



tv basics

MARCH 2021

think^{tv}

what's inside:

TV ADVERTISING

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TV ADVERTISING in Canada

TV's (very long list of) key strengths



has the **highest ROI** of all media



is **unignorable**, reaching **89% of Canadian Adults 18+** every week – the highest of any medium



delivers an incredible **337 million impressions** for the average campaign



ads are the most **trusted, influential** and **engaging**



reaches audiences when they're most **receptive to advertising**



engages emotionally, driving higher attention and connection



is all about what's happening right now: it's **the go-to source** for news, sports and entertainment

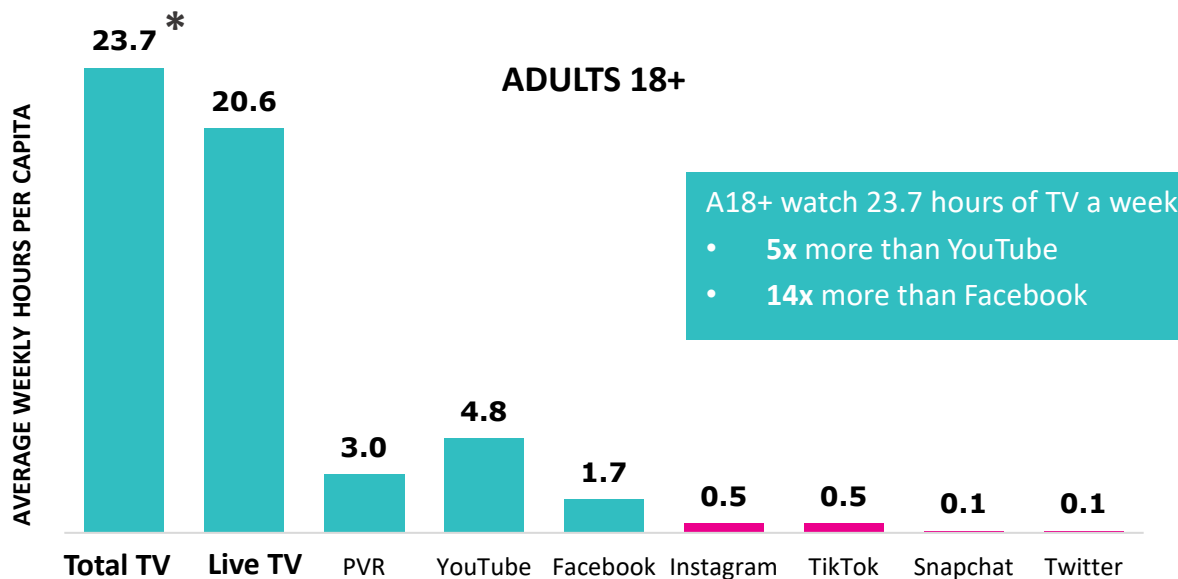


has a powerful **multiplier effect** on other media

TV's (very long list of) key strengths

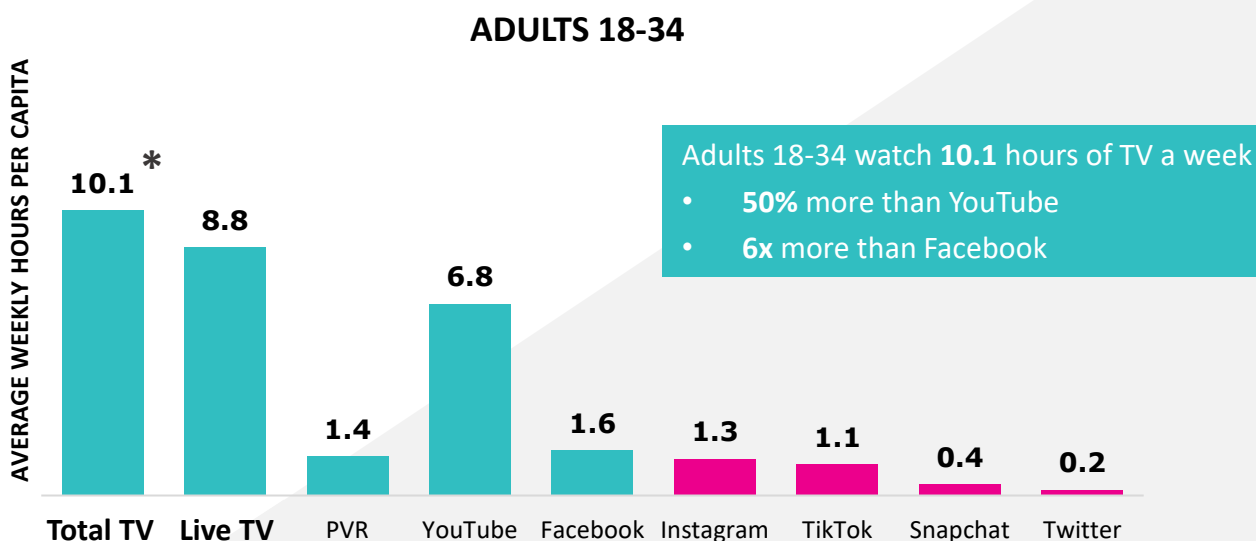
- tv** is a powerful **direct response vehicle** for many products and services, and a proven tool for digital companies
- tv** spend is directly correlated with **business growth**
- tv** drives both short and long-term **customer acquisitions**
- tv** is best-in-class for **brand-building**
- tv** drives **awareness and demand** like no other media
- tv** has irrefutable **social currency**, driving conversations both online and offline
- tv** has **lightning speed**: there's no faster way to deliver mass audiences to advertisers

Canadians watch a lot of **tv**



*** 87% of A18+ TV viewing is LIVE**

young adults watch over **10 hours** of **tv** /week

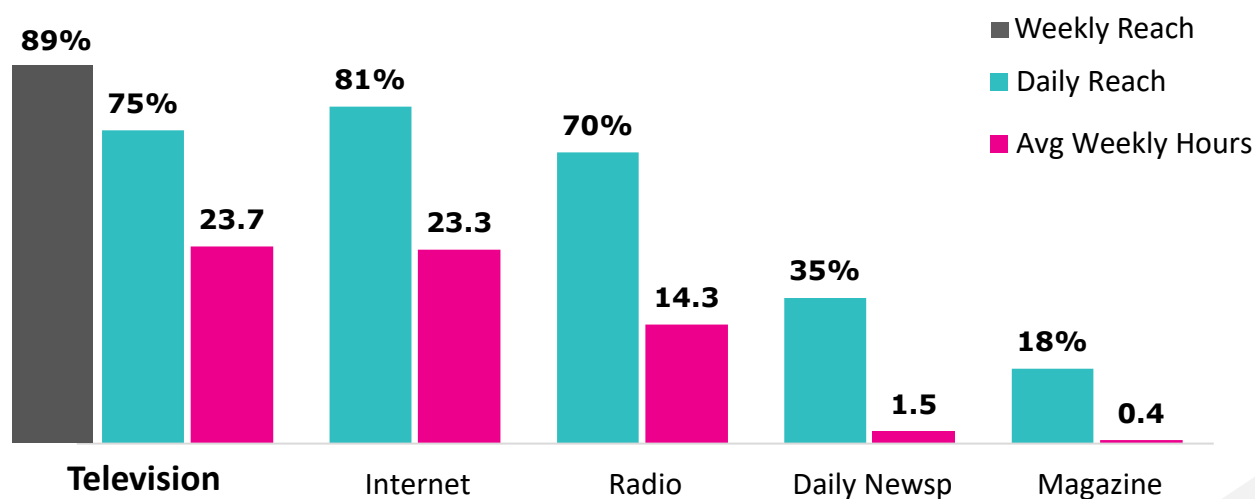


*** 87% of A18-34 TV viewing is LIVE**

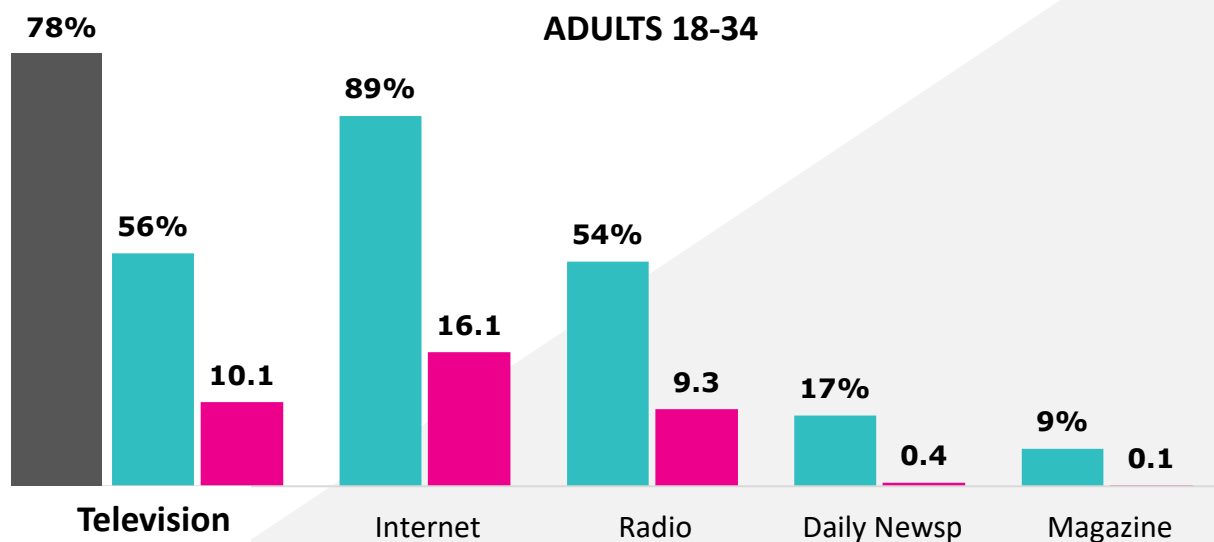
reach & time spent

TV has massive reach and delivers more time spent than any other medium (A18+)

ADULTS 18+

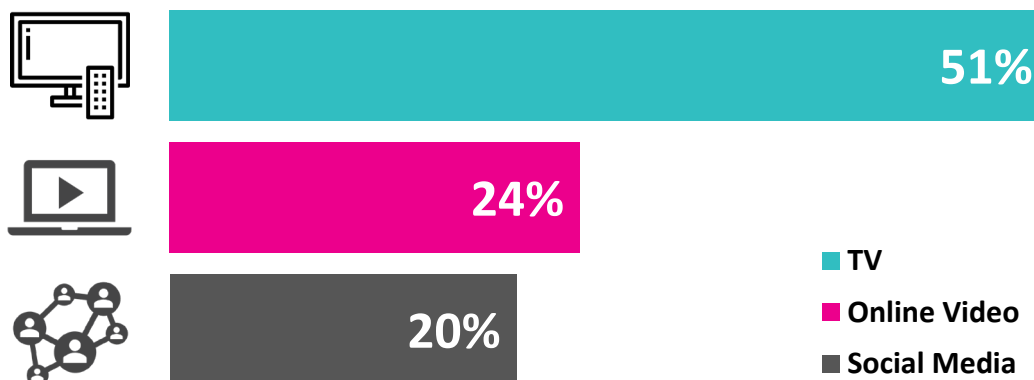


ADULTS 18-34



attitudes about advertising

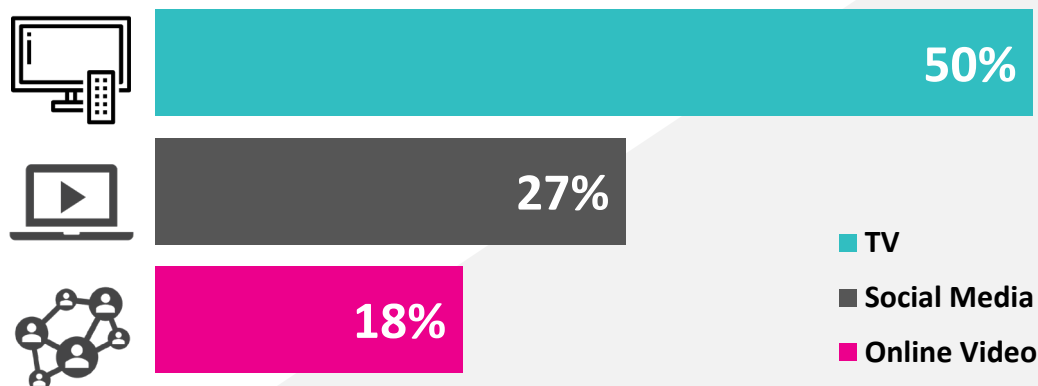
Canadians pay **most attention** to ads on **tv**



*Don't know = 4%

Q. Which one of the following media carries video advertising that best captures your attention?

tv ads are the most **influential**

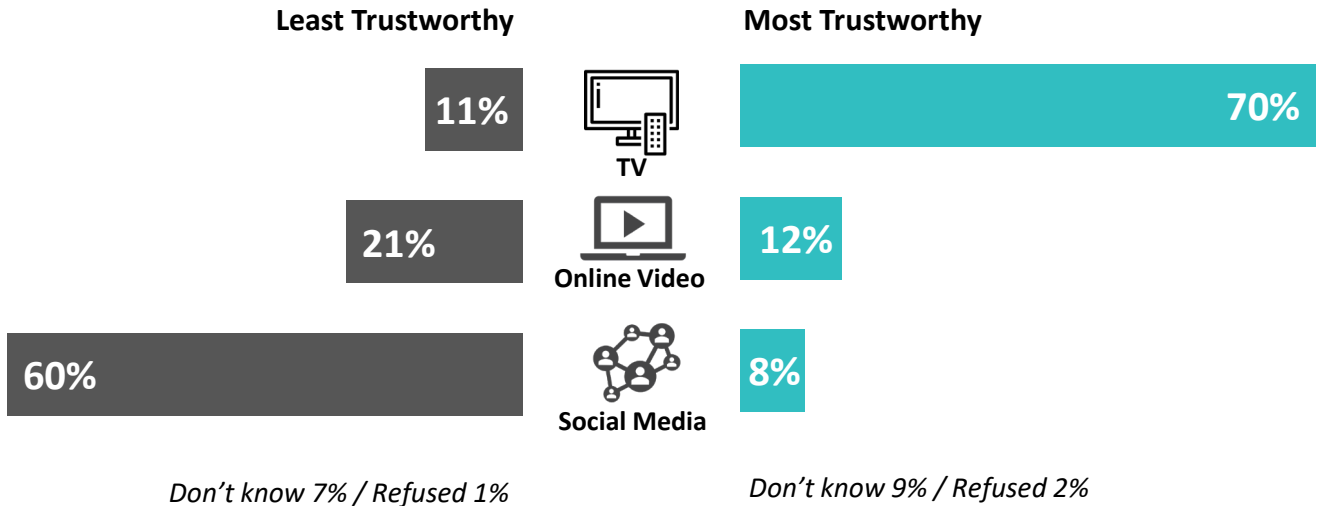


*Don't know = 5%

Q. Which one of the following media carries video advertising that you believe to be the most influential?

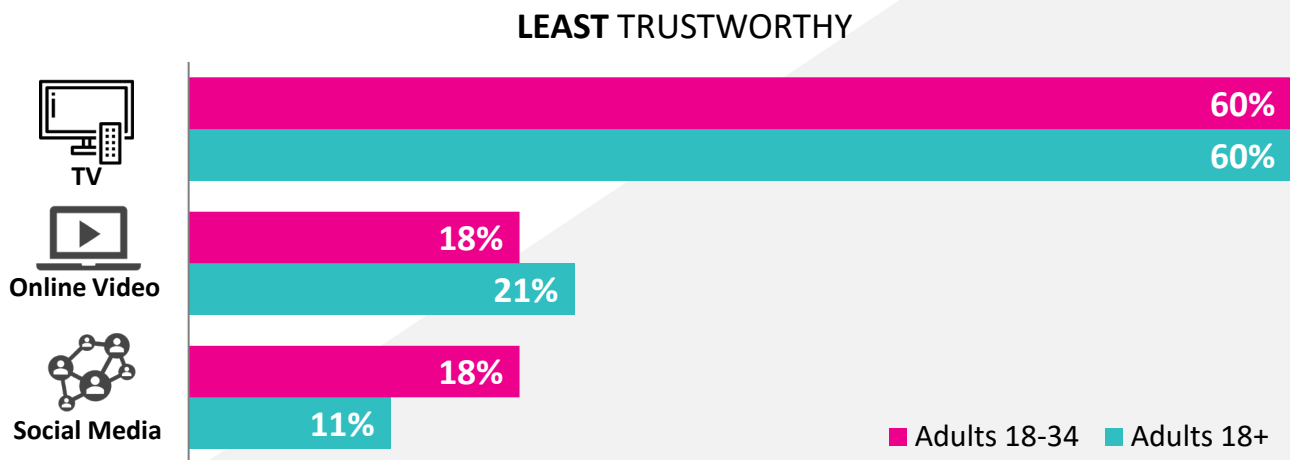
attitudes about advertising

tv is also the **most trusted** medium



Q. Which one of the following media carries video advertising that you believe to be most trustworthy? Least trustworthy?

Canadians find social media the **least trustworthy**



TV STATISTICS

key trends

- **Canadians spend 23.7 hours a week with TV – more than any other medium.**
- with an average **weekly reach of 89% (A18+)**, TV continues to reach more Canadians than any other medium.
- **young adults watch plenty of TV:** TV reaches 78% of A18-34 every week who spend 10.3 hrs/wk.
- millions of Canadians tune in to their favourite TV programs and specials every week.
 - the top 10 network TV series deliver on average **1.8 million** viewers (2+).
 - the top 10 English programs generate an average audience of over **1.7 million** viewers (2+) in English Canada.
 - the top French programs generate an average audience of **1.3 million** viewers (2+) in Quebec Franco.
- the average TV campaign* delivers an astounding **337 million impressions** (*150 GRPs x 6 weeks)
- **TV advertising is rated the most trustworthy** by all age groups. internet advertising is the least trustworthy.
- TV content is available on an increasing number of platforms, and yet **10.5 million households** subscribe to linear TV.
- TV advertising has a significant halo effect on other media, increasing the sales ROI of digital by 19%. ([Accenture Strategy: The Moneyball Moment for Marketing in Canada](#))

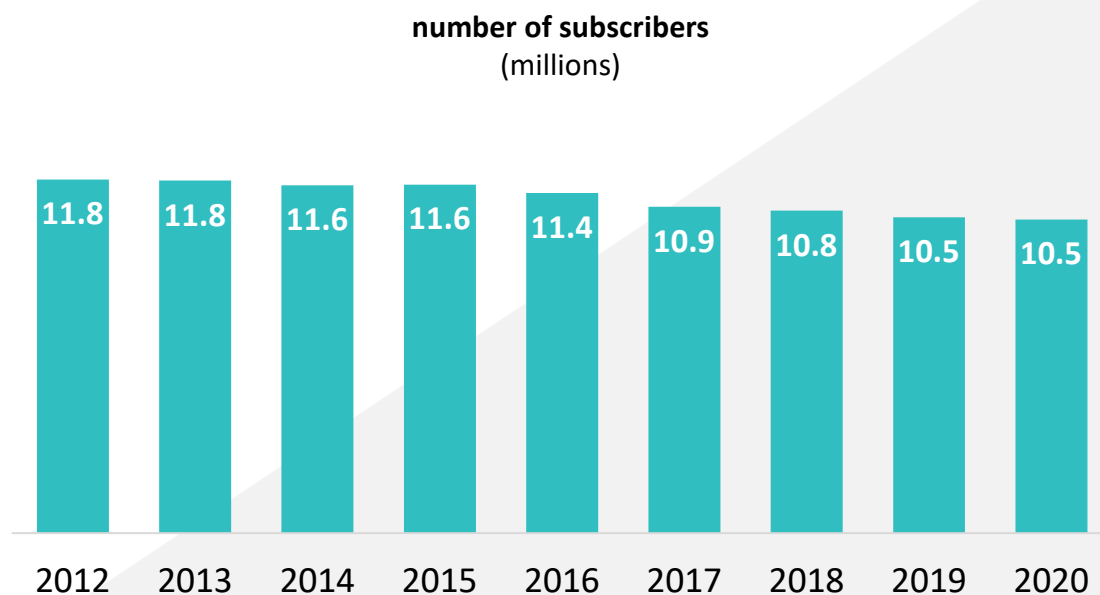
TV viewing statistics

Demographic	Average Weekly Hours Per Capita	Average Weekly Reach %	Average Daily Reach %
Persons 2+	21.6	87.3	73
Kids 2-11	12.0	79.7	61
Teens 12-17	11.3	81.7	61
A18+	23.7	88.8	75
A18-24	10.9	82.0	60
A18-34	10.1	78.3	56
A18-49	12.3	81.8	62
A25-54	14.6	83.6	65
A55+	38.1	96.9	92

Source: Numeris, PPM, Total Canada, Total TV, M-Su 2a-2a, All Locations, Consolidated, Sept 14 to Dec 20, 2020

over 10.5 million linear **tv** subscriptions

TV content is available on an increasing number of platforms, and yet **over 10.5 million households** subscribe to linear TV.



top 10 Fall 2020

 SERIES 					
Program	Network	P2+ (000)	Program	Network	P2+ (000)
The Good Doctor	CTV	2,329	60 Minutes	CBS	10,429
Grey's Anatomy	CTV	2,155	NCIS	CBS	9,736
The Masked Singer	CTV	1,911	FBI	CBS	8,214
District 31	SRC	1,861	Chicago Med	NBC	7,852
FBI	Global	1,819	Chicago Fire	NBC	7,843
NCIS	Global	1,650	This is US	NBC	7,527
Station 19	CTV	1,647	Blue Bloods	CBS	7,459
The Amazing Race	CTV	1,587	Young Sheldon	CBS	7,267
Young Sheldon	CTV	1,567	Chicago PD	NBC	7,243
La Voix	TVA	1,553	The Voice	NBC	7,242
Source: Numeris PPM, Total Canada, Consolidated, All Locations Sept 14 to Dec 20, 2020 Programs with 3+ airings.			Source: GroupM, Nielsen C3 Ratings, Fall 2020 Sep 14 to Dec 20, 2020 Programs with 3+ airings.		

 SPECIALS 					
Program	Network	P2+ (000)	Program	Network	P2+ (000)
72 nd Emmy Awards	CTV	1,662	Macy's Thanksgiving Parade	NBC	21,852
Gala De L'Adisq 2020	SRC	1,100	The VP and the People	ABC	12,670
Prix Gémeaux 35e Édition	SRC	973	2020 Trump Townhall	NBC	11,436
Le Show Du Refuge 2020	SRC	935	Presidential Debate	Fox News	10,160
American Music Awards	CTV	910	Vote 2020 Analysis	ABC	7,844
Howie Mandel	CTV	904	ACM Awards	CBS	6,496
Dominique Michel : J'Avance	SRC	868	2020 Biden Townhall	NBC	6,340
2020 SNL Election Special	Global	728	A Holly Dolly Christmas	CBS	6,198
Ouvrez Les Guillemets	SRC	719	Vote 2020: 8pm	ABC	6,140
La grosse expérience: les coulisses gros labo	SRC	673	Rudolph the Red Nosed	CBS	6,088
Source: Numeris PPM, Total Canada, Consolidated, All Locations Sept 14 to Dec 20, 2020			Source: GroupM, Nielsen C3 Ratings, Fall 2020 Sep 14 to Dec 20, 2020		

top 10 Fall 2020

			SPORTS 		
Program	Network	P2+ (000)	Program	Network	P2+ (000)
Stanley Cup: Finals	Sportsnet + CBC	1,145	FOX NFL Thursday	FOX	29,882
NFL: Late Game	CTV	691	CBS NFL Single Thursday	CBS	22,541
NFL: Early Game	CTV	605	FOX NFL Sunday National	FOX	22,297
NHL Playoffs	Sportsnet	510	CBS NFL National	CBS	20,573
MLB World Series Playoffs	Sportsnet	506	NBC Sunday Night Football	NBC	15,597
NFL Monday Night Football	TSN	505	FOX NFL Sunday - Single	FOX	14,808
NBA Playoffs Finals	TSN	412	CBS NFL Single	CBS	14,192
NHL Playoffs Round 3	CBC	395	CBS NFL Monday Special	CBS	13,977
NFL Sunday Prime	CTV2	361	FOX+NFLN Tuesday Football	FOX	13,617
Baseball: Blue Jays	Sportsnet	342	FOX+NFLN Thurs Football	FOX	12,949
Source: Numeris PPM, Total Canada, Consolidated, All Locations Sept 14 to Dec 20, 2020.			Source: GroupM, Nielsen C3 Ratings, Fall 2020 Sep 14 to Dec 20, 2020		



seasonal viewing trends

Numeris, PPM, (Avg hours viewed per week, per viewer), Total Canada, Total TV, Consolidated,
All Locations, M-Su 2a-2a

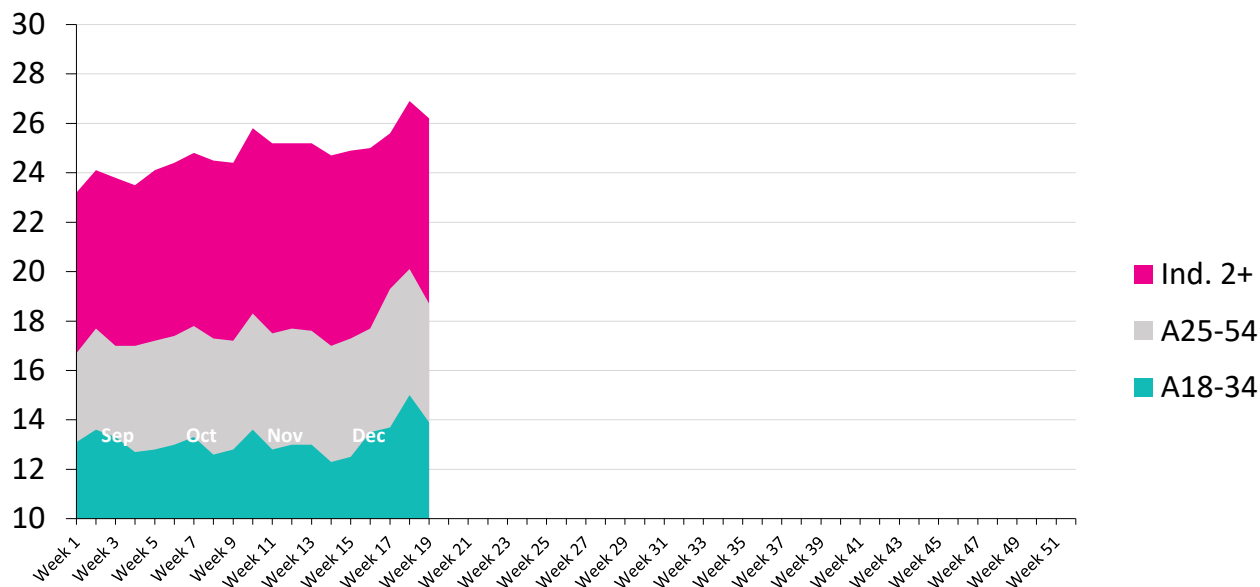
thinktv

	Week of			Ind.2+		A25-54		A18-34	
	2020-21	2019-20		2020-21	2019-20	2020-21	2019-20	2020-21	2019-20
Fall 2020 & 2019	Aug 31, 2020	Aug. 26, 2019	1	23.2	23.0	16.7	17.4	13.1	14.6
			2	24.1	24.5	17.7	18.9	13.6	15.2
			3	23.8	23.9	17	18.2	13.3	14.8
			4	23.5	23.5	17	18	12.7	14.8
			5	24.1	24.5	17.2	18.4	12.8	15.4
			6	24.4	24.9	17.4	19.2	13	16.0
			7	24.8	24.8	17.8	18.8	13.3	15.6
			8	24.5	25.1	17.3	19.3	12.6	15.4
			9	24.4	25.2	17.2	19.1	12.8	16.0
			10	25.8	25.1	18.3	19.1	13.6	16.3
			11	25.2	25.6	17.5	19.5	12.8	15.9
			12	25.2	25.8	17.7	19.5	13	16.2
			13	25.2	25.4	17.6	19	13	15.9
			14	24.7	24.6	17	18.3	12.3	15.7
			15	24.9	24.4	17.3	17.9	12.5	15.1
			16	25	24.4	17.7	17.9	13.5	15.0
			17	25.6	24.2	19.3	17.7	13.7	14.5
			2020-21	2019-20	2020-21	2019-20	2020-21	2019-20	
Winter/Spring 2020-21 & 2019-20	Dec. 28, 2020	Dec 23, 2019	18	26.9	25.5	20.1	19.9	15	16.2
			19		27.3		21.1		17.4
			20		25.9		19		16
			21		25.9		18.9		15.9
			22		25		18.1		15
			23		25.4		18.4		14.9
			24		25.5		18.6		14.9
			25		25.1		17.9		14.1
			26		25		18		14
			27		24.9		18		14.3
			28		25.1		18.3		14.2
			29		25.5		18.7		14.6
			30		28.2		20.8		16.5
			31		28.7		21.4		17.1
			32		28.3		20.8		16.2
			33		28.1		20.8		16.5
			34		27.9		20.4		16
			35		26.7		19.3		15.7
			36		25.4		18.5		14.5
			37		25.6		18.6		14.9
		38		24.8		17.9		14.6	
		39		23.5		17.3		13.7	
Summer 2021 & 2020		May 25, 2020	40		23.3		16.9		13.5
			41		22.9		16.5		13
			42		22.3		16		12.5
			43		21.5		15.2		12.6
			44		22		15.7		12.4
			45		22		16.1		12.9
			46		21.9		16.1		13.1
			47		22.2		16		13.1
			48		21.4		15.6		12.7
			49		22.4		16.5		13.3
			50		23.4		17.5		14.1
			51		22.5		16.4		13.5
			52		23		17		13.8
		53		22.8		16.5		13.1	

seasonal viewing trends

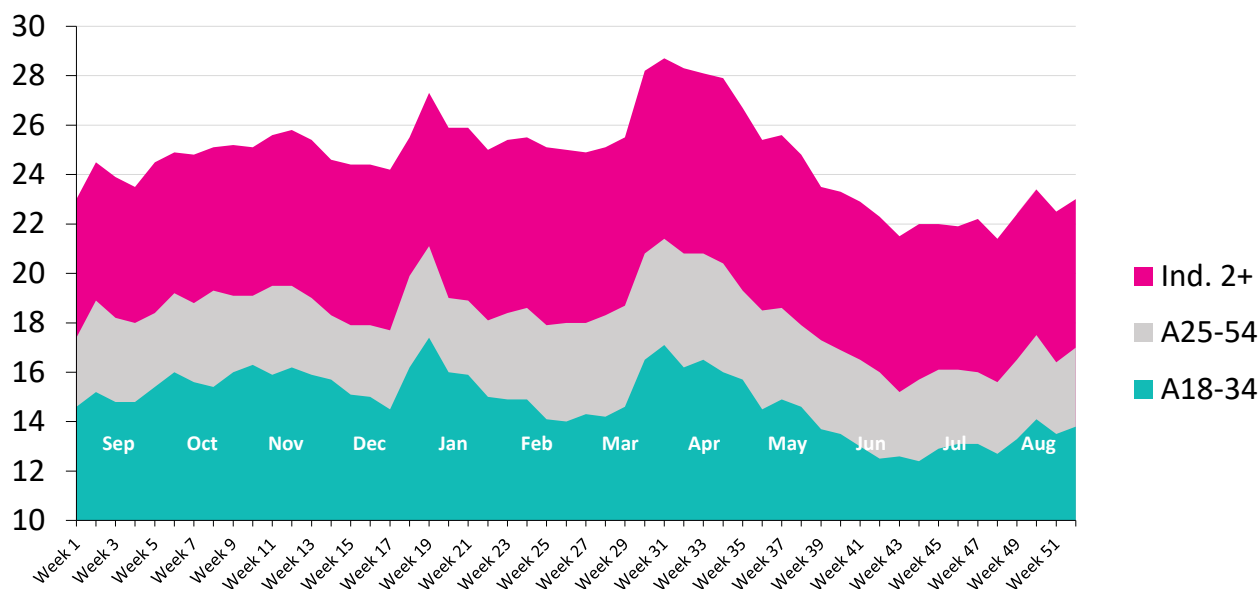
CALENDAR-YEAR VIEWING TRENDS - CANADA

2020-21



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, Weeks 1-19 2020-21 BY, Weekly hours of television viewed per viewer (M- Su 2 am – 2 am)

2019-20



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, Weeks 1-53 2019-20 BY, Weekly hours of television viewed per viewer (M- Su 2 am-2 am)

Canada vs. US



	Canada	U.S.
Population (Individuals 2+)	37,408,830	317,410,000
Households	14,964,000	125,730,000
TV Markets – EMs, DMAs	38	210
Number of TV Stations (Commercial Conventional + Specialty)	248	1,386 ^
% Hhlds with Access to Paid TV subscriptions - Cable, Satellite, IPTV	78.6%	76.2%
% Hhlds with Internet Reception Only	15.5%	n/a
% Over the Air	5.9%	13.5%
PVR (% of TV Households)	n/a	51%
Average Weekly Viewing Hours per Capita (Hours)		
Persons 2+	21.6	22.1
Adults 18+	23.7	25.5
Adults 25-54	14.6	17.5
Teens (12-17)	11.3	6.1
Children (2-11)	12.0	9.3
Advertising Expenditures – millions	\$15,066	\$228,095
TV Advertising Expenditures – millions	\$3,145	\$62,950
TV Expenditure Per Capita	\$84	\$198
Commercial Time: Conventional	Unlimited	Deregulated
Commercial Time: Specialty Channels	12 min/hour	Deregulated

Source: Numeris Universe Estimates 2020-2021 Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, Consolidated, All Locations, Fall 2020 (September 14 to December 20, 2020) | thinktv Net Advertising Revenue (2019) | Nielsen National Television Household Universe Estimates 2020-21; Nielsen Total Audience Report – 3Q20 | U.S. advertising expenditures – GroupM Year-End Forecast 2020 (VAB)

* Excludes Yukon, Territories and Nunavut

Note:

In Canada, all TV commercials require Telecaster Clearance
([see appendix](#))

TV market ranking

(North America, U.S., Canada)

Rank			Market	A2+ Pop'n (000)	Rank			Market	A2+ Pop'n (000)
N.AM	U.S.	CAN			N.AM	U.S.	CAN		
1	1		NEW YORK	19,804	37	34		KANSAS CITY	2,428
2	2		LOS ANGELES	17,255	38	35		AUSTIN	2,309
3	3		CHICAGO	9,070	39	36		CINCINNATI	2,284
4		1	TORONTO/HAMILTON EM*	8,181	40	37		GREENVLL-SPART-ASHVL-AND	2,256
5	4		DALLAS-FT. WORTH	8,009	41	38		LAS VEGAS	2,242
6	5		PHILADELPHIA	7,640	42	39		MILWAUKEE	2,218
7	6		HOUSTON	7,167	43	40		WEST PALM BEACH -FT. PIERCE	2,097
8	7		SAN FRANCISCO-OAK-SAN JOSE	6,998	44		4	EDMONTON EM*	2,032
9	8		ATLANTA	6,946	45		5	KITCHENER-LONDON EM	2,007
			WASHINGTON, DC (HAGRSTOWN)	6,676	46		6	CALGARY EM*	1,984
11	10		BOSTON (MANCHESTER)	6,159	47	41		GRAND RAPS-KALMZOO-B.CRK	1,966
12	11		PHOENIX (PRESCOTT)	5,620	48	42		FRESNO-VISALIA	1,941
13	12		SEATTLE-TACOMA	5,123	49	43		HARRSBURG-LNCSTR-LEB-YORK	1,922
14	13		TAMPA-ST. PETE (SARASOTA)	4,855	50	44		JACKSONVILLE	1,876
15	14		MINNEAPOLIS-ST. PAUL	4,606	51	45		OKLAHOMA CITY	1,850
16	15		DETROIT	4,595	52	46		NRFLK-PRTSMTH-NEWPT NWS	1,799
17	16		MIAMI-FT. LAUDERDALE	4,548	53	47		BRMNGHM (ANN AND TUSC)	1,785
18	17		DENVER	4,381	54	48		ALBUQUERQUE-SANTA FE	1,775
			ORLANDO-DAYTONA BCH-MELBRN	4,272	55	49		GREENSBH-H.POINT-W.SALEM	1,725
20		2	MONTREAL EM FRANCO*	4,137	56	50		LOUISVILLE	1,683
21	19		SACRAMENTO-STKTON-MOD	4,116	57	51		NEW ORLEANS	1,653
22		3	VANCOUVER/VIC EM*	3,983	58	52		MEMPHIS	1,604
23	20		CLEVELAND-AKRON (CANTON)	3,556	59	53		PROVIDENCE-NEW BEDFORD	1,511
24	22		PORTLAND, OR	3,281	60	54		RICHMOND-PETERSBURG	1,436
25	21		SALT LAKE CITY	3,272	61	55		FT. MYERS-NAPLES	1,421
26	23		CHARLOTTE	3,242	62	56		MOBILE-PENSACOLA (FT WALT)	1,419
27	24		SAN DIEGO	3,092	63	57		BUFFALO	1,408
			RALEIGH-DURHAM (FAYETVLE)	3,081	64	58		WILKES BARRE-SCRAN-HZTN	1,369
29	26		ST. LOUIS	2,983	65	59		TULSA	1,361
30	27		INDIANAPOLIS	2,919	66	60		LITTLE ROCK-PINE BLUFF	1,347
31	28		BALTIMORE	2,833	67	61		HONOLULU	1,316
32	29		NASHVILLE	2,767	68	62		KNOXVILLE	1,299
33	30		SAN ANTONIO	2,760	69	63		HARLINGN-WSLCO-BRSVL-MCA	1,293
34	31		PITTSBURGH	2,615	70	64		ALBANY-SCHNC-TROY	1,287
35	32		HARTFORD & NEW HAVEN	2,458	71	65		LEXINGTON	1,201
36	33		COLUMBUS, OH	2,445	72	66		TUCSON (SIERRA VISTA)	1,164

Source: *Canadian markets: 2020-21 Numeris; all other Canadian markets: 2019-21 Numeris Universe Estimates (update to be released June 2021 by Numeris). US Markets 2020-21 Nielsen Universe Estimates (VAB)

TV market ranking (North America, U.S., Canada)

Rank			Market	A2+ Pop'n (000)	Rank			Market	A2+ Pop'n (000)
N.AM	U.S.	CAN			N.AM	U.S.	CAN		
73		7	OTTAWA-GAT EM ANGLO	1,158	109	99		MYRTLE BEACH - FLORENCE	771
74		8	QUÉBEC CITY EM	1,143	110	100		BURLINGTON-PLATTSBURG	756
75	67		SPOKANE	1,135	111	101		BAKERSFIELD	745
76	68		DAYTON	1,129	112	102		GREENVILLE-N.BERNWSHNGTN	739
77		9	WINNIPEG EM	1,115	113	103		RENO	729
78	69		WICHITA-HUTCHINSON PLUS	1,107	114	104		TRI-CITIES, TN-VA	725
79	70		DES MOINES-AMES	1,102	115		11	HALIFAX EM	709
80	71		OMAHA	1,087	116	105		YAKIMA-PASCO-RCHLND	703
81	72		GREEN BAY APPLETON	1,073	117	106		DAVENPORT-R.ISLAND-MOLINE	697
82	73		FLINT-SAGNAW-BAY CITY	1,050	118	107		FT. WAYNE	688
83	74		ROANOKE-LYNCHBURG	1,036	119	108		TALLAHASSEE-THOMASVILLE	687
84	75		COLUMBIA, SC	1,034	120	109		MONTEREY-SALINAS	687
85	76		SPRINGFIELD, MO	1,029	121	110		EVANSVILLE	683
86	77		CHARLESTON-HUNTINGTON	1,007	122	112		EVANSVILLE	683
87	78		HUNTSVILLE-DECATUR(FLO)	999	123	113		LINCOLN & HASTINGS-KRNY	680
88	79		EL PASO (LA CRUCES)	993	124	114		AUGUSTA-AIKEN	671
								JOHNSTOWN-ALTOONA-ST	
89	81		ROCHESTER, NY	977	125	115		CLGE	656
90	82		TOLEDO	973	126	116		SIOUX FALLS (MITCHELL)	654
91	83		MADISON	957	127	117		SANTA BRBRA-SNMAR-SNLUOB	653
92		10	MONTREAL CM ANGLO*	950	128		12	SAINT JOHN, MONCTON EM	641
93	80		WACO-TEMPLE-BRYAN	948	129	118		LANSING	625
94	84		COLORADO SPRINGS-PUEBLO	944	130	119		SPRINGFIELD-HOLYOKE	624
95	85		PORTLAND-AUBURN	942	131		13	SHERBROOKE EM	608
96	86		CHATTANOOGA	929	132	120		MACON	604
97	87		SHREVEPORT	915	133	121		EUGENE	603
98	88		SAVANNAH	907	134	122		LAFAYETTE, LA	593
99	89		CHARLESTON, SC	897	135	123		FARGO	593
100	90		PADUCAH-CAPE GIRARD-HRSBG	890	136	124		TRAVERSE CITY-CADILLAC	583
101	91		SYRACUSE	885	137	125		YOUNGSTOWN	580
102	92		BATON ROUGE	851	138	111		MONTEREY-SALINAS	577
103	93		CHMPGN&SPRGFLD-DECATUR	847	139	126		PEORIA-BLOOMINGTON	565
104	94		FT. SMITH-FAY-SPRNGDL-RGRS	845	140	127		MONGOMERY-SELMA	559
105	95		CED RAPDS-WTRLO-IWC	838	141	128		CORPUS CHRISTI	550
106	96		JACKSON, MS	821	142	129		COLUMBUS	539
107	97		SOUTH BEND-ELKHART	820	143	130		LA CROSSE-EAU CLAIRE	519
108	98		BOISE	818	144		14	SUD-TIM-N BAY-SSM EM	514

Source: *Canadian markets: 2020-21 Numeris; all other Canadian markets: 2019-21 Numeris Universe Estimates (update to be released June 2021 by Numeris). US Markets 2020-21 Nielsen Universe Estimates (VAB)

TV market ranking (North America, U.S., Canada)

Rank			Market	A2+ Pop'n (000)	Rank			Market	A2+ Pop'n (000)
N.A.M	U.S.	CAN			N.A.M	U.S.	CAN		
145		15	BARRIE EM	509	181	162		SHERMAN-ADA	334
146	131		WILMINGTON	506	182	163		TERRE HAUTE	331
147	132		AMARILLO	489	183	164		BANGOR	320
148		16	OTTAWA-GAT EM FRANCO	483	184	165		GAINESVILLE	315
149	133		CHICO-REDDING	467	185	148		ANCHORAGE	314
150		17	ST JOHN'S-CORNER BRK EM	466	186	149		PANAMA CITY	311
151	134		ODESSA-MIDLAND	459	187	150		MINOT-BSMRCK-DCKNSN	308
152	135		COLUMBUS-TUPELO-WEST PT.	453	188		23	TROIS-RIVIÈRES EM	307
153	136		PALM SPRINGS	449	189		24	PETERBOROUGH EM	303
154	137		COLUMBIA-JEFFERSON CITY	435	190	166		BINGHAMPTON	297
155	138		LUBBOCK	432	191	167		MISSOULA	295
156	139		ROCKFORD	432	192	168		WHEELING-STEUBENVILLE	290
157		18	SASKATOON EM	428	193	169		BLUEFIELD-BECKLEY-OAK HILLS	283
158	140		SALISBURY	421	194	170		ABILENE-SWEETWATER	282
159	141		BEAUMONT-PORT ARTHUR	421	195	171		LAREDO	275
160	142		MEFORD-KLAMATH FALLS	421	196	172		HATTIESBURG-LAUREL	274
161	143		WAUSAU-RHINELANDER	418	197		25	SAGUENAY EM	273
162	144		TOPEKA	411	198		26	KINGSTON EM	271
163	145		MONROE-EL DORADO	410	199	173		BILLINGS	267
164	146		ANCHORAGE	409	200	174		LAKE CHARLES	251
165		19	WINDSOR EM	402	201	175		RAPID CITY	250
166		20	KELOWNA EM	395	202	176		DOTHAN	245
167	147		MINOT-BSMRCK-DCKNSN	391	203	177		CLARKSBURG-WESTON	241
168		21	REGINA-MOOSE JAW EM	384	204	178		QUINCY-HANNIBAL-KEOKUK	231
169	151		DULUTH-SUPERIOR	382	205	179		ELMIRA (CORNING)	217
170		22	PRINCE GEORGE-KAMPLPS EM	380	206		27	RIMOUSKI-MAT-SPT-ÎLES EM	215
171	152		SIOUX CITY	376	207	180		BOWLING GREEN	213
172	153		IDAHO FALLS-POCATILLO	374	208	181		ALEXANDRIA, LA	212
173	154		WICHITA FALLS & LAWTON	372	209	182		WATERTOWN	210
174	155		JOPLIN-PITTSBURG	366	210	183		JONESBORO	207
175	156		ALBANY	366	211	184		BEND, OR	190
176	157		YUMA-EL CENTRO	358	212	185		MARQUETTE	187
177	158		ERIE	353	213	186		TWIN FALLS	187
178	159		ROCHESTR-MASN CITY-AUSTIN	352	214	187		GRAND JUNCTION-MONTROSE	183
179	160		BILOXI-GULFPORT	348	215	188		LAFAYETTE, IN	180
180	161		PANAMA CITY	347	216	189		BUTTE-BOZEMAN	178

TV market ranking (North America, U.S., Canada)

Rank			Market	A2+ Pop'n (000)	Rank			Market	A2+ Pop'n (000)
N.AM	U.S.	CAN			N.AM	U.S.	CAN		
217	190		LIMA	166	234	201		ST. JOSEPH	110
218	191		MERIDIAN	157	235		34	LLOYDMINSTER EM	100
219	192		GREENWOOD-GREENVILLE	150	236	202		FAIRBANKS	91
220	193		GREAT FALLS	148	237	203		VICTORIA	86
221		28	CHARLOTTETOWN EM	148	238		35	MEDICINE HAT EM (CD 1)	85
222		29	ROUYN-NORANDA EM	145	239		36	YORKTON EM	83
223		30	CARLETON EM	144	240	204		ZANESVILLE	80
224	194		CHEYENNE-SCOTTSBLUFF	141	241	205		HELENA	70
225	195		EUREKA	141	242		37	TERRACE-KITIMAT EM	67
226	196		SAN ANGELO	140	243		38	DAWSON CREEK EM	64
227	197		PARKERSBURG	140	244	206		JUNEAU	63
228	198		CASPER-RIVERTON	133	245	207		PRESQUE ISLE	61
229	199		MANKATO	130	246	208		ALPENA	36
230		31	RIVIÈRE-DU-LOUP EM	129	247	209		NORTH PLATTE	34
231		32	SYDNEY-GLACE BAY EM	128	248	210		GLENDIVE	9
232		33	PRINCE ALBERT EM	113					
233	200		OTTUMWA-KIRKSVILLE	111					



conventional station statistics – PPM markets

weekly hours tuned & average weekly reach

Individuals 2+

				Fall 2020			Fall 2019		
Market	Station	Owner	Network Affiliation	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/ Vwr	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/ Vwr
BRITISH COLUMBIA									
Vancouver	CBUT	CBC	CBC	2,330	1,170	2.0	2,575	1,308	2.0
Vancouver	CHEK	CHEK Media	indieNet	2,188	860	2.5	1,458	788	1.9
Vancouver	CKVU	Rogers Media	Citytv	1,496	1,007	1.5	1,557	1,113	1.4
Vancouver	CIVT	Bell Media	CTV	5,512	1,844	3.0	5,276	1,851	2.8
Vancouver	CIVI	Bell Media	CTV Two	1,854	1,182	1.6	1,682	1,201	1.4
Vancouver	CHAN	Corus Ent.	Global	8,389	1,903	4.4	7,686	1,927	4.0
Vancouver	CHNU	Zoomer Media	Indep.	73	85	0.9	82	67	1.2
Vancouver	CKNO	Gov't of B.C.	Indep.	2,039	727	2.8	1,486	719	2.1
Vancouver	OMNI	Rogers Media	Indep.	29	100	0.3	123	169	0.7
Vancouver	CBUFT	SRC	SRC	16	44	0.4	27	65	0.4
ALBERTA									
Calgary	CTV Two	Bell Media	CTV Two	414	388	1.1	423	402	1.1
Calgary	CBRT	CBC	CBC	704	439	1.6	919	559	1.6
Calgary	CKAL	Rogers Media	Citytv	712	480	1.5	750	534	1.4
Calgary	YES TV	Crossroads	indieNet	382	226	1.7	263	183	1.4
Calgary	CFCN	Bell Media	CTV	3,398	934	3.6	3,386	978	3.5
Calgary	CICT/CISA	Corus Ent.	Global	3,492	888	3.9	3,749	979	3.8
Calgary	OMNI	Rogers Media	Indep.	4	21	0.2	6	38	0.1
Edmonton	CTV Two	Bell Media	CTV Two	360	368	1.0	369	368	1.0
Edmonton	CBXT	CBC	CBC	847	439	1.9	916	497	1.8
Edmonton	CKEM	Rogers Media	Citytv	668	427	1.6	756	480	1.6
Edmonton	YES TV	Crossroads	indieNet	417	198	2.1	237	152	1.6
Edmonton	CFRN	Bell Media	CTV	3,296	830	4.0	3,307	916	3.6
Edmonton	CBXFT	SRC	SRC	10	11	0.9	17	22	0.8
Edmonton	CITV	Corus Ent.	Global	4,741	878	5.4	4,341	918	4.7
Edmonton	OMNI	Rogers Media	Indep.	6	23	0.3	12	34	0.3

conventional station statistics

weekly hours tuned & average weekly reach

Individuals 2+

Individuals 2+				Fall 2020			Fall 2019		
Market	Station	Owner	Network Affiliation	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/ Vwr	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/ Vwr
ONTARIO (cont'd)									
Toronto	CBLT	CBC	CBC	3,604	2,036	1.8	5,203	2,622	2
Toronto	CHCH	Channel Zero	Indep.	3,465	1,495	2.3	3,180	1,567	2
Toronto	CITY	Rogers Media	Citytv	6,973	2,813	2.5	6,503	2,985	2.2
Toronto	YES TV	Crossroads	indieNet	2,554	1,349	1.9	2,256	1,498	1.5
Toronto	CFTO	Bell Media	CTV	14,240	3,586	4	14,653	4,082	3.6
Toronto	CKVR	Bell Media	CTV Two	2,057	1,806	1.1	2,809	2,223	1.3
Toronto	OMNI 1	Rogers Media	Indep.	43	175	0.2	43	184	0.2
Toronto	OMNI 2	Rogers Media	Indep.	104	119	0.9	133	194	0.7
Ontario	CIII	Corus Ent.	Global	11,843	5,205	2.3	15,834	6,516	2.4
QUEBEC									
Montreal Fr	CBFT	SRC	SRC	15,949	2,886	5.5	14,286	2,959	4.8
Montreal Fr	TQ	Gov't of Que.	T��						

conventional market and station list – Numeris diary markets*

Market	Station	Owner	Network Affiliation
BRITISH COLUMBIA			
Dawson Creek	CJDC	Bell Media	CTV
Kelowna	CHBC	Corus Ent.	Global
Prince George/ Kamloops	CKPG	Jim Pattison	Citytv
	CFJC	Jim Pattison	Citytv
Terrace/Kitimat	CFTK	Bell Media	CTV Two
SASKATCHEWAN			
Medicine Hat	CHAT	Jim Pattison	Citytv
Prince Albert	CIPA	Bell Media	CTV
Regina	CBKFT	SRC	SRC
Regina	CBKT	CBC	CBC
Regina	CFRE	Corus Ent.	Global
Regina	SCN	Rogers Media	Citytv
Regina	CKCK	Bell Media	CTV
Saskatoon	CFQC	Bell Media	CTV
Saskatoon	CFSK	Corus Ent.	Global
Saskatoon	SCN	Rogers Media	Citytv
Yorkton	CICC	Bell Media	CTV
MANITOBA			
Winnipeg	CBWFT	SRC	SRC
Winnipeg	CBWT	CBC	CBC
Winnipeg	CKND	Corus Ent.	Global
Winnipeg	CKY	Bell Media	CTV
Winnipeg	CHMI	Rogers Media	Citytv
Winnipeg	CIIT	Zoomer Media	Indep.

* diary markets no longer reported by Numeris. See [Schedule A](#).

conventional market and station list – Numeris diary markets*

Market	Station	Owner	Network Affiliation
ONTARIO			
Kingston	CKWS	Corus Ent.	CTV
Kitchener	CKCO	Bell Media	CTV
London	CFPL	Bell Media	CTV2
Ottawa - Anglo	CBOT	CBC	CBC
Ottawa – Anglo	CJOH	Bell Media	CTV
Ottawa - Franco	CBOFT	SRC	SRC
Pembroke	CHRO	Bell Media	CTV2
Peterborough	CHEX	Corus Ent.	CTV
Sud-Tim-NB/SSM	CHBX	Bell Media	CTV
Sud-Tim-NB/SSM	CKNY	Bell Media	CTV
Sud-Tim-NB/SSM	CICI+	Corus Ent.	Global
Sud-Tim-NB/SSM	CITO	Bell Media	CTV
Thunder Bay	CHFD	Dougall Media	Global
Thunder Bay	CKPR	Dougall Media	CTV
Windsor	CBET	CBC	CBC
Windsor	CHWI	Bell Media	CTV2

* diary markets no longer reported by Numeris. See [Schedule A](#).

conventional market and station list – Numeris diary markets*

Market	Station	Owner	Network Affiliation
QUEBEC			
Quebec City	CBVT	SRC	SRC
Quebec City	CFAP	Bell Media	Noovo
Quebec City	CFCM	Québecor	TVA
Quebec City	CIVQ	Gov't of Que.	Télé-Quebec
Rim-Mat-Sept Iles	CFER	Québecor	TVA
Rim-Mat-Sept Iles	CJBRT	SRC	SRC
Rim-Mat-Sept Iles	CFTFRM	Télé Intr-Rives	Noovo
Riviere-du-Loup	CFTF+	Télé Intr-Rives	V
Riviere-du-Loup	CIMT	Télé Intr-Rives	TVA
Riviere-du-Loup	CIVB 1	Gov't of Que.	Télé-Quebec
Riviere-du-Loup	CKRT	Télé Intr-Rives	SRC
Rouyn	CFEM	RNC Media	TVA
Rouyn	CKRN	RNC Media	SRC
Sherbrooke	CFKS	Bell Media	Noovo
Sherbrooke	CHLT	Québecor	TVA
Sherbrooke	CIVS	Gov't of Que.	Télé-Quebec
Sherbrooke	CKSH	SRC	SRC
Trois-Rivieres	CFKM	Bell Media	Noovo
Trois-Rivieres	CHEM	Québecor	TVA
Trois-Rivieres	CIVC	Gov't of Que.	Télé-Quebec
Trois-Rivieres	CKTM	SRC	SRC
Matane	CIVF	Gov't of Que.	Télé-Quebec
Val-d'Or	CFVS	Bell Media	Noovo
Val-d'Or	CIVA	Gov't of Que.	Télé-Quebec

* diary markets no longer reported by Numeris. See [Schedule A](#).

conventional market and station list – Numeris diary markets*

Market	Station	Owner	Network Affiliation
ATLANTIC			
Atlantic Canada	ASN	Bell Media	CTV Two
Charlottetown, PEI	CBCT	CBC	CBC
Halifax, NS	CBHT	CBC	CBC
Halifax, NS	CJCH	Bell Media	CTV
Halifax/Dartmouth, NS	CIHFNS	Corus Ent.	Global
Saint John/Moncton, NB	CKCW	Bell Media	CTV
Saint John/Moncton, NB	CKLT	Bell Media	CTV
Saint John/Moncton, NB	CBAFT	SRC	SRC
St. John's, NFLD	CBNT	CBC	CBC
St. John's, NFLD	NTV/CJON	Stirling Comm.	indieNet
Sydney, NS	CJCB	Bell Media	CTV

* diary markets no longer reported by Numeris. See [Schedule A](#).

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+

Network	Owner	Fall 2020		Fall 2019	
		Total Wkly Hours (000)	Avg. Wkly Reach (000)	Total Wkly Hours (000)	Avg. Wkly Reach (000)
A.Side	Blue Ant Media	53	94	127	112
ABC Spark	Corus	1,805	1,521	2,034	1,903
Adult Swim	Corus	3,077	1,239	3,687	1,760
AMI-tv	Accessible Media	324	445	219	339
Animal Planet	Bell Media	2,472	1,497	2,915	1,627
APTN	APTN	363	657	355	637
BBC Earth	Blue Ant Media	641	402	769	445
BC1	Corus	1,817	670	878	446
BNN Bloomberg	Bell Media	1,251	896	1,140	834
Cartoon Network	Corus	776	420	424	389
CBC News Network	CBC	12,325	5,718	9,912	5,134
CHRGD	WildBrain	402	604	1,137	1,134
CMT	Corus	3,998	2,394	4,329	2,658
Cooking Channel	Corus	1,013	928	1,110	1,007
Cottage Life	Blue Ant Media	1,687	1,168	1,502	1,108
CP24 Ontario	Bell Media	13,844	4,417	10,535	4,470
Crime + Investigation	Corus	1,819	890	1,730	1,038
CTV Comedy	Bell Media	14,008	4,444	11,926	4,707
CTV Drama	Bell Media	11,061	3,668	12,184	4,276
CTV Life	Bell Media	4,755	2,640	4,164	2,453
CTV News Channel	Bell Media	7,421	4,604	6,128	3,868
CTV Sci-Fi	Bell Media	8,671	4,331	8,083	4,361
Deja View	Corus	906	519	806	519
Discovery	Bell Media	13,532	5,644	12,403	6,314
Discovery Science	Bell Media	2,090	1,554	2,619	2,101
Discovery Velocity	Bell Media	2,096	929	1,831	867
Disney Eng	Corus	1,173	1,139	2,320	1,688
Disney JR	Corus	2,497	1,043	3,159	1,378
Disney XD	Corus	260	324	406	506
diy network	Corus	2,463	1,646	1,921	1,302
Documentary	CBC	471	548	475	572

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+

Network	Owner	Fall 2020		Fall 2019	
		Total Wkly Hours (000)	Avg. Wkly Reach (000)	Total Wkly Hours (000)	Total Wkly Reach (000)
Dtour	Corus	2,342	1,490	2,260	1,535
E!	Bell Media	3,734	2,980	4,316	3,323
ESPN Classic Canada	Bell Media	19	36	22	40
Family	WildBrain	2,048	2,023	2,431	2,477
Family Jr	WildBrain	1,373	728	2,020	1,015
Fight	Anthem Sports & Ent.	214	210	117	223
Food Network	Corus	8,983	4,568	8,938	4,998
FX	Rogers Media	1,761	1,484	2,643	1,957
FXX	Rogers Media	903	731	578	655
GAME	Anthem Sports & Ent.	19	54	35	128
Game TV	Anthem Sports & Ent.	4,140	2,802	3,399	2,640
H2	Corus	936	847	1,077	884
HGTV	Corus	11,376	4,999	11,573	5,474
HIFI	Blue Ant Media	1,110	1,007	798	958
History	Corus	12,236	5,786	11,596	6,089
Investigation Discovery	Bell Media	3,394	972	4,010	1,182
Leafs Nation Network	MLSE	25	54	57	109
Lifetime	Corus	2,079	1,650	1,730	1,395
Love Nature	Blue Ant Media	945	896	961	884
MAKEFUL	Blue Ant Media	1,170	898	855	781
MovieTime	Corus	1,784	1,828	2,228	2,061
MTV	Bell Media	1,794	1,359	2,687	1,953
MTV2	Bell Media	67	101	38	72
Much	Bell Media	5,177	3,142	5,782	3,702
NatGeoWild	Corus	1,880	1,147	1,207	1,029
National Geographic	Corus	3,803	2,708	3,419	2,633
NBA TV Canada	MLSE	75	155	372	348
Nickelodeon	Corus	215	275	355	409
OLN	Rogers Media	1,145	1,093	1,499	1,394
One:Body, Mind, Spirit	Zoomer Media	96	231	120	263
Out TV	OUTtv Media Global Inc.	92	178	144	205

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+

Network	Owner	Fall 2020		Fall 2019	
		Total Wkly Hours (000)	Avg. Wkly Reach (000)	Total Wkly Hours (000)	Avg. Wkly Reach (000)
Own	Corus	344	454	448	646
Rewind	Channel Zero	436	521	284	355
Showcase	Corus	12,115	5,420	14,781	6,627
Silver Screen Classics	Channel Zero	1,179	739	579	407
Slice	Corus	2,691	2,448	3,177	2,859
Smithsonian	Blue Ant Media	543	459	893	560
Sportsnet East	Rogers Media	1,380	1,276	2,847	2,415
Sportsnet National	Rogers Media	7,865	4,605	18,441	8,562
Sportsnet Ont	Rogers Media	3,318	2,312	7,595	4,525
Sportsnet Pac	Rogers Media	1,429	1,199	3,549	2,397
Sportsnet West	Rogers Media	1,739	1,354	4,451	2,829
Sportsnet360	Rogers Media	2,720	2,041	3,656	2,949
SportsnetOne	Rogers Media	2,626	1,936	5,335	4,195
T+E	Blue Ant Media	1,425	761	1,083	612
Teletoon Eng	Corus	2,164	1,554	2,803	1,974
TLN	TLN Media Group	1,056	789	1,106	1,046
Toon-A-Vision	Atlantic Digital Networks	124	176	-	-
Treehouse	Corus	6,637	1,740	4,561	2,061
TSN	Bell Media	14,254	6,490	26,098	10,496
TSN1	Bell Media	5,036	3,449	9,022	5,336
TSN2	Bell Media	1,645	2,061	3,094	3,370
TSN3	Bell Media	2,677	2,402	5,092	3,481
TSN4	Bell Media	3,685	2,934	7,936	5,230
TSN5	Bell Media	2,855	2,292	4,048	3,311
Vision	Zoomer Media	7,240	2,675	5,916	2,563
W Network	Corus	25,809	6,507	23,876	6,694
Weather	Pelmorex	2,137	2,760	2,964	3,328
Wild TV	Wild TV Inc.	322	409	163	225
YTV	Corus	4,983	3,368	7,795	4,685
YTV	Corus	4,983	3,368	7,795	4,685
Own	Corus	344	454	448	646

French specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+		Fall 2020		Fall 2019	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
addikTV+	Quebecor Media	3,140	1711	3,108	1773
ARTV+	SRC	2,452	1524	2,482	1691
Canal D+	Bell Media	3,926	2050	3,620	2361
Canal Vie+	Bell Media	2,506	1820	3,144	2100
Casa+	Quebecor Media	2,288	1052	2,388	1213
ELLE Fictions+	Quebecor Media	2,952	923	2,555	1159
Evasion+	Quebecor Media	1,019	1114	1,113	1216
Explora+	SRC	1,356	795	1,231	884
Historia+	Corus	3,320	1800	3,364	1766
Investigation+	Corus	1,879	616	1,752	680
La Chaîne Disney+	Corus	1,021	514	1,999	816
LCN+	Quebecor Media	15,889	3582	10,298	2713
Meteomedia+	Pelmorex	526	1132	787	1383
MOI ET CIE+	Quebecor Media	1,405	1061	1,639	1196
Prise 2+	Quebecor Media	3,357	1494	3,465	1466
RDI+	SRC	9,094	2918	6,761	2278
RDS Info+	Bell Media	362	492	721	771
RDS+	Bell Media	3,940	1753	9,854	3275
RDS2+	Bell Media	1,331	1125	1,954	1649
Series++	Corus	5,857	1690	7,198	1835
Telemagino+	WildBrain	273	180	412	332
Teletoon Fr.+	Corus	1,694	814	3,337	1313
TV5+	TV 5 Quebec	2,833	1478	2,644	1560
TVA Sports 2+	Quebecor Media	193	281	649	1081
TVA Sports 3+	Quebecor Media	0	1	0	2
TVA Sports+	Quebecor Media	1,660	1247	4,207	2186
Unis TV+	TV 5 Quebec	869	1216	804	1274
VRAK+	Bell Media	827	622	706	854
Yoop+	Quebecor Media	624	515	938	643
Z+	Bell Media	1,687	1727	2,515	2173
Zeste+	Quebecor Media	1,125	637	1,132	641

conventional station ownership and sales representation

		Major Market Sales Representation	
Station	Owner	Canada	U.S.
BRITISH COLUMBIA			
CTV Two Dawson Creek (CJDC)	Bell Media	Bell Media Sales	Bell Media Sales
CTV Two Vancouver (CIVI)	Bell Media	Bell Media Sales	Bell Media Sales
CTV Vancouver (CIVT)	Bell Media	Bell Media Sales	Bell Media Sales
City Vancouver (CKVU)	Rogers Media	Rogers Media Sales	Impulse Media Sales
OMNI Vancouver (CHNM)	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBC Vancouver (CBUT)	CBC	CBC Media Sales	Impulse Media Sales
CHEK Vancouver	CHEK Media Group	Airtime/CHEK Media Sales	Impulse Media Sales
Joy TV (CHNU) Vancouver	Zoomer Media	Group of 7/Joytv	Media Corps
Global Vancouver (CHAN/CHBC)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CBUFT Vancouver	SRC	SRC Media Sales	Impulse Media Sales
CTV Two Terrace (CFTK)	Bell Media	Bell Media Sales	Bell Media Sales
CKPG Prince George	Jim Pattison Group	Rogers Media Sales	Impulse Media Sales
CFJC Kamloops	Jim Pattison Group	Rogers Media Sales	Impulse Media Sales
ALBERTA			
CTV Two Alberta	Bell Media	Bell Media Sales	Bell Media Sales
CBXFT Alberta	SRC	SRC Media Sales	Impulse Media Sales
CTV Calgary (CFCN)	Bell Media	Bell Media Sales	Bell Media Sales
City Calgary (CKAL)	Rogers Media	Rogers Media Sales	Impulse Media Sales
OMNI Calgary (CJCO)	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBC Calgary (CBRT)	CBC	CBC Media Sales	Impulse Media Sales
Global Calgary (CICT/CISA)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Yes TV Calgary (CKCS)	Crossroads Television System	Airtime Sales	
CTV Edmonton (CFRN)	Bell Media	Bell Media Sales	Bell Media Sales
City Edmonton (CKEM)	Rogers Media	Rogers Media Sales	Impulse Media Sales
OMNI Edmonton (CJEO)	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBC Edmonton (CBXT)	CBC	CBC Media Sales	Impulse Media Sales
Global Edmonton (CITV)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Yes TV Edmonton (CKES)	Crossroads Television System	Airtime Sales	
CITL Lloydminster	Newcap Broadcasting	Airtime/WTR Media Sales	TeleRep
CKSA Lloydminster	Newcap Broadcasting	Airtime/WTR Media Sales	TeleRep
CHAT Medicine Hat	Jim Pattison Group	Rogers Media Sales	Impulse Media Sales

conventional station ownership and sales representation

		Major Market Sales Representation	
Station	Owner	Canada	U.S.
SASKATCHEWAN			
CTV Prince Albert (CIPA)	Bell Media	Bell Media Sales	Bell Media Sales
CTV Regina (CICC)	Bell Media	Bell Media Sales	Bell Media Sales
CTV Regina (CKCK)	Bell Media	Bell Media Sales	Bell Media Sales
Global Regina (CFRE)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CTV Saskatoon (CFQC)	Bell Media	Bell Media Sales	Bell Media Sales
Global Saskatoon (CFSK)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
City Saskatchewan (SCN)	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBC Saskatchewan (CBKT)	CBC	CBC Media Sales	Impulse Media Sales
CBKFT Saskatchewan	SRC	SRC Media Sales	Impulse Media Sales
MANITOBA			
CTV Winnipeg (CKY)	Bell Media	Bell Media Sales	Bell Media Sales
City Winnipeg (CHMI)	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBC Winnipeg (CBWT)	CBC	CBC Media Sales	Impulse Media Sales
Hope TV (CIIT) Winnipeg	Zoomer Media	TMG Inc./Joytv	Media Corps
Global Winnipeg (CKND)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CBWFT Winnipeg	SRC	SRC Media Sales	Impulse Media Sales
ONTARIO			
CTV Two Ottawa (CHRO)	Bell Media	Bell Media Sales	Bell Media Sales
CTV Ottawa (CJOH)	Bell Media	Bell Media Sales	Bell Media Sales
CBC Ottawa (CBOT)	CBC	CBC Media Sales	Impulse Media Sales
CBOFT Ottawa-Gatineau	SRC	SRC Media Sales	Impulse Media Sales
CKWS Kingston	Corus Entertainment	Airtime Sales	Canadian Media Sales
CHEX Peterborough	Corus Entertainment	Airtime Sales	Canadian Media Sales
CHXD (CHEX Durham)	Corus Entertainment	Airtime Sales	Canadian Media Sales
CTV Toronto (CFTO)	Bell Media	Bell Media Sales	Bell Media Sales
City Toronto (CITY)	Rogers Media	Rogers Media Sales	Impulse Media Sales
OMNI 1 Ontario (CFMT)	Rogers Media	Rogers Media Sales	Impulse Media Sales
OMNI 2 Ontario (CJMT)	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBC Toronto (CBLT)	CBC	CBC Media Sales	Impulse Media Sales
CHCH Toronto	Channel Zero	Airtime Sales	Impulse Media Sales
Yes TV Toronto (CITS)	Crossroads Television System	Airtime Sales	
CBLFT Toronto	SRC	SRC Media Sales	Impulse Media Sales

conventional station ownership and sales representation

		Major Market Sales Representation	
Station	Owner	Canada	U.S.
ONTARIO (CONTINUED)			
CTV Two Barrie (CKVR)	Bell Media	Bell Media Sales	Bell Media Sales
CTV Kitchener (CKCO)	Bell Media	Bell Media Sales	Bell Media Sales
CTV Two London (CFPL)	Bell Media	Bell Media Sales	Bell Media Sales
CTV Two Windsor (CHWI)	Bell Media	Bell Media Sales	Bell Media Sales
CBC Windsor (CBET)	CBC	CBC Media Sales	Impulse Media Sales
Global Thunder Bay (CHFD)	Dougall Media	Corus Media Sales	Canadian Media Sales
CKPR Thunder Bay	Dougall Media	Airtime Sales	Canadian Media Sales
CTV Northern Ontario	Bell Media	Bell Media Sales	Bell Media Sales
Global Ontario (CIII)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
QUEBEC			
CIVA Val-d'Or	Tele-Quebec	Tele-Quebec Media Sales	
CFVS Val-d'Or	RNC Media	RNC Media	
CKTM Trois Rivieres	SRC	SRC Media Sales	Impulse Media Sales
CHEM Trois Rivieres	Quebecor Groupe Media	Quebecor Groupe Media	
CFKM Trois Rivieres	Bell Media	Bell Media	
CIVC Trois Rivieres	Tele-Quebec	Tele-Quebec Media Sales	
CHLT Sherbrooke	Quebecor Groupe Media	Quebecor Groupe Media	
CFKS Sherbrooke	Bell Media	Bell Media	
CIVG Sept-Iles	Tele-Quebec	Tele-Quebec Media Sales	
CKTV Chicoutimi	SRC	SRC Media Sales	Impulse Media Sales
CJPM Chicoutimi	Quebecor Groupe Media	Quebecor Groupe Media	
CFRS Chicoutimi	Bell Media	Bell Media	
CIVV Chicoutimi	Tele-Quebec	Tele-Quebec Media Sales	
CFEM Rouyn	RNC Media Inc.	Quebecor Groupe Media	
CKRN Rouyn	RNC Media Inc.	RNC Media Sales	
CFTF Riviere-du-Loup	Tele Inter-Rives	Tele Inter-Rives	
CIMT Riviere-du-Loup	Tele Inter-Rives	Quebecor Groupe Media	
CKRT Riviere-du-Loup	Tele Inter-Rives	SRC Media Sales	
CIVB Riviere-du-Loup	Tele-Quebec	Tele-Quebec Media Sales	

conventional station ownership and sales representation

		Major Market Sales Representation	
Station	Owner	Canada	U.S.
QUEBEC (CONTINUED)			
CJBR Rimouski	SRC	SRC Media Sales	Impulse Media Sales
CFER Rimouski	Quebecor Groupe Media	Quebecor Groupe Media	
Global Montreal (CKMI)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CBVT Quebec City	SRC	SRC Media Sales	Impulse Media Sales
CFCM Quebec City	Quebecor Groupe Media	Quebecor Groupe Media	
CFAP Quebec City	Bell Media	Bell Media	
CIVQ Quebec City	Tele-Quebec	Tele-Quebec Media Sales	
CHOT Gatineau-Ottawa	RNC Media Inc.	Quebecor Groupe Media	
CIVO Gatineau-Ottawa	Tele-Quebec	Tele-Quebec Media Sales	
CFGS Gatineau-Ottawa	RNC Media Inc.	RNC Media	
CBFT Montreal French	SRC	SRC Media Sales	Impulse Media Sales
CFTM Montreal French	Quebecor	Quebecor Groupe Media	
CFJP Montreal French	Groupe V Media	V Sales and Marketing	
CIVM Montreal French	Tele-Quebec	Tele-Quebec Media Sales	
CFCF Montreal English	Bell Media	Bell Media Sales	Bell Media Sales
CJNT Montreal English	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBMT Montreal English	CBC	CBC Media Sales	Impulse Media Sales
CIVK Carleton	Tele-Quebec	Tele-Quebec Media Sales	
CHAU Carleton	Tele Inter-Rives	Quebecor Groupe Media	
CIVF Carleton	Tele-Quebec	Tele-Quebec Media Sales	
ATLANTIC			
CKCW Saint John/Moncton	Bell Media	Bell Media Sales	Bell Media Sales
CBAFT Saint John/Moncton	SRC	SRC Media Sales	Impulse Media Sales
CBAT Fredericton	CBC	CBC Media Sales	Impulse Media Sales
CBNT St. John's NL	CBC	CBC Media Sales	Impulse Media Sales
CJON (NTV) St. John's NL	Stirling Communications	Corus Media Sales	Canadian Media Sales
CJCH CTV Halifax	Bell Media	Bell Media Sales	Bell Media Sales
CIHF Global Halifax	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CBHT CBC Halifax	CBC	CBC Media Sales	Impulse Media Sales
CJCB CTV Sydney	Bell Media	Bell Media Sales	Bell Media Sales
CBCT CBC Charlottetown	Canadian Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
ASN CTV Two	Bell Media	Bell Media Sales	Bell Media Sales

specialty station ownership and sales representation

		Major Market Sales Representation	
Network	Owner	Canada	U.S.
A.Side	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
ABC Spark	Corus	Corus Media Sales	Canadian Media Sales
Adult Swim	Corus	Corus Media Sales	Canadian Media Sales
AMI-tv	Accessible Media Inc.	Accessible Media Inc.	
Animal Planet	Bell Media	Bell Media Sales	Bell Media Sales
APTN	Aboriginal People's Net	APTN Sales	
BBC Canada	Corus	Corus Media Sales	Canadian Media Sales
BBC Earth	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
BC1	Corus	Corus Media Sales	Canadian Media Sales
BNN Bloomberg	Bell Media	Bell Media Sales	Bell Media Sales
Book TV	Bell Media	Bell Media Sales	Bell Media Sales
Cartoon Network	Corus	Corus Media Sales	Canadian Media Sales
CBC News Network	CBC	CBC Media Sales	Impulse Media Sales
CHRGD	WildBrain	Blue Ant Media Sales	Impulse Media Sales
CMT	Corus	Corus Media Sales	Canadian Media Sales
Cooking Channel	Corus	Corus Media Sales	Canadian Media Sales
Cottage Life	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
CP24 Ontario	Bell Media	Bell Media Sales	Bell Media Sales
Crime + Investigation	Corus	Corus Media Sales	Canadian Media Sales
CTV Comedy	Bell Media	Bell Media Sales	Bell Media Sales
CTV Drama	Bell Media	Bell Media Sales	Bell Media Sales
CTV Life	Bell Media	Bell Media Sales	Bell Media Sales
CTV News Channel	Bell Media	Bell Media Sales	Bell Media Sales
CTV Sci-Fi	Bell Media	Bell Media Sales	Bell Media Sales
Deja View	Corus	Corus Media Sales	Canadian Media Sales
Discovery Science	Bell Media	Bell Media Sales	Bell Media Sales
Discovery Velocity	Bell Media	Bell Media Sales	Bell Media Sales
Discovery	Bell Media	Bell Media Sales	Bell Media Sales
Disney Eng	Corus	Corus Media Sales	Canadian Media Sales
Disney JR	Corus	Corus Media Sales	Canadian Media Sales
Disney XD	Corus	Corus Media Sales	Canadian Media Sales
diy network	Corus	Corus Media Sales	Canadian Media Sales
Documentary	CBC	CBC Media Sales	Impulse Media Sales

specialty station ownership and sales representation

		Major Market Sales Representation	
Network	Owner	Canada	U.S.
Dtour	Corus	Corus Media Sales	Canadian Media Sales
E!	Bell Media	Bell Media Sales	Bell Media Sales
ESPN Classic Canada	Bell Media	Bell Media Sales	Bell Media Sales
Family Jr	WildBrain	Blue Ant Media Sales	Impulse Media Sales
Family	WildBrain	Blue Ant Media Sales	Impulse Media Sales
Fashion TV	Bell Media	Bell Media Sales	Bell Media Sales
Fight	Anthem Sports & Ent.	Anthem SE Sales	Impulse Media Sales
Food Network	Corus	Corus Media Sales	Canadian Media Sales
FX	Rogers Media	Rogers Media Sales	Impulse Media Sales
FXX	Rogers Media	Rogers Media Sales	Impulse Media Sales
Game TV	Anthem Sports & Ent.	Anthem SE Sales	Impulse Media Sales
GAME	Anthem Sports & Ent.	Anthem SE Sales	Impulse Media Sales
H2	Corus	Corus Media Sales	Canadian Media Sales
HGTV	Corus	Corus Media Sales	Canadian Media Sales
HIFI	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
History	Corus	Corus Media Sales	Canadian Media Sales
Investigation Discovery	Bell Media	Bell Media Sales	Bell Media Sales
Leafs Nation Network	MLSE	MLSE Sales	
Lifetime	Corus	Corus Media Sales	Canadian Media Sales
Love Nature	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
MAKEFUL	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
MovieTime	Corus	Corus Media Sales	Canadian Media Sales
MTV	Bell Media	Bell Media Sales	Bell Media Sales
MTV2	Bell Media	Bell Media Sales	Bell Media Sales
Much	Bell Media	Bell Media Sales	Bell Media Sales
NatGeoWild	Corus	Corus Media Sales	Canadian Media Sales
National Geographic	Corus	Corus Media Sales	Canadian Media Sales
NBA TV Canada	MLSE	MLSE Sales	
Nickelodeon	Corus	Corus Media Sales	Canadian Media Sales
OLN	Rogers Media	Rogers Media Sales	Impulse Media Sales
One:Body, Mind, Spirit	Zoomer Media	CMS/Joytv	Media Corps
Out TV	OM Acquisitions	OM Acquisitions	
Own	Corus	Corus Media Sales	Canadian Media Sales

specialty station ownership and sales representation

		Major Market Sales Representation	
Network	Owner	Canada	U.S.
Rewind	Channel Zero	CMS/Joytv	Media Corps
Showcase	Corus	Corus Media Sales	Canadian Media Sales
Silver Screen Classics	Channel Zero	Airtime Sales	Impulse Media Sales
Slice	Corus	Corus Media Sales	Canadian Media Sales
Smithsonian	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
Sportsnet 4K	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet East	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet National	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet Ont	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet Pac	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet West	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet360	Rogers Media	Rogers Media Sales	Impulse Media Sales
SportsnetOne	Rogers Media	Rogers Media Sales	Impulse Media Sales
T+E	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
Teletoon Eng	Corus	Corus Media Sales	Canadian Media Sales
TLN	TLN Media Group	TLN Media Group	
Treehouse	Corus	Corus Media Sales	Canadian Media Sales
TSN	Bell Media	Bell Media Sales	Bell Media Sales
TSN1	Bell Media	Bell Media Sales	Bell Media Sales
TSN2	Bell Media	Bell Media Sales	Bell Media Sales
TSN3	Bell Media	Bell Media Sales	Bell Media Sales
TSN4	Bell Media	Bell Media Sales	Bell Media Sales
TSN5	Bell Media	Bell Media Sales	Bell Media Sales
Vision	Zoomer Media	Zoomer Media	
W Network	Corus	Corus Media Sales	Canadian Media Sales
Weather	Pelmorex	Pelmorex Brdcast Sales	
Wild TV	Wild TV Inc.		
YTV	Corus	Corus Media Sales	Canadian Media Sales

specialty station ownership and sales representation

		Major Market Sales Representation	
Network	Owner	Canada	U.S.
addikTV	Quebecor Groupe Media	Quebecor Groupe Media	
AMI-tele	Accessible Media Inc.	Accessible Media Inc.	
ICI ARTV	SRC	SRC Media Sales	Impulse Media Sales
Canal D	Bell Media	Bell Media Sales	Bell Media Sales
Canal Vie	Bell Media	Bell Media Sales	Bell Media Sales
Casa	Quebecor Groupe Media	Quebecor Groupe Media	
Cinepop	Bell Media	Bell Media Sales	Bell Media Sales
ELLE Fictions	Groupe V Media	V Media Group	
Evasion	Quebecor Groupe Media	Quebecor Groupe Media	
Explora	SRC	SRC Media Sales	Impulse Media Sales
Historia	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Investigation	Bell Media	Bell Media Sales	Bell Media Sales
La Chaine Disney	Corus Entertainment	Corus Media Sales	Canadian Media Sales
LCN	Quebecor Groupe Media	Quebecor Groupe Media	
MAX	Groupe V Media	V Media Group	
Meteomedia	Pelmorex Media Inc	Pelmorex Brdcast Sales	
MOI&cie	Quebecor Groupe Media	Quebecor Groupe Media	
Prise 2	Quebecor Groupe Media	Quebecor Groupe Media	
RDI	SRC	SRC Media Sales	Impulse Media Sales
RDS Info	Bell Media	Bell Media Sales	Bell Media Sales
RDS	Bell Media	Bell Media Sales	Bell Media Sales
RDS2	Bell Media	Bell Media Sales	Bell Media Sales
Series+	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Telemagino	WildBrain	WildBrain	
Teletoon Fr.	Corus Entertainment	Corus Media Sales	Canadian Media Sales
TV5	TV5 Quebec Canada	TV5 Quebec Canada	
TVA Sports 2	Quebecor Groupe Media	Quebecor Groupe Media	
TVA Sports 3	Quebecor Groupe Media	Quebecor Groupe Media	
TVA Sports	Quebecor Groupe Media	Quebecor Groupe Media	
Unis TV	TV5 Quebec Canada	TV5 Quebec Canada	
VRAK	Bell Media	Bell Media Sales	Bell Media Sales
Yoopa	Quebecor Groupe Media	Quebecor Groupe Media	
Z	Bell Media	Bell Media Sales	Bell Media Sales
Zeste	Quebecor Groupe Media	Quebecor Groupe Media	



TV DIARY UPDATE

In the midst of the COVID-19 pandemic, the need has never been greater for electronic and passive measurement, capturing real time audience data. Last year we successfully moved our Respondent Contact Centers to virtual environments minimizing the impact of a prolonged COVID-19 pandemic on operations and ensuring our PPM panels remained as strong as ever. In fact, there were no disruptions or delays of metered data delivery throughout the pandemic.

However, Diary services are struggling throughout the pandemic with respondents grappling to find the time to complete a diary over 7 days with so many competing priorities, as they work from home and care for their families. This is true around the world as we see reduced Diary return rates. In light of this challenge, in consultation with the Television Executive Committee (TVEC) and supported by the Board, Numeris has stopped producing our TV Diary market service with no TV Diaries planned for Spring 2021 and beyond. In lieu of TV Diary data, we are asking members to use the audience data from our PPM balance panels to directionally inform audience behaviours for stations in the TV Diary markets. Over the coming weeks we will be developing and sharing a plan, working closely with ThinkTV and our committees, to help support and assist our members and the industry, during this transition.

Using real time audience data from our PPM balance panels to directionally inform TV audiences is a short-term solution as we design a hybrid audience measurement replacing TV Diaries. This design will start later in 2021 after we complete the build of a national STB solution. Shortly thereafter, we will start integrating STB data with real time data from our PPM panels and other demographic data. We anticipate members using our PPM balance panel data along with STB data for the next 18 months for TV Diary markets. This hybrid design initiative is part of our cross-platform strategy and we are confident that this is the best solution in supporting our members as we move towards cross-media measurement solutions.

Numeris, January 21, 2021

additional resources

- thinktv, "[Power of TV in an Attention Economy](#)"
- Accenture, "[Peak Performance: Driving Advertising Effectiveness that Lasts](#)"
- Mark Ritson, "[10 Key Factors Driving Advertising Effectiveness](#)"
- thinktv, "[FAQs](#)" about Television Viewing
- Peter Field, "[Effectiveness in Context](#)"
- Ipsos, "[Ad Nation Canada](#)"
- thinktv, "[Common Advanced Advertising Segments](#)"
- Richard Shotton, "[Optimizing Media using Behavioural Science](#)"
- thinktv, "[Online businesses on TV](#)"
- Field & Binet, "[The Downside of Short-Termism](#)"
- thinktv, "[Screen Time](#)"

thinktv Clearance

thinktv Clearance pre-clears English and French commercials, infomercials and public service announcements on behalf of its member channels using member-approved guidelines. Before issuing a TC number, the final production must be reviewed; however, preliminary script approval will be provided when requested. Each commercial, upon acceptance, will receive a Telecaster number signifying to the station's traffic department that all other clearance numbers, when applicable, have been received.

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