



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 **92% 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**

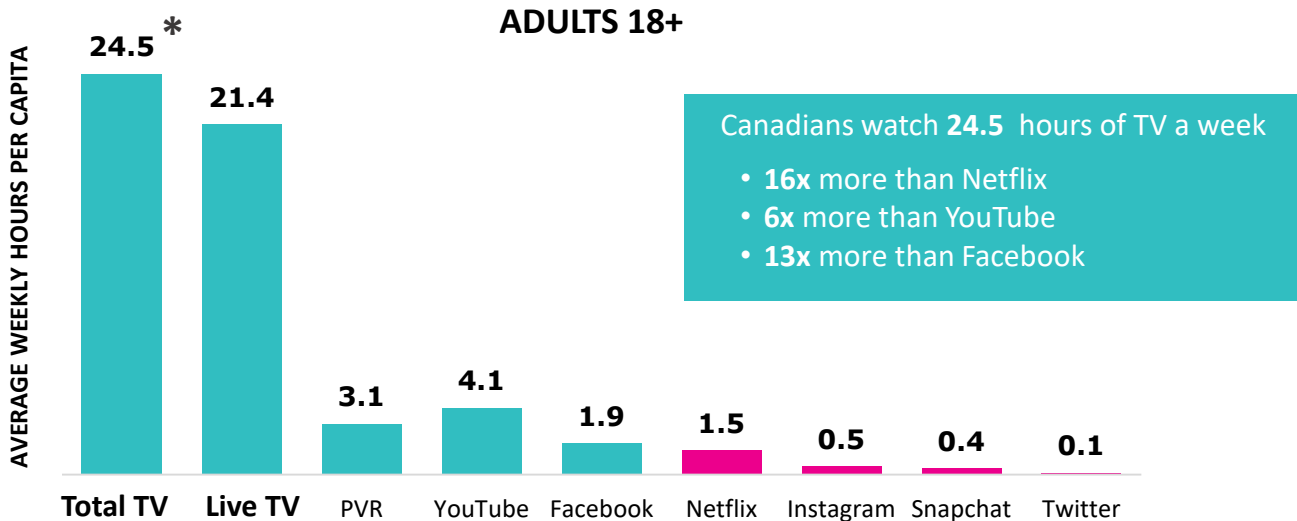
tv is best-in-class for **brand-building**

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

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

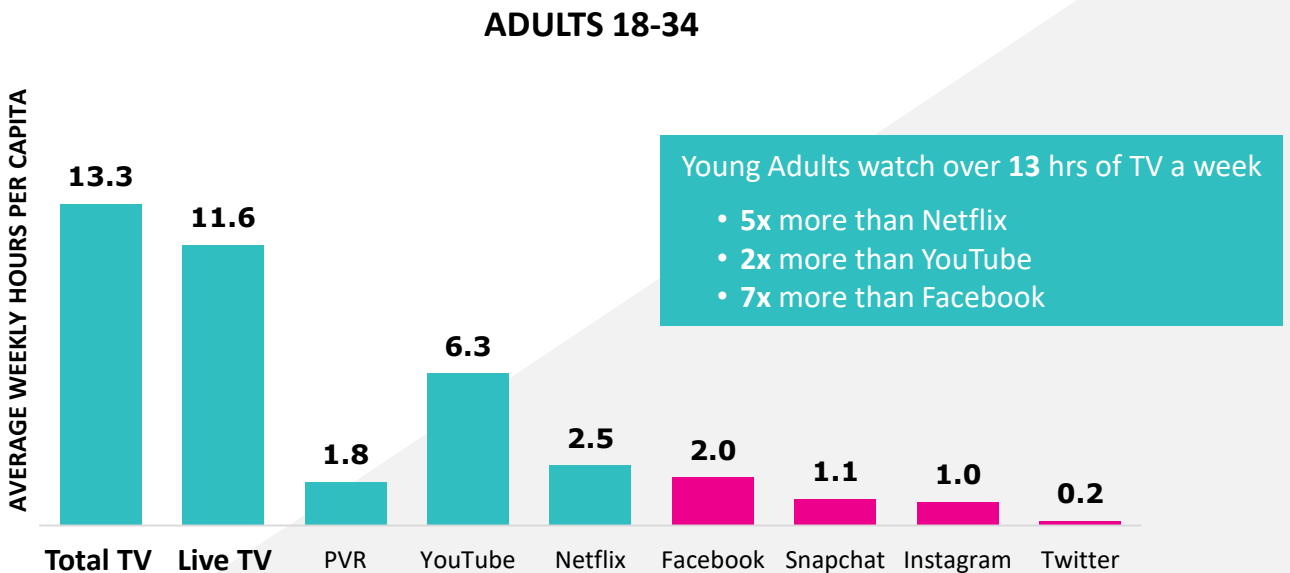
tv has **lightning speed**: there's no faster way to deliver mass audiences to advertisers

tv dominates time spent



* 87% of A18+ TV viewing is LIVE

young adults watch over **13 hours** of tv /week

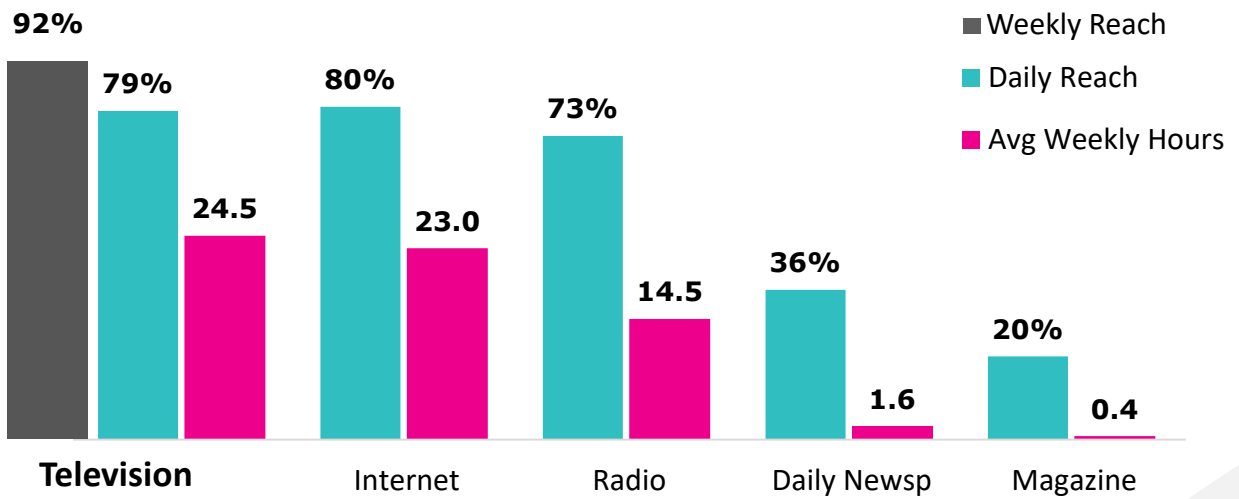


* 87% of A18-34 TV viewing is LIVE

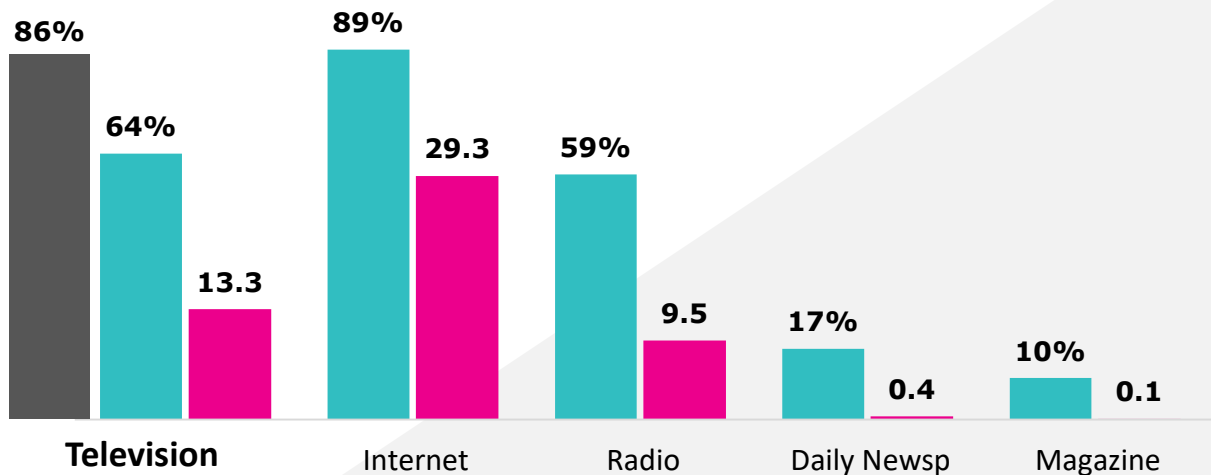
reach & time spent – a one-two punch

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

ADULTS 18+

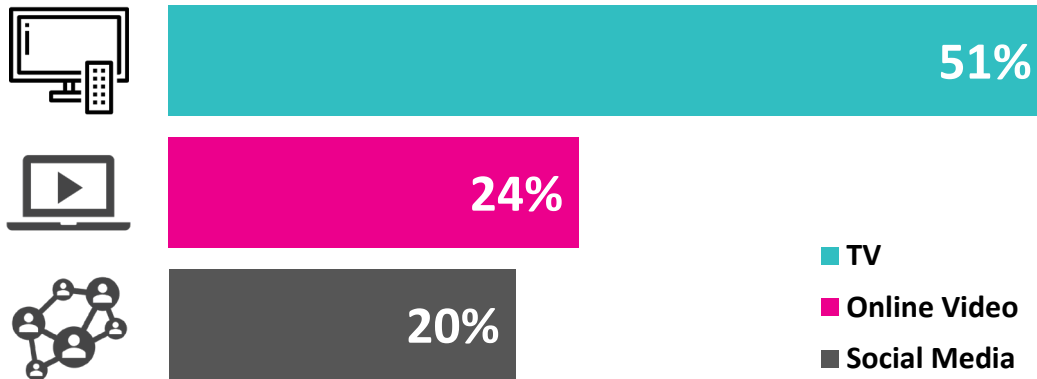


ADULTS 18-34



attitudes about advertising

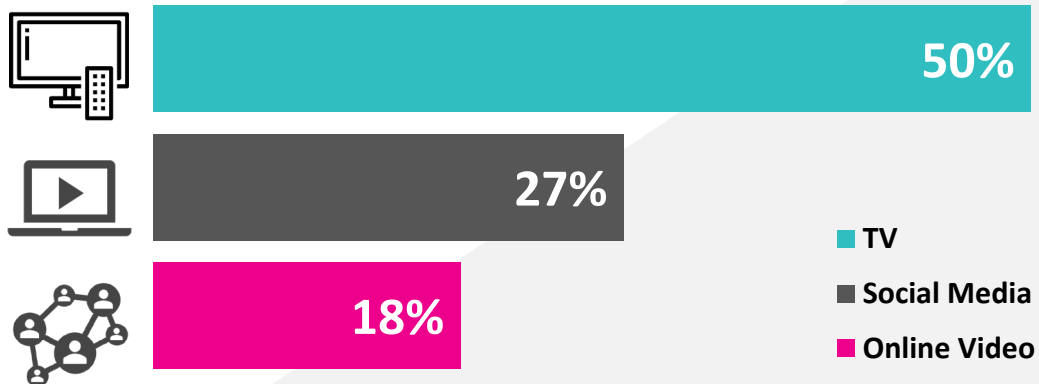
Canadians pay **most attention** to ads on **tv**



*Don't know = 4%

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

tv ads are the most **influential**

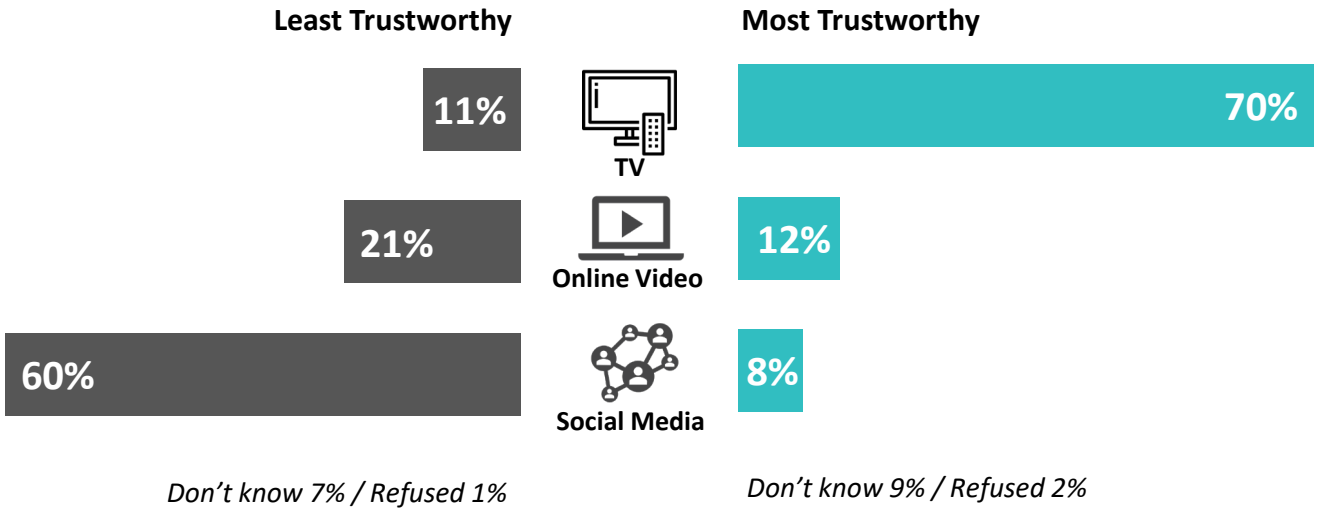


*Don't know = 5%

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

attitudes about advertising

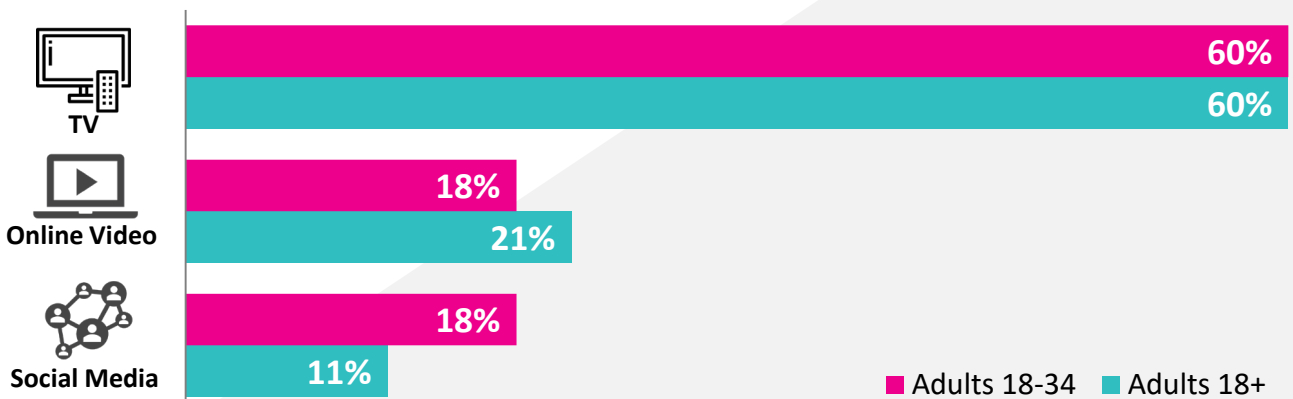
tv is also the **most trusted** medium



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

Canadians find social media the **least trustworthy**

LEAST TRUSTWORTHY





TV STATISTICS

key trends

Television consumption in Canada

- **Canadians spend 24.5 hours a week with TV – more than any other medium.**
- with an average **weekly reach of 92%** (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 almost 2 hrs/day watching linear TV – 13.3 hrs/wk.
- millions of Canadians tune in to their favourite TV programs and specials every week.
 - the top 10 network TV series deliver on average **1.8 million** viewers (2+).
 - the top 10 English programs generate an average audience of over **1.8 million** viewers (2+) in English Canada.
 - the top French programs generate an average audience of **1.3 million** viewers (2+) in Quebec Franco.
- the average TV campaign* delivers an astounding **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 **10.5 million households** subscribe to linear TV.
- TV advertising has a significant halo effect on other media, increasing the sales ROI of digital by 19%. ([Accenture Strategy: The Moneyball Moment for Marketing in Canada](#))

tv viewing statistics

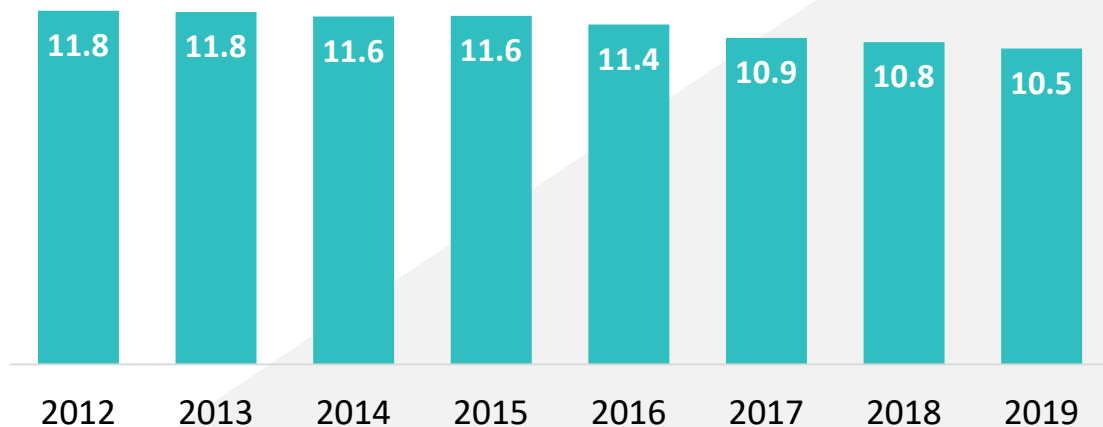
Demographic	Average Weekly Hours Per Capita	Average Weekly Reach %	Average Daily Reach %
Persons 2+	22.6	91.2	77
Kids 2-11	14.2	86.1	68.6
Teens 12-17	12.7	88.3	67.6
A18+	24.5	92.1	78.9
A18-24	14.6	87.7	67.4
A18-34	13.3	85.5	64.2
A18-49	14.8	87.7	68.3
A25-54	16.6	88.9	71.3
A55+	37.2	97.3	91.6

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)

Over 10.5 million linear **tv** subscriptions

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

number of subscribers
(millions)





top 10 fall 2019

SERIES



Program	Network	P2+ (000)	Program	Network	P2+ (000)
The Good Doctor	CTV	2,216	NCIS	CBS	10,966
Survivor	Global	1,947	60 Minutes	CBS	9,956
Grey's Anatomy	CTV	1,932	FBI	CBS	8,872
New Amsterdam	Global	1,922	World News Tonight	ABC	8,278
9-1-1	Global	1,839	Young Sheldon	CBS	8,237
District 31	SRC	1,765	Blue Blood	CBS	8,228
NCIS	Global	1,756	Chicago Fire	NBC	8,119
FBI	Global	1,751	The Voice (Mon)	NBC	8,027
The Rookie	CTV	1,720	Chicago Med	NBC	7,978
The Masked Singer	CTV	1,669	The Voice (Tues)	NBC	7,950

Source: Numeris PPM, Total Canada, Consolidated, All Locations | Fall 2019 (Weeks 4-17 Sep 16, to Dec 22, 2019) | Programs with 3+ airings.

Source: Nielsen C3 Ratings, Fall 2019 | Sep 16 to Dec 29, 2019 | Programs with 3+ airings.

SPECIALS



Program	Network	P2+ (000)	Program	Network	P2+ (000)
Emmy Awards	CTV	1,823	Macy's Thanksgiving Parade	NBC	21,985
Special : Fed Election Debate	CBC	1,531	CMA Awards	ABC	10,999
News Sp: Fed Election Live	CBC	1,464	WWOD: Little Mermaid Live!	ABC	9,419
Federal Election	CTV	1,362	Thanksgiving Day Parade	CBS	8,336
American Music Awards	CTV	1,312	60 Minutes Special	CBS	8,107
Debate 2019	CTV	1,303	NBC Nightly News 11/27	NBC	7,529
David Foster: Off the Record	CTV	905	Dolly Parton:50 Yrs of Opry	NBC	7,035
CMA Awards	CTV2	868	Ellen's Great Giveaways	NBC	6,756
Ellen's Great Giveaway	CTV	854	Christmas-Rockefeller Cen	NBC	6,741
Fed Leaders Debate	Global	791	Kennedy Center Honors	CBS	6,486

Source: Numeris PPM, Total Canada, Consolidated, All Locations | Fall 2019 (Weeks 4-17 Sep 16, to Dec 22, 2019)

Source: Nielsen C3 Ratings, Fall 2019 | Sep 16 to Dec 29, 2019



top 10 fall 2019

SPORTS



Program	Network	P2+ (000)	Program	Network	P2+ (000)
CFL Grey Cup	TSN	3,673	CBS NFL Single-Thu	CBS	32,544
CFL Grey Cup Countdown	TSN	1,943	Fox NFL-Thu Post Gun	FOX	26,705
CFL Grey Cup Post Game	TSN	1,506	Fox NFL-Thu	FOX	26,624
CFL Playoffs	TSN	1,065	Fox NFL Sunday-National	FOX	23,968
HNIC Prime East	CBC	1,001	Fox World Series Game 7	FOX	21,564
Raptors Champ. Ceremony	Sportsnet One	864	CBS NFL National	CBS	21,242
NHL Hockey-Leafs	Sportsnet	828	NBC NFL Th Special	NBC	20,434
Hockey LNH Canadiens	RDS	708	NBC Sunday Night Football	NBC	19,275
NFL 4pm Game	CTV	691	US College Football Semi	ESPN	18,102
Hometown Hockey - Leafs	Sportsnet	689	Fox NFL Sunday-Single	FOX	17,058

Source: Numeris PPM, Total Canada, Consolidated, All Locations | Fall 2019 (Weeks 4-17 Sep 16, to Dec 22, 2019)

Source: Nielsen C3 Ratings, Fall 2019 | Sep 16 to Dec 29, 2019



seasonal viewing trends

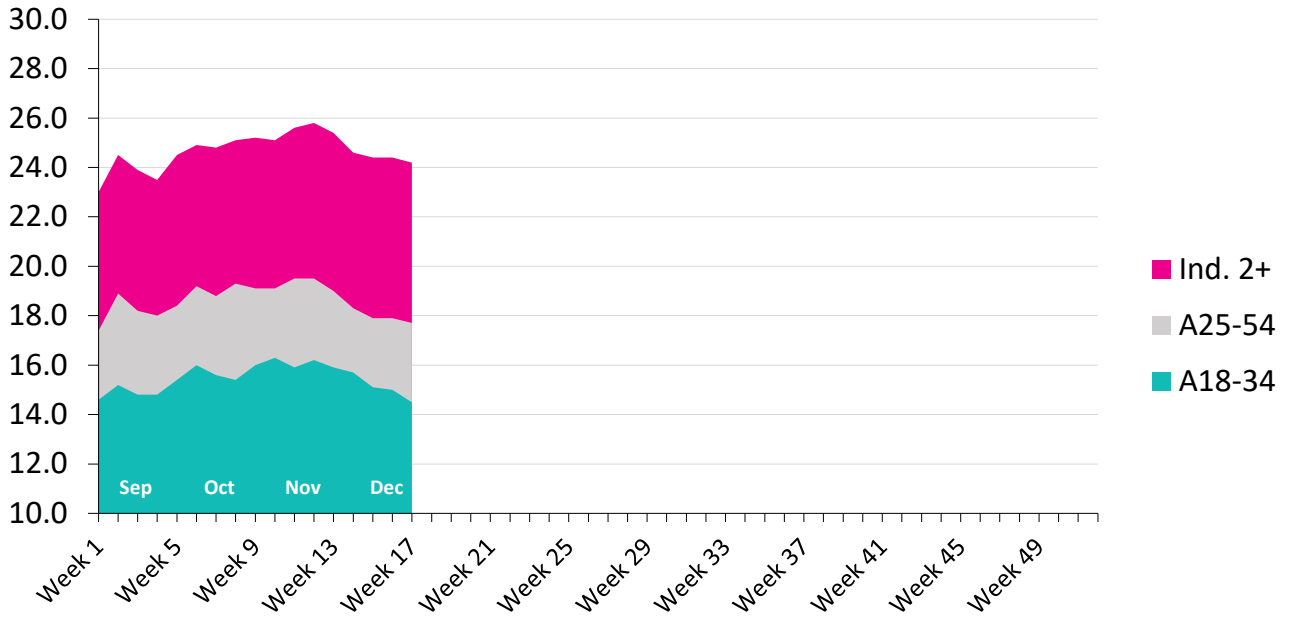
Numeris, PPM, (Avg hours viewed per week, per viewer), Total Canada, Total TV, Consolidated, All Locations, M-Su 2a-2a



	Week of		Ind.2+		A25-54		A18-34		
	2019-20	2018-19	2019-20	2018-19	2019-20	2018-19	2019-20	2018-19	
Fall 2019 & 2018	Aug. 26, 2019	Aug. 27, 2018	1	23.0	23.5	17.4	17.8	14.6	15.1
			2	24.5	24.2	18.9	18.7	15.2	15
			3	23.9	23.9	18.2	18.5	14.8	15.1
			4	23.5	24.0	18	18.5	14.8	14.7
			5	24.5	24.8	18.4	19.2	15.4	15.1
			6	24.9	25.5	19.2	20.1	16.0	16.2
			7	24.8	25.9	18.8	20.3	15.6	15.6
			8	25.1	25.4	19.3	19.9	15.4	15.4
			9	25.2	25.8	19.1	19.8	16.0	16.2
			10	25.1	25.4	19.1	19.5	16.3	15.7
			11	25.6	26.0	19.5	20.1	15.9	16.1
			12	25.8	25.7	19.5	20.1	16.2	16.0
			13	25.4	25.4	19	19.4	15.9	15.6
			14	24.6	25.1	18.3	19.1	15.7	16.0
			15	24.4	25.1	17.9	19.3	15.1	16.1
			16	24.4	24.6	17.9	18.9	15.0	16.1
			17	24.2	24.3	17.7	18.7	14.5	14.7
			2018-19	2017-18	2018-19	2017-18	2018-19	2017-18	
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 2019 & 2018	May 27, 2019	May 28, 2018	40	22.8	22.5	17.8	17.0	14.9	13.7
			41	22.7	22.9	17.6	17.2	14.3	13.7
			42	23.1	22.4	18	17.0	14.6	13.8
			43	22.4	23.1	16.9	17.3	14.3	14.1
			44	22.1	22.7	16.6	17.4	13.7	13.9
			45	22.8	23.0	17.3	17.3	14.6	14.0
			46	22.7	23.1	17.2	17.2	14.6	14.6
			47	22.6	22.5	16.8	17.1	13.3	13.9
			48	21.7	22.4	16.3	17.1	12.3	14.3
			49	21.5	22.7	16.4	17.3	12.2	14.6
		50	23.1	22.9	17.8	17.2	13.7	14.9	
		51	22.8	22.8	17.4	17.0	14	14.7	
		52	22.5	22.8	16.8	17.2	13.9	13.8	

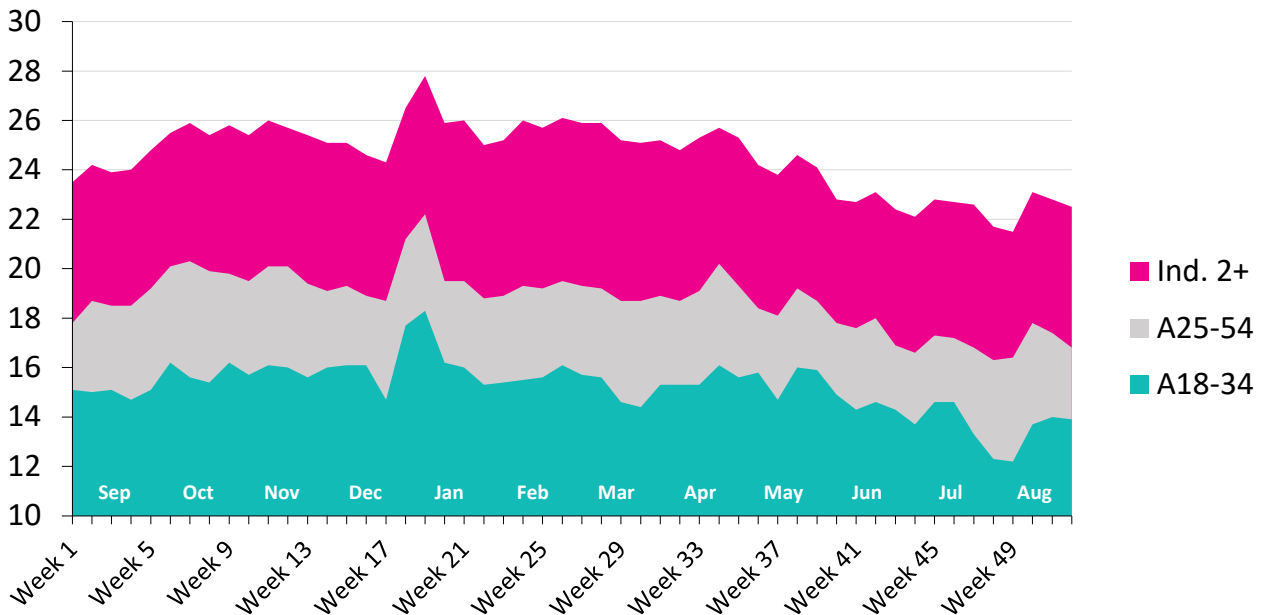
CALENDAR-YEAR VIEWING TRENDS - CANADA

2019-20



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, Weeks 1-17 2019-20 BY, Weekly hours of television viewed per viewer (M- Su 2 am – 2 am)

2018-19



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, Weeks 1-52 2018-19 BY, Weekly hours of television viewed per viewer (M- Su 2 am – 2 am)

CANADA vs. U.S.

think^{tv}



	Canada	U.S.
Population (Ind 2+)	36,824,000	316,730,000
Households	14,964,000	125,020,000
TV Markets – EMs, DMAs	38	210
Number of TV Stations (Commercial Conventional + Specialty)	248	1,386 ^
% Total Households with Subscribe to TV services - Cable, Sat., IPTV	80.2%	120,600,000
% Total Household Internet Only	15.0%	96.1%
% Over the Air	4.8%	13.5%
PVR (% of TV Households)	55%	53%
Average Weekly Viewing Hours per Capita (Hours)		
Persons 2+	22.6	27.1
Adults 18+	24.5	31.2
Adults 25-54	16.6	24.2
Teens (12-17)	12.7	8.8
Children (2-11)	14.2	13.7
Advertising Expenditures – millions	\$14,124	\$260,679
TV Advertising Expenditures – millions	\$3,136	\$84,330
TV Expenditure Per Capita	\$85	\$233
Commercial Time: Conventional	Unlimited	Deregulated
Commercial Time: Specialty Channels	12 min/hour	Deregulated

Source: Numeris Universe Estimates 2019-20 | Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, Consolidated, All Locations, Fall 2019 (Weeks 4-17 September 16 to December 22, 2019) | thinktv Net Advertising Revenue (2017) | Nielsen National Television Household Universe Estimates 2019-20; Nielsen Total Audience Report – 3Q19 | U.S. average weekly hours per capita based on Fall-Win-Spring 2018-19. | U.S. advertising expenditures based on S&P Global / SNL Kagan 2019 calendar year estimates
 * 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	17,864	37	34	COLUMBUS, OH	2,106	
2	2		LOS ANGELES	15,129	38	35	CINCINNATI	2,022	
3	3		CHICAGO	8,389	39	36	MILWAUKEE	1,999	
4		1	TORONTO/HAMILTON EM	8,076	40		4 EDMONTON EM	1,987	
5	4		PHILADELPHIA	6,950	41	37	WEST PALM BEACH-FT. PIERCE	1,982	
6	5		DALLAS-FT. WORTH	6,802	42		5 KITCHENER-LONDON EM	1,962	
7	6		HOUSTON	6,379	43	38	LAS VEGAS	1,960	
8	7		SAN FRANCISCO-OAK-SAN JOSE	6,108	44		6 CALGARY EM	1,955	
9	8		WASHINGTON, DC	6,025	45	39	GREENVLL-SPART-ASHVL-AND	1,893	
10	9		ATLANTA	5,861	46	40	AUSTIN	1,825	
11	10		BOSTON (MANCHESTER)	5,609	47	41	FRESNO-VISALIA	1,714	
12	11		PHOENIX (PRESCOTT)	4,839	48	42	JACKSONVILLE	1,690	
13	12		MIAMI-FT. LAUDERDALE	4,354	49	43	NRFLK-PRTSMTM-NEWPT NWS	1,674	
14	13		TAMPA-ST. PETE (SARASOTA)	4,285	50	44	GRAND RAPS-KALMZOO-B.CRK	1,624	
15	14		DETROIT	4,236	51	45	OKLAHOMA CITY	1,612	
16	15		SEATTLE-TACOMA	4,227	52	46	BIRMINGHAM (ANN AND TUSC)	1,611	
17		2	MONTRÉAL EM FRANCO	4,129	53	47	HRRSRG-LNCSTR-LEB-YORK	1,590	
18	16		MINNEAPOLIS-ST. PAUL	4,093	54	48	ALBUQUERQUE-SANTA FE	1,579	
19		3	VANCOUVER/VIC EM	3,819	55	49	LOUISVILLE	1,526	
20	17		ORLANDO-DAYT BCH-MELBRN	3,684	56	50	GRNSBORO-H.POINT-W.SALEM	1,519	
21	18		DENVER	3,646	57	51	NEW ORLEANS	1,511	
22	19		SACRAMNTO-STKTON-MOD	3,639	58	52	MEMPHIS	1,464	
23	20		CLEVELAND-AKRON (CANTON)	3,187	59	53	RICHMOND-PETERSBURG	1,354	
24	21		CHARLOTTE	2,798	60	54	FT. MYERS-NAPLES	1,326	
25	22		SALT LAKE CITY	2,749	61	55	PROVIDENCE-NEW BEDFORD	1,316	
26	23		PORTLAND, OR	2,719	62	56	BUFFALO	1,311	
27	24		ST. LOUIS	2,621	63	57	MOBILE-PENSACOLA (FT WALT)	1,252	
28	25		SAN DIEGO	2,616	64	58	TULSA	1,243	
29	26		BALTIMORE	2,585	65	59	WILKES BARRE-SCRAN-HZTN	1,192	
30	27		INDIANAPOLIS	2,567	66	60	KNOXVILLE	1,178	
31	28		RALEIGH-DUR (FAYETVILLE)	2,514	67	61	HONOLULU	1,162	
32	29		PITTSBURGH	2,413	68	62	ALBANY-SCHENECTADY-TROY	1,153	
33	30		SAN ANTONIO	2,412	69		7 QUÉBEC EM	1,142	
34	31		NASHVILLE	2,411	70		8 OTTAWA-GAT EM ANGLO	1,136	
35	32		KANSAS CITY	2,172	71	63	LITTLE ROCK-PINE BLUFF	1,125	
36	33		HARTFORD & NEW HAVEN	2,164	72		9 WINNIPEG EM	1,099	

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

Rank			Market	A2+ Pop'n (000)	Rank			Market	A2+ Pop'n (000)
N.AM	U.S.	CAN			N.AM	U.S.	CAN		
73	64		HRLNGN-WSLC-BRNS-MCA	1,088	108	99	BOISE	672	
74	65		DAYTON	1,043	110	100	BURLINGTON-PLATTSBURGH	654	
75	66		TUCSON (SIERRA VISTA)	1,016	111	101	TRI-CITIES, TN-VA	634	
76	67		LEXINGTON	1,011	112		11 SAINT JOHN, MONCTON EM	629	
77	68		DES MOINES-AMES	933	112	102	GREENVILLE-N.BERN-	629	
78	69		OMAHA	924	114	103	WASHNGTN	623	
78	70		WICHITA-HUTCHINSON PLUS	924	115	104	RENO	621	
80	71		GREEN BAY-APPLETON	923	116		BAKERSFIELD	621	
81	72		SPOKANE	912	117	105	12 SHERBROOKE EM	607	
82	73		ROANOKE-LYNCHBURG	891	117	105	DAVENPORT-R.ISLAND-MOLINE	604	
82	73		ROANOKE-LYNCHBURG	891	118	106	EVANSVILLE	594	
83	74		COLUMBIA, SC	886	119	107	FT. WAYNE	591	
84	75		SPRINGFIELD, MO	885	120	108	AUGUSTA-AIKEN	587	
85	76		CHARLESTON-HUNTINGTON	867	120	108	YAKIMA-PASCO-RCHLND-	587	
85	76		CHARLESTON-HUNTINGTON	867	121	109	KNNWCK	579	
86	77		FLINT-SAGINAW-BAY CITY	864	122	110	LINCOLN & HASTINGS-KRNY	578	
87	78		HUNTSVILLE-DECATUR (FLOR)	852	123	111	MONTEREY-SALINAS	577	
88	79		ROCHESTER, NY	849	123	112	JOHNSTOWN-ALTOONA-ST	577	
89	80		WACO-TEMPLE-BRYAN	829	123	112	COLGE	577	
89	80		WACO-TEMPLE-BRYAN	829	125	113	TALLAHASSEE-THOMASVILLE	575	
89	81		EL PASO (LAS CRUCES)	829	126	114	TYLER-	575	
91	82		TOLEDO	821	126	114	LONGVIEW(LFKN&NCGD)	567	
91	82		TOLEDO	821	127	115	SPRINGFIELD-HOLYOKE	555	
92	83		PORTLAND-AUBURN	806	128	116	LANSING	542	
93	84		MADISON	794	129	117	SIoux FALLS(MITCHELL)	535	
94	85		COLORADO SPRINGS-PUEBLO	784	130	118	MACON	519	
95	86		SHREVEPORT	776	130	119	SNTABRBRA-SANMAR-SANLB	519	
96	87		SAVANNAH	775	132		13 SUD-TIM-N BAY-SSM EM *	514	
97	88		PADH-CAPE GIRARD-HARSBG	769	133	120	YOUNGSTOWN	513	
98	89		CHATTANOOGA	759	134		14 BARRIE EM *	509	
99	90		SYRACUSE	754	135	121	MONTGOMERY-SELMA	499	
100	91		CHARLESTON, SC	744	135	122	LAFAYETTE, LA	499	
101	92		BATON ROUGE	731	137	123	EUGENE	498	
102	93		CHMPGN&SPRGFLD-DECATUR	724	138	124	PEORIA-BLOOMINGTON	495	
103	94		CED RAPIDS-WTRLO-IWC&DUB	719	139	125	TRAVERSE CITY-CADILLAC	489	
104	95		JACKSON, MS	710	140	126	FARGO	486	
105		10	HALIFAX EM	701	141	127	CORPUS CHRISTI	483	
106	96		SOUTH BEND-ELKHART	699	142		15 OTTAWA-GAT EM FRANCO	476	
107	97		MYRTLE BEACH-FLORENCE	678	143		16 ST JOHN'S-CORNER BRK EM	466	
108	98		FT. SMITH-FAY-SPRNGDL-RGRS	672	144	128	COLUMBUS, GA (OPELIKA, AL)	439	

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		
145	129		LA CROSSE-EAU CLAIRE	438	181		24 SAGUENAY EM *	273	
145	130		WILMINGTON	438	182		25 KINGSTON EM *	271	
147		17	SASKATOON EM	428	183	158	IDAHO FALS-POCATLLO(JCKSN)	270	
148	131		CHICO-REDDING	417	184	159	TERRE HAUTE	266	
149	132		AMARILLO	408	185	160	GAINESVILLE	261	
150		18	WINDSOR EM *	402	186	161	WHEELING-STEUBENVILLE	260	
			COLUMBUS-TUPELO-W PNT-HSTN	392	187	162	BANGOR	256	
151	133		PALM SPRINGS	391	188	163	BINGHAMTON	248	
153		19	REGINA-MOOSE JAW EM	379	189	164	ABILENE-SWEETWATER	241	
154	135		ROCKFORD	378	190		26 MONTREAL CM ANGLO	239	
155	136		SALISBURY	376	191	165	HATTIESBURG-LAUREL	237	
156		20	KELOWNA EM	373	192	166	MISSOULA	231	
157	137		WAUSAU-RHINELANDER	367	192	167	BLUEFIELD-BECKLEY-OAK HILL	231	
158	138		COLUMBIA-JEFFERSON CITY	365	194	168	LAREDO	223	
159	139		ODESSA-MIDLAND	363	195		27 RIMOUSKI-MAT-SPT-ÎLES EM *	215	
160		21	PRINCE GEORGE-KAMPLPS EM	360	196	169	BILLINGS	213	
160	140		LUBBOCK	360	197	170	LAKE CHARLES	211	
162	141		MEDFORD-KLAMATH FALLS	359	198	171	DOTHAN	206	
163	142		MONROE-EL DORADO	355	199	172	HARRISONBURG	204	
164	143		BEAUMONT-PORT ARTHUR	354	200	173	RAPID CITY	203	
165	144		TOPEKA	336	201	174	CLARKSBURG-WESTON	199	
165	145		DULUTH-SUPERIOR	336	201	175	UTICA	199	
167	146		WICHITA FALLS & LAWTON	317	203	176	QUINCY-HANNIBAL-KEOKUK	194	
168	147		SIOUX CITY	315	204	177	JACKSON, TN	192	
169	148		ANCHORAGE	314	205	178	ALEXANDRIA, LA	177	
170	149		PANAMA CITY	311	206	179	BOWLING GREEN	174	
171		22	TROIS-RIVIÈRES EM	309	207	180	ELMIRA (CORNING)	172	
172	150		MINOT-BSMRCK-DCKNSN	308	207	181	WATERTOWN	172	
173	151		ALBANY, GA	304	209	182	CHARLOTTESVILLE	170	
174		23	PETERBOROUGH EM *	303	210	183	JONESBORO	168	
174	152		ROCHSTR-MASON CITY-AUSTIN	303	211	184	MARQUETTE	161	
176	153		JOPLIN-PITTSBURG	300	212	185	BEND, OR	152	
177	154		YUMA-EL CENTRO	299	213	186	GRAND JUNCTION-MONTROSE	149	
178	155		ERIE	296	214		28 CHARLOTTETOWN EM *	148	
179	156		BILOXI-GULFPORT	292	215		29 ROUYN-NORANDA EM *	145	
180	157		SHERMAN-ADA	275	215	187	TWIN FALLS	145	

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

Rank			Market	A2+ Pop'n (000)	Rank			Market	A2+ Pop'n (000)
N.AM	U.S.	CAN			N.AM	U.S.	CAN		
217		30	CARLETON EM *	144	234	200	ST. JOSEPH	94	
218	188		LAFAYETTE, IN	142	235	201	OTTUMWA-KIRKSVILLE	89	
219	189		BUTTE-BOZEMAN	140	236	35	MEDICINE HAT EM (CD 1) *	85	
220	190		LIMA	139	237	36	YORKTON EM *	83	
221	191		MERIDIAN	138	238	202	VICTORIA	72	
222		31	RIVIÈRE-DU-LOUP EM *	129	239	37	TERRACE-KITIMAT EM *	67	
223		32	SYDNEY-GLACE BAY EM *	128	240	203	ZANESVILLE	66	
224	192		GREENWOOD-GREENVILLE	126	240	204	FAIRBANKS	66	
225	193		GREAT FALLS	121	242	38	DAWSON CREEK EM *	64	
226	194		SAN ANGELO	120	243	205	HELENA	58	
227	195		PARKERSBURG	119	244	206	PRESQUE ISLE	51	
228		33	PRINCE ALBERT EM *	113	245	207	JUNEAU	46	
228	196		CHEYENNE-SCOTTSBLUFF	113	246	208	ALPENA	32	
230	197		MANKATO	110	247	209	NORTH PLATTE	28	
231	198		EUREKA	108	248	210	GLENDIVE	8	
232	199		CASPER-RIVERTON	104			<u>TOTAL POPULATIONS</u>		
233		34	LLOYDMINSTER EM *	100			Numeris Total Canada	36,825,200	
							NSI Total United States	268,875,939	
							Total	305,701,139	



conventional station statistics

weekly hours tuned & average weekly reach

Individuals 2+

				Fall 2019			Fall 2018		
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	2,575	1,308	2.0	2,744	1,316	2.1
Vancouver	CHEK	CHEK Media	indieNet	1,458	788	1.9	1,569	876	1.8
Vancouver	CKVU	Rogers Media	Citytv	1,557	1,113	1.4	1,756	1,197	1.5
Vancouver	CIVT	Bell Media	CTV	5,276	1,851	2.8	5,963	2,004	3.0
Vancouver	CIVI	Bell Media	CTV Two	1,682	1,201	1.4	2,240	1,337	1.7
Vancouver	CHAN	Corus Ent.	Global	7,686	1,927	4.0	8,454	2,089	4.0
Vancouver	CHNU	Zoomer Media	Indep.	82	67	1.2	40	58	0.7
Vancouver	CKNO	Gov't of B.C.	Indep.	1,486	719	2.1	1,958	766	2.6
Vancouver	OMNI	Rogers Media	Indep.	123	169	0.7	168	161	1.0
Vancouver	CBUFT	SRC	SRC	27	65	0.4	33	65	0.5
Dawson Creek*	CJDC	Bell Media	CTV	contact station rep for estimates					
Kelowna*	CHBC	Corus Ent.	Global	contact station rep for estimates					
Prince George/ Kamloops*	CKPG	Jim Pattison	City	contact station rep for estimates			44	22	2.0
	CFJC	Jim Pattison	City	contact station rep for estimates			107	44	2.4
Terr/Kitimat *	CFTK	Bell Media	CTV Two	contact station rep for estimates					
ALBERTA									
Calgary	CTV Two	Bell Media	CTV Two	423	402	1.1	445	439	1.0
Calgary	CBRT	CBC	CBC	919	559	1.6	999	590	1.7
Calgary	CKAL	Rogers Media	Citytv	750	534	1.4	722	598	1.2
Calgary	YES TV	Crossroads	indieNet	263	183	1.4	137	139	1.0
Calgary	CFCN	Bell Media	CTV	3,386	978	3.5	3,476	1,036	3.4
Calgary	CICT/CISA	Corus Ent.	Global	3,749	979	3.8	3,935	1,016	3.9
Calgary	OMNI	Rogers Media	Indep.	6	38	0.1	6	35	0.2
Edmonton	CTV Two	Bell Media	CTV Two	369	368	1	366	377	1.0
Edmonton	CBXT	CBC	CBC	916	497	1.8	1,054	547	1.9
Edmonton	CKEM	Rogers Media	Citytv	756	480	1.6	797	538	1.5
Edmonton	YES TV	Crossroads	indieNet	237	152	1.6	240	173	1.4
Edmonton	CFRN	Bell Media	CTV	3,307	916	3.6	3,566	1,024	3.5
Edmonton	CBXFT	SRC	SRC	17	22	0.8	13	20	0.6
Edmonton	CITV	Corus Ent.	Global	4,341	918	4.7	4,616	974	4.7
Edmonton	OMNI	Rogers Media	Indep.	12	34	0.3	17	38	0.5
Lloydminster*	CITL	Newcap	CTV	contact station rep for estimates			49	18	2.7
Lloydminster*	CKSA	Newcap	Global	contact station rep for estimates			119	23	5.2

Sources: Numeris, PPM, Consolidated, Extended Markets, Mo-Su 2a-2a, Fall 2019 Sep 16 to Dec 22, 2019 / Fall 2018 Sep 10 to Dec 16, 2018 | Numeris Diary Fall 2019, Fall 2018, Mo-Su 6a-2a, Extended Markets; *Market is no longer measured by Numeris.

conventional station statistics

weekly hours tuned & average weekly reach

Individuals 2+

				Fall 2019			Fall 2018		
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									
Medicine Hat**	CHAT	Jim Pattison	Citytv	contact station rep for estimates			60	18	3.3
Prince Albert**	CIPA	Bell Media	CTV	contact station rep for estimates			133	26	5.2
Regina	CBKFT	SRC	SRC	4	1	4.5	1	1	1.4
Regina	CBKT	CBC	CBC	162	67	2.4	147	49	3
Regina	CFRE	Corus Ent.	Global	309	96	3.2	320	89	3.6
Regina	SCN	Rogers Media	Citytv	52	32	1.6	43	32	1.4
Regina	CKCK	Bell Media	CTV	819	156	5.3	798	138	5.8
Saskatoon	CFQC	Bell Media	CTV	648	127	5.1	698	137	5.1
Saskatoon	CFSK	Corus Ent.	Global	352	100	3.5	391	106	3.7
Saskatoon	SCN	Rogers Media	Citytv	60	33	1.8	52	41	1.3
Yorkton*	CICC	Bell Media	CTV	contact station rep for estimates					
MANITOBA									
Winnipeg	CBWFT	SRC	SRC	29	10	3	25	14	1.8
Winnipeg	CBWT	CBC	CBC	814	258	3.2	853	259	3.3
Winnipeg	CKND	Corus Ent.	Global	1,106	333	3.3	1,158	339	3.4
Winnipeg	CKY	Bell Media	CTV	2,458	457	5.4	2,426	459	5.3
Winnipeg	CHMI	Rogers Media	Citytv	462	202	2.3	343	180	1.9
Winnipeg	CIIT	Zoomer Media	Indep.	11	6	1.8	5	4	1.4
ONTARIO									
Kingston*	CKWS	Corus Ent.	CTV	contact station rep for estimates			236	67	3.5
Kitchener	CKCO	Bell Media	CTV	3,043	623	4.9	3,337	660	5.1
London	CFPL	Bell Media	CTV Two	1,307	300	4.4	1,230	299	4.1
Ottawa - Anglo	CBOT	CBC	CBC	770	291	2.7	795	263	3
Ottawa - Anglo	CJOH	Bell Media	CTV	2,300	439	5.2	2,155	451	4.8
Ottawa - Franco	CBOFT	SRC	SRC	1,273	237	5.4	1,353	247	5.5
Pembroke*	CHRO	Bell Media	CTV Two	contact station rep for estimates			60	22	2.7
Peterborough*	CHEX	Corus Ent.	CTV	contact station rep for estimates			234	67	3.5
Sud-Tim-NB/SSM*	CHBX	Bell Media	CTV	contact station rep for estimates			184	35	5.2
Sud-Tim-NB/SSM*	CKNY	Bell Media	CTV	contact station rep for estimates			145	26	5.5
Sud-Tim-NB/SSM*	CICI+	Corus Ent.	Global	contact station rep for estimates			1,280	211	6.1
Sud-Tim-NB/SSM*	CITO	Bell Media	CTV	contact station rep for estimates			60	19	3.1
Thunder Bay*	CHFD	Dougall Media	Global	contact station rep for estimates			152	48	3.2
Thunder Bay*	CKPR	Dougall Media	CTV	contact station rep for estimates			280	62	4.5

Sources: Numeris, PPM, Consolidated, Extended Markets, Mo-Su 2a-2a, Fall 2019 Sep 16 to Dec 22, 2019 / Fall 2018 Sep 10 to Dec 16, 2018 | Numeris Diary Fall 2019, Fall 2018, Mo-Su 6a-2a, Extended Markets; *Market is no longer measured by Numeris.

conventional station statistics

weekly hours tuned & average weekly reach

Individuals 2+

				Fall 2019			Fall 2018		
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	5,203	2,622	2.0	5,222	2,837	1.8
Toronto	CHCH	Channel Zero	Indep.	3,180	1,567	2.0	3,313	1,735	1.9
Toronto	CITY	Rogers Media	Citytv	6,503	2,985	2.2	6,659	3,275	2.0
Toronto	YES TV	Crossroads	indieNet	2,256	1,498	1.5	2,080	1,493	1.4
Toronto	CFTO	Bell Media	CTV	14,653	4,082	3.6	15,869	4,330	3.7
Toronto	CKVR	Bell Media	CTV Two	2,809	2,223	1.3	2,678	2,281	1.2
Toronto	OMNI 1	Rogers Media	Indep.	43	184	0.2	36	204	0.2
Toronto	OMNI 2	Rogers Media	Indep.	133	194	0.7	369	308	1.2
Ontario	CIII	Corus Ent.	Global	15,834	6,516	2.4	18,079	6,912	2.6
Windsor*	CBET	CBC	CBC	contact station rep for estimates			329	90	3.7
Windsor*	CHWI	Bell Media	CTV Two	contact station rep for estimates			394	117	3.4
QUEBEC									
Carleton*	CHAU	Tele Intr-Rives	TVA	contact station rep for estimates			717	76	9.4
Carleton*	CIVK	Gov't of Que.	Télé-Québec	contact station rep for estimates			21	13	1.6
Carleton*	CBAFT	SRC	SRC	contact station rep for estimates			321	45	7.1
Carleton*	CJBRT	SRC	SRC	contact station rep for estimates			235	34	6.8
Chicoutimi/Jonq*	CFRS	Groupe V	V	contact station rep for estimates			274	95	2.9
Chicoutimi/Jonq*	CIVV	Gov't of Que.	Télé-Québec	contact station rep for estimates			78	52	1.5
Chicoutimi/Jonq*	CJPM	Quebecor	TVA	contact station rep for estimates			1,536	173	8.9
Chicoutimi/Jonq*	CKTV	SRC	SRC	contact station rep for estimates			1,023	159	6.4
Hull/Ottawa*	CFGS	RNC Media	V	contact station rep for estimates			238	98	2.4
Hull/Ottawa*	CHOT	Quebecor	TVA	contact station rep for estimates			1,329	206	6.5
Hull/Ottawa*	CIVO	Gov't of Que.	Télé-Québec	contact station rep for estimates			90	61	1.5
Montreal Fr	CBFT	SRC	SRC	14,286	2,959	4.8	14,413	3,035	4.7
Montreal Fr	TQ Total	Gov't of Que.	Télé-Québec	3,988	2,150	1.9	3,282	2,156	1.5
Montreal Fr	CFTM	Quebecor	TVA	23,334	3,077	7.6	21,690	3,030	7.2
Montreal Fr	CFJP	Groupe V	V	6,825	2,435	2.8	5,561	2,351	2.4
Montreal Eng	CBMT	CBC	CBC	625	320	2	707	324	2.2
Montreal Eng	CFCF	Bell Media	CTV	3,300	574	5.8	3,479	601	5.8
Montreal Eng	CJNT	Rogers Media	Citytv	678	363	1.9	714	390	1.8
Montreal Eng	CKMI	Corus Ent.	Global	956	438	2.2	992	454	2.2
Quebec City	CBVT	SRC	SRC	3479	621	5.6	4015	638	6.3

conventional station statistics

weekly hours tuned & average weekly reach



Individuals 2+

Individuals 2+				Fall 2019			Fall 2018		
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
QUEBEC (cont'd)									
Quebec City	CFAP	Groupe V	V	959	621	5.6	914	345	2.6
Quebec City	CFCM	Québecor	TVA	5,166	667	7.8	4,853	636	7.5
Quebec City	CIVQ	Gov't of Que.	Télé-Quebec	464	252	1.8	446	267	1.7
Rim-Mat-Sept Iles*	CFER	Québecor	TVA	contact station rep for estimates			1,191	118	10.1
Rim-Mat-Sept Iles*	CJBRT	SRC	SRC	contact station rep for estimates			645	102	6.3
Rim-Mat-Sept Iles*	CFTFRM	Télé Intr-Rives	V	contact station rep for estimates					
Riviere-du-Loup*	CFTF+	Télé Intr-Rives	V	contact station rep for estimates			131	46	2.9
Riviere-du-Loup*	CIMT	Télé Intr-Rives	TVA	contact station rep for estimates			943	91	10.4
Riviere-du-Loup*	CIVB 1	Gov't of Que.	Télé-Quebec	contact station rep for estimates			50	24	2.1
Riviere-du-Loup*	CKRT	Télé Intr-Rives	SRC	contact station rep for estimates			340	58	5.9
Rouyn*	CFEM	RNC Media	TVA	contact station rep for estimates			708	72	9.9
Rouyn*	CKRN	RNC Media	SRC	contact station rep for estimates					
Sherbrooke	CFKS	Groupe V	V	507	177	2.9	458	163	2.8
Sherbrooke	CHLT	Québecor	TVA	2,886	306	9.4	2,558	310	8.3
Sherbrooke	CIVS	Gov't of Que.	Télé-Quebec	192	111	1.7	204	117	1.8
Sherbrooke	CKSH	SRC	SRC	1,525	270	5.6	1,629	284	5.7
Trois-Rivieres	CFKM	Groupe V	V	255	94	2.7	256	89	2.9
Trois-Rivieres	CHEM	Québecor	TVA	1,753	181	9.7	1,628	168	9.7
Trois-Rivieres	CIVC	Gov't of Que.	Télé-Quebec	126	68	1.8	102	57	1.8
Trois-Rivieres	CKTM	SRC	SRC	960	164	5.8	1,049	163	6.4
Matane*	CIVF	Gov't of Que.	Télé-Quebec	contact station rep for estimates			6	4	1.5
Val-d'Or*	CFVS	Groupe V	V	contact station rep for estimates					
Val-d'Or*	CIVA	Gov't of Que.	Télé-Quebec	contact station rep for estimates					

Sources: Numeris, PPM, Consolidated, Extended Markets, Mo-Su 2a-2a, Fall 2019 Sep 16 to Dec 22, 2019 / Fall 2018 Sep 10 to Dec 16, 2018 | Numeris Diary Fall 2019, Fall 2018, Mo-Su 6a-2a, Extended Markets; *Market is no longer measured by Numeris.+

conventional station statistics

weekly hours tuned & average weekly reach



Individuals 2+

				Fall 2019			Fall 2018		
				Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr
Market	Station	Owner	Network Affiliation						
ATLANTIC									
Atlantic Canada	ASN	Bell Media	CTV Two	contact station rep for estimates			1,102	413	2.7
Charlottetown *	CBCT	CBC	CBC	contact station rep for estimates			253	60	4.2
Halifax	CBHT	CBC	CBC	650	208	3.1	667	190	3.5
Halifax	CJCH	Bell Media	CTV	2200	338	6.5	2,196	334	6.6
Halifax/Drtmth	CIHFNS	Corus Ent.	Global	564	193	2.9	660	204	3.2
Saint John/Mon	CKCW	Bell Media	CTV	1262	227	5.6	1,673	427	3.9
Saint John/Mon	CKLT	Bell Media	CTV	504	121	4.2	657	204	3.2
Saint John/Mon	CBAFT	SRC	SRC	269	47	5.8	328	52	6.3
St. John's	CBNT	CBC	CBC	740	183	4	1,202	356	3.4
St. John's	NTV CJON	Stirling Comm.	indieNet	1686	256	6.6	2,664	653	4.1
Sydney, NS*	CJCB	Bell Media	CTV	contact station reps for estimates					

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+		Fall 2019		Fall 2018	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
A.Side	WildBrain	128	107	82	96
ABC Spark	Corus	2,142	1,946	2,817	2,328
Adult Swim	Corus	3,676	1,755	2,009	1,989
AMI-tv	AMI-Audio	213	339	358	462
Animal Planet	Bell Media	3,015	1,692	3,728	1,922
APTN	APTN	363	655	470	817
BBC Canada	Corus	967	833	790	781
BBC Earth	Blue Ant Media	742	438	686	395
BC1	Corus	874	442	932	479
BNN Bloomberg	Bell Media	1,148	851	863	782
Book TV	Bell Media	672	176	1,037	241
Cartoon Network	Corus	416	402	627	575
CBC News Network	CBC	9,867	5,102	8,759	5,083
CHRGD	WildBrain	1,116	1,123	2,292	1,167
CMT	Corus	4,285	2,650	4,248	2,955
Cooking Channel	Corus	1,094	995	976	879
Cottage Life	Blue Ant Media	1,472	1,102	1,299	1,068
CP24 Ontario	Bell Media	10,490	4,477	10,033	4,557
Crime + Investigation	Corus	1,738	1,048	1,756	1,173
CTV Comedy	Bell Media	12,121	4,691	10,003	4,804
CTV Drama	Bell Media	11,911	4,226	11,197	4,743
CTV Life	Bell Media	4,195	2,479	3,094	2,429
CTV News Channel	Bell Media	6,098	3,829	6,325	4,127
CTV Sci-Fi	Bell Media	8,215	4,469	9,567	5,094
Deja View	Corus	787	518	1,265	542
Discovery Science	Bell Media	2,629	2,089	2,488	1,899
Discovery Velocity	Bell Media	1,810	862	1,362	679
Discovery	Bell Media	12,317	6,282	11,281	6,790
Disney Eng	Corus	2,303	1,668	3,599	2,289
Disney JR	Corus	3,121	1,347	3,809	1,604
Disney XD	Corus	395	499	790	776
diy network	Corus	1,917	1,275	1,907	1,496
Documentary	CBC	467	561	425	590

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+		Fall 2019		Fall 2018	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
Dtour	Corus	2,207	1,522	2,145	1,590
E!	Bell Media	4,302	3,309	4,011	3,404
ESPN Classic Canada	Bell Media	23	42	32	69
Family Jr	WildBrain	1,905	998	1,961	1,050
Family	WildBrain	2,367	2,442	2,696	3,011
Fashion TV	Bell Media	75	73	31	55
Fight	Anthem Sports & Ent.	121	223	329	303
Food Network	Corus	8,993	5,001	8,888	4,865
FX	Rogers Media	2,632	1,943	2,503	1,993
FXX	Rogers Media	581	651	720	881
Game TV	Anthem Sports & Ent.	3,436	2,628	2,390	2,291
GAME	Anthem Sports & Ent.	38	128	3	11
H2	Corus	1,108	884	1,140	836
HGTV	Corus	11,296	5,366	12,337	5,695
HIFI	Blue Ant Media	938	1,077	639	762
History	Corus	11,794	6,156	11,544	5,885
Investigation Discovery	Bell Media	3,998	1,184	3,744	846
Leafs Nation Network	MLSE	56	108	64	180
Lifetime	Corus	1,752	1,399	1,505	1,412
Love Nature	Blue Ant Media	1,046	967	1,023	755
MAKEFUL	Blue Ant Media	874	774	893	864
MovieTime	Corus	2,233	2,050	1,741	1,803
MTV	Bell Media	2,589	1,916	2,245	1,948
MTV2	Bell Media	40	74	87	140
Much	Bell Media	5,722	3,708	5,243	3,517
NatGeoWild	Corus	1,199	1,017	1,534	1,049
National Geographic	Corus	3,368	2,611	5,190	3,661
NBA TV Canada	MLSE	383	360	540	442
Nickelodeon	Corus	346	399	402	520
OLN	Rogers Media	1,514	1,396	2,214	1,627
One:Body, Mind, Spirit	Zoomer Media	115	259	50	141
Out TV	OM Acquisitions	145	207	138	215
Own	Corus	446	647	874	840

English specialty statistics

Weekly Hours Tuned & Average Weekly Reach



Individuals 2+		Fall 2019		Fall 2018	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
Rewind	Channel Zero	260	329	480	474
Showcase	Corus	14,008	6,416	13,462	6,404
Silver Screen Classics	Channel Zero	571	408	1,002	710
Slice	Corus	3,003	2,727	3,774	3,396
Smithsonian	Blue Ant Media	881	560	546	395
Sportsnet 4K	Rogers Media	64	62	0	0
Sportsnet East	Rogers Media	2,776	2,456	2,540	2,240
Sportsnet National	Rogers Media	18,766	8,782	19,332	8,542
Sportsnet Ont	Rogers Media	7,676	4,626	7,669	4,479
Sportsnet Pac	Rogers Media	3,734	2,480	3,961	2,423
Sportsnet West	Rogers Media	4,581	2,928	5,162	2,883
Sportsnet360	Rogers Media	3,645	2,953	4,074	3,171
SportsnetOne	Rogers Media	5,587	4,304	5,084	4,166
T+E	Blue Ant Media	1,038	607	1,374	781
Teletoon Eng	Corus	2,792	1,982	4,828	2,461
TLN	TLN Media Group	1,084	1,062	1,119	1,278
Treehouse	Corus	4,593	2,068	7,921	2,192
TSN	Bell Media	26,261	10,516	24,565	10,114
TSN1	Bell Media	8,877	5,302	8,865	5,262
TSN2	Bell Media	3,091	3,415	2,951	3,340
TSN3	Bell Media	5,077	3,474	4,374	3,166
TSN4	Bell Media	8,219	5,281	7,247	4,825
TSN5	Bell Media	4,088	3,289	4,080	3,255
Vision	Zoomer Media	5,858	2,530	4,516	2,248
W Network	Corus	25,159	6,887	25,639	7,247
Weather	Pelmorex	2,942	3,312	2,839	3,439
Wild TV	Wild TV Inc.	171	236	219	288
YTV	Corus	7,895	4,716	8,911	4,838

French specialty statistics

Weekly Hours Tuned & Average Weekly Reach

Individuals 2+		Fall 2019		Fall 2018	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
addikTV	Quebecor Media	3,108	1,773	3,591	1,760
AMI-tele	Accessible Media	127	185	78	176
ARTV	SRC	2,482	1,691	2,691	1,663
Canal D	Bell Media	3,620	2,361	4,381	2,535
Canal Vie	Bell Media	3,144	2,100	3,033	2,157
Casa	Quebecor Media	2,388	1,213	2,322	1,068
ELLE Fictions	Quebecor Media	2,555	1,159	0	0
Evasion	Quebecor Media	1,113	1,216	1,107	1,225
Explora	SRC	1,231	884	1,053	722
Historia	Corus	3,365	1,766	3,274	1,861
Investigation	Corus	1,753	680	1,345	593
La Chaîne Disney	Corus	1,999	816	2,044	846
LCN	Quebecor Media	10,298	2,713	11,219	2,858
MAX	Groupe V	3,075	1,438	4,135	1,592
Meteomedia	Pelmorex	787	1,383	836	1,698
MOI ET CIE	Quebecor Media	1,640	1,196	1,243	831
Prise 2	Quebecor Media	3,465	1,466	4,115	1,382
RDI	SRC	6,761	2,278	6,672	2,321
RDS Info	Bell Media	721	771	674	814
RDS	Bell Media	9,854	3,275	8,113	3,192
RDS2	Bell Media	1,954	1,649	1,717	1,588
Series	Corus	7,197	1,835	6,960	1,987
Telemagino	WildBrain	412	332	781	484
Teletoon Fr	Corus	3,337	1,313	2,544	1,306
TV5	TV 5 Quebec	2,644	1,560	2,932	1,585
TVA Sports 2	Quebecor Media	648	1,081	563	1,011
TVA Sports 3	Quebecor Media	0	2	0	3
TVA Sports	Quebecor Media	4,207	2,186	4,107	2,183
Unis TV	TV 5 Quebec	803	1,274	652	1,091
VRAK	Bell Media	706	854	1,069	1,122
Yoopla	Quebecor Media	938	643	1,695	693
Z	Bell Media	2,516	2,173	2,286	2,135
Zeste	Quebecor Media	1,133	641	726	510

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	Groupe V Media	V Sales & Marketing	
CKTM Trois Rivieres	SRC	SRC Media Sales	Impulse Media Sales
CHEM Trois Rivieres	Quebecor Groupe Media	Quebecor Groupe Media	
CFKM Trois Rivieres	Groupe V Media	V Sales & Marketing	
CIVC Trois Rivieres	Tele-Quebec	Tele-Quebec Media Sales	
CHLT Sherbrooke	Quebecor Groupe Media	Quebecor Groupe Media	
CFKS Sherbrooke	Groupe V Media	V Sales & Marketing	
CIVG Sept-Iles	Tele-Quebec	Tele-Quebec Media Sales	
CKTV Chicoutimi	SRC	SRC Media Sales	Impulse Media Sales
CJPM Chicoutimi	Quebecor Groupe Media	Quebecor Groupe Media	
CFRS Chicoutimi	Groupe V Media	V Sales & Marketing	
CIVV Chicoutimi	Tele-Quebec	Tele-Quebec Media Sales	
CFEM Rouyn	RNC Media Inc.	Quebecor Groupe Media	
CKRN Rouyn	RNC Media Inc.	RNC Media Sales	
CFTF Riviere-du-Loup	Groupe V Media	V Sales & Marketing	
CIMT Riviere-du-Loup	Tele Inter-Rives	Quebecor Groupe Media	
CKRT Riviere-du-Loup	Tele Inter-Rives	SRC Media Sales	
CIVB Riviere-du-Loup	Tele-Quebec	Tele-Quebec Media Sales	

conventional station ownership and sales representation

		Major Market Sales Representation	
Station	Owner	Canada	U.S.
QUEBEC (CONTINUED)			
CJBR Rimouski	SRC	SRC Media Sales	Impulse Media Sales
CFER Rimouski	Quebecor Groupe Media	Quebecor Groupe Media	
Global Montreal (CKMI)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CBVT Quebec City	SRC	SRC Media Sales	Impulse Media Sales
CFCM Quebec City	Quebecor Groupe Media	Quebecor Groupe Media	
CFAP Quebec City	Groupe V Media	V Sales and Marketing	
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.	V Media Sales	
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 Brdcst 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	

additional resources

- Ritson “[10 Key Factors Driving Advertising Effectiveness](#)”
- Field, “[Crisis in Creative Effectiveness](#)”
- System1, “[Unlocking Profitable Growth](#)”
- thinktv, “[Online businesses on TV](#)”
- 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](#)”

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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