

tv basics

February 2022

think^{tv}

what's inside:

TV ADVERTISING

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tv advertising in Canada

tv's key strengths

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

tv is **unignorable**, reaching **85% of all Canadians** every week, including **81% of Adults 25-54** and **76% of Adults 18-34**

tv campaigns deliver an incredible **337 million Canadian impressions** on average

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

tv ads attract **the most attention**

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

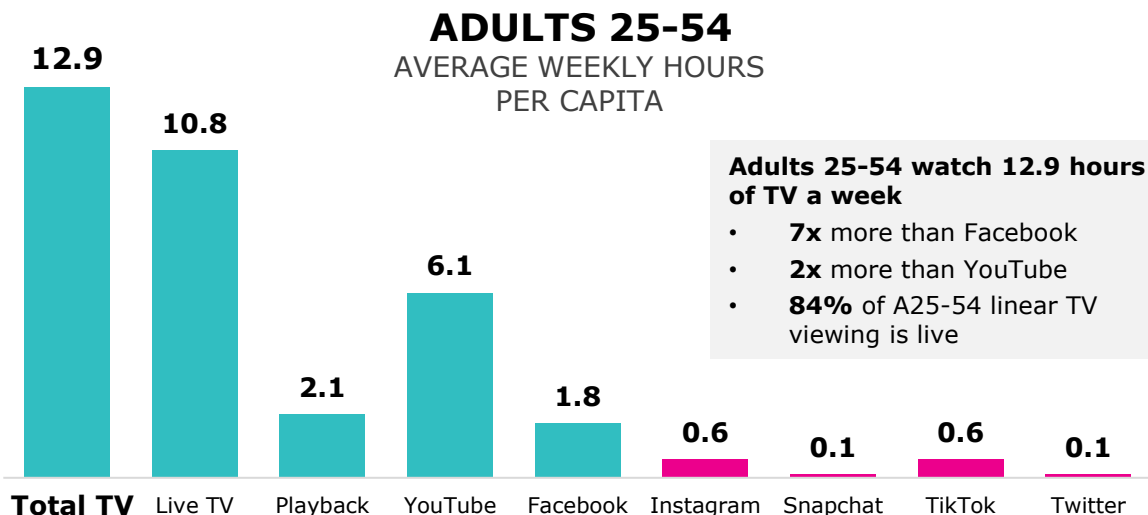
tv is best-in-class for **brand-building**

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

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

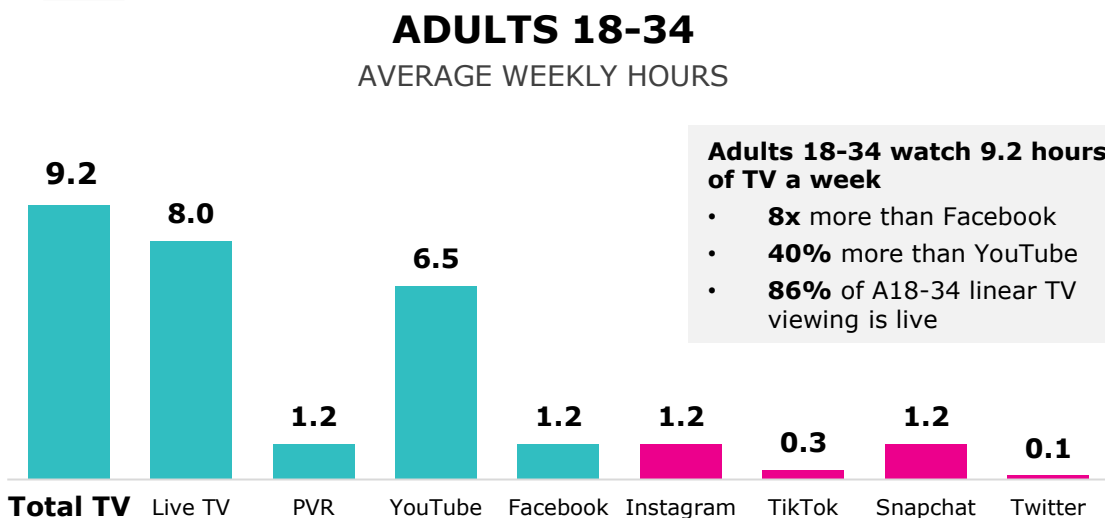
tv has a powerful **multiplier effect** on other media, especially digital

Canadians watch a lot of **tv**



Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

young adults watch over 9 hours of **tv** /week

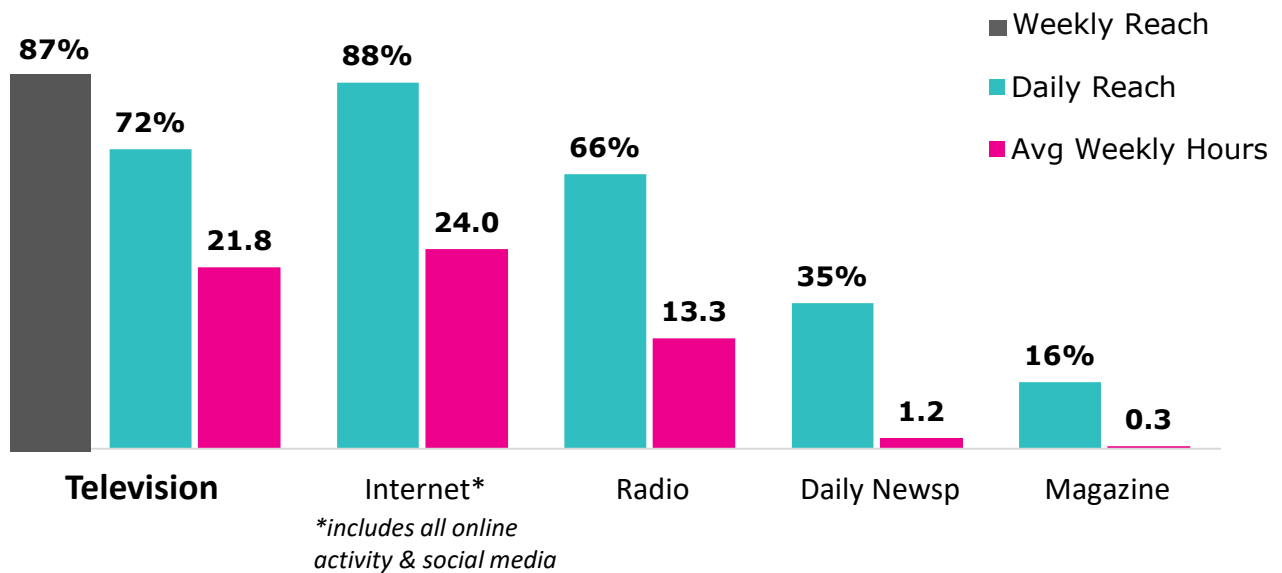


Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

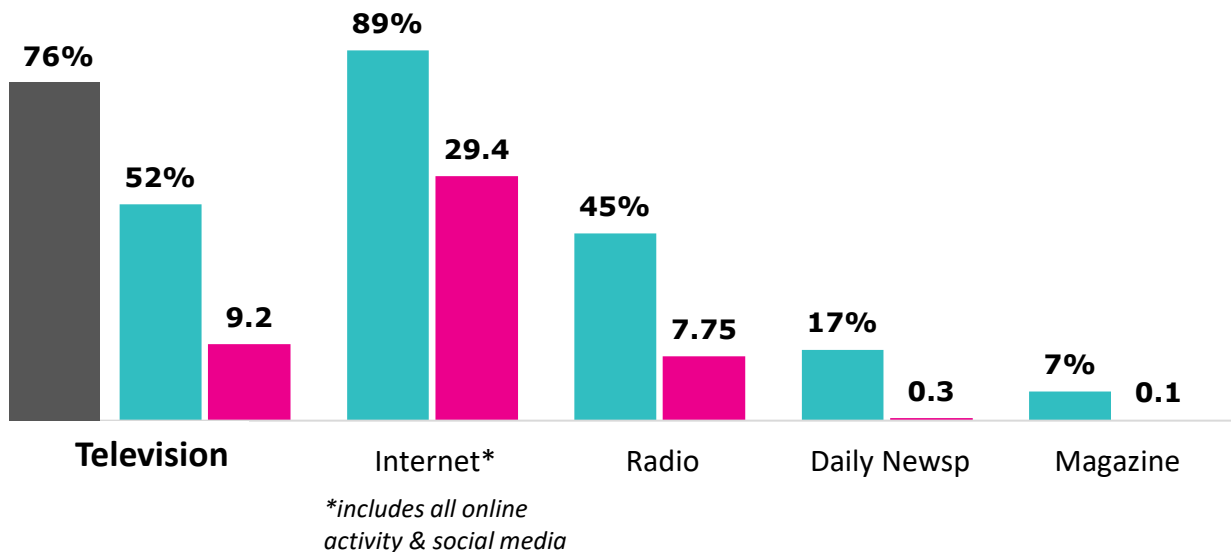
reach & time spent

TV has massive weekly and daily reach and delivers significant time spent

ADULTS 18+

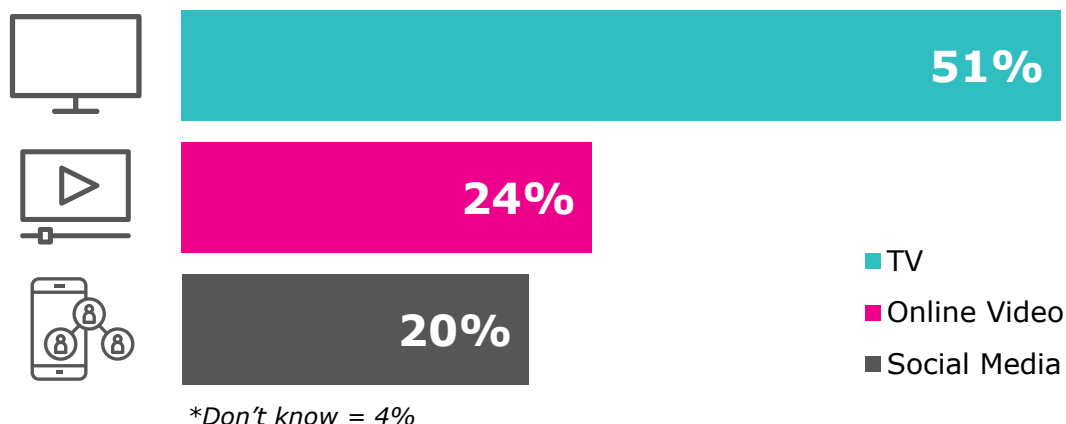


ADULTS 18-34



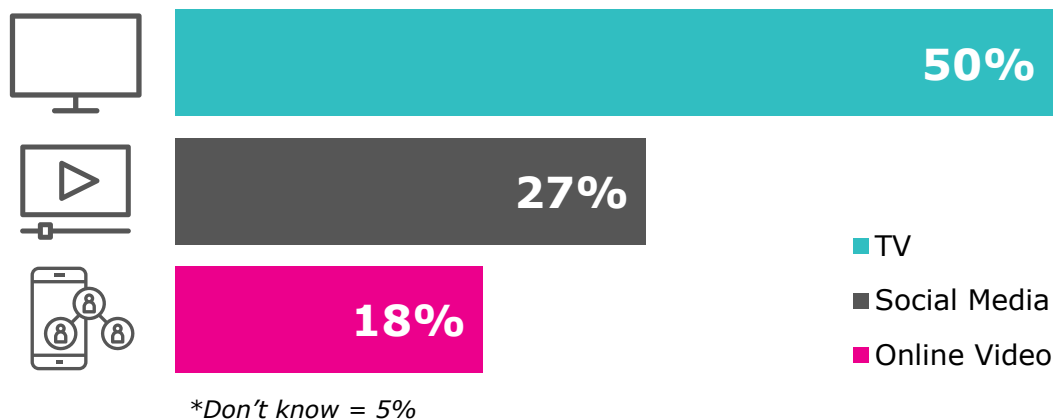
ATTITUDES ABOUT ADVERTISING

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



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

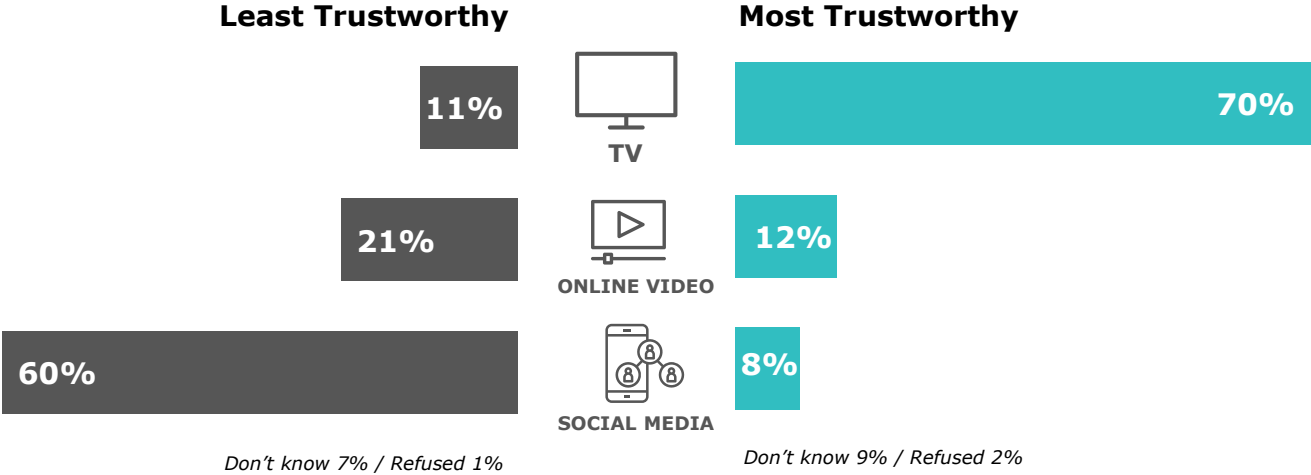
tv ads are the most **influential**



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

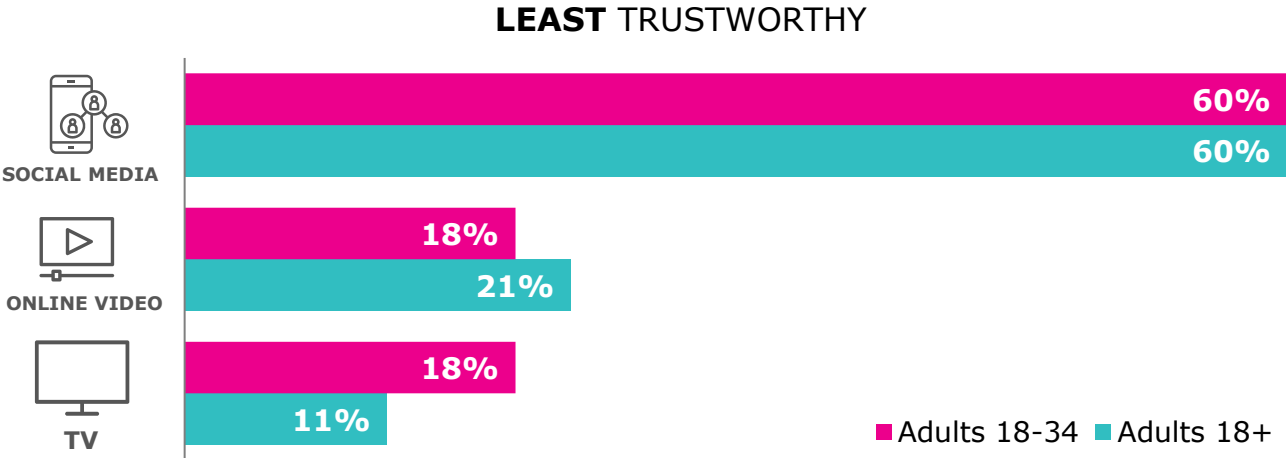
ATTITUDES ABOUT ADVERTISING

tv is also the **most trusted** medium



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

Canadians find social media the **least trustworthy**



tv statistics

key trends

- ▶ **Canadians continue to watch a lot of TV:** Adults (18+) watch 21.8 hours of linear TV / week with an average weekly reach of 87%.
- ▶ **Young adults watch plenty of TV:** TV reaches 76% of A18-34 every week who spend 9.2 hours per week watching linear television.
- ▶ Cord cutting has been far overstated: **10.3 million households have a paid TV subscription**, a decrease of less than 1% YOY.
- ▶ 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 **1.7 million** viewers (2+).
 - the top 10 English programs generate an average audience of **1.6 million** viewers (2+) in English Canada.
 - the top French programs generate an average audience of **1.3 million** viewers (2+) in Quebec Franco.
- ▶ **Specialty TV** in English Canada has grown tremendously over the past decade and now **represents 67% of all linear TV viewing**.
- ▶ The average TV campaign* delivers an astounding **337 million impressions** (*150 GRPs x 6 weeks).
- ▶ **TV advertising is rated the most trustworthy** by all age groups, while internet advertising is considered the least trustworthy.
- ▶ **86% of linear TV is watched live.**

viewing statistics

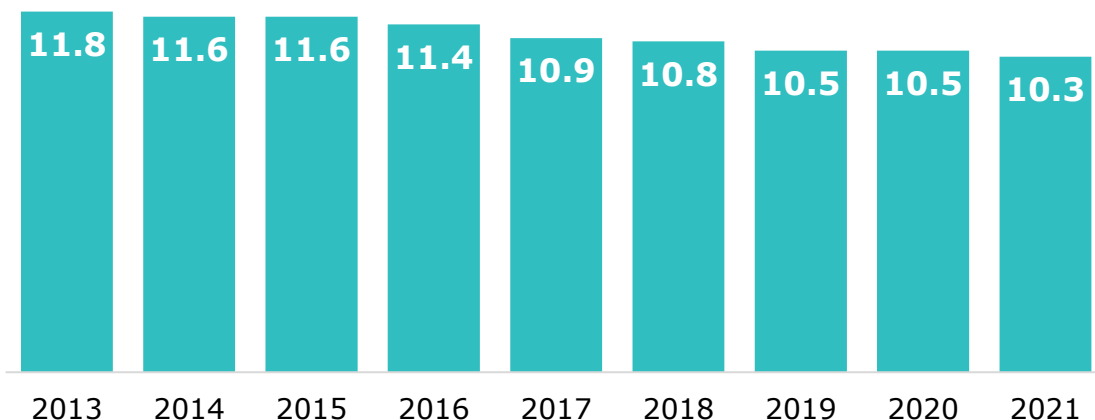
Demographic	Average Weekly Hours Per Capita	Average Weekly Reach %	Average Daily Reach %
Persons 2+	19.7	85.4	69.4
Kids 2-11	10.1	76.8	56.0
Teens 12-17	10.0	80.4	57.8
A18+	21.8	86.9	72.1
A18-24	9.5	79.7	56.6
A18-34	9.2	75.8	52.0
A18-49	11.0	79.2	57.4
A25-54	12.9	80.8	60.9
A55+	35.9	96.2	90.0

Source: Numeris, PPM, Total Canada, Total TV, M-Su 2a-2a, All Locations, Consolidated, Sept 13 to Dec 19, 2021]

over 10.3 million linear tv subscriptions

TV content is available on an increasing number of platforms, and yet **over 10.3 million households** subscribe to linear TV.

number of subscribers
(millions)



top 10 fall 2021

 SERIES 					
Program	Network	P2+ (000)	Program	Network	P2+ (000)
District 31	SRC	1,825	60 Minutes	CBS	8,708
The Good Doctor	CTV	1,735	NCIS	CBS	8,362
Chanteurs masqués	TVA	1,726	ABC World News Tonight	ABC	7,835
9-1-1	Global	1,702	FBI	CBS	7,523
CSI: Vegas	Global	1,674	Chicago Fire	NBC	7,497
Survivor	Global	1,652	Equalizer	CBS	7,461
The Rookie	CTV	1,623	Young Sheldon	CBS	7,034
FBI	Global	1,563	Blue Bloods	CBS	6,986
NCIS	Global	1,561	Chicago Med	NBC	6,947
NCIS: Hawai'i	Global	1,440	The Voice (Tu)	NBC	6,781

Source: Numeris PPM, Total Canada, Consolidated, All Locations | Sep 13 to Dec 19, 2021 | Programs with 3+ airings.

Source: IPG, Nielsen C3 Ratings | Sep 13 to Dec 19, 2021 | Programs with 3+ airings.

 SPECIALS 					
Program	Network	P2+ (000)	Program	Network	P2+ (000)
Bye Bye 2021	SRC	5,002	Macy's Thanksgiving Parade	NBC	22,263
Les coulisses du Bye Bye 2021	SRC	2,227	Adele One Night Only	CBS	10,378
Adele One Night Only	Global	2,002	Emmy Awards	CBS	7,106
À l'année prochaine 2021	SRC	1,919	Equalizer Special	CBS	6,783
Canada Votes: CBC News Special	CBC	1,415	CMA Awards	ABC	6,672
Emmy Awards	CTV	1,249	NBC Nightly News (11/24)	NBC	6,611
New Year's Rockin' Eve with Ryan Seacrest 2022	Citytv	1,224	Young Sheldon - Thanksgiving	CBS	6,400
Canada's New Year's Eve: Countdown to 2022	CBC	1,185	Christmas - Rockefeller Center	NBC	6,144
Ça commence bien l'année (2022)	TVA	1,152	1 Last Time - Lady Gaga and Tony Bennett	CBS	6,123
Le tricheur de Noël	TVA	1,133	Annie Live!	NBC	5,400

Source: Numeris PPM, Total Canada, Consolidated, All Locations | Sep 13, to Dec 19, 2021. Excludes sports specials.

Source: IPG, Nielsen C3 Ratings | Sep 13 to Dec 19, 2021

top 10 fall 2021

			SPORTS					
Program	Network	P2+ (000)	Program	Network	P2+ (000)	Program	Network	P2+ (000)
108 th CFL Grey Cup	TSN+RDS	3,092	CBS NFL Single – Thurs (11/25)	CBS	37,985	CBS NFL Single – Thurs (11/25)	CBS	37,985
WJC Prelim: Canada	TSN	1,678	FOX NFL – Thurs Post Gun (11/25)	FOX	28,771	FOX NFL – Thurs Post Gun (11/25)	FOX	28,771
CFL Grey Cup Countdown	TSN	1,650	FOX NFL – Thurs (11/25)	FOX	26,228	FOX NFL – Thurs (11/25)	FOX	26,228
NHL Hockey - Leafs	Sportsnet	1,158	FOX NFL Sunday - National	FOX	26,113	FOX NFL Sunday - National	FOX	26,113
CFL Playoffs	TSN	1,000	NBC Sunday Night Football	NBC	24,509	NBC Sunday Night Football	NBC	24,509
Baseball: Blue Jays	Sportsnet	995	FOX NFL Sunday - National	FOX	22,981	FOX NFL Sunday - National	FOX	22,981
Hometown Hockey: Leafs	Sportsnet	804	FOX NFL – Thurs – Post Game	FOX	22,727	FOX NFL – Thurs – Post Game	FOX	22,727
HNIC Prime East	CBC	776	FOX NFL Sunday - National	FOX	22,442	FOX NFL Sunday - National	FOX	22,442
FIFA Soccer: WC Qualifiers	Sportsnet	648	CBS NFL National	CBS	22,006	CBS NFL National	CBS	22,006
NFL Late Game	CTV	633	CBS NFL National	CBS	21,163	CBS NFL National	CBS	21,163
Source: Numeris PPM, Total Canada, Consolidated, All Locations Sep 13 to Dec 19, 2021			Source: IPG, Nielsen C3 Ratings Sep 13 to Dec 19, 2021					



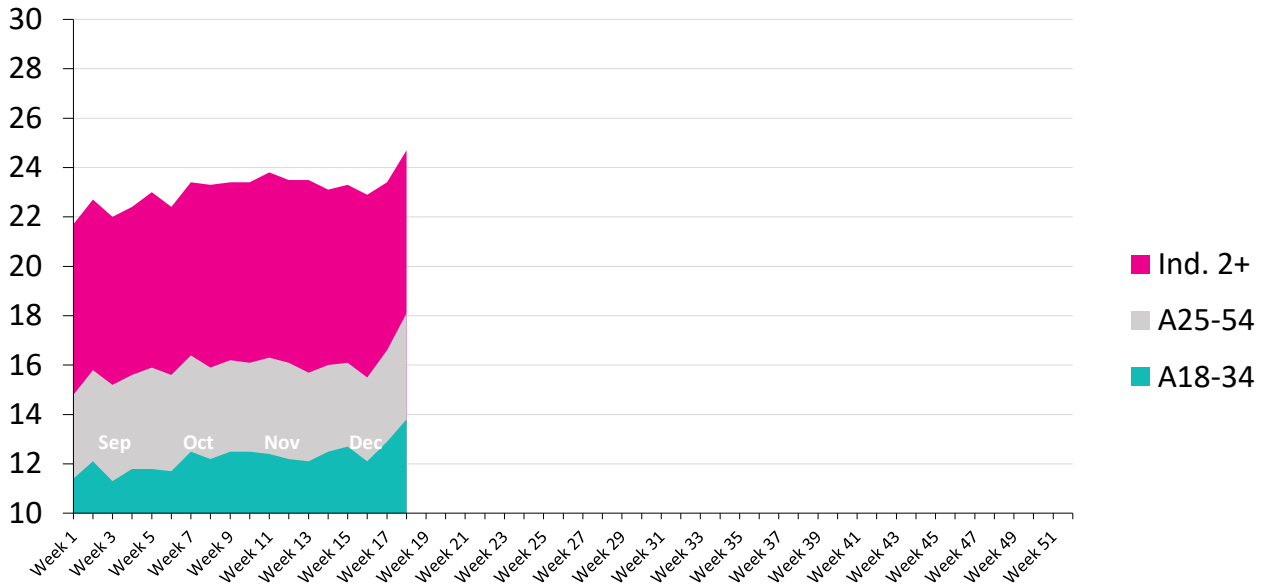
seasonal viewing trends

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	
	2021-22	2020-21	Week #	2021-22	2020-21	2021-22	2020-21	2021-22	2020-21
Fall 2020 & 2021	2021-08-30	2020-08-31	1	21.7	23.2	14.8	16.7	11.4	13.1
			2	22.7	24.1	15.8	17.7	12.1	13.6
			3	22.0	23.8	15.2	17.0	11.3	13.3
			4	22.4	23.5	15.6	17.0	11.8	12.7
			5	23.0	24.1	15.9	17.2	11.8	12.8
			6	22.4	24.4	15.6	17.4	11.7	13.0
			7	23.4	24.8	16.4	17.8	12.5	13.3
			8	23.3	24.5	15.9	17.3	12.2	12.6
			9	23.4	24.4	16.2	17.2	12.5	12.8
			10	23.4	25.8	16.1	18.3	12.5	13.6
			11	23.8	25.2	16.3	17.5	12.4	12.8
			12	23.5	25.2	16.1	17.7	12.2	13.0
			13	23.5	25.2	15.7	17.6	12.1	13.0
			14	23.1	24.7	16.0	17.0	12.5	12.3
			15	23.3	24.9	16.1	17.3	12.7	12.5
			16	22.9	25.0	15.5	17.7	12.1	13.5
			17	23.4	25.6	16.6	19.3	12.9	13.7
Winter/Spring 2020-21 & 2021-22				2021-22	2020-21	2021-22	2020-21	2021-22	2020-21
	2021-12-27	2020-12-28	18	24.7	26.9	18.1	20.1	13.8	15.0
			19		26.4		18.9		14.1
			20		26.1		18.4		14.2
			21		26.5		18.6		13.9
			22		25.1		17.2		12.8
			23		25.4		17.8		13.3
			24		25.4		17.8		13.1
			25		25.3		17.8		12.8
			26		24.8		17.0		12.1
			27		24.6		17.0		12.4
			28		24.3		16.8		12.0
			29		23.6		16.3		11.7
			30		23.7		16.3		11.6
			31		24.2		17.3		12.3
			32		24.1		16.9		12.4
			33		24.6		17.0		12.4
			34		23.8		16.6		11.9
			35		23.8		16.5		12.2
			36		23.8		16.5		12.2
			37		22.5		15.5		11.6
			38		22.6		15.8		11.7
			39		23.2		16.4		12.1
Summer 2021 & 2022		31-May-21	40		22.1		15.4		11.6
			41		21.0		14.5		11.1
			42		21.9		15.5		11.8
			43		21.6		15.5		11.2
			44		21.7		15.3		11.4
			45		21.5		15.3		11.6
			46		21.0		14.4		10.5
			47		21.5		15.2		11.6
			48		22.6		16.4		12.8
			49		22.8		16.5		12.6
			50		20.8		14.5		10.9
			51		20.7		14.3		10.8
			52		21.1		14.7		11.1

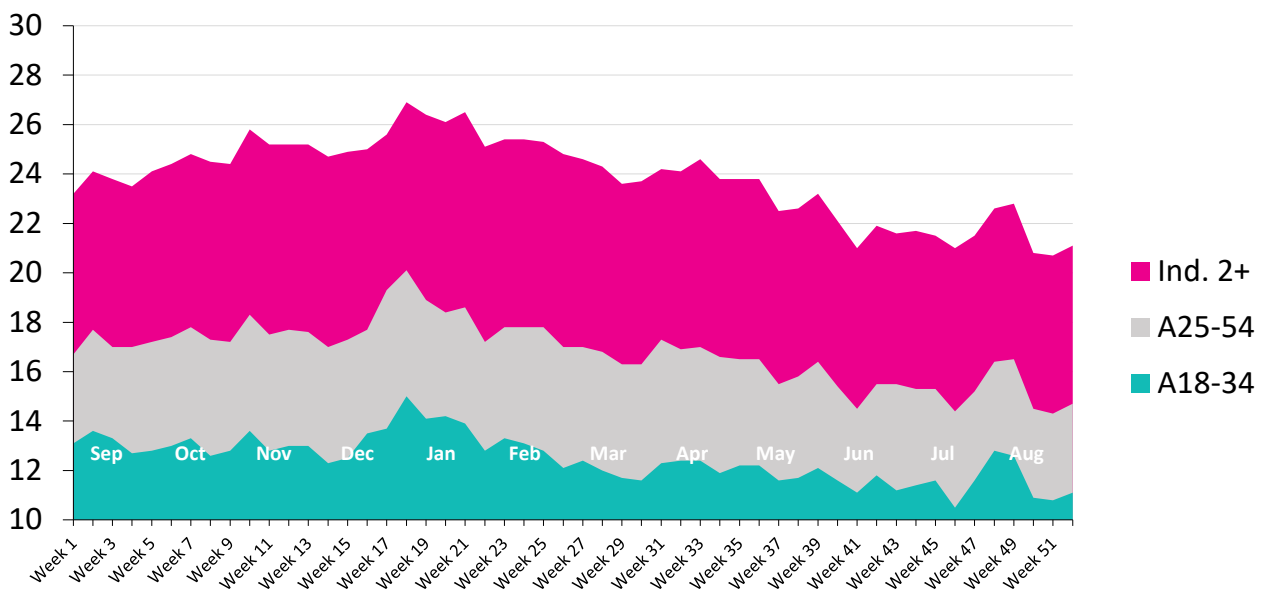
seasonal viewing trends

CALENDAR-YEAR VIEWING TRENDS - CANADA 2021-22



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, Weeks 1-18 2021-22 BY, Weekly hours of television viewed per viewer (M-Su 2am – 2am)

2020-21



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, Weeks 1-52 2020-21 BY, Weekly hours of television viewed per viewer (M- Su 2am-2am)

Canada vs. US



	Canada	U.S.
Population (Individuals 2+)	37,463,790	320,790,000
Households	14,985,516**	127,080,000
TV Markets – EMs, DMAs	38	210
Number of TV Stations (Commercial Conventional + Specialty)	262	1,386 ^
% Hhlds with Access to Paid TV subscriptions - Cable, Satellite, IPTV	80.4%	60.9%
% Hhlds with Internet Reception Only	14.8%	11.5%
% Over the Air	4.8%	15.9%
PVR (% of TV Households)	n/a	39.3%
Average Weekly Viewing Hours per Capita (Hours)		
Persons 2+	19.7	25.0
Adults 18+	21.8	28.2
Adults 25-54	12.9	19.0
Teens (12-17)	10.1	6.0
Children (2-11)	10.0	7.0
Advertising Expenditures – millions	\$14,408	\$278,556
TV Advertising Expenditures – millions	\$2,697	\$64,143
TV Expenditure Per Capita	\$72	\$200
Commercial Time: Conventional	Unlimited	Deregulated
Commercial Time: Specialty Channels	12 min/hour	Deregulated

Source: Numeris Universe Estimates 2020-2021 | Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, Consolidated, All Locations, Sept 14, 2020 to May 30, 2021 | thinktv Net Advertising Revenue (2020) | Nielsen National Television Household Universe Estimates 2020-21 | S&P Global/SNL Kagan Est (May 2021) | Nielsen Npower R&F Time Period Report (Nov 2021) | U.S. advertising expenditures – GroupM Mid-Year Forecast 2021(VAB) | * Excludes Yukon, Territories and Nunavut **2.5 factor applied for calculation of Canadian households

Note:

In Canada, all TV commercials require think**tv** Clearance
([see appendix](#))

TV market ranking

(North America, U.S., Canada)

N.	AM	U.S.	CAN	Market	A2+ Pop'n (000)	N.	AM	U.S.	CAN	Market	A2+ Pop'n (000)
1	1			NEW YORK	20,357	32	29			NASHVILLE	2,815
2	2			LOS ANGELES	17,164	33	30			SAN ANTONIO	2,796
3	3			CHICAGO	9,238	34	31			PITTSBURGH	2,612
4		1		TORONTO/HAMILTON EM	8,187	35	32			KANSAS CITY	2,489
5	4			DALLAS-FT. WORTH	8,036	36	33			COLUMBUS, OH	2,467
6	5			PHILADELPHIA	7,896	37	34			HARTFORD & NEW HAVEN	2,461
7	6			HOUSTON	7,247	38	35			AUSTIN	2,353
8	7			ATLANTA	6,986	39	36			CINCINNATI	2,332
9	8			SAN FRANCISCO-OAK-SAN JOSE	6,927	40	37			LAS VEGAS	2,286
10	9			WASHINGTON, DC (HAGRSTWN)	6,864	41	38			MILWAUKEE	2,249
11	10			BOSTON (MANCHESTER)	6,312	42	39			GREENVLL-SPART-ASHEVLL-AND	2,213
12	11			PHOENIX (PRESCOTT)	5,434	43	40			WEST PALM BEACH-FT. PIERCE	2,094
13	12			SEATTLE-TACOMA	5,252	44		4		KITCHENER-LONDON EM	2,039
14	13			TAMPA-ST. PETE (SARASOTA)	4,886	45		5		EDMONTON EM	2,020
15	14			DETROIT	4,691					GRAND RAPIDS-KALMZOO-B.CRK	1,998
16	15			MINNEAPOLIS-ST. PAUL	4,679	46	41				1,998
17	16			MIAMI-FT. LAUDERDALE	4,515	47		6		CALGARY EM	1,968
18	17			DENVER	4,400	48	42			HARRISBURG-LNCSTR-LEB-YORK	1,954
19	18			ORLANDO-DAYTONA BCH-MELBRN	4,293	49	43			FRESNO-VISALIA	1,951
20	19			SACRAMNTO-STKTON-MODESTO	4,166	50	44			JACKSONVILLE	1,901
21		2		MONTREAL EM FRANCO	4,154	51	45			OKLAHOMA CITY	1,853
22		3		VANCOUVER/VICTORIA EM	3,985					NORFOLK-PORTSMTH-NEWPT	
23	20			CLEVELAND-AKRON (CANTON)	3,588	52	46			NWS	1,839
24	21			SALT LAKE CITY	3,361	53	47			BIRMINGHAM (ANN AND TUSC)	1,826
25	22			PORTLAND, OR	3,306	54	48			ALBUQUERQUE-SANTA FE	1,749
26	23			CHARLOTTE	3,210					GREENSBORO-H.POINT-	
27	24			SAN DIEGO	3,098	55	49			W.SALEM	1,723
28	25			RALEIGH-DURHAM (FAYETVLL)	3,059	56	50			LOUISVILLE	1,706
29	26			ST. LOUIS	3,009	57	51			NEW ORLEANS	1,658
30	27			INDIANAPOLIS	2,909	58	52			MEMPHIS	1,631
31	28			BALTIMORE	2,880	59	53			PROVIDENCE-NEW BEDFORD	1,573
						60	54			BUFFALO	1,467
						61	55			RICHMOND-PETERSBURG	1,458
						62	56			FT. MYERS-NAPLES	1,440

TV market ranking

(North America, U.S., Canada)

N. A2+ AM U.S. CAN Market Pop'n (000)				N. A2+ AM U.S. CAN Market Pop'n (000)				
63	57		MOBILE-PENSACOLA (FT WALT)	1,434	94	85	COLORADO SPRINGS-PUEBLO	953
64	58		WILKES BARRE-SCRANTON-HZTN	1,398	95	86	CHATTANOOGA	943
65	59		HONOLULU	1,364	96	10	MONTREAL CM ANGLO	943
66	60		LITTLE ROCK-PINE BLUFF	1,354	97	87	SYRACUSE	932
67	61		TULSA	1,353	98	88	SAVANNAH	917
68	62		ALBANY-SCHENECTADY-TROY	1,333	99	89	SHREVEPORT	913
69	63		KNOXVILLE	1,312	100	90	CHARLESTON, SC	893
70	64		HARLINGEN-WSLCO-BRNSVL-MCA	1,261	101	91	PADUCAH-CAPE GIRARD-HARSBG	873
71	65		LEXINGTON	1,220	102	92	BATON ROUGE	867
72	7		OTTAWA-GATINEAU EM ANGLO	1,183	103	93	CHAMPAIGN&SPRNGFLD-DECATUR	864
73	66		SPOKANE	1,158	104	94	FT. SMITH-FAY-SPRNGDL-RGRS	857
74	67		DAYTON	1,151	105	95	BOISE	850
75	8		QUÉBEC EM	1,144	106	96	CEDAR RAPIDS-WTRLO-IWC&DUB	849
76	68		DES MOINES-AMES	1,128	107	97	SOUTH BEND-ELKHART	824
77	69		WICHITA-HUTCHINSON PLUS	1,123	108	98	JACKSON, MS	819
78	70		OMAHA	1,116	109	99	BURLINGTON-PLATTSBURGH	781
79	71		TUCSON (SIERRA VISTA)	1,113	110	100	MYRTLE BEACH-FLORENCE	769
80	9		WINNIPEG EM	1,110	111	101	BAKERSFIELD	755
81	72		GREEN BAY-APPLETON	1,095	112	102	GREENVILLE-N.BERN-WASHNGTN	741
82	73		FLINT-SAGINAW-BAY CITY	1,060	113	103	TRI-CITIES, TN-VA	738
83	74		ROANOKE-LYNCHBURG	1,049	114	104	RENO	730
84	75		SPRINGFIELD, MO	1,044	115	11	HALIFAX EM	715
85	76		HUNTSVILLE-DECATUR (FLOR)	1,042	116	105	TYLER-LONGVIEW(LFKN&NCGD)	713
86	77		ROCHESTER, NY	1,029	117	106	YAKIMA-PASCO-RCHLND-KNNWCK	713
87	78		WACO-TEMPLE-BRYAN	1,028	118	107	DAVENPORT-R.ISLAND-MOLINE	707
88	79		COLUMBIA, SC	1,026	119	108	TALLAHASSEE-THOMASVILLE	706
89	80		CHARLESTON-HUNTINGTON	1,005	120	109	FT. WAYNE	702
90	81		EL PASO (LAS CRUCES)	1,000	121	110	LINCOLN & HASTINGS-KRNY	699
91	82		TOLEDO	988	122	111	EVANSVILLE	690
92	83		MADISON	977	123	112	MONTEREY-SALINAS	687
93	84		PORTLAND-AUBURN	969	124	113	AUGUSTA-AIKEN	672

TV market ranking

(North America, U.S., Canada)

N.	A2+ Pop'n (000)	Market	N.	A2+ Pop'n (000)	Market
AM	U.S.	CAN	AM	U.S.	CAN
125	114	JOHNSTOWN-ALTOONA-ST COLGE	156	138	COLUMBIA-JEFFERSON CITY
126	115	SIOUX FALLS(MITCHELL)	157	139	LUBBOCK
127	116	SANTABARBRA-SANMAR-SANLUOB	158	140	WAUSAU-RHINELANDER
128	117	SPRINGFIELD-HOLYOKE	159	141	MEDFORD-KLAMATH FALLS
129	12	SAINT JOHN, MONCTON EM	160	19	SASKATOON EM
130	118	LANSING	161	142	BEAUMONT-PORT ARTHUR
131	13	SHERBROOKE EM	162	143	ANCHORAGE
132	119	MACON	163	144	TOPEKA
133	120	EUGENE	164	145	MONROE-EL DORADO
134	121	FARGO	165	20	WINDSOR EM *
135	122	LAFAYETTE, LA	166	146	MINOT-BSMRCK-DCKNSN(WLSTN)
136	123	TRAVERSE CITY-CADILLAC	167	21	KELOWNA EM
137	124	YOUNGSTOWN	168	22	KELOWNA EM
138	125	MONTGOMERY-SELMA	169	147	IDAHO FALS-POCATLLO(JCKSN)
139	126	PEORIA-BLOOMINGTON	170	148	DULUTH-SUPERIOR
140	127	CORPUS CHRISTI	171	23	PRINCE GEORGE-KAMLOOPS EM
141	128	COLUMBUS, GA (OPELIKA, AL)	172	149	SIOUX CITY
142	129	LA CROSSE-EAU CLAIRE	173	24	PRINCE GEORGE-KAMLPS EM
143	14	SUD-TIM-N BAY-SSM EM *	174	25	REGINA-MOOSE JAW EM
144	15	BARRIE EM *	175	150	YUMA-EL CENTRO
145	130	WILMINGTON	176	151	WICHITA FALLS & LAWTON
146	131	AMARILLO	177	152	JOPLIN-PITTSBURG
147	16	OTTAWA-GATINEAU EM FRANCO	178	153	ERIE
148	132	COLUMBUS-TUPELO-WEST POINT	179	154	ROCHESTR-MASON CITY-AUSTIN
149	133	ODESSA-MIDLAND	180	155	PANAMA CITY
150	17	ST JOHN'S-CORNER BRK EM	181	156	ALBANY, GA
151	134	CHICO-REDDING	182	157	BILOXI-GULFPORT
152	135	PALM SPRINGS	183	158	SHERMAN-ADA
153	18	ST JOHN'S-CORNER BROOK EM	184	159	TERRE HAUTE
154	136	ROCKFORD	185	160	BANGOR
155	137	SALISBURY	186	161	GAINESVILLE

TV market ranking

(North America, U.S., Canada)

N.	AM	U.S.	CAN	Market	A2+ Pop'n (000)	N.	AM	U.S.	CAN	Market	A2+ Pop'n (000)
187	162			BINGHAMTON	314	219	189			BUTTE-BOZEMAN	172
188		26		TROIS-RIVIÈRES EM	308	220	190			LIMA	168
189		27		PETERBOROUGH EM *	303	221	191			MERIDIAN	157
190	163			MISSOULA	302	222	192			GREAT FALLS	151
191	164			WHEELING-STEUBENVILLE	293	223		31		CHARLOTTETOWN EM *	148
192	165			BLUEFIELD-BECKLEY-OAK HILL	285	224	193			PARKERSBURG	146
193	166			ABILENE-SWEETWATER	283	225		32		ROUYN-NORANDA EM *	145
194	167			HATTIESBURG-LAUREL	277	226		33		CARLETON EM *	144
195	168			LAREDO	277	227	194			CHEYENNE-SCOTTSBLUFF	142
196	169			BILLINGS	273	228	195			EUREKA	142
197		28		SAGUENAY EM *	273	229	196			SAN ANGELO	141
198		29		KINGSTON EM *	271	230	197			CASPER-RIVERTON	134
199	170			DOTHAN	254	231	198			MANKATO	131
200	171			RAPID CITY	253	232		34		RIVIÈRE-DU-LOUP EM *	129
201	172			LAKE CHARLES	252	233		35		SYDNEY-GLACE BAY EM *	128
202	173			UTICA	249	234	199			GREENWOOD-GREENVILLE	128
203	174			CLARKSBURG-WESTON	243	235		36		PRINCE ALBERT EM *	113
204	175			JACKSON, TN	242	236	200			OTTUMWA-KIRKSVILLE	111
205	176			HARRISONBURG	240	237	201			ST. JOSEPH	110
206	177			CHARLOTTESVILLE	234	238		37		LLOYDMINSTER EM *	100
207	178			QUINCY-HANNIBAL-KEOKUK	231	239	202			FAIRBANKS	91
208	179			ELMIRA (CORNING)	224	240	203			VICTORIA	85
209	180			WATERTOWN	224	241		38		MEDICINE HAT EM (CD 1) *	85
210	181			BEND, OR	217	242	204			HELENA	84
211		30		RIMOUSKI-MAT-SPT-ÎLES EM *	215	243		39		YORKTON EM *	83
212	182			ALEXANDRIA, LA	212	244	205			ZANESVILLE	82
213	183			JONESBORO	208	245		40		TERRACE-KITIMAT EM *	67
214	184			LAFAYETTE, IN	202	246	206			JUNEAU	65
215	185			BOWLING GREEN	200	247		41		DAWSON CREEK EM *	64
216	186			TWIN FALLS	196	248	207			PRESQUE ISLE	61
217	187			MARQUETTE	190	249	208			ALPENA	37
218	188			GRAND JUNCTION-MONTROSE	185	250	209			NORTH PLATTE	34
						251	210			GLENDIVE	9



conventional station statistics – PPM markets

weekly hours tuned & average weekly reach

Individuals 2+

			Fall 2021			Fall 2020		
Market	Station	Owner / Network	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	CBC Vancouver (CBUT)	CBC	2,095	1,169	1.8	2,330	1,170	2.0
Vancouver	CHEK	CHEK Media/ IndieNet	1,859	815	2.3	2,188	860	2.5
Vancouver	Citytv Vancouver (CKVU)	Rogers Media	1,565	955	1.6	1,496	1,007	1.5
Vancouver	CTV Vancouver (CIVT)	Bell Media	4,887	1,738	2.8	5,512	1,844	3.0
Vancouver	CTV2 Vancouver (CIVI)	Bell Media	1,624	1,114	1.5	1,854	1,182	1.6
Vancouver	Global BC (CHAN/CHBC)	Corus Ent.	8,860	1,914	4.6	8,389	1,903	4.4
Vancouver	Joytv BC (CHNU)	Zoomer Media / Indep.	37	68	0.5	73	85	0.9
Vancouver	Knowledge BC (CKNO)	Gov't of B.C. / Indep.	1,564	598	2.6	2,039	727	2.8
Vancouver	OMNI BC (CHNM)	Rogers Media	24	87	0.3	29	100	0.3
Vancouver	SRC Vancouver (CBUFT)	SRC	6	28	0.2	16	44	0.4
ALBERTA								
Calgary	CBC Calgary (CBRT)	CBC	782	451	1.7	704	439	1.6
Calgary	Citytv Calgary (CKAL)	Rogers Media	677	444	1.5	712	480	1.5
Calgary	CTV Calgary (CFCN)	Bell Media	3,009	848	3.5	3,398	934	3.6
Calgary	CTV2 Alberta	Bell Media	371	358	1.0	414	388	1.1
Calgary	Global Calgary (CICT/CISA)	Corus Ent.	3,814	850	4.5	3,492	888	3.9
Calgary	OMNI Calgary (CJCO)	Rogers Media	3	25	0.1	4	21	0.2
Calgary	YES TV Calgary (CKCS)	Crossroads / IndieNet	265	159	1.7	382	226	1.7
Edmonton	CBC Edmonton (CBXT)	CBC	915	499	1.8	847	439	1.9
Edmonton	Citytv Edmonton (CKEM)	Rogers Media	736	445	1.7	668	427	1.6
Edmonton	CTV Edmonton (CFRN)	Bell Media	3,012	801	3.8	3,296	830	4.0
Edmonton	CTV2 Alberta	Bell Media	321	331	1.0	360	368	1.0
Edmonton	Global Edmonton (CITV)	Corus Ent.	4,702	898	5.2	4,741	878	5.4
Edmonton	Omni Edmonton (CJEO)	Rogers Media	15	22	0.7	6	23	0.3
Edmonton	SRC Edmonton (CBXFT)	SRC	17	17	1.0	10	11	0.9
Edmonton	YES TV Edmonton (CKES)	Crossroads / IndieNet	392	198	2.0	417	198	2.1

conventional station statistics – PPM markets

weekly hours tuned & average weekly reach

Individuals 2+

			Fall 2020			Fall 2019		
Market	Station	Owner / Network	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								
Toronto	CBC Toronto (CBLT)	CBC	4,191	2,282	1.8	3,604	2,036	1.8
Toronto	CHCH	Channel Zero / Indep.	3,714	1,351	2.7	3,465	1,495	2.3
Toronto	Citytv Ontario (CITY)	Rogers Media	6,523	2,485	2.6	6,973	2,813	2.5
Toronto	CTV Toronto (CFTO)	Bell Media	11,970	3,338	3.6	14,240	3,586	4.0
Toronto	CTV2 Barrie/Tor (CKVR)	Bell Media	1,897	1,696	1.1	2,057	1,806	1.1
Toronto	OMNI 1 Ontario (CFMT)	Rogers Media	75	154	0.5	43	175	0.2
Toronto	OMNI 2 Ontario (CJMT)	Rogers Media	44	118	0.4	104	119	0.9
Toronto	SRC Toronto (CBLFT)	SRC	29	80	0.4	34	78	0.4
Toronto	YES TV Toronto (CITS)	Crossroads / IndieNet	2,186	1,288	1.7	2,554	1,349	1.9
Ontario	Global Ontario (CIII)	Corus Ent.	13,181	5,281	2.5	11,843	5,205	2.3
QUEBEC								
Montreal Fr	Noovo Montreal (CFJP)	Bell Media	6,714	2,379	2.8	7,247	2,438	3.0
Montreal Fr	SRC Montreal (CBFT)	SRC	14,151	2,759	5.1	15,949	2,886	5.5
Montreal Fr	TQ Total	Gov't of Que. / Télé-Québec	3,672	1,959	1.9	4,188	2,114	2.0
Montreal Fr	TVA Montreal (CFTM)	TVA	20,103	2,938	6.8	23,269	3,057	7.6
Montreal Eng	CBC Montreal (CBMT)	CBC	585	296	2.0	559	296	1.9
Montreal Eng	Citytv Montreal (CJNT)	Rogers Media	623	320	1.9	563	316	1.8
Montreal Eng	CTV Montreal (CFCF)	Bell Media	2,620	531	4.9	2,951	554	5.3
Montreal Eng	Global Quebec (CKMI)	Corus Ent.	1,008	432	2.3	921	403	2.3

conventional market and station list

Numeris diary markets*

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

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

conventional market and station list

Numeris diary markets*

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

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

conventional market and station list

Numeris diary markets*

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

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

conventional market and station list

Numeris diary markets*

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

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

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+

Network	Owner	Fall 2021		Fall 2020	
		Total Wkly Hours (000)	Avg. Wkly Reach (000)	Total Wkly Hours (000)	Avg. Wkly Reach (000)
A.Side	Blue Ant Media	47	55	53	94
ABC Spark	Corus Media	1053	1184	1805	1521
Adult Swim	Corus Media	2412	1090	3077	1239
AMI-tv	Accessible Media	207	361	324	445
Animal Planet	Bell Media	1770	1036	2472	1497
APTN	APTN	608	1029	605	1106
BBC Earth	Blue Ant Media	465	392	641	402
BBC First (eff 3/21)	Blue Ant Media	709	651		
BC1	Corus Media	1851	669	1817	670
BNN Bloomberg	Bell Media	1624	878	1251	896
Cartoon Network	Corus Media	479	248	776	420
CBC News Network	CBC	10045	4453	12325	5718
CHRGD	WildBrain	271	514	402	604
CMT	Corus Media	2949	2020	3998	2394
Cooking Channel	Corus Media	731	677	1013	928
Cottage Life	Blue Ant Media	2069	1277	1687	1168
CP24 Ontario	Bell Media	10175	3722	13844	4417
Crime + Investigation	Corus Media	2015	880	1819	890
CTV Comedy	Bell Media	12112	3735	14008	4444
CTV Drama	Bell Media	11208	3303	11061	3668
CTV Life	Bell Media	4144	2144	4755	2640
CTV News Channel	Bell Media	7015	3564	7421	4604
CTV Sci-Fi	Bell Media	6489	3612	8671	4331
Deja View	Corus Media	689	434	906	519
Discovery Science	Bell Media	2786	1565	2090	1554
Discovery Velocity	Bell Media	1550	735	2096	929
Discovery	Bell Media	14024	5073	13532	5644
Disney Eng	Corus Media	668	658	1173	1139
Disney XD	Corus Media	121	201	260	324
diy network	Corus Media	2069	1443	2463	1646
Documentary	CBC	483	565	471	548

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+

Network	Owner	Fall 2021		Fall 2020	
		Total Wkly Hours (000)	Avg. Wkly Reach (000)	Total Wkly Hours (000)	Avg. Wkly Reach (000)
Dtour	Corus Media	1975	1151	2342	1490
E!	Bell Media	2013	1945	3734	2980
ESPN Classic Canada	Bell Media	10	37	19	36
Family Jr	WildBrain	1974	711	1373	728
Family	WildBrain	1134	1486	2048	2023
Fight	Anthem Sports & Ent.	272	201	214	210
Food Network	Corus Media	7435	3988	8983	4568
FX	Rogers Media	1320	1206	1761	1484
FXX	Rogers Media	462	527	903	731
Game TV	Anthem Sports & Ent.	4361	2490	4140	2802
H2	Anthem Sports & Ent.	1375	901	936	847
HGTV	Corus Media	11357	4600	11376	4999
History	Corus Media	11707	5415	12236	5786
Investigation Discovery	Bell Media	4043	1096	3394	972
Leafs Nation Network	MLSE	55	104	25	54
Lifetime	Corus Media	1696	1091	2079	1650
Love Nature	Blue Ant Media	1451	930	945	896
MAKEFUL	Blue Ant Media	1294	855	1170	898
MovieTime	Corus Media	1358	1456	1784	1828
MTV	Bell Media	1567	1356	1794	1359
MTV2	Bell Media	105	127	67	101
Much	Bell Media	4016	2734	5177	3142
NatGeoWild	Corus Media	1419	897	1880	1147
National Geographic	Corus Media	3851	2627	3803	2708
NBA TV Canada	MLSE	186	194	75	155
Nickelodeon	Corus Media	212	296	215	275
OLN	Rogers Media	917	1031	1145	1093
One:Body, Mind, Spirit	Zoomer Media	168	239	96	231
Out TV	OUTtv Media Global Inc.	66	128	92	178

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+

Network	Owner	Fall 2021		Fall 2020	
		Total Wkly Hours (000)	Avg. Wkly Reach (000)	Total Wkly Hours (000)	Avg. Wkly Reach (000)
Own	Corus Media	165	292	344	454
Rewind	Channel Zero	196	254	436	521
Showcase	Corus Media	13438	5374	12115	5420
Silver Screen Classics	Channel Zero	969	628	1179	739
Slice	Corus Media	2617	2199	2691	2448
Smithsonian	Blue Ant Media	633	559	543	459
Sportsnet 4K	Rogers Media	269	190	0	0
Sportsnet East	Rogers Media	3463	2211	1380	1276
Sportsnet National	Rogers Media	19320	7523	7865	4605
Sportsnet Ont	Rogers Media	8256	4214	3318	2312
Sportsnet Pac	Rogers Media	3556	2208	1429	1199
Sportsnet West	Rogers Media	4046	2440	1739	1354
Sportsnet360	Rogers Media	3221	2529	2720	2041
SportsnetOne	Rogers Media	4431	3812	2626	1936
T+E	Blue Ant Media	1970	902	1425	761
Teletoon Eng	Corus Media	2385	1492	2164	1554
TLN	TLN Media Group	862	829	1056	789
Toon-A-Vision	Atlantic Digital Networks	40	58	124	176
Treehouse	Corus Media	4198	1273	6637	1740
TSN	Bell Media	25667	9210	14254	6490
TSN1	Bell Media	9047	4816	5036	3449
TSN2	Bell Media	2734	2926	1645	2061
TSN3	Bell Media	5104	3396	2677	2402
TSN4	Bell Media	7400	4683	3685	2934
TSN5	Bell Media	4116	3064	2855	2292
Vision	Zoomer Media	6412	2377	7240	2675
W Network	Corus Media	20562	5209	25809	6507
Weather	Pelmorex	1621	2152	2137	2760
Wild TV	Wild TV Inc.	179	228	322	409
YTV	Corus Media	3194	2502	4983	3368

French specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+

Network	Owner	Fall 2021		Fall 2020	
		Total Wkly Hours (000)	Avg. Wkly Reach (000)	Total Wkly Hours (000)	Avg. Wkly Reach (000)
addikTV	Quebecor Media	3449	1627	3140	1711
ARTV	SRC	2294	1352	2452	1524
Canal D	Bell Media	3716	1868	3926	2050
Canal Vie	Bell Media	2340	1747	2506	1820
Casa	Quebecor Media	1887	973	2288	1052
ELLE Fictions	Quebecor Media	1996	798	2952	923
Evasion	Quebecor Media	1104	948	1019	1114
Explora	SRC	1360	780	1356	795
Historia	Corus Media	3104	1573	3321	1800
Investigation	Corus Media	2220	628	1878	616
La Chaîne Disney	Corus Media	862	407	1021	514
LCN	Quebecor Media	11496	2941	15890	3582
MAX	Remstar	2513	1119	2894	1312
Meteomedia	Pelmorex	480	980	527	1132
MOI ET CIE	Quebecor Media	1208	942	1405	1061
Prise 2	Quebecor Media	3646	1375	3357	1494
RDI	SRC	6867	2243	9094	2918
RDS Info	Bell Media	579	579	361	492
RDS	Bell Media	7078	2762	3940	1753
RDS2	Bell Media	1869	1452	1331	1125
Series	Corus Media	5085	1359	5857	1690
Teletoon Fr.	Corus Media	840	525	1694	814
TV5	TV 5 Quebec	2388	1298	2833	1478
TVA Sports 2	Quebecor Media	549	781	193	281
TVA Sports 3	Quebecor Media	1	4	0	1
TVA Sports	Quebecor Media	3024	1726	1660	1247
Unis TV	TV 5 Quebec	942	1130	869	1216
VRAK	Bell Media	525	553	828	622
Yoopla	Quebecor Media	486	419	624	515
Z	Bell Media	1657	1455	1687	1727
Zeste	Quebecor Media	788	495	1125	637

conventional station ownership and sales representation

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

conventional station ownership and sales representation

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

conventional station ownership and sales representation

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

conventional station ownership and sales representation

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

specialty station ownership and sales representation

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

specialty station ownership and sales representation

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

specialty station ownership and sales representation

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

specialty station ownership and sales representation

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



TV DIARY UPDATE

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

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

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

Numeris, January 21, 2021

additional resources

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

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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