

tv basics



Fall 2023

think^{tv}

WHAT'S INSIDE

TV ADVERTISING

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tv advertising in Canada

TV'S KEY STRENGTHS

TV has a number of key strengths and benefits over other media, from its “vast & fast” reach to the rich, brand safe environment.

For a detailed list of TV's key strengths, be sure to check out [Power of TV in an Attention Economy](#) and the 'fast fact' report [TV's Winning Formula](#).

tv has the **highest ROI** of all media

tv reaches **91% of Canadian adults** each month, including **87% of Adults 25-54** and **84% of Adults 18-34**

tv ads are the most **trusted**, attract **the most attention**, are the **most memorable**, and are most likely to **drive purchases**

tv advertising works at **both ends of the consumer funnel**

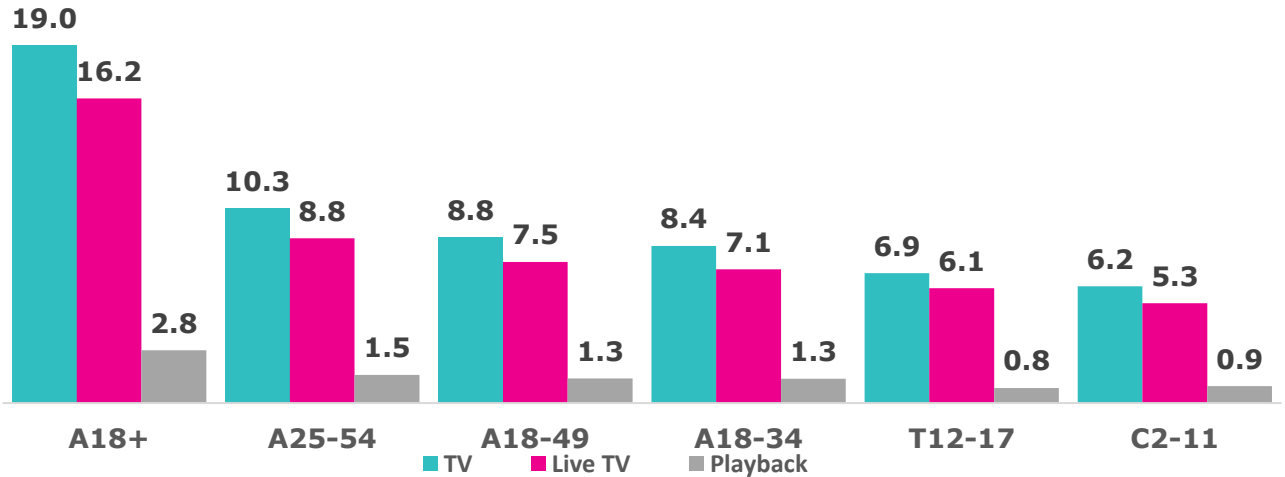
tv is a powerful **direct response vehicle** for many products and services, and is a proven tool for digital companies

tv has a powerful **multiplier effect** on other media, especially digital



CANADIANS WATCH A LOT OF TV

AVERAGE WEEKLY HOURS

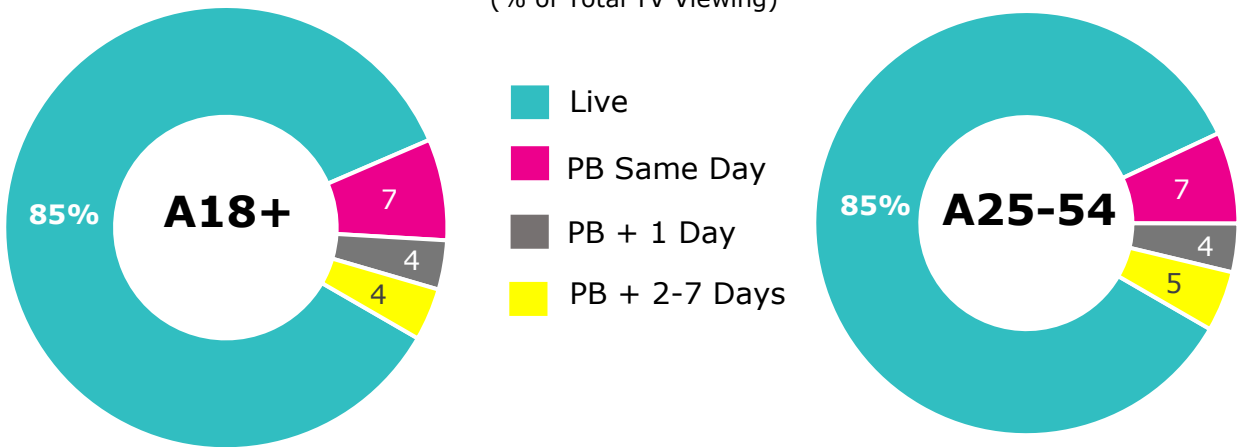


Source: Numeris PPM, Total Canada, Total Hours (000) Sep 18 - Dec 17, 2023

85% of linear tv viewing is live

LIVE TV VS PLAYBACK

TOTAL CANADA
(% of Total TV Viewing)

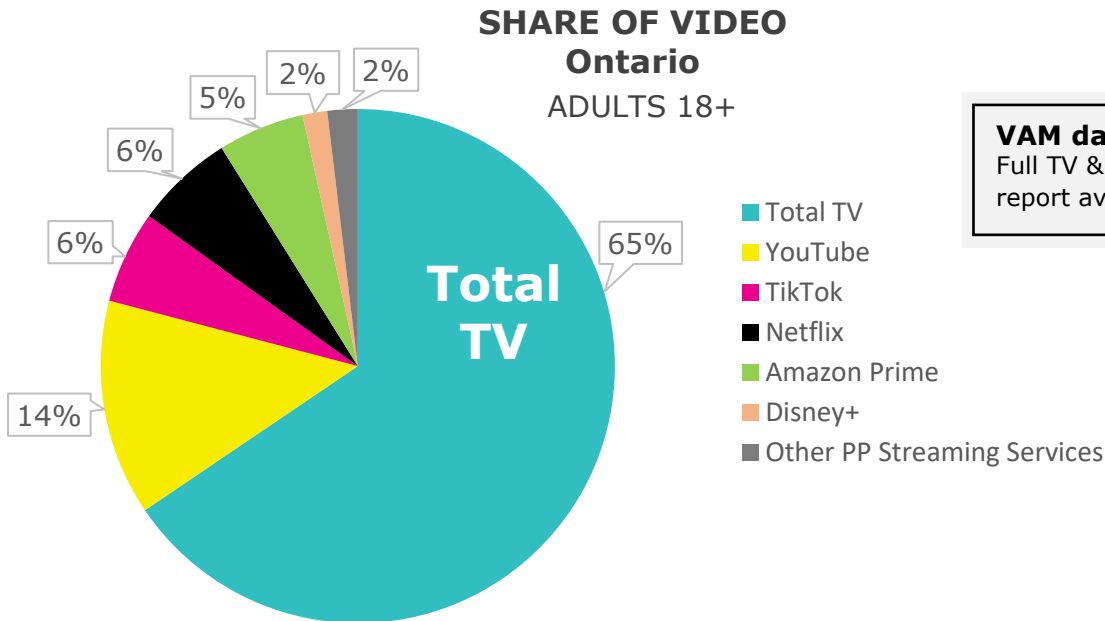


Source: Numeris PPM, Total Canada, Total Hours (000) Sep 18 - Dec 17, 2023 | PB = Playback

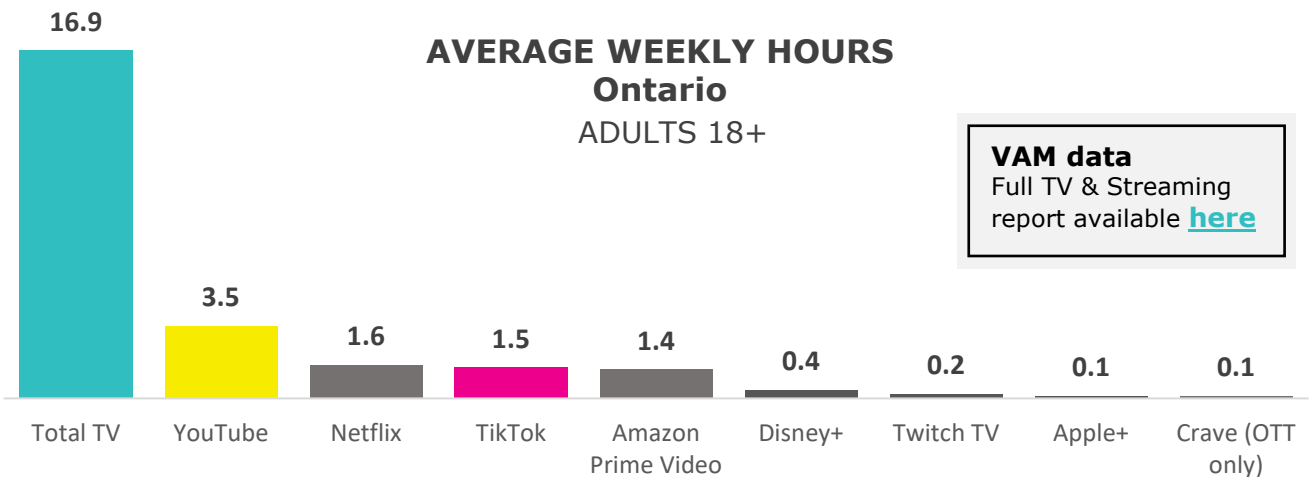
TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

TV LEADS IN TIME SPENT

tv commands the largest share of video



total tv dominates time spent



Source: Numeris VAM 8/28/23 to 11/26/2023

All time spent per capita. Total TV defined as linear TV and broadcaster streaming services

Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+), YouTube, and TikTok include in-home viewing only,

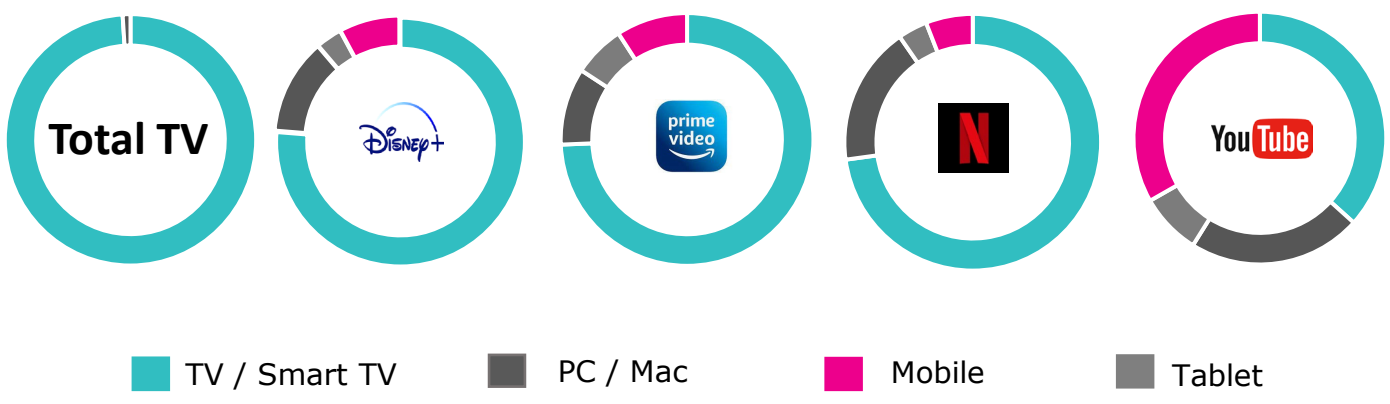
Streaming Services are commercial free. Other Streaming Services: FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion,

Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET and Pluto TV

BIG SCREEN, BIG ATTENTION

tv screens drive the highest advertising recall: **34% more** than ads seen on a computer, **60% more than on a tablet or smartphone**

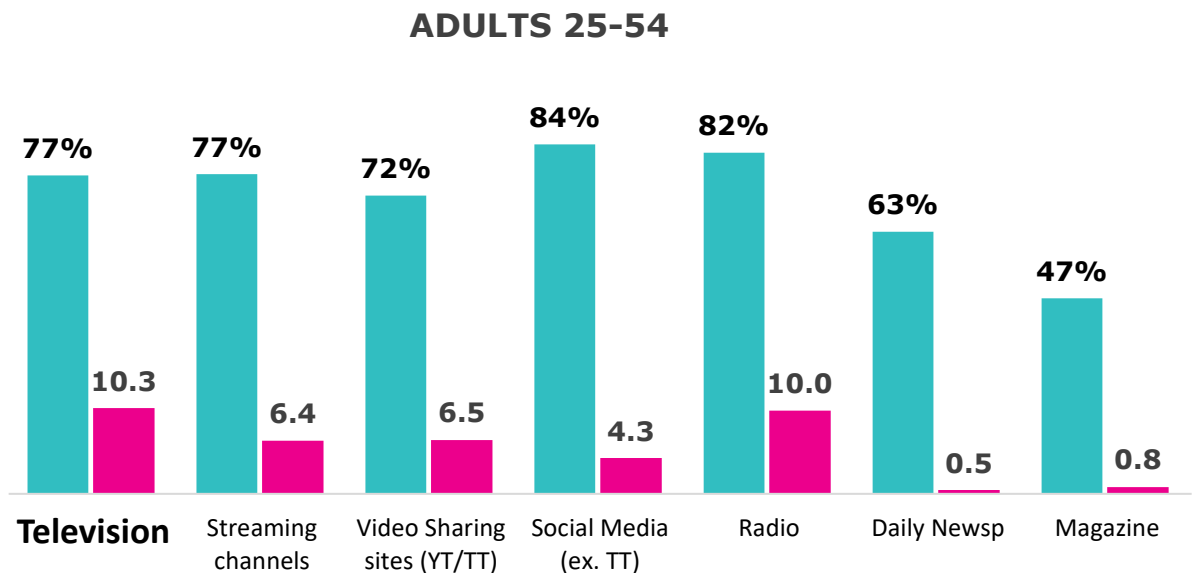
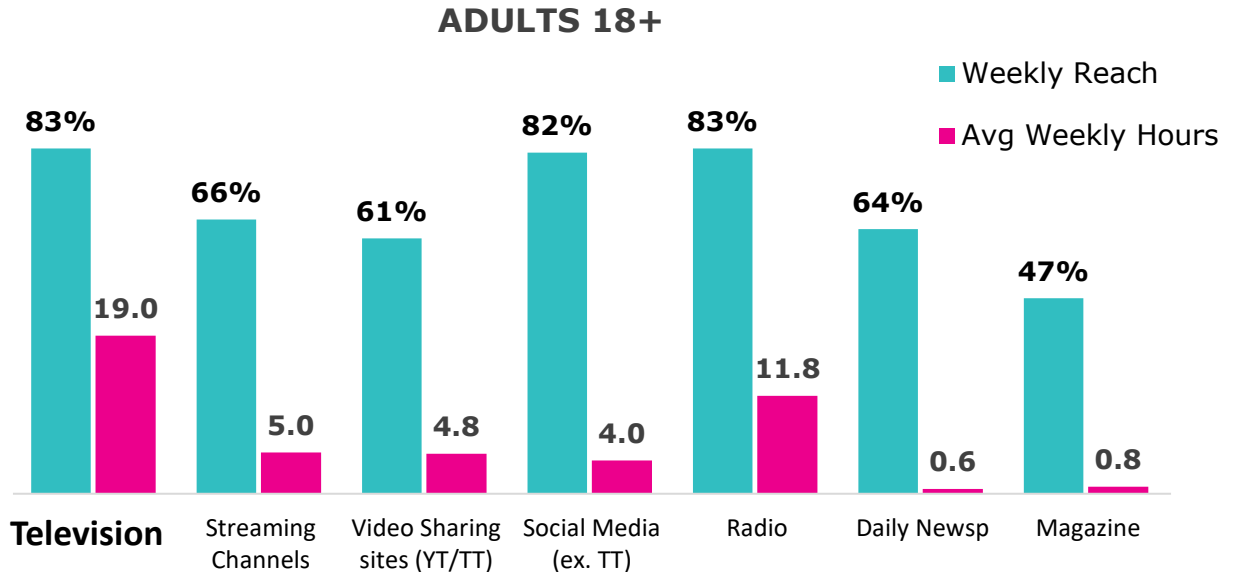
SHARE % OF TOTAL TUNING BY DEVICE Ontario



Source: Numeris VAM 8/28/23 to 11/26/2023 | Adults 18+
Source: thinkbox, "Room with the viewers: why advertising thrives in the living room", March 2024
Total TV defined as linear TV and broadcaster streaming services |
Streaming Services, YouTube include in-home viewing only | Streaming Services are primarily commercial-free

REACH & TIME SPENT

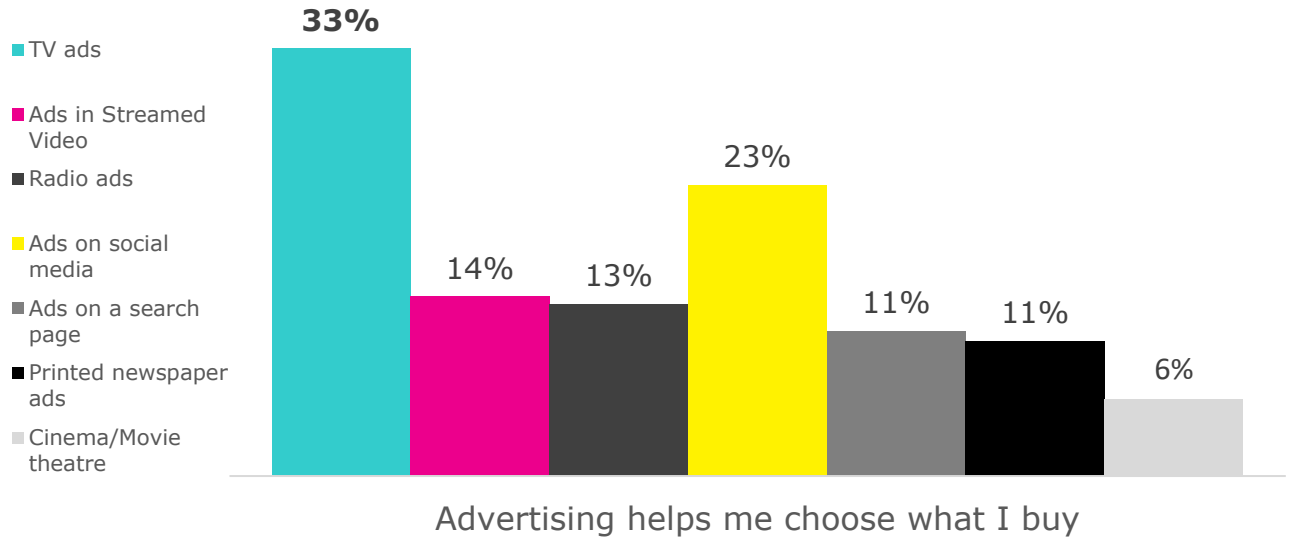
TV's reach is vast & fast, reaching 86% of adults weekly



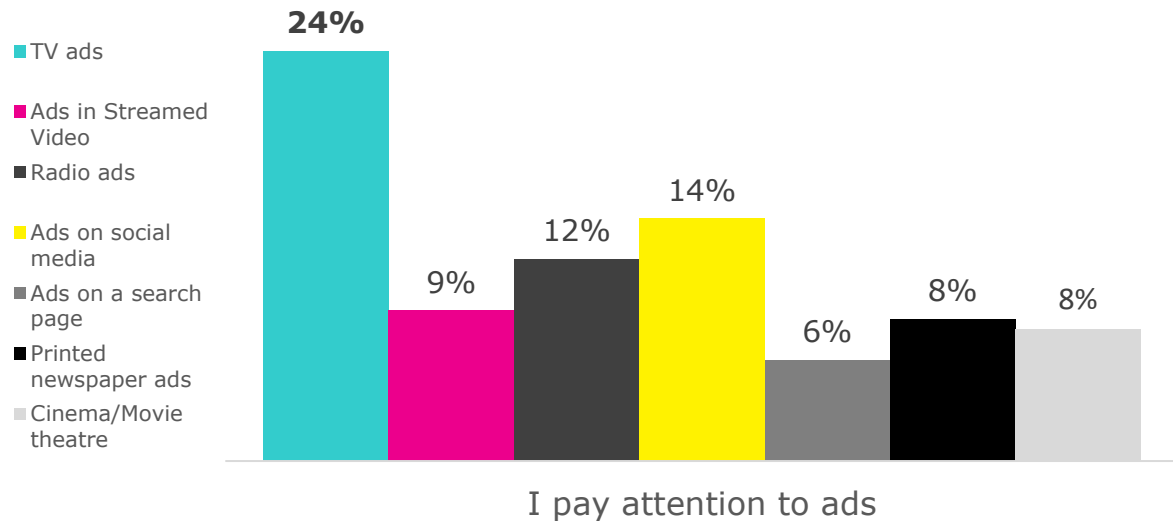
Sources: TV: Numeris PPM, Total Canada Sept 18 2023 – Dec 17 2023 | Streaming & Video Sharing sites: Numeris VAM (in-home viewing only), Aug 28-Dec 31/23 | Social Media: VIVIDATA SCC/Digital Fall 2023 | Radio: RTS Fall 23 | Print: Vividata SCC Fall 2023
 Streaming Services include Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+, Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET and Pluto TV
 Video-sharing sites includes YouTube + TikTok | ***Social Media includes Facebook, Instagram, X (formerly Twitter), LinkedIn, Pinterest, Reddit, Snapchat (website + app) All time spent per capita.

ATTITUDES ABOUT ADVERTISING

tv ads helps me in my buying decisions

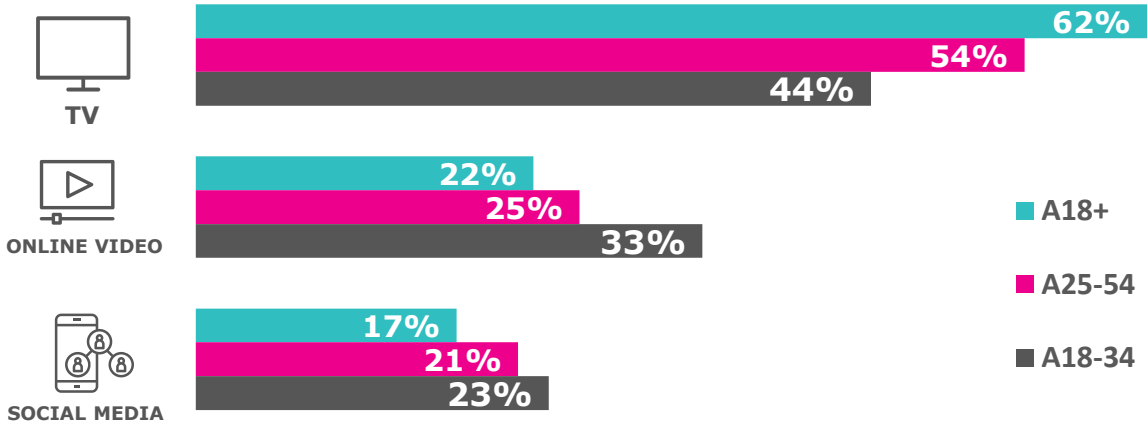


tv ads gets the most attention



ATTITUDES ABOUT ADVERTISING

tv is also the **most trusted** video medium
(by a long shot, and across every demo)



Q: Which ONE of the following media carries video advertising you believe to be **most TRUSTWORTHY**?



tv statistics

KEY TRENDS

- **Canadians continue to watch a lot of TV:** Adults (18+) watch 19 hours of linear TV / week with an average weekly reach of 83%.
- **Young adults watch plenty of TV:** TV reaches 77% of A18-34 weekly; on average they watch almost 9 hours of linear television per week.
- **TV commands the largest share of video**, beating YouTube, TikTok and all the streaming services combined.
- Cord cutting has been far overstated: There are **10 million paid TV subscriptions** in Canada, a decrease of only 5% in the past 3 years. Offsetting this is the huge growth of homes watching TV online.
- TV advertising has a significant halo effect on other media, **increasing the sales ROI of digital by 19%**. ([Accenture](#))
- Millions of Canadians tune in to their favourite TV programs and specials every week.
 - the top 10 network TV series deliver on average **1.4 million** viewers (2+).
 - the top 10 English programs generate an average audience of **1.0 million** viewers (2+).
 - the top French programs generate an average audience of **1.4 million** viewers (2+).
- **Connected TV** is a huge area of growth for the broadcasters.
- **TV advertising continues to be rated the most trustworthy** - by all age groups - while social media is considered the least trustworthy.
- **85% of linear TV is watched live.**

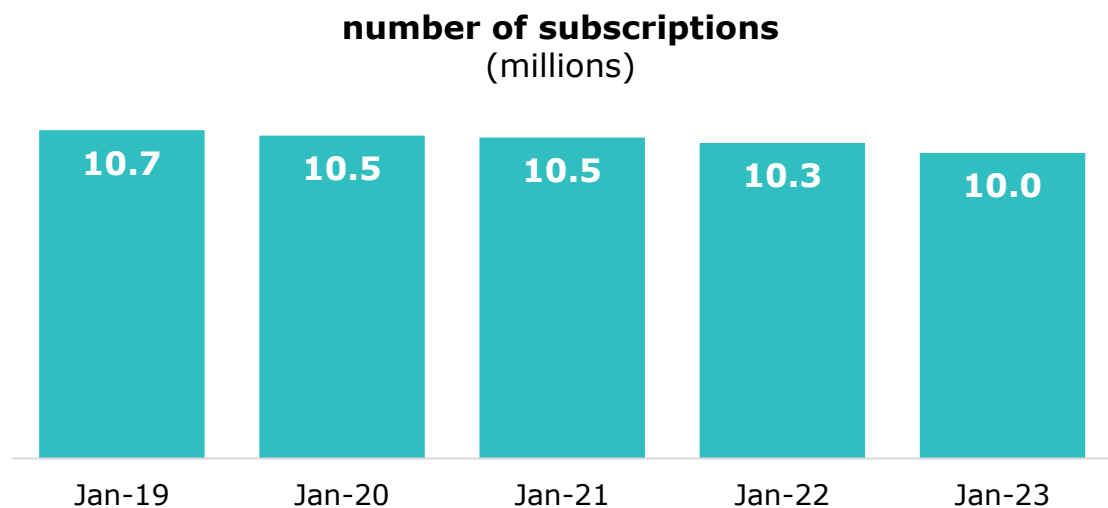
VIEWING STATISTICS

Demographic	Average Weekly Hours Per Capita	Average Weekly Reach %	Average Daily Reach %
Persons 2+	16.9	81.1	63.1
Kids 2-11	6.3	68.2	43.9
Teens 12-17	6.9	72.2	48.2
A18+	19.0	83.4	66.7
A18-24	8.1	72.2	48.6
A18-34	8.4	71.8	48.5
A18-49	8.8	74.4	51.0
A25-54	10.3	76.6	54.3
A55+	32.4	94.5	86.6

Numeris, PPM, Total Canada, Total TV, M-Su 2a-2a, All Locations, Consolidated, 9/11/2023 to 12/17/2023

10 million paid linear tv subscriptions

TV content is available on an increasing number of platforms, and yet **there are 10 million paid subscriptions** to linear TV.



Mediastats, Total Canada, Jan 2023, BDU Profile Report

TOP SERIES

English Canada	Network	P2+ (000)	Quebec Franco	Network	P2+ (000)
SURVIVOR	Global	1,160	CHANTEURS MASQUES	TVA	1,904
THE AMAZING RACE	CTV	1,126	STAT	SRC	1,704
CTV EVENING NEWS	CTV	1,071	INDEFENDABLE	TVA	1,558
THE MASKED SINGER	CTV	918	REVOLUTION	TVA	1,316
NCIS: SYDNEY	Global	859	EN DIRECT DE L'UNIVERS	SRC	1,290
MAGNUM P.I.	CTV	805	DISCUSSIONS AVEC MES PARENTS	SRC	1,220
MURDOCH MYSTERIES	CBC	803	INFORMAN	SRC	1,166
SATURDAY NIGHT LIVE	Global	802	5E RANG	SRC	1,152
CTV EVENING NEWS WEEKEND	CTV	786	TOUT LE MONDE EN PARLE (EN DIRECT)	SRC	1,147
KITCHEN NIGHTMARES	CTV	741	ALERTES	TVA	1,124

Numeris PPM | Sept 18 2023 – Dec 17 2023 | Programs with 3+ airings

TOP SPECIALS

English Canada	Network	P2+ (000)	Quebec Franco	Network	P2+ (000)
BIG BROTHER FINALE	Global	693	LE TRICHEUR - 2000e	TVA	1,389
WILLIE NELSON'S 90TH BIRTHDAY CELEBRATION	Global	530	LES BOYS - 25eme ANNIVERSAIRE	TVA	1,313
CHRISTMAS AT THE OPRY	Global	515	GALA DE L'ADISQ 2023	SRC	1,270
THE ORIGINAL SANTA CLAUS PARADE	CTV	428	P-A METHOT; BEACH PARTY	TVA	762
CMA AWARDS	CTV2	410	MARIE-SOLEIL ET JEAN-CLAUDE; AU-DELA DES ETOILE	TVA	741
CHRISTMAS AT GRACELAND	Global	383	TOUT LE MONDE EN PARLE DE HUBERT REEVES	SRC	640
Rudolph the Red Nosed Reindeer	CBC	369	BIG BROTHER, LE NOOVO REVEILLON	Noovo	534
CMA COUNTRY CHRISTMAS	CTV	357	CINÉMA DES FÊTES	TVA	457
Stars on Ice - Kurt's Final Tour 2023	CBC	326	PHILIPPE LAPRISE; PLUS SEXY QUE JAMAIS	TVA	438
CANADA'S WALK OF FAME AWARDS	CTV	321	SIMON GOUACHE - UNE BELLE SOIREE	TVA	402

Numeris PPM | Sep 18 2023 – Dec 17 2023. Excludes sports specials

TOP 10 FALL 2023

SPORTS

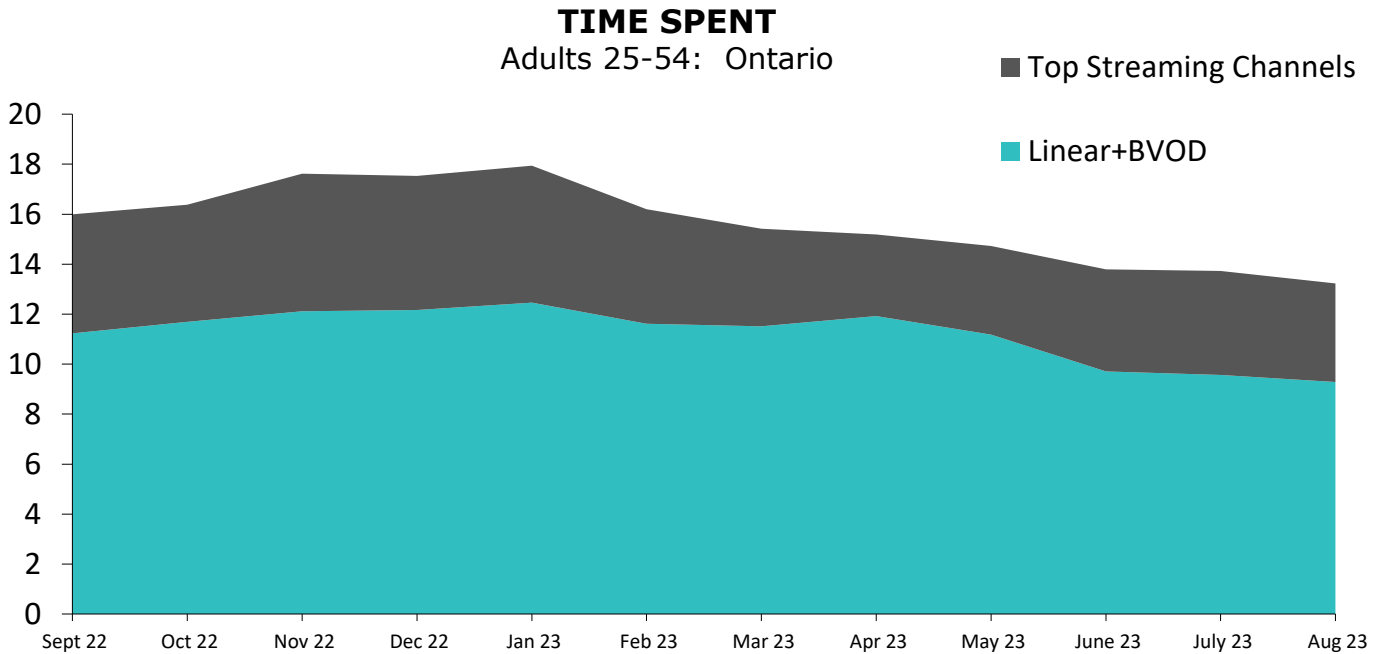
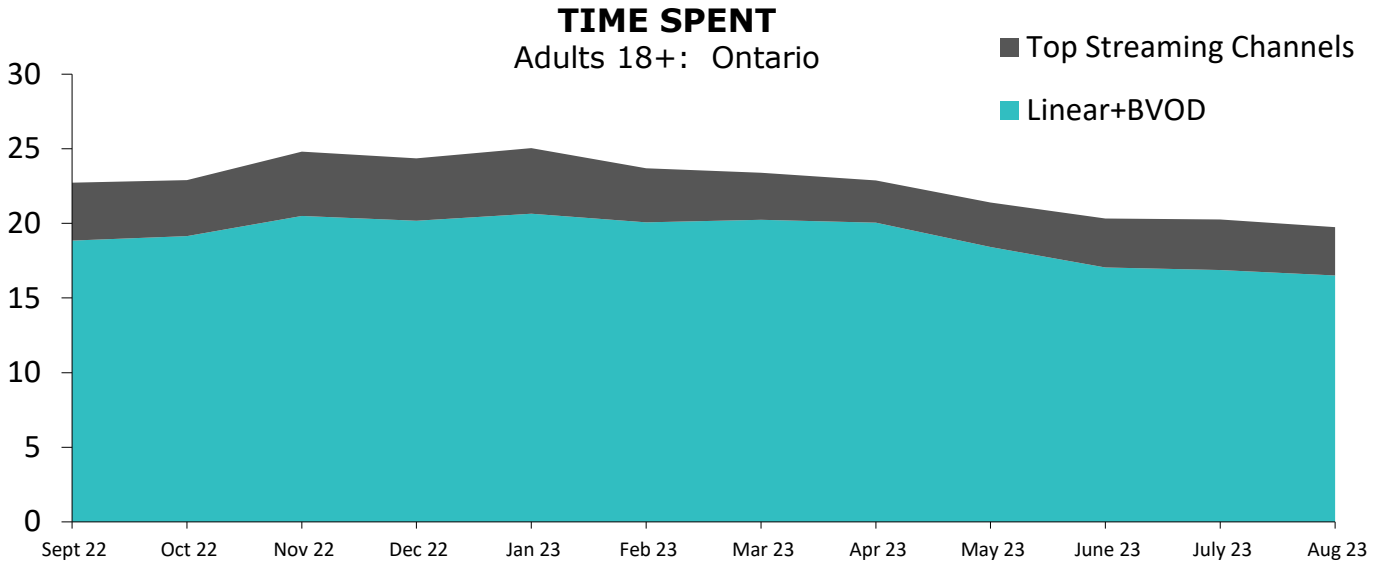
English Canada	Network	P2+ (000)	Quebec Franco	Network	P2+ (000)
CFL GREY CUP	TSN	2,832	FOOTBALL LCF COUPE GREY MONTREAL	RDS	761
CFL GREY CUP CNTDOWN	TSN	1,634	LE HOCKEY DES CANADIENS	TVA SPORTS	565
BASEBALL:BLUE JAYS	Sportsnet Nat.	1,108	HOCKEY LNH CANADIENS DE MONTREAL AUTOMNE	RDS	537
NHL HERITAGE CLASSIC	Sportsnet Nat.	1,010	HOCKEY LNH CANADIENS PRE-SAISON	RDS	388
NHL HOCKEY-LEAFS	Sportsnet Nat.	860	FOOTBALL LCF ALOUETTES MONTREAL ELEMNATORIES	RDS	358
MLB WC PLAYOFFS	Sportsnet Nat.	857	SPORTS EXPRESS DIM 22:50	SCR TOTAL	309
HNIC PRIME EAST	Sportsnet + CBC	831	ETOILES DUR GLACE 2023	SRC TOTAL	238
CFL PLAYOFFS	TSN	800	FOOTBALL LCF COUPE GREY MONTREAL AVANT-MATCH	RDS	222
NFL LATE	CTV	712	AUTO FORMULE 1	RDS	203
NFL THURSDAY PRIME	TSN	617	SPORTS EXPRESS DIM 12:50	SRC TOTAL	196

Numeris PPM | Sep 18 2023 – Dec 17 2023



SEASONAL VIEWING TRENDS

Seasonality of the top streaming channels mirrors the TV



Source: Numeris VAM, Sept/22-Aug/23

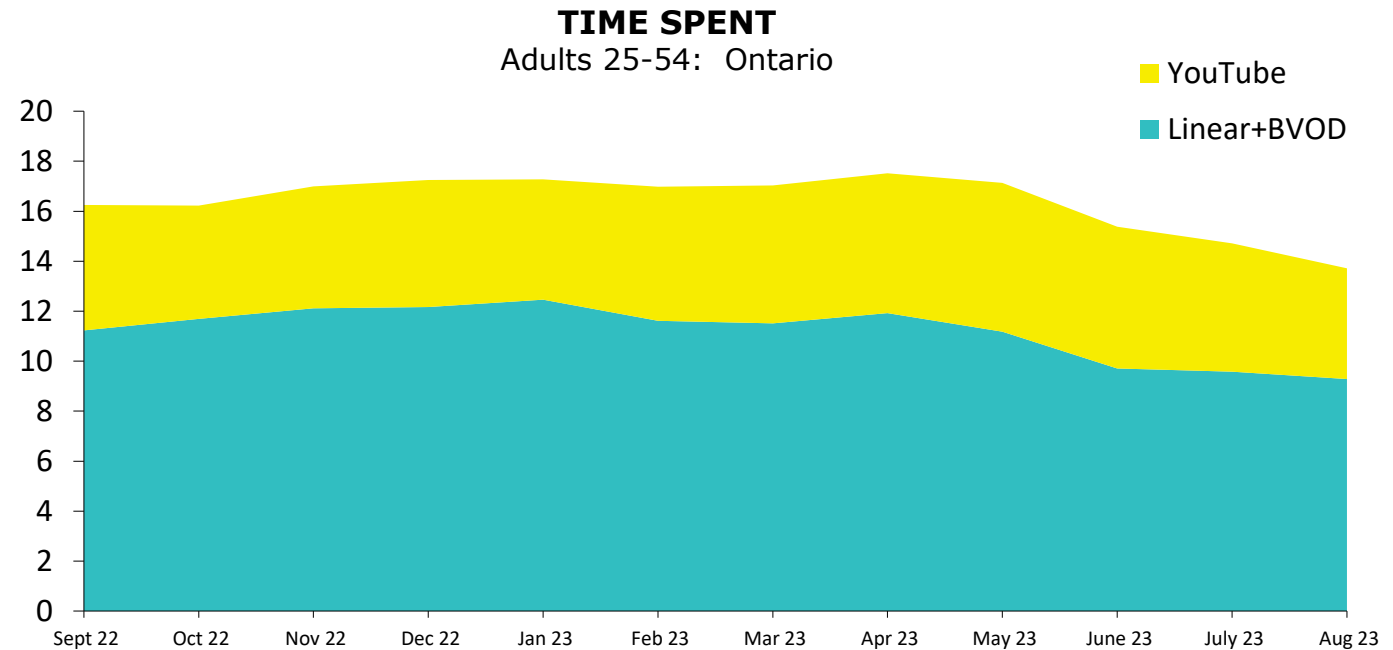
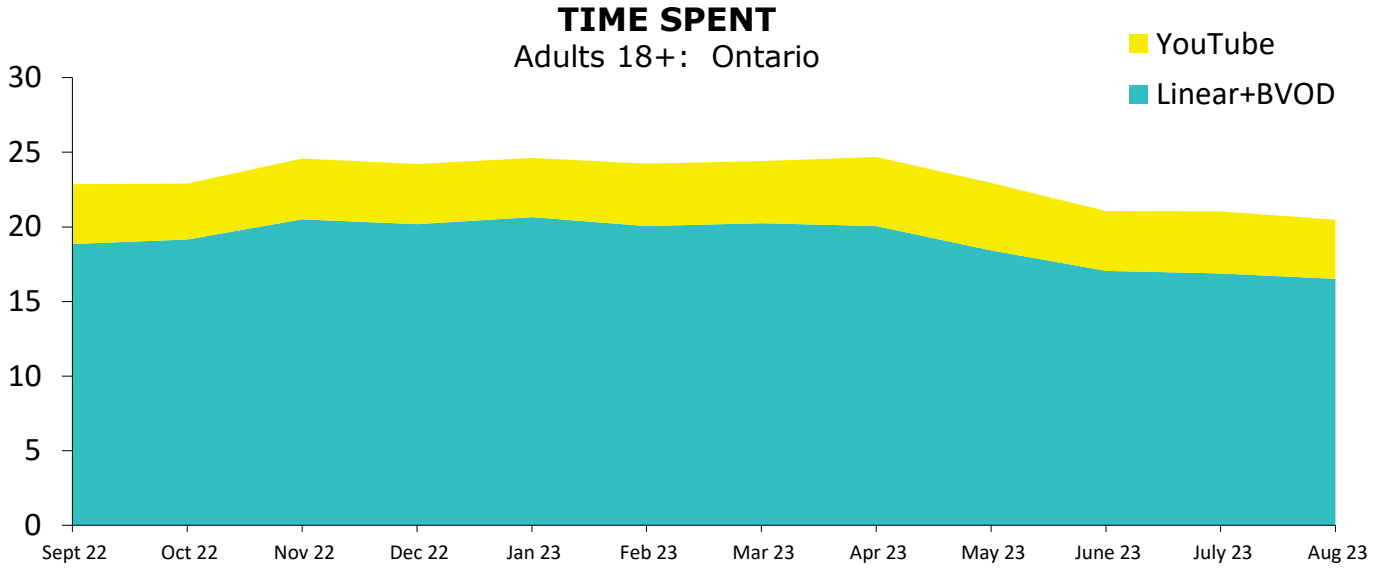
Total TV defined as linear TV and broadcaster streaming services.

Top Streaming Channels = Amazon Prime, Disney+, Apple+, Disney+, Netflix

All time spent per capita

SEASONAL VIEWING TRENDS

Seasonality of YouTube mirrors the seasonality of TV



Source: Numeris VAM, Sept/22-Aug/23
Total TV defined as linear TV and broadcaster streaming services.
All time spent per capita

CANADA / US COMPARISON



	Canada	U.S.
Population (Individuals 2+)	38,030,260	320,790,000
Households	15,843,000	127,080,000
Number of TV Stations (Commercial Conventional + Specialty) - note 1	790	1,386 ^
Access to Paid TV subscriptions - Cable, Satellite, IPTV % Persons 2+	74.7%	67%
Ability to watch TV programming: Cable, Satellite, IPTV, Smart TV or Over-the-Air	96.4%	N/A
Connected/Smart TV % in household Persons 2+	73.6%	75%
Average Weekly Viewing Hours per Capita (Hours)		
Persons 2+	16.9	23.9
Adults 18+	19.0	26.8
Adults 25-54	10.3	17.2
Teens (12-17)	6.9	5.6
Children (2-11)	6.3	6.2
Advertising Expenditures – millions	\$19,575	\$343,450
TV Advertising Expenditures – millions	\$3,347	\$70,697
TV Expenditure Per Capita	\$88	\$220
Commercial Time: Conventional	Unlimited	Deregulated
Commercial Time: Specialty Channels	12 min/hour	Deregulated

Note 1: While many Canadian and foreign discretionary services are authorized for distribution, far fewer are operational in Canada. In 2022, the CRTC Financial Summaries for Individual Canadian Discretionary and On Demand Services included 174 services.

Sources: Numeris Universe Estimates 2023-24 | Numeris PPM, Total Canada Sept 18-Dec 17 | CRTC Table 22, Aug 2023 | thinktv Net Advertising Revenue (2022) | Nielsen National Television Household Universe Estimates 2022-23 | S&P Global/SNL Kagan Est (Sprint 2022) | Nielsen Npower R&F Time Period Report (Apr 2022) | U.S. advertising expenditures – GroupM Mid-Year Forecast June 2022 (VAB)

TV MARKET RANKING

(North America, U.S., Canada)

North Amer			A2+ Pop'n (000)	North Amer			A2+ Pop'n (000)
U.S.	CAN	Market		U.S.	CAN	Market	
1	1	NEW YORK	20,399	32	29	BALTIMORE	2,873
2	2	LOS ANGELES	16,984	33	30	SAN ANTONIO	2,820
3	3	CHICAGO	9,187	34	31	PITTSBURGH	2,647
4	1	TORONTO/HAMILTON EM	8,297	35	32	COLUMBUS, OH	2,493
5	4	DALLAS-FT. WORTH	8,158	36	33	KANSAS CITY	2,487
6	5	PHILADELPHIA	7,832	37	34	AUSTIN	2,437
7	6	HOUSTON	7,316	38	35	HARTFORD & NEW HAVEN	2,436
8	7	ATLANTA	7,008	39	36	CINCINNATI	2,332
9	8	SAN FRANCISCO-OAK-SAN JOSE	6,929	40	37	LAS VEGAS	2,267
10	9	WASHINGTON, DC (HAGRSTWN)	6,825	41	38	GREENVLL-SPART-ASHEVLL-AND	2,259
11	10	BOSTON (MANCHESTER)	6,402	42	39	WEST PALM BEACH-FT. PIERCE	2,121
12	11	PHOENIX (PRESCOTT)	5,530	43	40	MILWAUKEE	2,117
13	12	SEATTLE-TACOMA	5,259	44	4	KITCHENER-LONDON EM	2,103
14	13	TAMPA-ST. PETE (SARASOTA)	4,898	45	5	EDMONTON EM	2,046
15	14	DETROIT	4,701	46	6	CALGARY EM	2,009
16	15	MINNEAPOLIS-ST. PAUL	4,562	47	41	FRESNO-VISALIA	1,970
17	16	MIAMI-FT. LAUDERDALE	4,514	48	42	GRAND RAPIDS-KALMZOO-B.CRK	1,964
18	17	DENVER	4,434	49	43	JACKSONVILLE	1,953
19	18	ORLANDO-DAYTONA BCH-MELBRN	4,393	50	44	HARRISBURG-LNCSTR-LEB-YORK	1,936
20	19	SACRAMNTO-STKTON-MODESTO	4,240	51	45	NORFOLK-PORTSMTH-NEWPT	1,866
21	2	MONTRÉAL EM FRANCO	4,208	52	46	NWS	1,846
22	3	VANCOUVER/VICTORIA EM	4,037	53	47	OKLAHOMA CITY	1,845
23	20	CLEVELAND-AKRON (CANTON)	3,592	54	48	BIRMINGHAM (ANN AND TUSC)	1,845
24	21	CLEVELAND-AKRON (CANTON)	3,592	54	48	ALBUQUERQUE-SANTA FE	1,777
24	21	SALT LAKE CITY	3,386	55	49	GREENSBORO-H.POINT-W.SALEM	1,747
25	22	CHARLOTTE	3,273	56	50	LOUISVILLE	1,739
26	23	PORTLAND, OR	3,263	57	51	NEW ORLEANS	1,661
27	24	RALEIGH-DURHAM (FAYETVLE)	3,169	58	52	MEMPHIS	1,606
28	25	SAN DIEGO	3,009	59	53	PROVIDENCE-NEW BEDFORD	1,586
29	26	ST. LOUIS	2,980	60	54	RICHMOND-PETERSBURG	1,467
30	27	INDIANAPOLIS	2,937	61	55	BUFFALO	1,449
31	28	NASHVILLE	2,918	62	56	MOBILE-PENSACOLA (FT WALT)	1,430

TV MARKET RANKING

(North America, U.S., Canada)

North			A2+	North			A2+	
Amer	U.S.	CAN	Pop'n (000)	Amer	U.S.	CAN	Pop'n (000)	
Market				Market				
63	57		FT. MYERS-NAPLES	1,428	94	85	PORTLAND-AUBURN	980
64	58		WILKES BARRE-SCRANTON-HZTN	1,400	95	86	COLORADO SPRINGS-PUEBLO	969
65	59		HONOLULU	1,373	96	10	MONTREAL CM ANGLO	943
66	60		LITTLE ROCK-PINE BLUFF	1,360	97	87	SAVANNAH	922
67	61		TULSA	1,342	98	88	CHARLESTON, SC	903
68	62		KNOXVILLE	1,337	99	89	SYRACUSE	899
69	63		ALBANY-SCHENECTADY-TROY	1,315	100	90	SHREVEPORT	899
70	64		HARLINGEN-WSLCO-BRNSVL-MCA	1,288	101	91	BATON ROUGE	872
71	65		LEXINGTON	1,224	102	92	BOISE	868
72		7	OTTAWA-GATINEAU EM ANGLO	1,200	103	93	FT. SMITH-FAY-SPRNGDL-RGRS	863
73	66		SPOKANE	1,177	104	94	PADUCAH-CAPE GIRARD-HARSBG	854
74		8	QUÉBEC EM	1,161	105	95	CHAMPAIGN&SPRNGFLD-DECATUR	850
75	67		TUCSON (SIERRA VISTA)	1,154	106	96	CEDAR RAPIDS-WTRLO-IWC&DUB	848
76	68		DAYTON	1,149	107	97	SOUTH BEND-ELKHART	828
77		9	WINNIPEG EM	1,134	108	98	JACKSON, MS	820
78	69		DES MOINES-AMES	1,133	109	99	BURLINGTON-PLATTSBURGH	820
79	70		OMAHA	1,122	110	100	BAKERSFIELD	771
80	71		WICHITA-HUTCHINSON PLUS	1,121	111	101	MYRTLE BEACH-FLORENCE	755
81	72		GREEN BAY-APPLETON	1,100	112	102	RENO	750
82	73		MADISON	1,054	113	103	TRI-CITIES, TN-VA	733
83	74		ROANOKE-LYNCHBURG	1,045	114	11	HALIFAX EM	725
84	75		WACO-TEMPLE-BRYAN	1,042	115	104	GREENVILLE-N.BERN-WASHNGTN	720
85	76		SPRINGFIELD, MO	1,039	116	105	TALLAHASSEE-THOMASVILLE	713
86	77		FLINT-SAGINAW-BAY CITY	1,035	117	106	YAKIMA-PASCO-RCHLND-KNNWCK	710
87	78		COLUMBIA, SC	1,034	118	107	TYLER-LONGVIEW(LFKN&NCGD)	708
88	79		EL PASO (LAS CRUCES)	1,020	119	108	FT. WAYNE	704
89	80		CHARLESTON-HUNTINGTON	1,003	120	109	DAVENPORT-R.ISLAND-MOLINE	703
90	81		ROCHESTER, NY	1,002	121	110	LINCOLN & HASTINGS-KRNY	696
91	82		HUNTSVILLE-DECATUR (FLOR)	997	122	111	MONTEREY-SALINAS	694
92	83		CHATTANOOGA	990	123	112	EVANSVILLE	690
93	84		TOLEDO	986	124	113	AUGUSTA-AIKEN	686

TV MARKET RANKING

(North America, U.S., Canada)

North Amer			A2+ Pop'n (000)	North Amer			A2+ Pop'n (000)
U.S.	CAN	Market		U.S.	CAN	Market	
125	114	SIoux FALLS(MITCHELL)	671	156	137	MEDFORD-KLAMATH FALLS	435
126	115	JOHNSTOWN-ALTOONA-ST COLGE	656	157	138	LUBBOCK	435
127	116	SANTABARBRA-SANMAR-SANLUOB	650	158	139	COLUMBIA-JEFFERSON CITY	434
128	12	SAINT JOHN, MONCTON EM	650	159	140	PALM SPRINGS	430
129	117	SPRINGFIELD-HOLYOKE	628	160	141	WAUSAU-RHINELANDER	429
130	13	SHERBROOKE EM	622	161	142	BEAUMONT-PORT ARTHUR	423
131	118	LANSING	616	162	143	MONROE-EL DORADO	416
132	119	MACON	614	163	144	TOPEKA	414
133	120	FARGO	610	164	145	ANCHORAGE	412
134	121	EUGENE	595	165	22	KELOWNA EM	408
135	122	YOUNGSTOWN	591	166	20	WINDSOR EM *	402
136	123	LAFAYETTE, LA	590	167	21	KELOWNA EM	401
137	124	MONTGOMERY-SELMA	584	168	146	MINOT-BSMRCK-DCKNSN(WLSTN)	398
138	125	TRAVERSE CITY-CADILLAC	582	169	147	IDAHO FALS-POCATLLO(JCKSN)	391
139	126	PEORIA-BLOOMINGTON	577	170	148	DULUTH-SUPERIOR	388
140	127	COLUMBUS, GA (OPELIKA, AL)	568	171	23	PRINCE GEORGE-KAMLOOPS EM	386
141	128	CORPUS CHRISTI	542	172	149	SIoux CITY	384
142	129	LA CROSSE-EAU CLAIRE	535	173	25	REGINA-MOOSE JAW EM	382
143	14	SUD-TIM-N BAY-SSM EM *	514	174	24	PRINCE GEORGE-KAMLPS EM	380
144	15	BARRIE EM *	509	175	150	WICHITA FALLS & LAWTON	375
145	130	AMARILLO	499	176	151	JOPLIN-PITTSBURG	372
146	131	WILMINGTON	496	177	152	YUMA-EL CENTRO	369
147	16	OTTAWA-GATINEAU EM FRANCO	493	178	153	PANAMA CITY	365
148	132	CHICO-REDDING	470	179	154	ROCHESTR-MASON CITY-AUSTIN	361
149	17	ST JOHN'S-CORNER BRK EM	466	180	155	ERIE	356
150	18	ST JOHN'S-CORNER BROOK EM	456	181	156	ALBANY, GA	355
151	133	COLUMBUS-TUPELO-WEST POINT	445	182	157	BILOXI-GULFPORT	352
152	134	SALISBURY	439	183	158	SHERMAN-ADA	333
153	135	ROCKFORD	439	184	159	TERRE HAUTE	332
154	19	SASKATOON EM	438	185	160	GAINESVILLE	324
155	136	ODESSA-MIDLAND	436	186	161	BANGOR	320

TV MARKET RANKING

(North America, U.S., Canada)

North Amer		U.S.	CAN	Market	A2+ Pop'n (000)	North Amer		U.S.	CAN	Market	A2+ Pop'n (000)
187		26		TROIS-RIVIÈRES EM	315	219	189			GRAND JUNCTION-MONTROSE	187
188	162			MISSOULA	305	220	190			LIMA	168
189	163			BINGHAMTON	304	221	191			GREAT FALLS	156
190		27		PETERBOROUGH EM *	303	222	192			MERIDIAN	155
191	164			WHEELING-STEUBENVILLE	290	223	193			GREENWOOD-GREENVILLE	150
192	165			ABILENE-SWEETWATER	284	224		31		CHARLOTTETOWN EM *	148
193	166			BLUEFIELD-BECKLEY-OAK HILL	280	225	194			EUREKA	145
194	167			BILLINGS	278	226	195			PARKERSBURG	145
195	168			HATTIESBURG-LAUREL	278	227		32		ROUYN-NORANDA EM *	145
196		28		SAGUENAY EM *	273	228		33		CARLETON EM *	144
197		29		KINGSTON EM *	271	229	196			CHEYENNE-SCOTTSBLUFF	143
198	169			LAREDO	265	230	197			SAN ANGELO	140
199	170			DOTHAN	252	231	198			CASPER-RIVERTON	135
200	171			LAKE CHARLES	252	232	199			MANKATO	133
201	172			RAPID CITY	251	233		34		RIVIÈRE-DU-LOUP EM *	129
202	173			JACKSON, TN	246	234		35		SYDNEY-GLACE BAY EM *	128
203	174			HARRISONBURG	241	235		36		PRINCE ALBERT EM *	113
204	175			UTICA	240	236	200			OTTUMWA-KIRKSVILLE	110
205	176			CHARLOTTESVILLE	237	237	201			ST. JOSEPH	108
206	177			CLARKSBURG-WESTON	235	238		37		LLOYDMINSTER EM *	100
207	178			QUINCY-HANNIBAL-KEOKUK	229	239	202			FAIRBANKS	93
208	179			BEND, OR	223	240	203			VICTORIA	86
209	180			WATERTOWN	221	241		38		MEDICINE HAT EM (CD 1) *	85
210	181			ELMIRA (CORNING)	217	242		39		YORKTON EM *	83
211	182			ALEXANDRIA, LA	216	243	204			ZANESVILLE	81
212		30		RIMOUSKI-MAT-SPT-ÎLES EM *	215	244	205			HELENA	75
213	183			JONESBORO	211	245		40		TERRACE-KITIMAT EM *	67
214	184			BOWLING GREEN	204	246	206			JUNEAU	64
215	185			TWIN FALLS	197	247		41		DAWSON CREEK EM *	64
216	186			MARQUETTE	194	248	207			PRESQUE ISLE	62
217	187			LAFAYETTE, IN	193	249	208			ALPENA	37
218	188			BUTTE-BOZEMAN	190	250	209			NORTH PLATTE	34
						251	210			GLENDIVE	9

CONVENTIONAL STATIONS - PPM

weekly hours tuned & average weekly reach

Individuals 2+				Major Market Representation	
Station	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Owner / Network	Canada	U.S.
VANCOUVER					
CBC Vancouver (CBUT)	1,881	1,136	CBC	CBC Media	Impulse Media
CHEK	1,410	667	CHEK Media/ IndieNet	Airtime/CHEK Media	Impulse Media
Citytv Vancouver (CKVU)	1,625	986	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Vancouver (CIVT)	4,431	1,541	Bell Media	Bell Media	Bell Media
CTV2 Vancouver (CIVI)	1,651	1,027	Bell Media	Bell Media	Bell Media
Global BC (CHAN/CHBC)	7293	1792	Corus	Corus	Canadian Media
Joytv BC (CHNU)	70	71	Zoomer Media / Indep.	Group of 7/Joytv	Media Corps
Knowledge BC (CKNO)	982	487	Gov't of B.C. / Indep.		
OMNI BC (CHNM)	50	71	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
SRC Vancouver (CBUFT)	31	31	SRC	SRC Media	Impulse Media
CALGARY					
CBC Calgary (CBRT)	693	383	CBC	CBC Media	Impulse Media
Citytv Calgary (CKAL)	510	369	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Calgary (CFCN)	2,188	715	Bell Media	Bell Media	Bell Media
CTV2 Alberta	332	289	Bell Media	Bell Media	Bell Media
Global Calgary (CICT/CISA)	2,479	667	Corus	Corus	Canadian Media
OMNI Calgary (CJCO)	16	24	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
YES TV Calgary (CKCS)	255	161	Crossroads / IndieNet	Airtime Sales	
EDMONTON					
CBC Edmonton (CBXT)	820	387	CBC	CBC Media	Impulse Media
Citytv Edmonton (CKEM)	628	352	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Edmonton (CFRN)	2,500	732	Bell Media	Bell Media	Bell Media
CTV2 Alberta	372	347	Bell Media	Bell Media	Bell Media
Global Edmonton (CITV)	4,046	781	Corus	Corus	Canadian Media
Omni Edmonton (CJEO)	4	14	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
SRC Edmonton (CBXFT)	9	11	SRC	SRC Media	Impulse Media
YES TV Edmonton (CKES)	290	150	Crossroads / IndieNet	Airtime Sales	
Sources: Numeris, PPM, 9/18/2023 to 12/17/2023					

CONVENTIONAL STATIONS - PPM

weekly hours tuned & average weekly reach

Individuals 2+				Major Market Representation	
Station	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Owner / Network	Canada	U.S.
TORONTO					
CBC Toronto (CBLT)	3,659	1,867	CBC	CBC Media	Impulse Media
CHCH	2,545	1,208	Channel Zero / Indep.	Airtime	Impulse Media
Citytv Ontario (CITY)	4,988	2,401	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Toronto (CFTO)	9,008	2,937	Bell Media	Bell Media	Bell Media
CTV2 Barrie/Tor (CKVR)	1,654	1,404	Bell Media	Bell Media	Bell Media
Global Ontario (CIII)	4,712	2,309	Corus	Corus	Canadian Media
OMNI 1 Ontario (CFMT)	51	151	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
OMNI 2 Ontario (CJMT)	19	120	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
SRC Toronto (CBLFT)	124	100	SRC	SRC Media	Impulse Media
YES TV Toronto (CITS)	1,502	964	Crossroads / IndieNet	Airtime	
ONTARIO					
CBC Ontario	6,170	3,321	CBC	CBC Media	Impulse Media
CHCH	4,165	1,967	Channel Zero / Indep.	Airtime	Impulse Media
Citytv Ontario (CITY)	7,784	3,988	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Ontario	18,513	5,727	Bell Media	Bell Media	Bell Media
CTV2 Ontario	6,545	3,203	Bell Media	Bell Media	Bell Media
Global Ontario (CIII)	7,242	3,841	Corus	Corus	Canadian Media
OMNI 1 Ontario (CFMT)	62	190	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
OMNI 2 Ontario (CJMT)	35	196	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
SRC Toronto and Ottawa	531	307	SRC Ontario	SRC Media	Impulse Media
YES TV Toronto (CITS)	2,682	1,512	Crossroads / IndieNet	Airtime	
MONTREAL FRANCO					
Noovo Montreal (CFJP)	6,150	2,289	Bell Media	Bell Media	Bell Media
SRC Montreal (CBFT)	15,741	2,824	SRC	SRC	SRC Media
TQ Total	3,450	1,757	Gov't Que. / Télé-Québec	Télé-Québec	Télé-Québec Media
TVA Montreal (CFTMCFTM)	20,326	2,985	TVA	Quebecor Gr Media	Quebecor Gr Media
MONTREAL ANGLO					
CBC Montreal (CBMT)	444	231	CBC	CBC Media	Impulse Media
Citytv Montreal (CJNT)	442	254	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Montreal (CFCF)	1,774	406	Bell Media	Bell Media	Bell Media
Global Quebec (CKMI)	475	239	Corus	Corus	Canadian Media
PROV. QUEBEC FRANCO					
Noovo Total	11,303	4,392	Bell Media	Bell Media	Bell Media
SRC Total	30,207	5,372	SRC	SRC	SRC Media
TQ Total	5,991	3,255	Gov't Que. / Télé-Québec	Télé-Québec	Télé-Québec Media
TVA Total	48,057	5,677	TVA	Quebecor Gr Media	Quebecor Gr Media

CONVENTIONAL STATION LIST

Numeris diary markets*

Market	Station	Network	Owner	Sales Representation	
				Canada	U.S.
BRITISH COLUMBIA					
Dawson Creek	CJDC	CTV Two	Bell Media	Bell Media	Bell Media
Kelowna	CHBC	Global	Corus	Corus	Canadian Media
Prince George	CKPG	Citytv	Jim Pattison	Rogers Sports & Media	Impulse Media
Kamloops	CFJC	Citytv	Jim Pattison	Rogers Sports & Media	Impulse Media
Terrace/Kitimat	CFTK	CTV Two	Bell Media	Bell Media	Bell Media
ALBERTA					
Lloydminster	CITL		Stingray		
Lloydminster	CKSA		Stingray		
Medicine Hat	CHAT	Citytv	Jim Pattison	Rogers Sports & Media	Impulse Media
SASKATCHEWAN					
Prince Albert	CIPA	CTV	Bell Media	Bell Media	Bell Media
Regina	CBKFT	SRC	SRC	SRC Media	Impulse Media
Regina	CBKT	CBC	CBC	CBC Media	Impulse Media
Regina	CFRE	Global	Corus	Corus	Canadian Media
Regina	SCN	Citytv	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
Regina	CKCK	CTV	Bell Media	Bell Media	Bell Media
Saskatoon	CFQC	CTV	Bell Media	Bell Media	Bell Media
Saskatoon	CFSK	Global	Corus	Corus	Canadian Media
Saskatoon	SCN	Citytv	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
Yorkton	CICC	CTV	Bell Media	Bell Media	Bell Media
MANITOBA					
Winnipeg	CBWFT	SRC	SRC	SRC Media	Impulse Media
Winnipeg	CBWT	CBC	CBC	CBC Media	Impulse Media
Winnipeg	CKND	Global	Corus	Corus	Canadian Media
Winnipeg	CKY	CTV	Bell Media	Bell Media	Bell Media
Winnipeg	CHMI	Citytv	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
Winnipeg	CIIT	Indep.	Zoomer Media	Media Corps	TMG Inc./Joytv

* diary markets no longer reported by Numeris. See Schedule A.

CONVENTIONAL STATION LIST

Numeris diary markets*

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

* diary markets no longer reported by Numeris. See Schedule A.

CONVENTIONAL STATION LIST

Numeris diary markets*

Market	Station	Network	Owner	Sales Representation	
				Canada	U.S.
QUEBEC					
Carleton	CHAU	TVA	Télé Inter-Rives	Quebecor Expertise Media	Quebecor Expertise Media
Gatineau	CHOT	TVA	RNC Media	Quebecor Expertise Media	Quebecor Expertise Media
Quebec City	CBVT	SRC	SRC	SRC Media Sales	Impulse Media Sales
Quebec City	CFAP	Noovo	Bell Media	Bell Media	Bell Media
Quebec City	CFCM	TVA	Groupe TVA	Quebecor Expertise Media	Quebecor Expertise Media
Quebec City	CIVQ	Télé-Quebec	Gov't of Que.	Télé-Quebec	
Rim-Mat-Sept Iles	CFER	TVA	Groupe TVA	Quebecor Expertise Media	Quebecor Expertise Media
Rim-Mat-Sept Iles	CJBRT	SRC	SRC	SRC Media Sales	Impulse Media Sales
Rim-Mat-Sept Iles	CJPC	Noovo	Télé Inter-Rives	Bell Media	Bell Media
Riviere-du-Loup	CFTF+	Noovo	Télé Inter-Rives	Bell Media	Bell Media
Riviere-du-Loup	CIMT	TVA	Télé Inter-Rives	Quebecor Expertise Media	Quebecor Expertise Media
Riviere-du-Loup	CIVB 1	Télé-Quebec	Gov't of Que.	Télé-Quebec	
Rouyn	CFEM	TVA	RNC Media	Quebecor Expertise Media	Quebecor Expertise Media
Saguenay	CJPM	TVA	Groupe TVA	Quebecor Expertise Media	Quebecor Expertise Media
Sherbrooke	CFKS	Noovo	Bell Media	Bell Media	Bell Media
Sherbrooke	CHLT	TVA	Groupe TVA	Quebecor Expertise Media	Quebecor Expertise Media
Sherbrooke	CIVS	Télé-Quebec	Gov't of Que.	Télé-Quebec	
Sherbrooke	CKSH	SRC	SRC	SRC Media Sales	Impulse Media Sales
Trois-Rivieres	CFKM	Noovo	Bell Media	Bell Media	Bell Media
Trois-Rivieres	CHEM	TVA	Groupe TVA	Quebecor Expertise Media	Quebecor Expertise Media
Trois-Rivieres	CIVC	Télé-Quebec	Gov't of Que.	Télé-Quebec	
Trois-Rivieres	CKTM	SRC	SRC	SRC Media Sales	Impulse Media Sales
Matane	CIVF	Télé-Quebec	Gov't of Que.	Télé-Q+E3:F25uebec	
Val-d'Or	CFVS	Noovo	RNC Media		
Val-d'Or	CIVA	Télé-Quebec	Gov't of Que.	Télé-Quebec	
ATLANTIC					
Atlantic Canada	ASN	CTV Two	Bell Media	Bell Media	Bell Media
Charlottetown, PEI	CBCT	CBC	CBC	CBC Media Sales	Impulse Media Sales
Halifax, NS	CBHT	CBC	CBC	CBC Media Sales	Impulse Media Sales
Halifax, NS	CJCH	CTV	Bell Media	Bell Media	Bell Media
Halifax/Dartmouth, NS	CIHFNS	Global	Corus	Corus	Canadian Media Sales
Saint John/Moncton, NB	KKCW	CTV	Bell Media	Bell Media	Bell Media
Saint John/Moncton, NB	CKLT	CTV	Bell Media	Bell Media	Bell Media
Saint John/Moncton, NB	CBAFT	SRC	SRC	SRC Media Sales	Impulse Media Sales
St. John's, NFLD	CBNT	CBC	CBC	CBC Media Sales	Impulse Media Sales
St. John's, NFLD	NTV/CJON	indieNET	Stirling Comm.		
Sydney, NS	CJCB	CTV	Bell Media	Bell Media	Bell Media

* diary markets no longer reported by Numeris. See Schedule A.

ENGLISH SPECIALTY STATISTICS

weekly hours tuned & average weekly reach

Individuals 2+

Station	Hours/ Week (000)	Reach/ Week (000)	Owner / Network	Major Market Representation	
				Canada	U.S.
ABC Spark	842	884	Corus	Corus	Canadian Media
Adult Swim	1900	1087	Corus	Corus	Canadian Media
AMI-tv	221	272	Accessible Media Inc.	Accessible Media Inc.	Accessible Media Inc.
Animal Planet	1767	916	Bell Media	Bell Media	Bell Media
APTN	950	1490	Aboriginal People's Net	Aboriginal People's Net	Aboriginal People's Net
APTN HD	688	1125	Aboriginal People's Net	Aboriginal People's Net	Aboriginal People's Net
BBC Earth	1112	660	Blue Ant Media	Blue Ant Media	Blue Ant Media
BBC First	1098	794	Blue Ant Media	Blue Ant Media	Blue Ant Media
BC1	1839	641	Corus	Corus	Canadian Media
BNN Bloomberg	1356	651	Bell Media	Bell Media	Bell Media
Boomerang	385	235	Corus	Corus	Canadian Media
Cartoon Network	1263	974	Corus	Corus	Canadian Media
CBC News Network	10082	4237	CBC	CBC	CBC
CMT	3499	1824	Corus	Corus	Canadian Media
Cooking Channel	882	725	Corus	Corus	Canadian Media
Cottage Life	2454	1394	Blue Ant Media	Blue Ant Media	Blue Ant Media
CP24 Ontario	11055	3788	Bell Media	Bell Media	Bell Media
Crime + Investigation	2028	915	Corus	Corus	Canadian Media
CTV Comedy	10367	3014	Bell Media	Bell Media	Bell Media
CTV Drama	9039	2416	Bell Media	Bell Media	Bell Media
CTV Life	5147	2069	Bell Media	Bell Media	Bell Media
CTV News Channel	5231	2989	Bell Media	Bell Media	Bell Media
CTV Sci-Fi	7710	3639	Bell Media	Bell Media	Bell Media
Deja View	751	446	Corus	Corus	Canadian Media
Discovery	10822	4452	Bell Media	Bell Media	Bell Media
Discovery Science	2333	1500	Bell Media	Bell Media	Bell Media
Discovery Velocity	1489	722	Bell Media	Bell Media	Bell Media
Disney Eng	693	485	Corus	Corus	Canadian Media
Disney JR	1995	716	Corus	Corus	Canadian Media
Disney XD	509	279	Corus	Corus	Canadian Media
Documentary	544	627	CBC	CBC	CBC

ENGLISH SPECIALTY STATISTICS

weekly hours tuned & average weekly reach

Individuals 2+

Station	Hours/ Week (000)	Reach/ Week (000)	Owner / Network	Major Market Representation	
				Canada	U.S.
Dtour	1999	1123	Corus	Corus	Canadian Media
E!	2169	1838	Bell Media	Bell Media	Bell Media
ESPN Classic Canada	11	26	Bell Media	Bell Media	Bell Media
Family	894	1151	WildBrain	WildBrain	WildBrain
Family Jr	731	458	WildBrain	WildBrain	WildBrain
Fight	163	121	Anthem Sports & Ent.	Anthem Sports & Ent.	Anthem Sports & Ent.
Food Network	7071	3588	Corus	Corus	Canadian Media
FX	1681	1088	Rogers Sports & Media	Rogers Sports & Media	Impulse
FXX	451	324	Rogers Sports & Media	Rogers Sports & Media	Impulse
GAME	185	227			
Game TV	4367	2128	Anthem Sports & Ent.	Anthem Sports & Ent.	Anthem Sports & Ent.
H2	1021	742	Corus	Corus	Canadian Media
HGTV	9822	4219	Corus	Corus	Canadian Media
HISTORY Channel	8926	4868	Corus	Corus	Canadian Media
Investigation Discovery	4471	1078	Bell Media	Bell Media	Bell Media
Lifetime	1507	1069	Corus	Corus	Canadian Media
Love Nature	835	623	Blue Ant Media	Blue Ant Media	Blue Ant Media
Magnolia Network	2087	1336	Corus	Corus	Canadian Media
MAKEFUL	1933	1068	Blue Ant Media	Blue Ant Media	Blue Ant Media
MovieTime	1540	1562	Corus	Corus	Canadian Media
MTV	1401	936	Bell Media	Bell Media	Bell Media
MTV2	69	104	Bell Media	Bell Media	Bell Media
Much	2983	2191	Bell Media	Bell Media	Bell Media
NatGeoWild	1147	898	Corus	Corus	Canadian Media
National Geographic	3220	2436	Corus	Corus	Canadian Media
NBA TV Canada	332	242	MLSE	MLSE	MLSE
Nickelodeon	308	252	Corus	Corus	Canadian Media
OLN	875	800	Rogers Sports & Media	Rogers Sports & Media	Impulse
One:Body, Mind, Spirit	396	298	Zoomer Media	Zoomer Media	Zoomer Media
Out TV	106	181	OM Acquisitions	OM Acquisitions	OM Acquisitions

ENGLISH SPECIALTY STATISTICS

weekly hours tuned & average weekly reach

Individuals 2+

Station	Hours/ Week (000)	Reach/ Week (000)	Owner / Network	Major Market Representation	
				Canada	U.S.
Own	262	319	Corus	Corus	Canadian Media
Rewind	224	267	Channel Zero	Channel Zero	Channel Zero
Showcase	9538	4021	Corus	Corus	Canadian Media
Silver Screen Classics	632	359	Channel Zero	Channel Zero	Channel Zero
Slice	2310	2025	Corus	Corus	Canadian Media
Smithsonian	1341	814	Blue Ant Media	Blue Ant Media	Blue Ant Media
Sportsman Channel	71	155	Keywest Marketing Ltd	Outdoor Group Media	Outdoor Group Media
Sportsnet 4K	355	248	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet East	3648	2333	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet National	25121	8661	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet Ont	11677	5078	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet Pac	4209	2390	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet West	5587	2923	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet360	3976	2675	Rogers Sports & Media	Rogers Sports & Media	Impulse
SportsnetOne	5897	3970	Rogers Sports & Media	Rogers Sports & Media	Impulse
T+E	1237	877	Blue Ant Media	Blue Ant Media	Blue Ant Media
Teletoon Eng	897	842	Corus	Corus	Canadian Media
TLN	602	704	TLN Media Group	TLN Media Group	TLN Media Group
Treehouse	2084	1040	Corus	Corus	Canadian Media
TSN	27285	9181	Bell Media	Bell Media	Bell Media
TSN1	10481	5017	Bell Media	Bell Media	Bell Media
TSN2	3294	3000	Bell Media	Bell Media	Bell Media
TSN3	4532	3089	Bell Media	Bell Media	Bell Media
TSN4	7948	4457	Bell Media	Bell Media	Bell Media
TSN5	4323	2986	Bell Media	Bell Media	Bell Media
Vision	5080	2113	Zoomer Media	Zoomer Media	Zoomer Media
W Network	13039	4490	Corus	Corus	Canadian Media
Weather	1685	2088	Pelmorex	Pelmorex	Pelmorex
Wild TV	123	166	Wild TV Inc.	Wild TV Inc.	Wild TV Inc.
WildBrainTV	196	362	WildBrain	WildBrain	WildBrain
YTV	2112	1819	Corus	Corus	Canadian Media

FRENCH SPECIALTY STATISTICS

weekly hours tuned & average weekly reach

Individuals 2+

Station	Hours/ Week (000)	Reach/ Week (000)	Owner / Network	Major Market Representation	
				Canada	U.S.
addikTV	4800	1727	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
AMI-tele	105	182	Accessible Media Inc.	Accessible Media Inc.	Accessible Media Inc.
ICI ARTV	2320	1418	SRC	SRC Media	Impulse Media
Canal D	3518	1988	Bell Media	Bell Media	Bell Media
Canal Vie	2009	1630	Bell Media	Bell Media	Bell Media
Casa	1941	928	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
ELLE Fictior	2833	824	Groupe V Media	Groupe V Media	Groupe V Media
Evasion	1248	966	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
Explora	1476	812	SRC	SRC	SRC
Historia	3392	1536	Corus	Corus	Canadian Media
Investigatic	3076	666	Bell Media	Bell Media	Bell Media
La Chaîne C	392	263	Corus	Corus	Canadian Media
LCN	12121	2833	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
MAX	1976	1095	Groupe V Media	Groupe V Media	Groupe V Media
Meteomed	455	956	Pelmorex Media Inc	Pelmorex Media Inc	Pelmorex Media Inc
MOI ET CIE	1328	929	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
Prise 2	3643	1375	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
RDI	7859	2257	SRC	SRC	SRC
RDS	7422	2652	Bell Media	Bell Media	Bell Media
RDS Info	642	541	Bell Media	Bell Media	Bell Media
RDS2	1874	1414	Bell Media	Bell Media	Bell Media
Series+	5112	1414	Corus	Corus	Canadian Media
Teletoon Fr	856	505	Corus	Corus	Canadian Media
TV5	2303	1334	TV5 Quebec Canada	TV5 Quebec Canada	TV5 Quebec Canada
TVA Sports	4002	1855	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
TVA Sports	647	844	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
Unis TV	801	1120	TV5 Quebec Canada	TV5 Quebec Canada	TV5 Quebec Canada
VRAK	671	581	Bell Media	Bell Media	Bell Media
Yoopla	306	282	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
Z	1622	1370	Bell Media	Bell Media	Bell Media
Zeste	1220	614	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe

ADDITIONAL RESOURCES

- think**tv**, "[Power of TV in an Attention Economy](#)"
- Karen Nelson-Field, "[Attention and TV](#)"
- think**tv**, "[FAQs](#)" about Television Viewing
- Accenture, "[Peak Performance: Driving Advertising Effectiveness that Lasts](#)"
- Mark Ritson, "[10 Key Factors Driving Advertising Effectiveness](#)"
- think**tv**, [Metrics that Matter](#) (Canadian brand lift study)
- Peter Field, "[Effectiveness in Context](#)"
- think**tv**, "[Common Advanced Advertising Segments](#)"
- Richard Shotton, "[Optimizing Media using Behavioural Science](#)"
- Field & Binet, "[The Downside of Short-Termism](#)"
- think**tv**, "[Total TV and Streaming Viewership](#)"

think**tv** Clearance

think**tv** 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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SCHEDULE A



TV Diary-only service cancelled

The list of markets measured by diaries has been reduced from 41 to 15 since 2000. In 2021, Numeris stopped service for the remaining 15 TV diary markets.

Those TV stations previously available in the 15 TV diary markets will be included in the meter data.

[Numeris](#) is asking clients to use the audience data from the Meter balance panels to directionally inform audience behaviours for stations in the diary markets. As part of the cross-platform video measurement, and aware that the need for electronic and passive measurement capturing real time audience data has never been greater, the long-term plan includes the design of a hybrid audience measurement solution for the TV Diary markets using Set Top Box data, Meter data and other demographic data.

The 15 Extended Markets (EMs) that were part of the TV Diary service in 2020:

- St. John's Corner Brook
- Halifax
- Saint John/Moncton
- Quebec City
- Sherbrooke
- Trois-Rivières
- Ottawa-Gatineau Anglo
- Ottawa-Gatineau Franco
- Kitchener/Cambridge/Waterloo
- Kitchener/Cambridge/Waterloo-London
- London
- Winnipeg
- Regina-Moose Jaw
- Saskatoon
- Kelowna
- Prince George/Kamloops