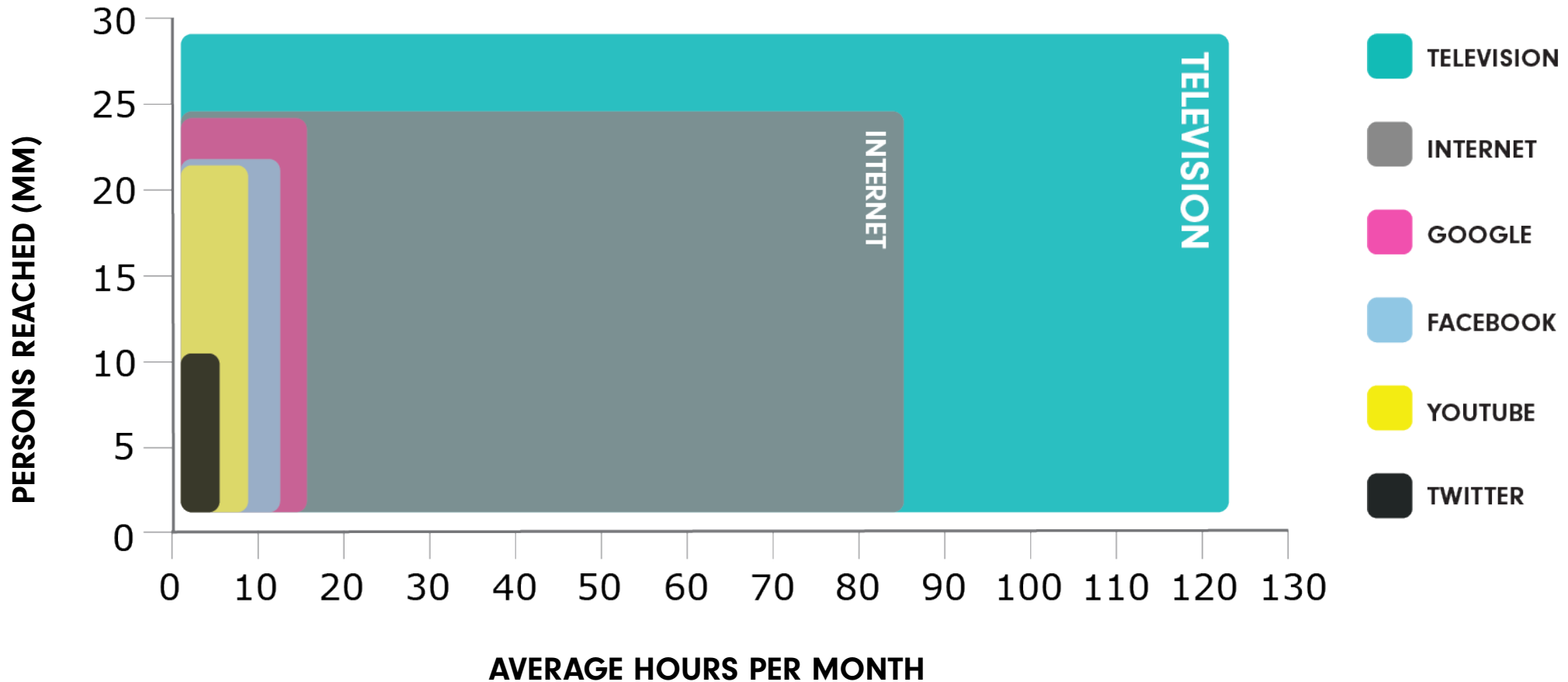
Note: PVR penetration is 54% *

tv is the #1 medium for time spent



Sources: **Television:** Numeris PPM, Total Canada, Total TV, Consolidated, All Locations, Mo-Su 2a-2a, Weeks 18-39 (Dec 26, 2016 – May 28, 2017) | **Internet Daily Reach, Radio, Daily Newspaper, Magazine, Community Newspaper:** Numeris RTS Canada Spring 2017 | **Internet Weekly Hours:** comScore Media Metrix; Multi-Platform; Jan – May '17. * Note: Numeris population estimates used to calculate average weekly hours per capita.

tv dominates reach and time spent



Sources: Numeris PPM; Total Canada, Total TV; Mo-Su 2a-2a; Weeks 18-39 (Dec 26, 2016 to May 28, 2017), A18+ | comScore Media Metrix Multi-Platform, A18+, Jan – May 2017, [M][1] YouTube.com [C0] Facebook.com, [M][0] Instagram.com, [M][0] Twitter.com, Google Sites

Program Highlights

hockey scores this season

tv highlights

Ind. 2+	
TOP 10 REGULARLY SCHEDULE PROGRAMS*	
Program	Network
WJC: Playoffs Canada	TSN
Big Bang Theory	CTV
NHL Playoffs Round 1	CBC
Survivor	Global
NHL Playoffs Round 3	CBC
Stanley Cup Finals	CBC
NCIS	Global
Designated Survivor	CTV
Bull	Global
Grey's Anatomy	CTV

A18-34	
TOP 10 REGULARLY SCHEDULE PROGRAMS*	
Program	Network
WJC: Playoffs Canada	TSN
Big Bang Theory	CTV
NHL Playoffs Round 1	CBC
Survivor	Global
NHL Playoffs Round 3	CBC
Grey's Anatomy	CTV
This Is Us	CTV
NFL Playoffs	CTV
Stanley Cup Finals	CTV
Masterchef Canada	CTV

A25-54	
TOP 10 REGULARLY SCHEDULE PROGRAMS*	
Program	Network
Big Bang Theory	CTV
WJC: Playoffs Canada	TSN
Survivor	Global
NHL Playoffs Round 1	CBC
NHL Playoffs Round 3	CBC
Stanley Cup Finals	CBC
Designated Survivor	CTV
This Is Us	CTV
NFL Playoffs	CTV
Grey's Anatomy	CTV

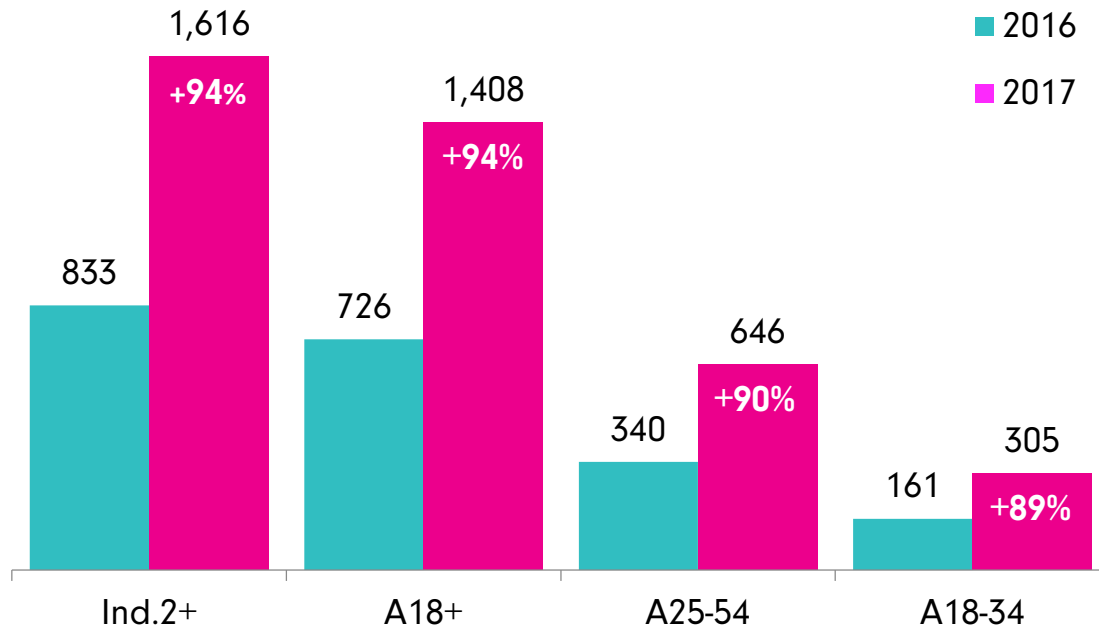
Source: Numeris Total Canada; All Locations; Consolidated; Weeks 19-41 (Jan 2 – June 11, 2017)

* Programs airing 3 or more times during Winter-Spring 2017.

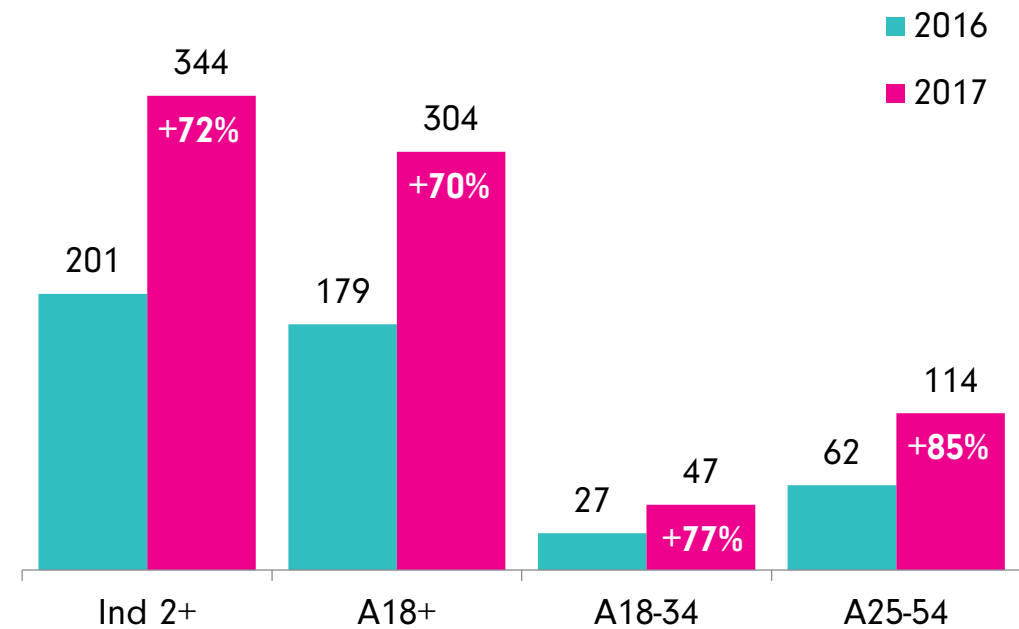
hockey scores this season

NHL playoffs delivered **17.4 billion impressions*** on live TV

Rogers NHL Playoffs
AMA (000)



TVA - NHL Playoffs
AMA (000)



Source: Live telecasts of NHL Playoffs rounds 1-3 and Stanley Cup Finals. Numeris PPM, Total Canada. Average of CBC, Sportsnet, Sportsnet One & Sportsnet 360. Quebec Franco. Average of TVA Sports, TVA Sports 2 & TVA Sports 3
 * Based on: 14 commercial minutes per hour for Conventional networks, 12 commercial minutes per hour for Specialty. 30 second spots = 65% & 15 second spots = 35% of total commercial time

tv highlights – specialty programs

(excluding sports)

IND.2+	
TOP 10 REGULARLY SCHEDULED PROGRAMS*	
Program	Network
Vikings	History
The Handmaid's Tale	Bravo
The Curse/Oak Island	History
Gold Rush	Discovery
Heavy Rescue: 401	Discovery
Alaskan Bush People	Discovery
The Good Fight	W Network
Six	History
Alone	History
Alaska:Last Frontier	Discovery

A18-34	
TOP 10 REGULARLY SCHEDULED PROGRAMS*	
Program	Network
Vikings	History
The Curse/Oak Island	History
Doctor Who	Space
The Handmaid's Tale	Bravo
Supergirl	Showcase
Forged In Fire	History
Heavy Rescue: 401	Discovery
Suits	Bravo
Splash'N Boots	Treehouse
My Big Big Friend	Treehouse

A25-54	
TOP 10 REGULARLY SCHEDULED PROGRAMS*	
Program	Network
Vikings	History
The Handmaid's Tale	Bravo
The Curse/Oak Island	History
Heavy Rescue: 401	Discovery
Gold Rush	Discovery
Forged In Fire	History
Doctor Who	Space
Alone	History
Supergirl	Showcase
Bryan Inc.	HGTV

Source: Numeris PPM, Total Canada; Consolidated; All Locations; Weeks 19-41 (Jan 2 – June 11, 2017)
 * Programs airing 3 or more times during Winter-Spring 2017.

tv highlights – french language programs

IND. 2+	
TOP 10 REGULARLY SCHEDULE PROGRAMS*	
Program	Network
La Voix	TVA
Unité 9	SRC
Le Banquier	TVA
Le Hockey Des Séries Élim: CH Ronde 1	TVA Sports
Le Banquier	TVA
District 31	SRC
L'Échappée	TVA
Les Pays D'en Haut	SRC
L'Heure Bleue	TVA
O'	TVA

A18-34	
TOP 10 REGULARLY SCHEDULE PROGRAMS*	
Program	Network
La Voix	TVA
Unité 9	SRC
Le Hockey Des Séries Élim: CH Ronde 1	TVA Sports
Le Banquier	TVA
District 31	SRC
L'Échappée	TVA
Le Banquier	TVA
Les Pays D'en Haut	SRC
L'Amour Est Dans Le Pré	V
L'Heure Bleue	TVA

A25-54	
TOP 10 REGULARLY SCHEDULE PROGRAMS*	
Program	Network
La Voix	TVA
Unité 9	SRC
Le Hockey Des Séries Élim: CH Ronde 1	TVA Sports
Le Banquier	TVA
L'Échappée	TVA
Le Banquier	TVA
District 31	SRC
Les Pays D'en Haut	SRC
L'Heure Bleue	TVA
Lol:-)	TVA

Source: Numeris Total Canada; All Locations; Consolidated; Weeks 19-41 (Jan 2 – June 11, 2017)
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tv highlights – french specialty

(excluding sports)

IND.2+	
TOP 10 REGULARLY SCHEDULED PROGRAMS*	
Program	Network
Plan B	Series+
Blue Moon	addikTV
Hawaii 5-0	Series+
Sur-Vie	Series+
Castle	Series+
NCIS	Series+
Madame Lebrun	Canal D
Le Lot Du Diable	Historia
Bones	Series+
NCIS: Los Angeles	Series+

A18-34	
TOP 10 REGULARLY SCHEDULED PROGRAMS*	
Program	Network
Plan B	Series+
Blue Moon	addikTV
Le Chalet	VRAK
Hawaii 5-0	Series+
Le Lot Du Diable	Historia
Code G.	VRAK
Prêt Sur Gage De L'Enfer	Z
Infiltration	Z
Donnez Au Suivant	Canal Vie
Bones	Series+

A25-54	
TOP 10 REGULARLY SCHEDULED PROGRAMS*	
Program	Network
Plan B	Series+
Blue Moon	addikTV
Le Lot Du Diable	Historia
Hawaii 5-0	Series+
Sur-Vie	Series+
Arrow	Z
Bones	Series+
Week-End De Bois	Z
Madame Lebrun	Canal D
Les Recrues	Z

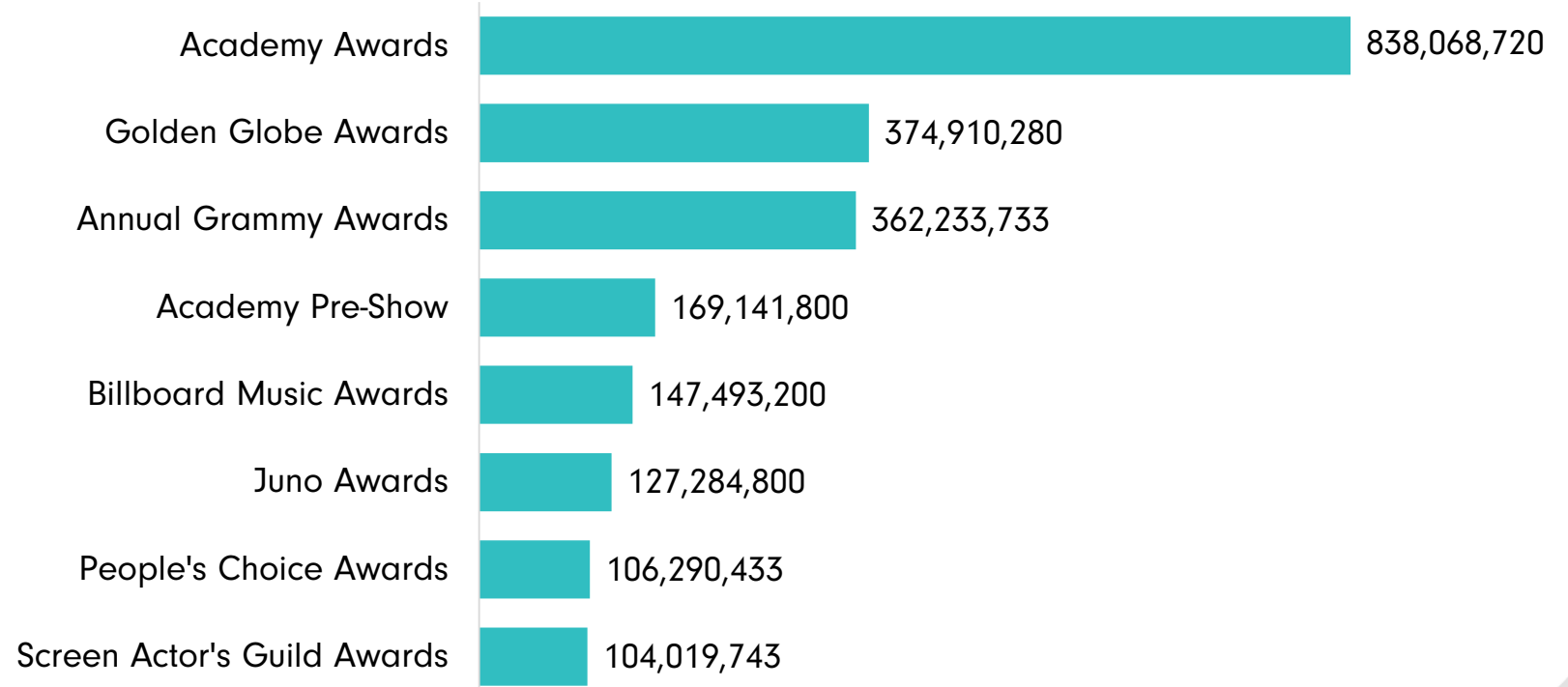
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and the **award** goes to...

the 3 billion impressions delivered by award shows



SPECIAL EVENTS TELEVISION IMPRESSIONS * (IND. 2+)

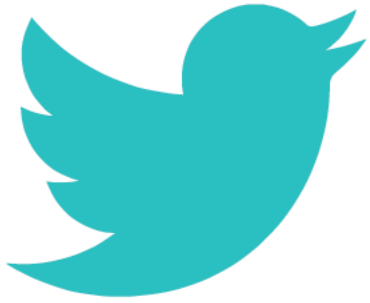


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