

A graphic consisting of several concentric circles in a light gray color, centered on the left side of the page. The circles are of varying diameters, creating a target-like or ripple effect.

TV BASICS

what's inside:

TV ADVERTISING

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TV ADVERTISING in Canada

TV's (very long list of) key strengths

- tv** has the **highest ROI** of all media
- tv** is **unignorable**, reaching **93% of Canadian Adults 18+** every week – the highest of any medium
- tv** delivers an incredible **327 million impressions** for the average campaign
- tv** ads are the most **trusted, influential** and **engaging**
- tv** reaches audiences when they're most **receptive to advertising**
- tv** **engages emotionally**, driving higher attention and connection
- tv** is all about what's happening right now: it's **the go-to source** for news, sports and entertainment
- tv** 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**

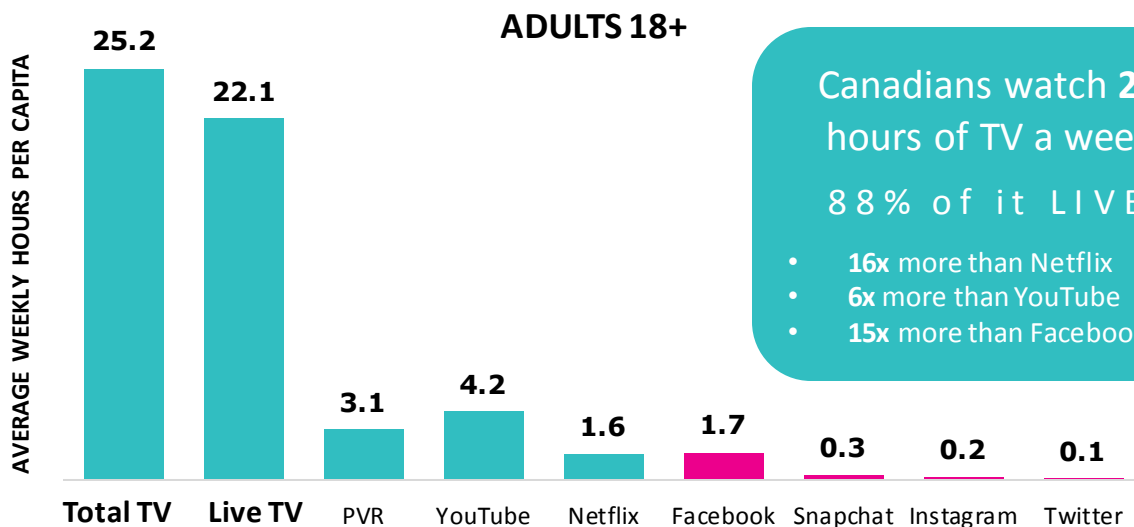
tv is best-in-class for **brand-building**

tv drives **awareness and demand** like no other media

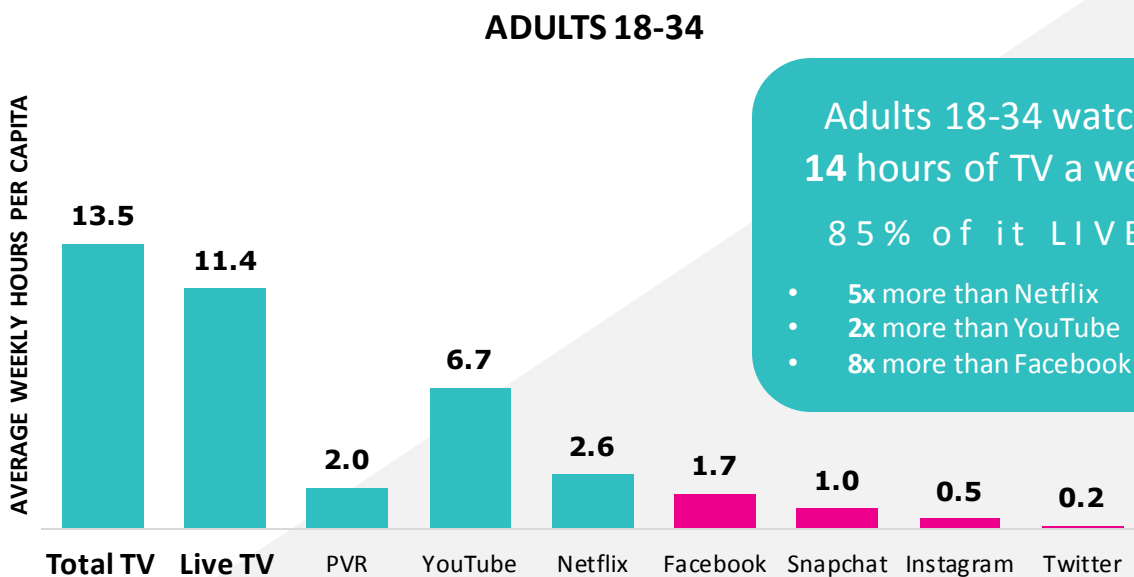
tv has irrefutable **social currency**, driving conversations both online and offline

tv has **lightning speed**: there's no faster way to deliver mass audiences to advertisers

tv dominates time spent



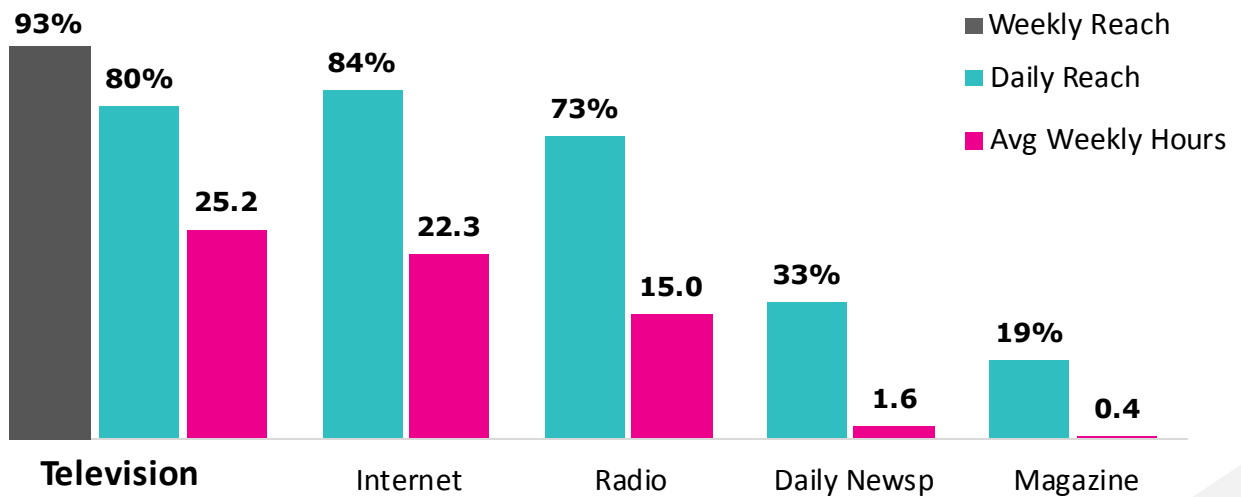
young adults watch almost 14 hours of tv/week



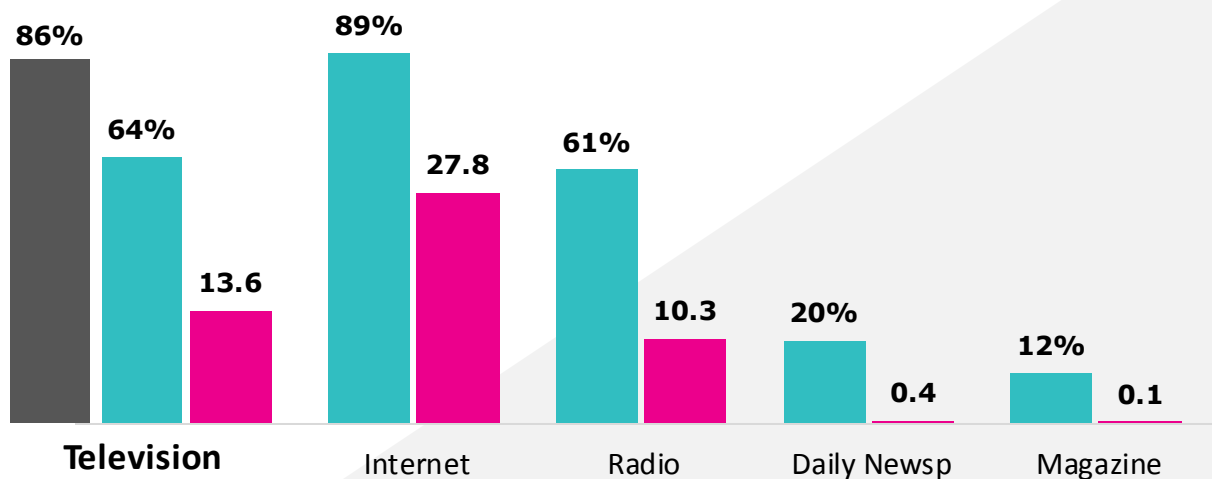
reach & time spent – a one-two punch

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

ADULTS 18+



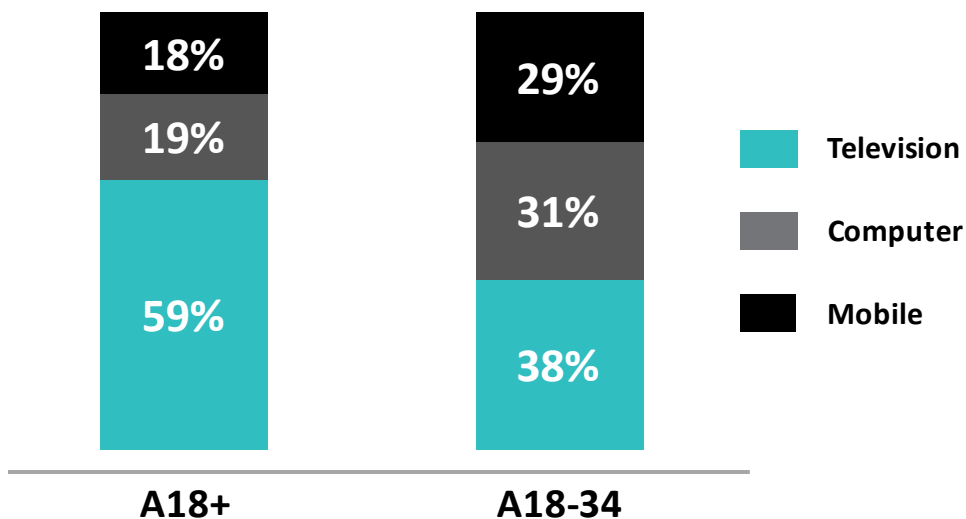
ADULTS 18-34



attitudes about advertising

consumers are most likely to watch video ads on **tv**

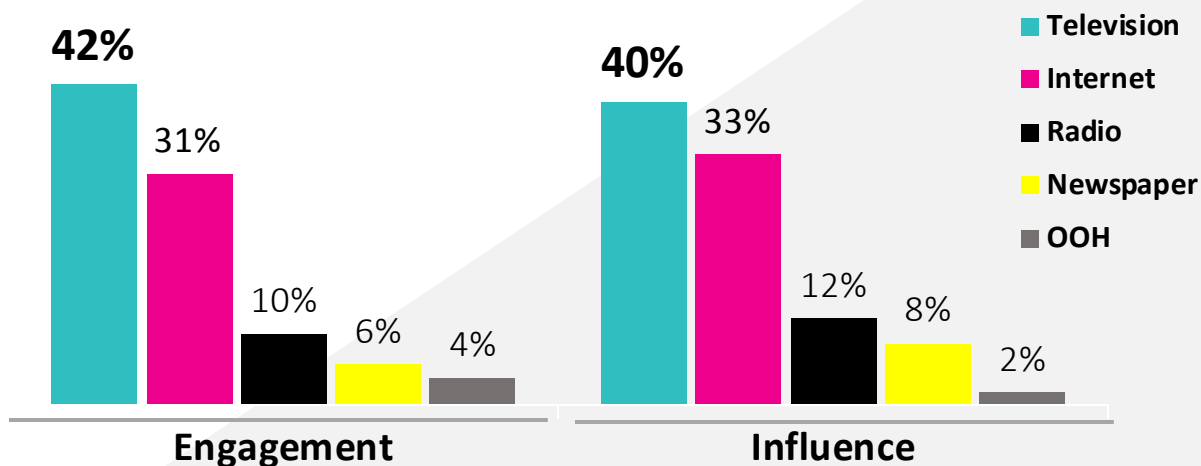
Video Ads Most Likely To Watch



Q: Which types of video advertising are you most likely to watch? Least likely to watch?

and say TV ads are the **most engaging** and **influential**

ADULTS 18+



Q: Which ONE of the following media carries advertising that you believe to be the most engaging? most influential?

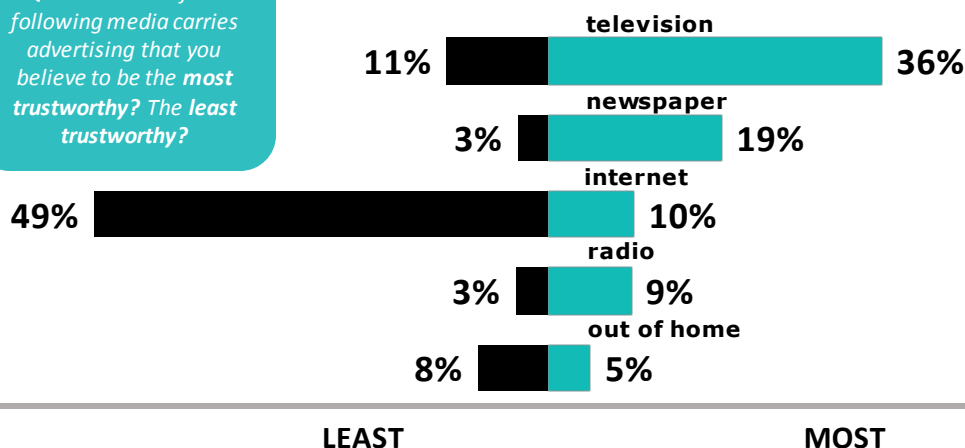
attitudes about advertising

tv ads are the most **trustworthy**

while online ads are the least trustworthy

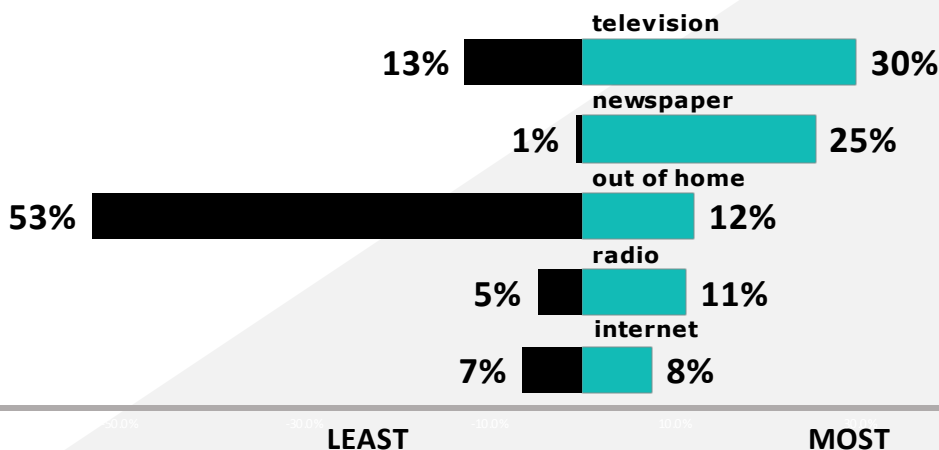
Q: Which ONE of the following media carries advertising that you believe to be the **most** trustworthy? The **least** trustworthy?

ADULTS 18+



even **young adults** trust **tv** ads **the most** and internet ads the least

ADULTS 18-34



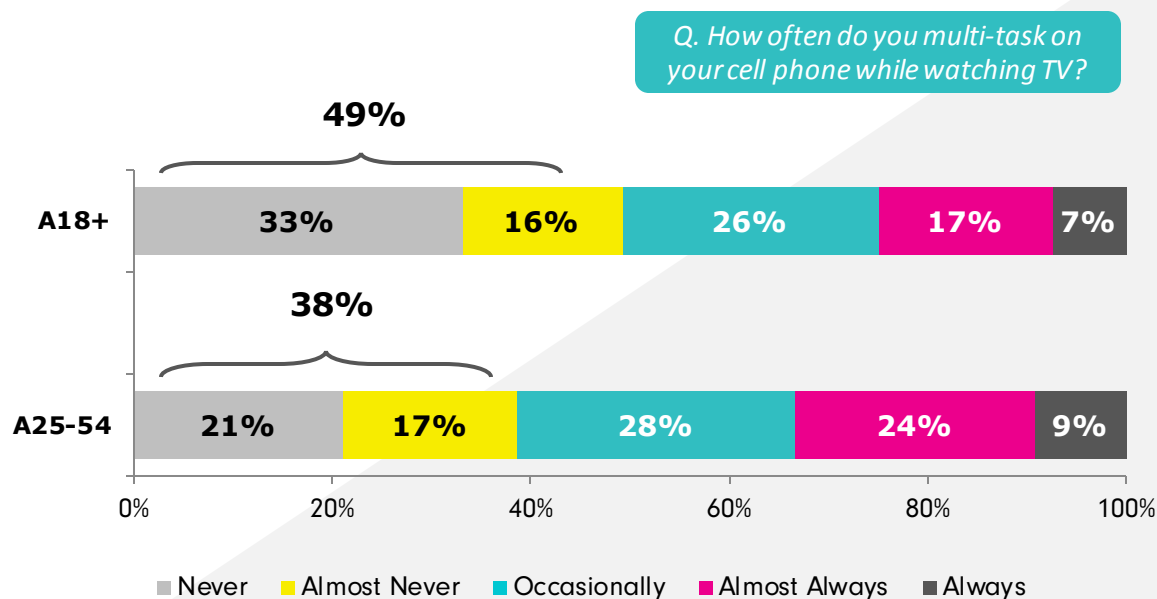
the truth about multi-tasking

- half of Canadians say they never/almost never multi-task on their phones while watching TV.
- 58% of young adults multi-task occasionally or less often*, while 27% never/almost never multi-task.
- Canadians pay most attention to advertising when watching TV content on a TV set.

* Occasional + Almost Never + Never

half of Canadians rarely multi-task

49% of Canadians say they never/almost never multi-task on their phone while watching TV.

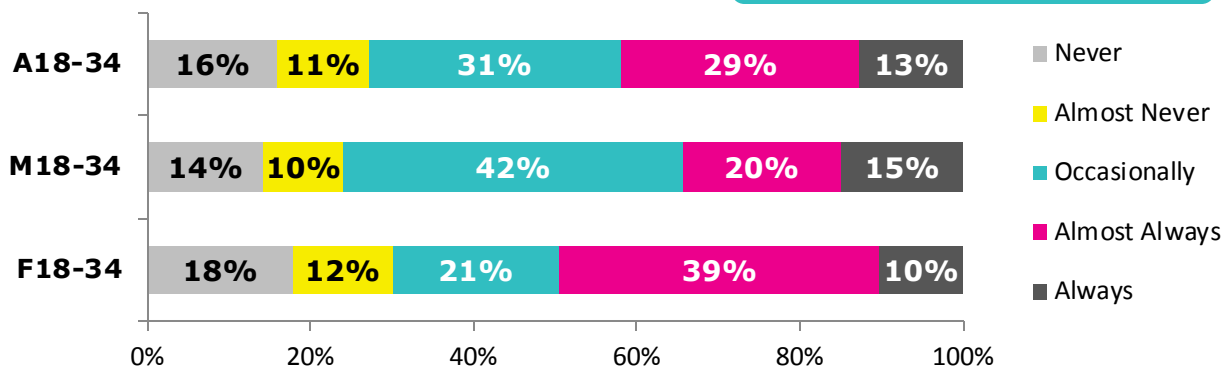


the truth about multi-tasking

young adults multi-task - but not as much as you think

majority of young adults only multi-task occasionally, while 27% say that they never/almost never multi-task

Q. How often do you multi-task on your cell phone while watching TV?

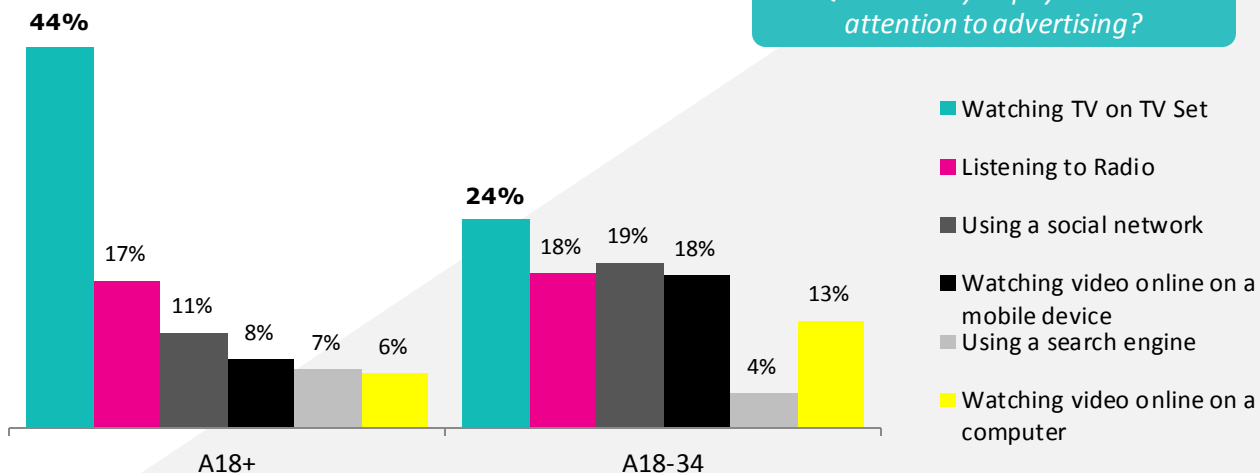


Source: thinktv, nlogic, omniVu survey March 2017

even with multi-tasking, **tv** ads still get the most attention

Canadians pay most attention to advertising when watching television content on a TV set

Q. When do you pay the most attention to advertising?





TV STATISTICS

key trends

Television consumption in Canada

- **Canadians spend 25 hours a week with TV – more than any other medium.**
- with an average **weekly reach of 93%** (A18+), TV continues to reach more Canadians than any other medium.
- **young adults watch plenty of TV:** TV reaches 86% of A18-34 every week who spend a substantial 2 hrs/day watching linear TV – almost 14 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 **2.1 million** viewers (2+).
 - the top 10 English programs generate an average audience of **over 2 million** viewers (2+) in English Canada.
 - the top French programs generate an average audience of **1.2 million** viewers (2+) in Quebec Franco.
- the average TV campaign* delivers an astounding **327 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 **11 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

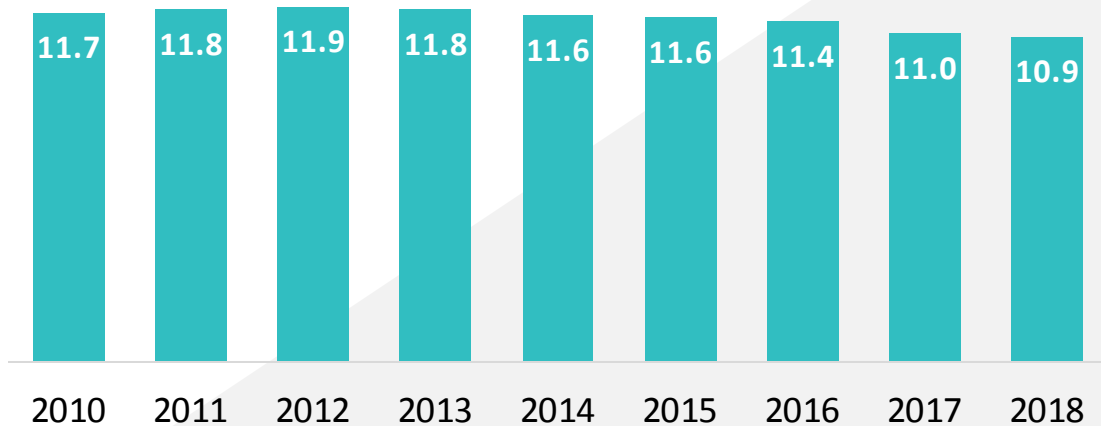
Demographic	Average Weekly Hours Per Capita	Average Weekly Reach %	Average Daily Reach %
Persons 2+	23.3	92.0	78.5
Kids 2-11	15.1	88.1	70.9
Teens 12-17	13.3	91.0	72.5
A18+	25.2	92.6	79.9
A18-24	14.4	88.0	66.9
A18-34	13.5	85.6	64.0
A18-49	15.6	88.5	69.9
A25-54	17.4	89.8	73.2
A55+	38.1	97.5	92.2

Source: Numeris, PPM, Total Canada, Total TV, M-Su 2a-2a, All Locations, Consolidated, Fall-Winter-Spring 2018-19 (Weeks 3-39, Sep 10, 2018 to May 26, 2019)

11 million linear **tv** subscriptions



TV content is available on an increasing number of platforms, and yet **11 million households** subscribe to linear TV.

number of subscribers
(millions)



top 10 fall/winter/spring 2018-19



SERIES

					
Program	Network	P2+ (000)	Program	Network	P2+ (000)
The Big Bang Theory	CTV	2,452	The Big Bang Theory	CBS	16,106
The Good Doctor	CTV	2,394	NCIS	CBS	14,188
New Amsterdam	Global	2,054	Young Sheldon	CBS	12,963
Survivor Finale	Global	2,008	This Is Us	NBC	12,227
Young Sheldon	CTV	2,005	America's Got Talent – Champ	NBC	11,851
Survivor	Global	1,991	FBI	CBS	11,669
La Voix	TVA	1,984	Blue Bloods	CBS	11,226
The Connors	CTV	1,856	Manifest	NBC	11,105
NCIS	Global	1,796	The Masked Singer	FOX	10,882
FBI	Global	1,786	Chicago Fire	NBC	10,851

Source: Numeris PPM, Total Canada, Consolidated, All Locations | Fall-Winter-Spring 2018-19 (Wks 3-39, Sep 10, 2018 to May 26, 2019) | 3+ airings.

Source: Nielsen C3 Ratings, Fall-Win-Spring 2018-19 | Sep 10, 2018 to May 26, 2019 | Programs with 3+ airings.

SPECIALS

					
Program	Network	P2+ (000)	Program	Network	P2+ (000)
Academy Awards	CTV	5,207	The Oscars	ABC	30,434
Bye Bye 2018	SRC	4,530	Macy's Thanksgiving Parade	NBC	23,885
The Big Bang Theory Special	CTV	2,997	Grammy Awards	CBS	20,844
The Golden Globes	CTV	2,910	New Year's Rockin' Eve Pt 1	ABC	18,668
Les coulisses du Bye Bye 2018	SRC	2,091	Live From the Red Carpet 3	ABC	14,325
Academy Awards Pre-Show	CTV	2,071	A Big Bang Farewell	CBS	13,391
Emmy Awards	CTV	1,977	Live: All In Fam/Jeffersons	ABC	12,504
La Fureur - spéciale 20 ans	SRC	1,937	Primetime NYRE '19 Pt 2	ABC	11,312
Artis, Le Gala	TVA	1,934	National Dog Show	NBC	11,303
The 61st Annual Grammy Awards	City	1,849	CMA Awards	ABC	11,069

Source: Numeris PPM, Total Canada, Consolidated, All Locations | Fall-Winter-Spring 2018-19 (Wks 3-39, Sep 10, 2018 to May 26, 2019)

Source: Nielsen C3 Ratings, Fall-Win-Spring 2018-19 | Sep 10, 2018 to May 26, 2019

seasonal viewing trends

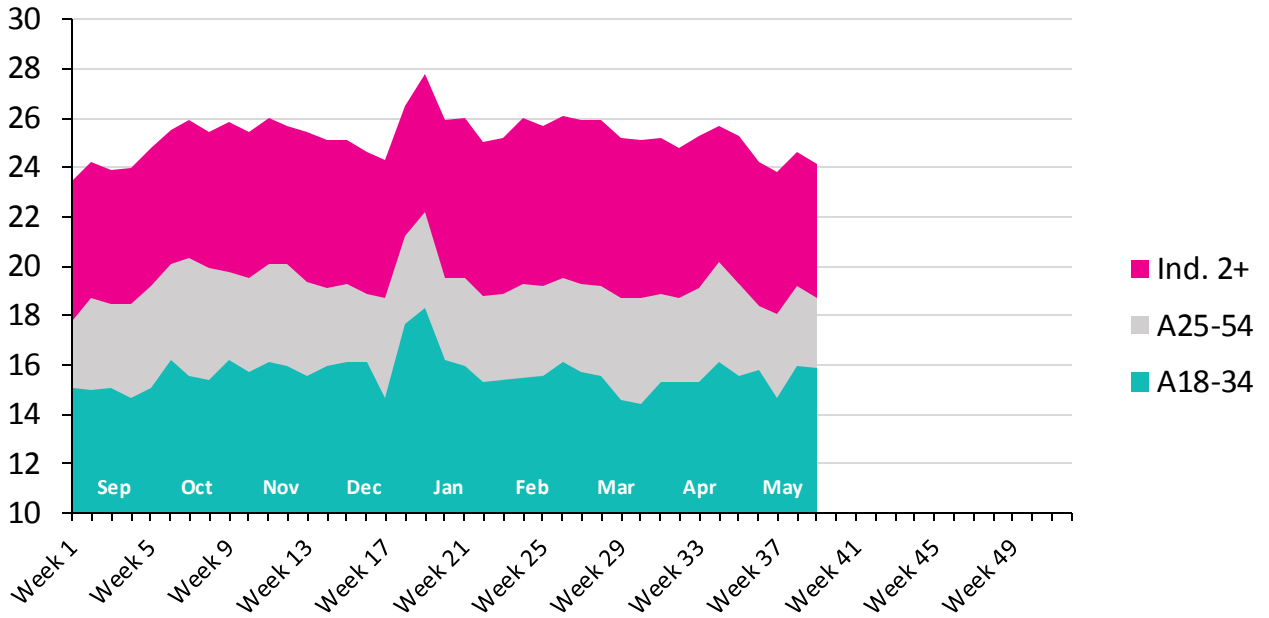


Numeris, PPM, (Avg hours viewed per week, per viewer), Total Canada, Total TV, Consolidated, All Locations, M-Su 2a-2a

	Week of		Ind.2+		A25-54		A18-34			
	2018-19	2017-18	2018-19	2017-18	2018-19	2017-18	2018-19	2017-18		
Fall 2018 & 2017	Aug. 27, 2018	Aug. 28, 2017	1	23.5	23.4	17.8	18.4	15.1	14.6	
			2	24.2	24.5	18.7	19.4	15	15.5	
				3	23.9	23.0	18.5	17.7	15.1	14.9
				4	24.0	23.2	18.5	17.7	14.7	14.3
				5	24.8	23.8	19.2	18.5	15.1	15.3
				6	25.5	24.4	20.1	19.5	16.2	15.7
				7	25.9	25.5	20.3	20.3	15.6	16.3
				8	25.4	24.0	19.9	18.6	15.4	14.6
				9	25.8	24.3	19.8	18.8	16.2	14.9
				10	25.4	25.0	19.5	19.4	15.7	15.4
				11	26.0	25.5	20.1	19.7	16.1	15.6
				12	25.7	25.4	20.1	19.3	16.0	15.6
				13	25.4	24.9	19.4	19.1	15.6	15.7
				14	25.1	24.7	19.1	19.2	16.0	15.7
				15	25.1	24.7	19.3	19.0	16.1	15.1
				16	24.6	24.7	18.9	18.8	16.1	15.6
				17	24.3	24.1	18.7	18.8	14.7	15.4
Winter/Spring 2018-19 & 2017-18	Dec. 24, 2018	Dec. 25, 2017	18	26.5	27.3	21.2	22.1	17.7	18.3	
			19	27.8	28.3	22.2	22.5	18.3	18.3	
				20	25.9	25.6	19.5	19.5	16.2	15.7
				21	26.0	25.4	19.5	19.2	16.0	16.0
				22	25.0	25.4	18.8	18.9	15.3	15.1
				23	25.2	25.7	18.9	19.5	15.4	15.8
				24	26.0	26.5	19.3	19.9	15.5	16.4
				25	25.7	27.3	19.2	21.0	15.6	17.3
				26	26.1	27.6	19.5	21.4	16.1	17.1
				27	25.9	25.5	19.3	19.3	15.7	15.4
				28	25.9	25.6	19.2	19.0	15.6	15.4
				29	25.2	25.1	18.7	19.0	14.6	15.6
				30	25.1	24.9	18.7	18.5	14.4	14.6
				31	25.2	25.6	18.9	19.7	15.3	16.2
				32	24.8	26.1	18.7	19.7	15.3	16.1
				33	25.3	25.8	19.1	19.6	15.3	15.5
				34	25.7	25.3	20.2	19.4	16.1	15.5
				35	25.3	24.5	19.3	18.6	15.6	14.9
				36	24.2	23.9	18.4	18.0	15.8	14.9
				37	23.8	22.8	18.1	17.3	14.7	14.0
				38	24.6	23.7	19.2	18.1	16.0	14.6
				39	24.1	22.7	18.7	17.5	15.9	14.1
Summer 2018 & 2019		May 28, 2018	40		22.5		17.0		13.7	
			41		22.9		17.2		13.7	
			42		22.4		17.0		13.8	
			43		23.1		17.3		14.1	
			44		22.7		17.4		13.9	
			45		23.0		17.3		14.0	
			46		23.1		17.2		14.6	
			47		22.5		17.1		13.9	
			48		22.4		17.1		14.3	
			49		22.7		17.3		14.6	
			50		22.9		17.2		14.9	
			51		22.8		17.0		14.7	
			52		22.8		17.2		13.8	

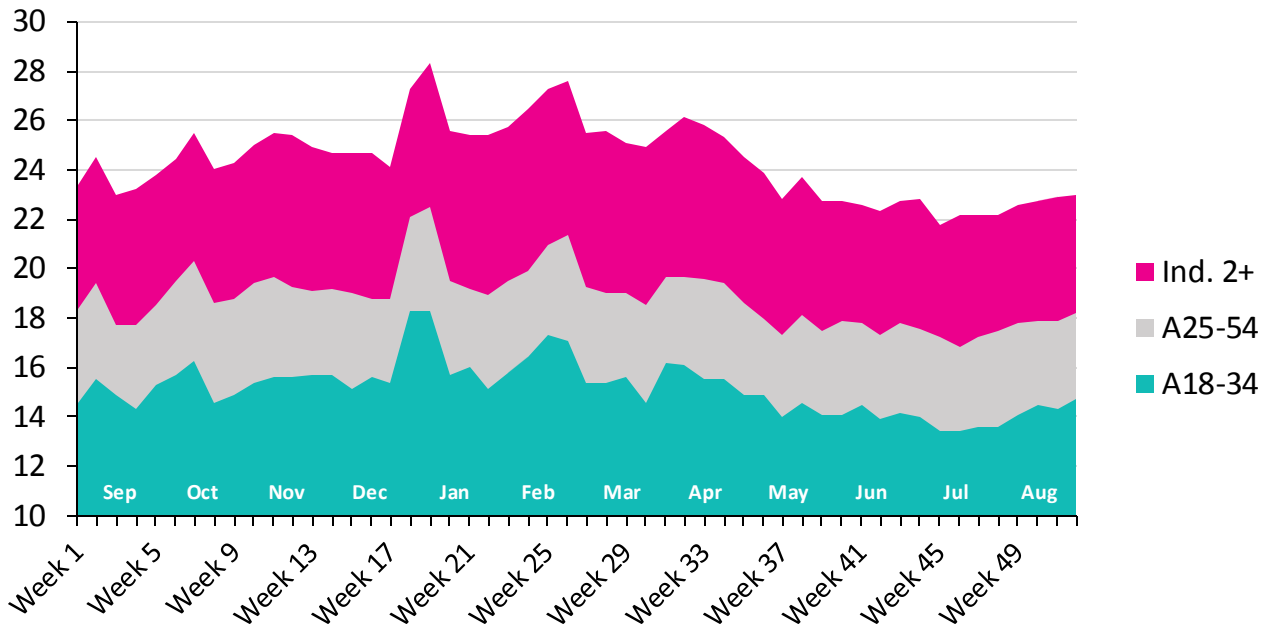
CALENDAR-YEAR VIEWING TRENDS - CANADA

2018-19



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, Wks 1-39 2018-19 BY, Weekly hours of television viewed per viewer (M-Su 2 am – 2 am)

2017-18



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, Wks 1-52 2017-18 BY, Weekly hours of television viewed per viewer (M-Su 2 am – 2 am)

CANADA vs. U.S.



	Canada	U.S.
Population (Ind 2+)	36,376,090	315,620,000
Households	14,915,000	125,020,000
TV Markets – EMs, DMAs	40	210
Number of TV Stations (Conventional + Specialty & Pay)	329	1,386 ^
Households with Access to TV/video services	14,840,000	119,900,000
% Total Households	99.5%	95.9%
Subscribe to TV services - Cable, Sat., IPTV (% of Total Households.)	82.1%	81%
Off-Air	4.6%	13.8%
PVR (% of TV Households)	55%	55%
Average Weekly Viewing Hours per Capita (Hours)		
Persons 2+	23.3	27.1
Adults 18+	25.2	31.2
Adults 25-54	17.4	24.2
Teens (12-17)	13.3	8.8
Children (2-11)	15.1	13.7
Advertising Expenditures – millions	\$13,584	\$224,479
TV Advertising Expenditures – millions	\$3,195	\$104,722
TV Expenditure Per Capita	\$88	\$335
Commercial Time: Conventional	Unlimited	Deregulated
Commercial Time: Specialty Channels	12 min/hour	Deregulated

Source: Numeris Universe Estimates 2018-19 | Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, Consolidated, All Locations, Fall 2018 (Weeks 3-16, September 10 to December 16, 2018) | thinktv Net Advertising Revenue (2017) | Nielsen National Television Household Universe Estimates 2018-19; Nielsen Total Audience Report – 2Q18 |
 * 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	18,780	36	33	Kansas City	2,216	
2	2		Los Angeles	15,926	37	34	Columbus, OH	2,191	
3	3		Chicago	8,624	38	35	Cincinnati	2,154	
4		1	Toronto-Hamilton	7,800	39	36	Milwaukee	2,095	
5	4		Philadelphia	7,301	40	37	Las Vegas	2,023	
6	5		Dallas-Ft. Worth	7,122	41	38	Austin	1,990	
7	6		Houston	6,833	42	39	West Palm Beach-Ft. Pierce	1,987	
8	7		San Francisco-Oak-San Jose	6,449	43	40	Greenville-Spartanburg-Asheville-Anderson	1,963	
9	8		Washington, DC (Hagerstown)	6,441	44		4 Edmonton	1,921	
10	9		Atlanta	6,409	45		5 Kitchener-London	1,910	
11	10		Boston (Manchester)	5,965	46		6 Calgary	1,871	
12	11		Phoenix (Prescott)	5,001	47	41	Fresno-Visalia	1,815	
13	12		Seattle-Tacoma	4,574	48	42	Grand Rapids-Kalamazoo-Battle Creek	1,746	
14	13		Tampa-St. Pete (Sarasota)	4,468	49	43	Jacksonville	1,733	
14	13		Miami-Ft. Lauderdale	4,468	50	44	Oklahoma City	1,722	
16	15		Detroit	4,390	51	45	Harrisburg-Lancaster-Lebanon-York	1,714	
17	16		Minneapolis-St. Paul	4,230	52	46	Birmingham (Anniston and Tuscaloosa)	1,679	
18		2	Montreal Franco EM	4,059	53	47	Norfolk-Portsmouth-Newport News	1,669	
19	17		Sacramento-Stokton-Modesto	3,946	54	48	Albuquerque-Santa Fe	1,664	
20	18		Denver	3,859	55	49	Memphis	1,652	
21	19		Orlando-Daytona Beach-Melbourne	3,794	56	50	Grantsboro-Hopewell-Point Pleasant-Wilmington	1,620	
22		3	Vancouver-Victoria	3,711	57	51	Louisville	1,590	
23	20		Cleveland-Akron (Canton)	3,413	58	52	New Orleans	1,585	
24	21		Portland, OR	2,937	59	53	Providence-New Bedford	1,458	
25	22		Charlotte	2,884	60	54	Richmond-Petersburg	1,391	
26	23		St. Louis	2,865	61	55	Buffalo	1,362	
27	24		Salt Lake City	2,813	62	56	Ft. Myers-Naples	1,293	
28	25		Raleigh-Durham (Fayetteville)	2,804	63	57	Mobile-Pensacola (Ft. Walter)	1,277	
29	26		Baltimore	2,772	64	58	Tulsa	1,272	
30	27		San Diego	2,728	65	59	Wilkes Barre-Scranton-Hazleton	1,266	
31	28		Pittsburgh	2,569	66	60	Little Rock-Pine Bluff	1,255	
32	29		Nashville	2,561	67	61	Knoxville	1,244	
33	30		Indianapolis	2,544	68	62	Albany-Schenectady-Troy	1,216	
34	31		San Antonio	2,475	69	63	Honolulu	1,196	
35	32		Hartford & New Haven	2,276	70	64	Hartford-Waterbury-Litchfield-Meriden	1,181	

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		
71		7	Québec City	1,140	106	97	South Bend-Elkhart	761	
72	66		Lexington	1,102	107	98	Ft. Smith-Fay-Sprngdl-Rgrs	749	
73		8	Ottawa-Gatineau Anglo	1,083	108	99	Myrtle Beach-Florence	695	
74	67		Dayton	1,077	109	100	Boise	692	
75	68		Tucson (Sierra Vista)	1,054	110	101	Burlington-Plattsburgh	688	
76		9	Winnipeg	1,049	111	102	Grnville-N.Bern-Washngtn	684	
77	69		Wichita-Hutchinson Plus	1,027	111		11 Halifax	684	
78	70		Des Moines-Ames	1,002	113	103	Tri-Cities, TN-VA	678	
79	71		Spokane	994	114	104	Bakersfield	672	
80	72		Flint-Saginaw-Bay City	990	115	105	Reno	656	
81	73		Omaha	985	116	106	Davenport-R.Island-Moline	655	
81	73		Green Bay-Appleton	985	117	107	Yak-Pasco-Rchlnd-Knnwck	653	
83	75		Roanoke-Lynchburg	967	118	108	Tyler-Longview(Lfkn&Ncgd)	645	
84	76		Charleston-Huntington	965	119	109	Evansville	636	
85	77		Columbia, SC	943	120	110	Monterey-Salinas	633	
86	78		Springfield, MO	933	121	111	Ft. Wayne	628	
87	79		Rochester, NY	915	122	112	Tallahassee-Thomasville	626	
88	80		El Paso (Las Cruces)	911	123	113	Lincoln & Hastings-Krny	621	
89	81		Toledo	908	123		12 Saint-John Moncton	621	
90		10	Montreal Anglo (CM)	905	125	114	Augusta-Aiken	616	
91	82		Huntsville-Decatur (Flor)	901	126	115	Johnstown-Altoona-St Colge	615	
92	83		Waco-Temple-Bryan	879	127	116	Sioux Falls(Mitchell)	596	
93	84		Madison	863	128	117	SntBarbra-SanMar-SanLuOb	595	
94	85		Shreveport	860	128		13 Sherbrooke	595	
95	86		Portland-Auburn	857	130	118	Springfield-Holyoke	578	
96	87		Chattanooga	841	131	119	Lansing	572	
97	88		Colorado Springs-Pueblo	839	132	120	Lafayette, LA	555	
98	89		Syracuse	833	133	121	Macon	554	
98	89		Padcah-Cape Girard-Harsbg	833	134	122	Youngstown	550	
100	91		Savannah	817	135	123	Corpus Christi	545	
101	92		Chmpgn&Sprngfld-Decatur	800	136	124	Fargo	544	
102	93		Baton Rouge	797	137	125	Traverse City-Cadillac	542	
103	94		Charleston, SC	782	138	126	Eugene	536	
104	95		Jackson, MS	776	139	127	Peoria-Bloomington	534	
105	96		Cedr Rap-Wtrlo-IWC&Dub	766	139	127	Montgomery-Selma	534	

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		
141		14	Sud.-Timm.-N. Bay/S.S.M.	511	176	155	Idaho Falls-Pocatillo(Jcks)	326	
142		15	Barrie	508	177	156	Yuma-El Centro	323	
143	129		Columbus, GA (Opelika, AL)	499	178	157	Rochestr-Mason City-Austin	320	
144		16	Ottawa-Gatineau Franco	473	179	158	Biloxi-Gulfport	316	
145	130		La Crosse-Eau Claire	470	180	159	Terre Haute	308	
146		17	St. John's-Corner Brook	464	181		23 Trois-Rivières	307	
147	131		Amarillo	460	182		24 Peterborough	301	
148	132		Wilmington	445	183	160	Sherman-Ada	298	
149	133		Chico-Redding	443	184	161	Bangor	290	
150	134		Columbs-Tup-W Pnt-Hstn	423	185	162	Binghamton	281	
151	135		Palm Springs	410	186	163	Gainesville	280	
152	136		Rockford	406	186	163	Wheeling-Steubenville	280	
153	137		Odessa-Midland	403	188	165	Bluefield-Beckley-Oak Hill	275	
154		18	Windsor	401	189		25 Saguenay	273	
155		19	Saskatoon	400	190		26 Kingston	272	
156	138		Monroe-El Dorado	394	191	166	Abilene-Sweetwater	261	
157	139		Columbia-Jefferson City	393	192	167	Missoula	260	
158	140		Lubbock	392	193	168	Hattiesburg-Laurel	257	
159	141		Beaumont-Port Arthur	391	194	169	Laredo	249	
160	142		Wausau-Rhineland	387	195	170	Billings	245	
161	143		Topeka	386	196	171	Lake Charles	229	
162	144		Medford-Klamath Falls	382	197	172	Clarksburg-Weston	228	
163	145		Anchorage	380	198	173	Rapid City	225	
164	146		Salisbury	379	198	173	Dothan	225	
165		20	Kelowna	372	200	175	Utica	222	
166		21	Regina/Moose Jaw	357	201	176	Quincy-Hannibal-Keokuk	219	
167	147		Min-Bsmrck-Dcknsn (Wlstn)	356	202		27 Rim-Mat-Sept-Îles	217	
168	148		Duluth-Superior	354	203	177	Harrisonburg	214	
169	149		Sioux City	350	204	178	Jackson, TN	209	
170		22	Prince George Kamloops	347	205	179	Elmira (Corning)	204	
171	150		Wichita Falls & Lawton	345	206	180	Alexandria, LA	203	
172	151		Albany, GA	343	207	181	Watertown	199	
173	152		Joplin-Pittsburg	340	208	182	Bowling Green	189	
174	153		Erie	336	209	183	Jonesboro	188	
175	154		Panama City	331	210	184	Charlottesville	176	

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		
211	185		Marquette				Juneau	59	
212	186		Twin Falls				Presque Isle	57	
213	187		Grand Junction-Montrose				Alpena	34	
214	188		Bend, OR				North Platte	32	
215	189		Lafayette, IN				Glendive	9	
216	190		Lima						
217	191		Butte-Bozeman						
218	192		Meridian						
219	193		Greenwood-Greenville						
220		28	Thunder Bay	146					
220		29	Charlottetown	146					
222		29	Rouyn-Noranda	145					
223		31	Carleton	141					
224	194		Great Falls	139					
225	195		Parkersburg	133					
226	196		San Angelo	131					
227	197		Eureka	130					
227		32	Riviere-du-Loup	130					
229		33	Sydney-Glace Bay	128					
230	198		Cheyenne-Scottsbluff	126					
231	199		Casper-Riverton	125					
232	200		Mankato	118					
233		34	Prince Albert	112					
234	201		St. Joseph	103					
234		35	Pembroke (CM)	103					
236	202		Ottumwa-Kirksville	102					
237		36	Lloydminster	101					
238	203		Fairbanks	85					
239		37	Yorkton	82					
239		38	Medicine Hat	82					
241	204		Victoria	80					
242	205		Zanesville	74					
243		38	Terrace-Kitimat	67					
244	206		Helena	62					
244		40	Dawson Creek	62					
TOTAL POPULATIONS									
Numeris Total Canada				35,873					
NSI Total United States				285,186					
Total				321,059					

conventional station statistics

weekly hours tuned & average weekly reach

Individuals 2+

				Fall 2018			Fall 2017		
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	2,744	1,316	2.1	2,660	1,310	2.0
Vancouver *	CHEK	CHEK Media	indieNet	1,569	876	1.8	1,387	816	1.7
Vancouver *	CKVU	Rogers Media	Citytv	1,756	1,197	1.5	1,483	1,145	1.3
Vancouver *	CIVT	Bell Media	CTV	5,963	2,004	3.0	5,283	1,862	2.8
Vancouver *	CIVI	Bell Media	CTV Two	2,240	1,337	1.7	1,697	1,240	1.4
Vancouver *	CHAN	Corus Ent.	Global	8,454	2,089	4.0	7,020	1,896	3.7
Vancouver *	CHNU	Zoomer Media	Indep.	40	58	0.7	33	76	0.4
Vancouver *	CKNO	Gov't of B.C.	Indep.	1,958	766	2.6	1,842	749	2.5
Vancouver *	OMNI	Rogers Media	Indep.	168	161	1.0	98	142	0.7
Dawson Creek	CJDC	Bell Media	CTV	Data Unavailable					
Kamloops	CFJC	Jim Pattison	City	126	61	2.1	149	74	2.0
Kelowna	CHBC	Corus Ent.	Global	Data Unavailable			1,044	215	4.8
Prince George	CKPG	Jim Pattison	City	71	43	1.7	80	48	1.6
Terrace/Kitimat	CFTK	Bell Media	CTV Two	Data Unavailable					
ALBERTA									
Calgary *	CTV Two	Bell Media	CTV Two	445	439	1.0	410	439	0.9
Calgary *	CBRT	CBC	CBC	999	590	1.7	960	624	1.5
Calgary *	CKAL	Rogers Media	Citytv	722	598	1.2	881	621	1.4
Calgary *	YES TV	Crossroads	indieNet	137	139	1.0	207	164	1.3
Calgary *	CFCN	Bell Media	CTV	3,476	1,036	3.4	3,519	1,077	3.3
Calgary *	CICT/CISA	Corus Ent.	Global	3,935	1,016	3.9	3,735	991	3.8
Calgary *	OMNI	Rogers Media	Indep.	6	35	0.2	8	44	0.2
Edmonton *	CTV Two	Bell Media	CTV Two	366	377	1.0	334	365	0.9
Edmonton *	CBXT	CBC	CBC	1,054	547	1.9	1220	568	2.1
Edmonton *	CKEM	Rogers Media	Citytv	797	538	1.5	851	560	1.5
Edmonton *	YES TV	Crossroads	indieNet	240	173	1.4	286	190	1.5
Edmonton *	CFRN	Bell Media	CTV	3,566	1,024	3.5	3,276	996	3.3
Edmonton *	CITV	Corus Ent.	Global	4,616	974	4.7	4,553	952	4.8
Edmonton *	OMNI	Rogers Media	Indep.	17	38	0.5	10	37	0.3
Lloydminster	CITL	Newcap Broad	CTV	176	110	1.6	Data Unavailable		
Lloydminster	CKSA	Newcap Broad	Global	333	85	3.9	Data Unavailable		
Medicine Hat	CHAT	Jim Pattison	Citytv	74	31	2.4	64	30	2.1

Source: Numeris Diary Fall 2018, Fall 2017, Mo-Su 6a-2a, Total Canada

Data unavailable - suppressed due to small sample.

* Numeris, PPM, Consolidated, Extended Markets, Mo-Su 2a-2a, Fall 2018 Sept 10 to Dec 16, 2018 / Fall 2017 Sep. 11 to Dec. 17, 2017

conventional station statistics

weekly hours tuned & average weekly reach

Individuals 2+

				Fall 2018			Fall 2017		
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
SASKATCHEWAN									
Prince Albert	CIPA	Bell Media	CTV	155	39	4	162	42	3.8
Regina	CBKFT	SRC	ICI Tele	10	10	1	28	18	1.6
Regina	CBKT	CBC	CBC	407	176	2.3	506	221	2.3
Regina	CFRE	Corus Ent.	Global	456	170	2.7	550	188	2.9
Regina	SCN	Rogers Media	Citytv	246	182	1.4	362	253	1.4
Saskatoon	CKCK	Bell Media	CTV	1,446	442	3.3	1,534	413	3.7
Saskatoon	CFQC	Bell Media	CTV	875	207	4.2	899	213	4.2
Saskatoon	CFSK	Corus Ent.	Global	748	298	2.5	825	335	2.5
Yorkton	CICC	Bell Media	CTV	Data Unavailable			121	40	3
MANITOBA									
Winnipeg	CBWFT	SRC	ICI Tele	114	78	1.4	103	72	1.4
Winnipeg	CBWT	CBC	CBC	1,223	491	2.5	1,296	534	2.4
Winnipeg	CKND	Corus Ent.	Global	1,497	481	3.1	1,712	537	3.2
Winnipeg	CKY	Bell Media	CTV	3,309	877	3.8	3,511	901	3.9
Winnipeg/Port.	CHMI	Rogers Media	Citytv	515	281	1.8	558	322	1.7
Winnipeg	CIIT	Zoomer Media	Indep.	47	31	1.5	61	30	2.1
ONTARIO									
Kingston	CKWS	Corus Ent.	CTV	417	147	2.8	493	189	2.6
Kitchener	CKCO	Bell Media	CTV	4,052	954	4.2	3,466	924	3.8
London	CFPL	Bell Media	CTV Two	1,607	473	3.4	1,655	535	3.1
North Bay	CKNY	Bell Media	CTV	193	70	2.8	218	58	3.8
Ottawa	CBOT	CBC	CBC	1,286	510	2.5	1,377	580	2.4
Ottawa/Hull	CBOFT	SRC	ICI Tele	1,629	348	4.7	1,532	307	5
Ottawa	CJOH	Bell Media	CTV	3,426	793	4.3	2,881	697	4.1
Pembroke	CHRO	Bell Media	CTV Two	933	354	2.6	931	416	2.2
Peterborough	CHEX	Corus Ent.	CTV	500	229	2.2	596	290	2.1
Sault Ste. Marie	CHBX	Bell Media	CTV	201	50	4.1	260	67	3.9
Sudbury	CICI+	Corus Ent.	Global	1,496	341	4.4	1,500	355	4.2
Thunder Bay	CHFD	Dougall Media	Global	191	86	2.2	189	76	2.5
Thunder Bay	CKPR	Dougall Media	CTV	379	123	3.1	343	122	2.8
Timmins	CITO	Bell Media	CTV	70	28	2.5	92	33	2.8

conventional station statistics

weekly hours tuned & average weekly reach

Individuals 2+

				Fall 2018			Fall 2017		
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	5,222	2,837	1.8	6,213	2,959	2.1
Toronto *	CHCH	Channel Zero	Indep.	3,313	1,735	1.9	2,517	1,683	1.5
Toronto *	CITY	Rogers Media	Citytv	6,659	3,275	2.0	6,974	3,313	2.1
Toronto *	YES TV	Crossroads	indieNet	2,080	1,493	1.4	2,573	1,511	1.7
Toronto *	CFTO	Bell Media	CTV	15,869	4,330	3.7	14,863	4,104	3.6
Toronto *	CKVR	Bell Media	CTV Two	2,678	2,281	1.2	2,924	2,342	1.2
Toronto *	OMNI 1	Rogers Media	Indep.	36	204	0.2	51	262	0.2
Toronto *	OMNI 2	Rogers Media	Indep.	369	308	1.2	328	310	1.1
Ontario *	CIII	Corus Ent.	Global	10,015	3,866	2.6	9,376	3,536	2.7
Windsor	CBET	CBC	CBC	436	154	2.8	467	161	2.9
Windsor	CHWI	Bell Media	CTV Two	498	164	3	607	194	3.1
QUEBEC									
Carleton	CHAU	Tele Intr-Rives	TVA	879	105	8.4	915	118	7.7
Carleton	CIVK	Gov't of Que.	Tele-Quebec	43	25	1.7	41	23	1.8
Chicoutimi/Jonq	CFRS	Groupe V	V	274	95	2.9	276	94	2.9
Chicoutimi/Jonq	CIVV	Gov't of Que.	Tele-Quebec	78	52	1.5	111	60	1.8
Chicoutimi/Jonq	CJPM	Quebecor	TVA	1,536	173	8.9	1,715	202	8.5
Chicoutimi/Jonq	CKTV	SRC	ICI Tele	1,023	159	6.4	974	159	6.1
Hull/Ottawa	CFGS	RNC Media	V	273	117	2.3	320	121	2.6
Hull/Ottawa	CHOT	RNC Media	TVA	1,482	258	5.7	1,756	266	6.6
Hull/Ottawa	CIVO	Gov't of Que.	Tele-Quebec	90	61	1.5	132	66	2
Montreal FR *	CBFT	SRC	ICI Tele	14,413	3,035	4.7	16,584	2,964	5.6
Montreal FR *	TQ Total	Gov't of Que.	Tele-Quebec	3,282	2,156	1.5	4,165	2,095	2
Montreal FR *	CFTM	Quebecor	TVA	21,690	3,030	7.2	23,835	3,086	7.7
Montreal FR *	CFJP	Groupe V	V	5,561	2,351	2.4	6,639	2,404	2.8
Montreal Eng **	CBMT	CBC	CBC	707	324	2.2	934	354	2.6
Montreal Eng **	CFCF	Bell Media	CTV	3,479	601	5.8	3,716	625	5.9
Montreal Eng **	CJNT	Rogers Media	Citytv	714	390	1.8	654	377	1.7
Montreal Eng **	CKMI	Corus Ent.	Global	992	454	2.2	1,019	431	2.4
Quebec City	CBVT	SRC	ICI Tele	4,165	674	6.2	3,757	660	5.7

conventional station statistics

weekly hours tuned & average weekly reach

Individuals 2+

Market	Station	Owner	Network Affiliation	Fall 2018			Fall 2017		
				Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr
QUEBEC (cont'd)									
Quebec City	CFAP	Groupe V	V	940	356	2.6	986	372	2.7
Quebec City	CFCM	Quebecor	TVA	4,963	662	7.5	5,761	709	8.1
Quebec City	CIVQ	Gov't of Que.	Tele-Quebec	446	267	1.7	474	271	1.8
Rim-Mat-Sept Iles	CFER	Quebecor	TVA	1,204	120	10	1,382	138	10
Rim-Mat-Sept Iles	CIVB	Gov't of Que.	Tele-Quebec	20	11	1.9	21	12	1.7
Rim-Mat-Sept Iles	CJBRT	SRC	ICI Tele	895	142	6.3	833	145	5.8
Rim-Mat-Sept Iles	CFTFRM (f. CJPC)	Tele Intr-Rives	V	Data Unavailable			82	28	2.9
Riviere-du-Loup	CFTF+	Tele Intr-Rives	V	512	180	2.8	502	170	3
Riviere-du-Loup	CIMT	Tele Intr-Rives	TVA	1,369	146	9.4	1,482	149	9.9
Riviere-du-Loup	CIVB 1	Gov't of Que.	Tele-Quebec	50	24	2.1	47	23	2
Riviere-du-Loup	CKRT	Tele Intr-Rives	ICI Tele	383	68	5.6	373	64	5.9
Rouyn	CFEM	RNC Media	TVA	762	83	9.2	717	91	7.9
Rouyn	CKRN	RNC Media	ICI Tele	-	-	-	255	55	4.7
Sherbrooke	CFKS	Groupe V	V	479	175	2.7	546	203	2.7
Sherbrooke	CHLT	Quebecor	TVA	2,816	359	7.8	3,193	385	8.3
Sherbrooke	CIVS	Gov't of Que.	Tele-Quebec	204	117	1.8	186	105	1.8
Sherbrooke	CKSH	SRC	ICI Tele	1,746	317	5.5	1,627	329	4.9
Trois-Rivieres	CFKM	Groupe V	V	299	107	2.8	273	94	2.9
Trois-Rivieres	CHEM	Quebecor	TVA	1,763	189	9.3	1,787	193	9.3
Trois-Rivieres	CIVC	Gov't of Que.	Tele-Quebec	102	57	1.8	116	58	2
Trois-Rivieres	CKTM	SRC	ICI Tele	1,151	184	6.2	1,045	183	5.7
Matane	CIVF	Gov't of Que.	Tele-Quebec	6	4	1.5	10	5	2
Val-d'Or	CFVS	Groupe V	V	67	27	2.5	61	25	2.5
Val-d'Or	CIVA	Gov't of Que.	Tele-Quebec	21	12	1.7	22	14	1.6

conventional station statistics

weekly hours tuned & average weekly reach

Individuals 2+

Market	Station	Owner	Network Affiliation	Fall 2018			Fall 2017		
				Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr
ATLANTIC									
Atlantic Canada	ASN	Bell Media	CTV Two	1,242	489	2.5	1329	601	2.2
Charlottetown, PEI	CBCT	CBC	CBC	329	112	2.9	468	131	3.6
Halifax, NS	CBHT	CBC	CBC	1,772	698	2.5	1,767	742	2.4
Halifax, NS	CJCH	Bell Media	CTV	4,522	1,174	3.9	4,399	1,210	3.6
Halifax/Drtmth, NS	CIHFNS	Corus Ent.	Global	1,776	703	2.5	1,522	578	2.6
Moncton, NB	CBAFT	SRC	ICI Tele	986	176	5.6	970	165	5.9
Moncton, NB	CKCW	Bell Media	CTV	1,673	427	3.9	1,643	379	4.3
Saint John, NB	CKLT	Bell Media	CTV	657	204	3.2	648	189	3.4
St. John's NL	CBNT	CBC	CBC	1,202	356	3.4	1,331	419	3.2
St. John's NL	NTV CJON	Stirling Comm.	indieNet	2,664	653	4.1	2,495	682	3.7
Sydney, NS	CJCB	Bell Media	CTV	Data Unavailable			404	88	4.6

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+		Fall 2018		Fall 2017	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
A.Side	Blue Ant Media	82	96	30	80
ABC Spark	Corus Entertainment	2,817	2,328	2,741	2,280
Action	Corus Entertainment	2,009	1,989	2,228	2,038
AMI-TV	Accessible Media	358	462	630	568
Animal Planet	Bell Media	3,728	1,922	3,114	1,902
APTN	Aboriginal Ppl's Net	470	817	513	910
BBC Canada	Corus Entertainment	790	781	781	810
BBC Earth	Blue Ant Media	686	395	1,396	1,037
BC1	Corus Entertainment	932	479	942	471
BNN Bloomberg	Bell Media	863	782	742	752
Book TV	Bell Media	1,037	241	872	182
Bravo	Bell Media	11,197	4,743	9,148	4,432
Cartoon Network	Corus Entertainment	627	575	1,112	703
CBC News Network	CBC	8,759	5,083	8,057	4,905
CHRGD	DHX Media	2,292	1,167	1,116	1,398
CMT	Corus Entertainment	4,248	2,955	3,454	2,920
Comedy Gold	Bell Media	131	149	384	269
Comedy	Bell Media	10,003	4,804	8,186	4,756
Cooking Channel	Corus Entertainment	976	879	738	633
Cosmo TV	Corus Entertainment	697	694	627	733
Cottage Life	Blue Ant Media	1,299	1,068	771	739
CP24 Ontario	Bell Media	10,033	4,557	9,442	4,366
Crime + Investigation	Corus Entertainment	1,756	1,173	3,776	1,287
CTV News Channel	Bell Media	6,325	4,127	6,035	3,933
Deja View	Corus Entertainment	1,265	542	1,720	667
Discovery Science	Bell Media	2,488	1,899	2,036	1,669
Discovery Velocity	Bell Media	1,362	679	980	656
Discovery	Bell Media	11,281	6,790	11,073	6,663
Disney Eng	Corus Entertainment	3,599	2,289	5,281	1,931
Disney JR	Corus Entertainment	3,809	1,604	3,532	1,562
Disney XD	Corus Entertainment	790	776	1,896	952
diy network	Corus Entertainment	1,907	1,496	1,891	1,329
Documentary	CBC	425	590	413	560

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+		Fall 2018		Fall 2017	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
CONTINUED					
Dtour	Corus Entertainment	2,145	1,590	3,399	2,335
E!	Bell Media	4,011	3,404	4,863	3,168
ESPN Classic Canada	Bell Media	32	69	17	9
Fashion TV	Bell Media	31	55	85	49
Fight	Anthem Media Group	329	303	354	573
FNTSY Sports Network	Anthem Media Group	3	11	2	1
Food Network	Corus Entertainment	8,888	4,865	9,435	7,400
FX	Rogers Media	2,503	1,993	2,543	2,193
FXX	Rogers Media	720	881	629	946
FYI	Corus Entertainment	599	513	622	606
Game TV	Kilmer Enterprises	2,390	2,291	1,479	1,702
H2	Corus Entertainment	1,140	836	2,289	1,528
HGTV	Corus Entertainment	12,337	5,695	13,272	12,126
HIFI	Blue Ant Media	639	762	498	569
History	Corus Entertainment	11,544	5,885	13,417	13,977
IFC	Corus Entertainment	220	353	361	365
Investgtion Discovery	Bell Media	3,744	846	3,363	2,619
Leafs Nation Network	MLSE	64	180	130	86
Lifetime	Corus Entertainment	1,505	1,412	3,512	2,940
Love Nature	Blue Ant Media	1,023	755	1,233	1,170
Make	Blue Ant Media	893	864	681	620
MovieTime	Corus Entertainment	1,741	1,803	2,602	1,873
MTV	Bell Media	2,245	1,948	1,535	1,598
MTV2	Bell Media	87	140	57	66
Much	Bell Media	5,243	3,517	3,541	3,427
NatGeoWild	Corus Entertainment	1,534	1,049	1,812	2,460
National Geographic	Corus Entertainment	5,190	3,661	4,578	4,627
NBA TV Canada	MLSE	540	442	304	238
Nickelodeon	Corus Entertainment	402	520	549	452
OLN	Rogers Media	2,214	1,627	1,963	2,155
One:Body, Mind, Spirit	Zoomer Media	50	141	72	54
Out TV	Shavick Ent.	138	215	51	99

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+		Fall 2018		Fall 2017	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
CONTINUED					
OWN	Corus Entertainment	874	840	1,449	1,241
Pet Network	Stornoway Comm.	0	0	0	0
Rewind	Channel Zero	480	474	168	197
Showcase	Corus Entertainment	13,462	6,404	15,420	6,699
Silver Screen Classics	Channel Zero	1,002	710	342	283
Slice	Corus Entertainment	3,774	3,396	2,627	2,430
Smithsonian	Blue Ant Media	546	395	929	793
Space	Bell Media	9,567	5,094	9,917	5,449
Sportsnet 4K	Rogers Media	0	0	7	8
Sportsnet East	Rogers Media	2,540	2,240	3,475	2,468
Sportsnet National	Rogers Media	19,332	8,542	19,715	8,709
Sportsnet Ont	Rogers Media	7,669	4,479	8,564	4,611
Sportsnet Pac	Rogers Media	3,961	2,423	3,238	2,224
Sportsnet West	Rogers Media	5,162	2,883	4,437	2,835
Sportsnet360	Rogers Media	4,074	3,171	4,099	3,324
SportsnetOne	Rogers Media	5,084	4,166	4,208	3,948
TeleLatino (TLN)	Telelatino Network	1,119	1,278	477	726
Teletoon Eng	Corus Entertainment	4,828	2,461	6,377	3,119
Travel + Escape	Blue Ant Media	1,374	781	1,308	943
TSN	Bell Media	24,565	10,114	24,898	10,523
TSN1	Bell Media	8,865	5,262	9,238	5,518
TSN2	Bell Media	2,951	3,340	3,095	3,400
TSN3	Bell Media	4,374	3,166	4,585	3,065
TSN	Bell Media	7,247	4,825	7,246	5,043
TSN5	Bell Media	4,080	3,255	3,829	3,438
Vintage TV	Vintage TV	34	92	19	36
Vision	Zoomer Media	4,516	2,248	4,689	2,236
W Network	Corus Entertainment	25,639	7,247	19,709	7,092
Weather	Pelmorex Media	2,839	3,439	3,118	3,436
Wild TV	Wild TV	219	288	0	0
YTV	Corus Entertainment	8,911	4,838	11,208	5,283

French specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+		Fall 2018		Fall 2017	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
addikTV	Quebecor Media	3,591	1,760	3,296	1,581
AMI-tele	Accessible Media	78	176	202	180
ARTV	SRC	2,691	1,663	1,966	1,552
Canal D	Bell Media	4,381	2,535	3,270	2,413
Canal Vie	Bell Media	3,033	2,157	2,961	1,994
Casa	Quebecor Media	2,322	1,068	1,581	895
Cinepop	Bell Media	2,639	1,120	1,951	1,036
Evasion	Quebecor Media	1,107	1,225	1,087	1,258
Explora	SRC	1,053	722	910	753
Historia	Corus Entertainment	3,274	1,861	3,640	1,892
Investigation	Bell Media	1,345	593	946	659
La Chaîne Disney	Corus Entertainment	2,044	846	1,532	745
LCN	Quebecor Media	11,219	2,858	9,924	2,845
Max	Remstar Diffusion	4,135	1,592	2,504	1,433
Meteomedia	Pelmorex Media	836	1,698	750	1,541
MOI&cie	Quebecor Media	1,243	831	933	770
MusiquePlus	Remstar Diffusion	1,656	1,353	1,508	1,405
Prise 2	Quebecor Media	4,115	1,382	3,880	1,273
RDI	SRC	6,672	2,321	6,855	2,378
RDS Info	Bell Media	674	814	615	744
RDS	Bell Media	8,113	3,192	7,997	3,106
RDS2	Bell Media	1,717	1,588	1,493	1,469
Series+	Corus Entertainment	6,960	1,987	7,996	1,948
Telemagino	DHX Media	781	484	629	355
Teletoon Fr.	Corus Entertainment	2,544	1,306	3,521	1,525
TV5	TV 5 Quebec	2,932	1,585	2,924	1,613
TVA Sports 2	Quebecor Media	563	1,011	636	1,005
TVA Sports 3	Quebecor Media	0	3	0	3
TVA Sports	Quebecor Media	4,107	2,183	3,712	2,118
Unis TV	TV 5 Quebec	652	1,091	538	965
VRAK	Bell Media	1,069	1,122	1,408	1,217
Yoopa	Quebecor Media	1,695	693	1,425	655
Z	Quebecor Media	2,286	2,135	2,502	2,122
Zeste	Groupe Serdy	726	510	615	633

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 BC (CHNM)	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBC Vancouver (CBUT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CHEK	CHEK Media Group	Airtime Sales/CHEK Media Sales	Impulse Media Sales
Joy TV (CHNU)	Zoomer Media	Group of 7/Joytv	Media Corps
Global BC (CHAN/CHBC)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
ICI Col.-Brit.-Yukon (CBUFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	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
ICI Alberta (CBXFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	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)	Cdn Broadcasting Corp.	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)	Cdn Broadcasting Corp.	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 Sales/WTR Media Sales	TeleRep
CKSA Lloydminster	Newcap Broadcasting	Airtime Sales/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)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
ICI Saskatchewan (CBKFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	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 Manitoba (CBWT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
Hope TV (CIIT)	Zoomer Media	TMG Inc./Joytv	Media Corps
Global Winnipeg (CKND)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
ICI Manitoba (CBWFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	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)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
ICI Ottawa-Gatineau (CBOFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	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 Ontario (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)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CHCH	Channel Zero	Airtime Sales	Impulse Media Sales
Yes TV Toronto (CITS)	Crossroads Television System	Airtime Sales	
ICI Ontario- Toronto (CBLFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales

conventional station ownership and sales representation

		Major Market Sales Representation	
Station	Owner	Canada	U.S.
ONTARIO (CONTINUED)			
CTV Two Barrie/Tor (CKVR)	Bell Media	Bell Media Sales	Bell Media Sales
CTV SW Ontario (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)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
Global Thunder Bay (CHFD)	Thunder Bay Electronics	Corus Media Sales	Canadian Media Sales
CKPR Thunder Bay	Thunder Bay Electronics	Airtime Sales	Canadian Media Sales
CTV Northern Ontario (CICI/CKNY/CHBX/CITO)	Bell Media	Bell Media Sales	Bell Media Sales
Global Ontario (CIII)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
QUEBEC			
CIVA	Tele-Quebec	Tele-Quebec Media Sales	
CFVS	Groupe V Media	V Sales & Marketing	
ICI Maurice (CKTM)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
CHEM	Quebecor Groupe Media	Quebecor Groupe Media	
CFKM	Groupe V Media	V Sales & Marketing	
CIVC	Tele-Quebec	Tele-Quebec Media Sales	
CHLT	Quebecor Groupe Media	Quebecor Groupe Media	
CFKS	Groupe V Media	V Sales & Marketing	
CIVG	Tele-Quebec	Tele-Quebec Media Sales	
ICI Sag.-Lac-Saint-Jean (CKTV)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
CJPM	Quebecor Groupe Media	Quebecor Groupe Media	
CFRS	Groupe V Media	V Sales & Marketing	
CIVV	Tele-Quebec	Tele-Quebec Media Sales	
TVA TVA Abitibi-Témisc (CFEM)	RNC Media Inc.	Quebecor Groupe Media	
CKRN	RNC Media Inc.	RNC Media Sales	
CFTF	Groupe V Media	V Sales & Marketing	
CIMT	Tele Inter-Rives	Quebecor Groupe Media	
CKRT	Tele Inter-Rives	SRC Media Sales	
ICI Bas-Saint-Laurent (CJBR)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
CFER	Quebecor Groupe Media	Quebecor Groupe Media	

conventional station ownership and sales representation

		Major Market Sales Representation	
Station	Owner	Canada	U.S.
QUEBEC (CONTINUED)			
CIVB	Tele-Quebec	Tele-Quebec Media Sales	
Global Quebec (CKMI)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
ICI Quebec (CBVT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
CFCM	Quebecor Groupe Media	Quebecor Groupe Media	
CFAP	Groupe V Media	V Sales and Marketing	
CIVQ	Tele-Quebec	Tele-Quebec Media Sales	
TVA Gatineau-Ottawa (CHOT)	RNC Media Inc.	Quebecor Groupe Media	
CIVO	Tele-Quebec	Tele-Quebec Media Sales	
CFGS	RNC Media Inc.	V Media Sales	
ICI Grand Montreal (CBFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
TVA Montreal (CFTM+CFTM_O)	Quebecor	Quebecor Groupe Media	
CFJP	Groupe V Media	V Sales and Marketing	
CIVM	Tele-Quebec	Tele-Quebec Media Sales	
CTV Montreal (CFCF)	Bell Media	Bell Media Sales	Bell Media Sales
City Montreal (CJNT)	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBC Montreal (CBMT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CIVK	Tele-Quebec	Tele-Quebec Media Sales	
CHAU	Tele Inter-Rives	Quebecor Groupe Media	
CIVF	Tele-Quebec	Tele-Quebec Media Sales	
ATLANTIC			
CTV Atlantic (CKCW/CKLT)	Bell Media	Bell Media Sales	Bell Media Sales
ICI Acadie (CBAFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
CBC New Brunswick (CBAT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CBC NL (CBNT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
NTV (CJON)	Stirling Communications	Corus Media Sales	Canadian Media Sales
CTV Atlantic-Halifax (CJCH)	Bell Media	Bell Media Sales	Bell Media Sales
Global Halifax (CIHF)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CBC Nova Scotia (CBHT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CTV Atlantic-Sydney (CJCB)	Bell Media	Bell Media Sales	Bell Media Sales
CBC PEI (CBCT)	Canadian Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CTV Two Atlantic	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 Entertainment	Corus Media Sales	Canadian Media Sales
Action	Corus Entertainment	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 Media Sales	
BBC Canada	Corus Entertainment	Corus Media Sales	Canadian Media Sales
BBC Kids	Knowledge West Comm.	Knowledge Network	
BC1	Corus Entertainment	Corus Media Sales	Canadian Media Sales
beIN Sports	beIN Media Group	beIN Media Group	
Bloomberg TV Canada	Channel Zero	Airtime Sales	Impulse Media Sales
BNN Business News Net	Bell Media	Bell Media Sales	Bell Media Sales
Book TV	Bell Media	Bell Media Sales	Bell Media Sales
Bravo	Bell Media	Bell Media Sales	Bell Media Sales
Cartoon Network	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CBC News Network	Canadian Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CHRGD	DHX Media	DHX Television Sales/Airtime Sales	
CMT	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Comedy Gold	Bell Media	Bell Media Sales	Bell Media Sales
Comedy	Bell Media	Bell Media Sales	Bell Media Sales
Cosmo TV	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Cottage Life Television	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
CP24 Ontario	Bell Media	Bell Media Sales	Bell Media Sales
Crime + Investigation	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CTV News Channel	Bell Media	Bell Media Sales	Bell Media Sales
Deja View	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Discovery	Bell Media	Bell Media Sales	Bell Media Sales
Discovery Science	Bell Media	Bell Media Sales	Bell Media Sales
Discovery Velocity	Bell Media	Bell Media Sales	Bell Media Sales
Disney Eng	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Disney JR	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Disney XD	Corus Entertainment	Corus Media Sales	Canadian Media Sales
diy network	Corus Entertainment	Corus Media Sales	Canadian Media Sales

specialty station ownership and sales representation

		Major Market Sales Representation	
Network	Owner	Canada	U.S.
Documentary	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
Dtour	Corus Entertainment	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
Fashion TV	Bell Media	Bell Media Sales	Bell Media Sales
FEVA TV	FEVA TV Inc	Feva TV Inc.	
Fight Network	Anthem Sports & Ent.	Anthem SE Sales	Impulse Media Sales
FNTSY Sports Network	Anthem Sports & Ent.	Anthem SE Sales	Impulse Media Sales
Food Network	Corus Entertainment	Corus Media Sales	Canadian Media Sales
FX	Rogers Media	Rogers Media Sales	Impulse Media Sales
FXX	Rogers Media	Rogers Media Sales	Impulse Media Sales
FYI	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Game TV	Anthem Sports & Ent.	Anthem SE Sales	Impulse Media Sales
Grace TV	World Impact Ministries	Grace TV	
Gusto	Bell Media	Bell Media Sales	Bell Media Sales
H2+	Corus Entertainment	Corus Media Sales	Canadian Media Sales
HGTV	Corus Entertainment	Corus Media Sales	Canadian Media Sales
HIFI	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
History	Corus Entertainment	Corus Media Sales	Canadian Media Sales
IFC	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Investigation Discovery	Bell Media	Bell Media Sales	Bell Media Sales
Leafs TV	MLSE	MLSE Sales	
Lifetime	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Love Nature	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
M3	Bell Media	Bell Media Sales	Bell Media Sales
Makeful	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
MovieTime	Corus Entertainment	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 Entertainment	Corus Media Sales	Canadian Media Sales
National Geographic	Corus Entertainment	Corus Media Sales	Canadian Media Sales
OLN	Rogers Media	Rogers Media Sales	Impulse Media Sales
One	Zoomer Media	CMS/Joytv	Media Corps

specialty station ownership and sales representation

		Major Market Sales Representation	
Network	Owner	Canada	U.S.
OWN	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Rewind	Channel Zero	Airtime Sales	Impulse Media Sales
Showcase	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Silver Screen Classics	Channel Zero	Airtime Sales	Impulse Media Sales
Slice	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Smithsonian	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
Space	Bell Media	Bell Media Sales	Bell 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 Ontario	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet Pacific	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet West	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet 360	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet One	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sundance	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Telelatino	Corus Entertainment	Airtime Sales	
Teletoon Eng	Corus Entertainment	Corus Media Sales	Canadian Media Sales
T + E	Blue Ant Media	Blue Ant Media Sales	Impulse 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
Viceland	Rogers Media	Rogers Media Sales	Impulse Media Sales
Vision	Zoomer Media	Group of 7/Joytv	Media Corps
W Network	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Weather	Pelmorex Media Inc	Pelmorex Media Brdcst Sales	
YTV	Corus Entertainment	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.	
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
Evasion	Quebecor Groupe Media	Quebecor Groupe Media	
Historia	Corus Entertainment	Corus Media Sales	Canadian Media Sales
ICI ARTV	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
ICI Explora	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
ICI RDI	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse 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	
Meteomedia	Pelmorex Media Inc	Pelmorex Brdcst Sales	
MOI&cie	Quebecor Groupe Media	Quebecor Groupe Media	
MusiMax	Groupe V Media	V Media Group	
MusiquePlus	Groupe V Media	V Media Group	
Prise 2	Quebecor Groupe Media	Quebecor Groupe Media	
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	DHX Media	DHX Television Sales	
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	
UnisTV	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	

additional resources

- Accenture – [“The Moneyball Moment for Marketing in Canada”](#)
- Field & Binet [“Effectiveness in Context”](#)
- Ipsos [“Optimizing VS Minimizing Media”](#)
- thinktv [“Power of TV in an Attention Economy”](#)
- Ebiquity [“Profit Ability: The Business Case for Advertising”](#)
- Field & Binet [“The downside of Short-Termism”](#)
- Ipsos [“Ad Nation Canada”](#)
- Accenture [“TV Has a Halo Effect on Digital ROI”](#)
- Brainsights [“The Spectrum of Attention and Connection in Video Advertising”](#)
- MediaCom Business Science [“Missed Opportunities in Media Planning”](#)
- Nlogic omniVu [“Attention in Advertising”](#)

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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