

# tv basics

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July 2023

think<sup>tv</sup>

# WHAT'S INSIDE

## TV ADVERTISING

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# tv advertising in Canada

# TV'S KEY STRENGTHS

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

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

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

**tv** TV reaches **86% of Canadian adults** every week, including **80% of Adults 25-54** and **75% of Adults 18-34**

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

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

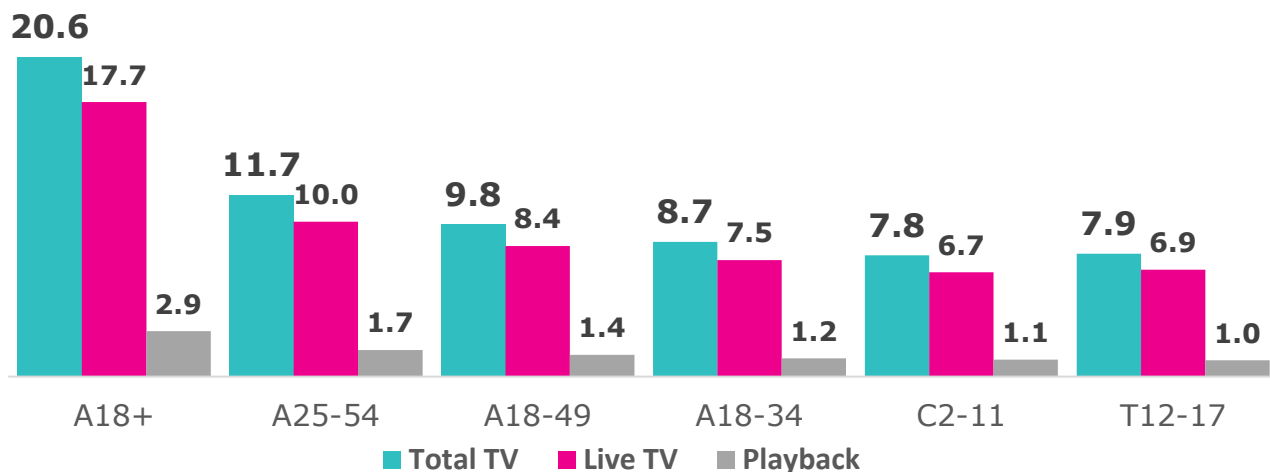
**tv** is a powerful **direct response vehicle** for many products and services, and is a proven tool for digital companies

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



# CANADIANS WATCH A LOT OF TV

## AVERAGE WEEKLY HOURS

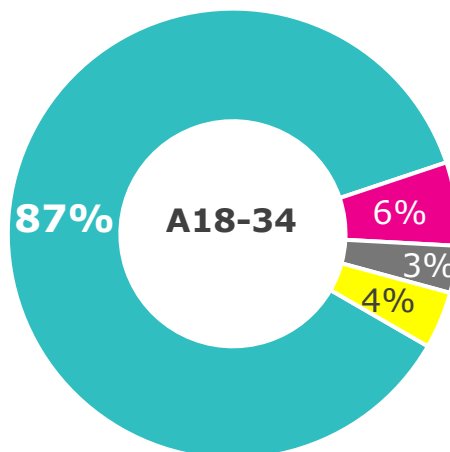
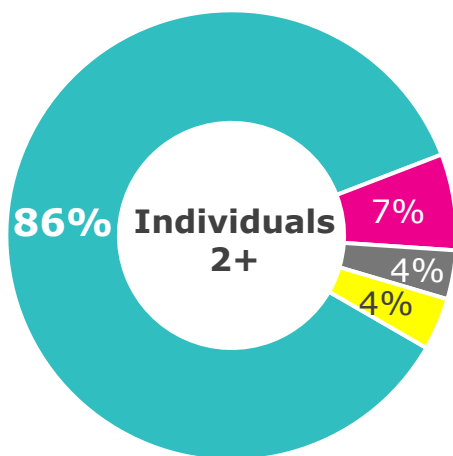


Canada | Numeris PPM, Total Hours(000) Sep 12 2022 – May 28 2023 | PB = Playback

## 86% of linear tv viewing is live

### LIVE TV VS PLAYBACK

TOTAL CANADA  
(% of Total TV Viewing)



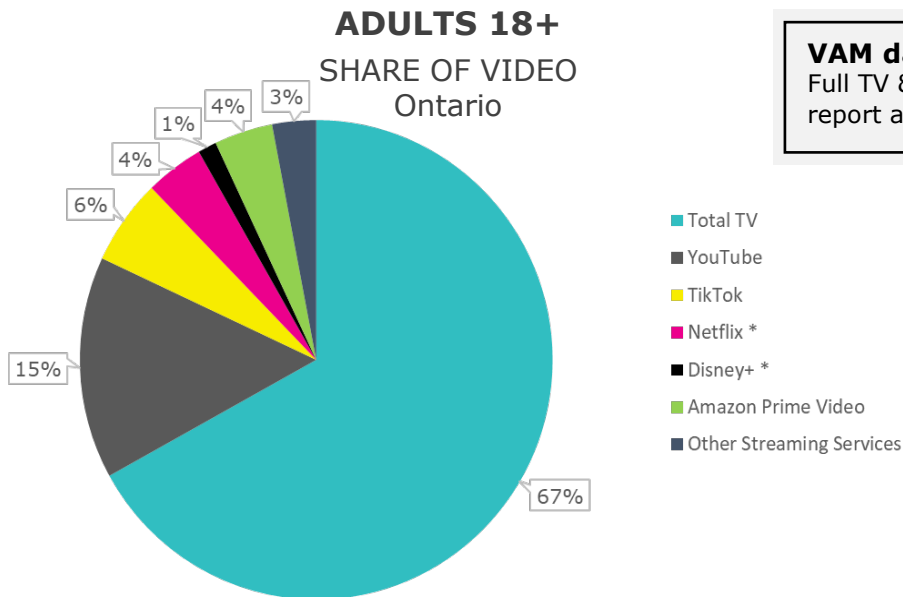
- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days

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

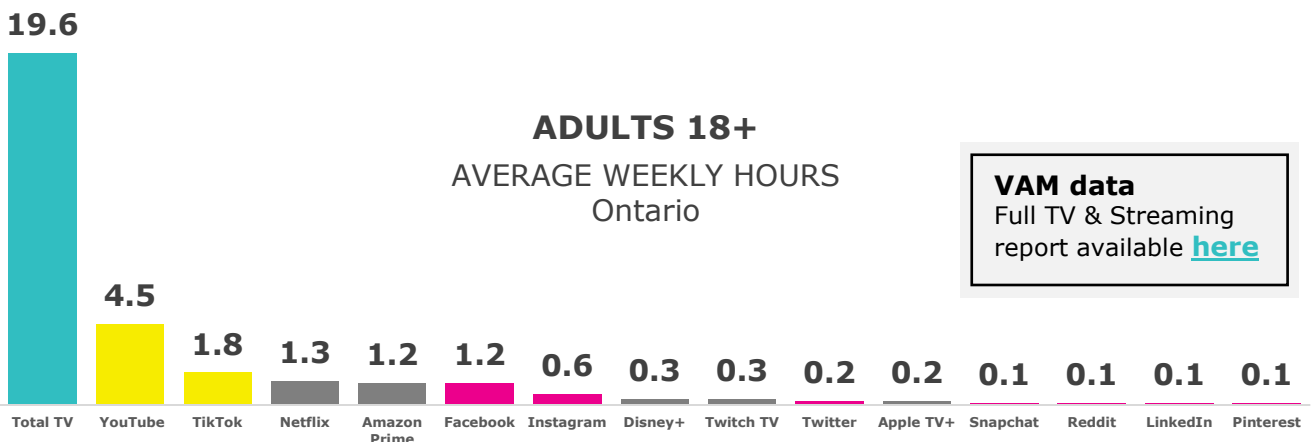
Canada | Numeris PPM, Total Hours(000) Sep 12 2022 – May 28 2023 | PB = Playback

# TV LEADS IN TIME SPENT

**tv** commands the largest share of video



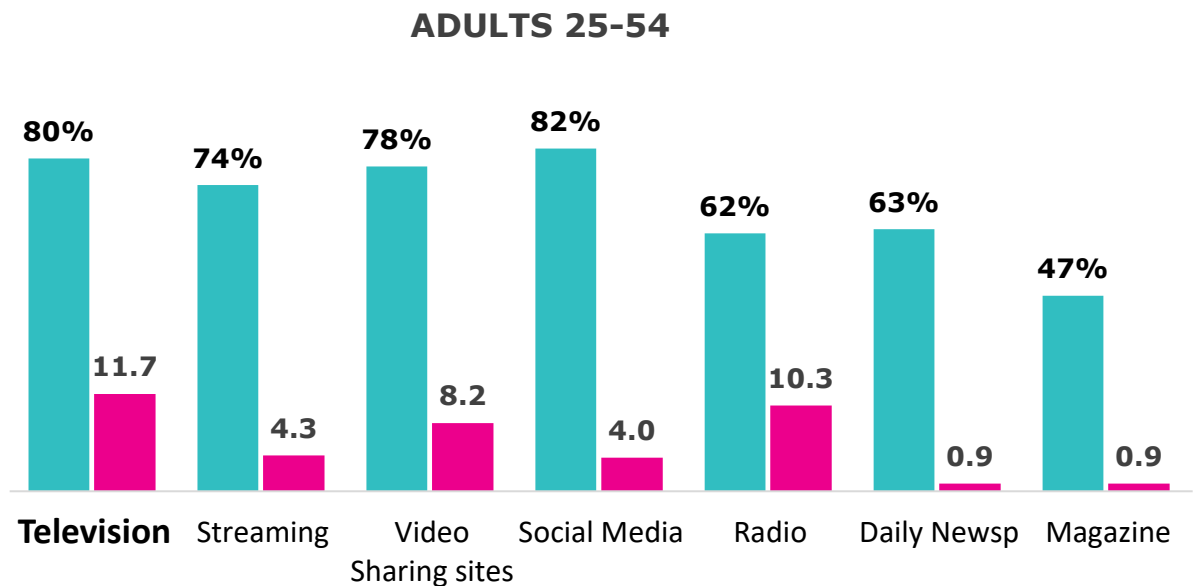
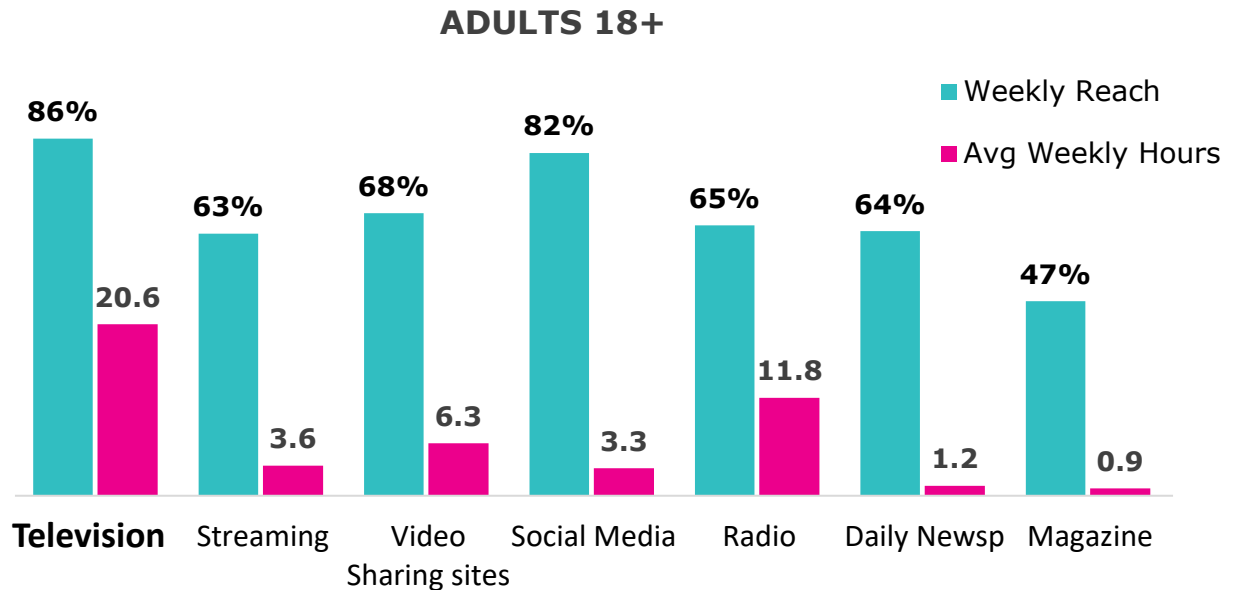
**total tv** dominates time spent



All time spent per capita. Total TV defined as linear TV and broadcaster streaming services  
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+), YouTube, and TikTok include in-home viewing only,  
Streaming Services are commercial free. Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku,  
Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET and Pluto TV  
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok; and  
Comscore, Mar 1 – May 31, 2023 for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

# REACH & TIME SPENT

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



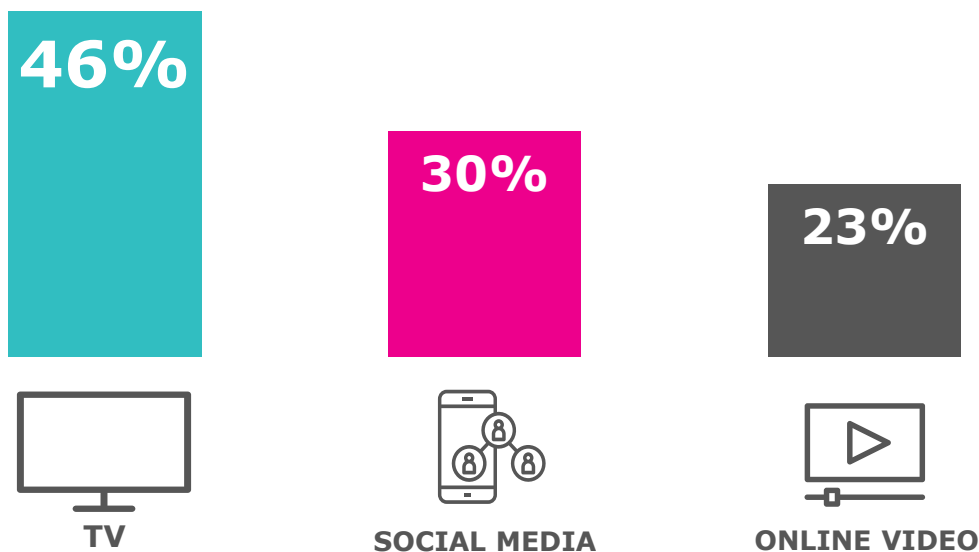
Sources: TV: Numeris PPM Sept 12 2022 – May 28 2023; Streaming\* & Video Sharing sites\*\*: Numeris VAM (in-home viewing only), Feb 27 - May 28 2023; Social Media\*\*\*: VIVIDATA SCC/Digital Spring 2023; Radio: RTS Spring 23; Print: Vividata SCC Summer 2023  
All time spent per capita.

\* Streaming Services include Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+, Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET and Pluto TV

\*\* Video-sharing sites includes YouTube + TikTok | \*\*\*Social Media includes Facebook, Instagram, X (formerly Twitter), LinkedIn, Pinterest, Reddit, Snapchat, Tumblr, WhatsApp, Grindr, WeChat, Nextdoor, flickr, and other, smaller, social media sites

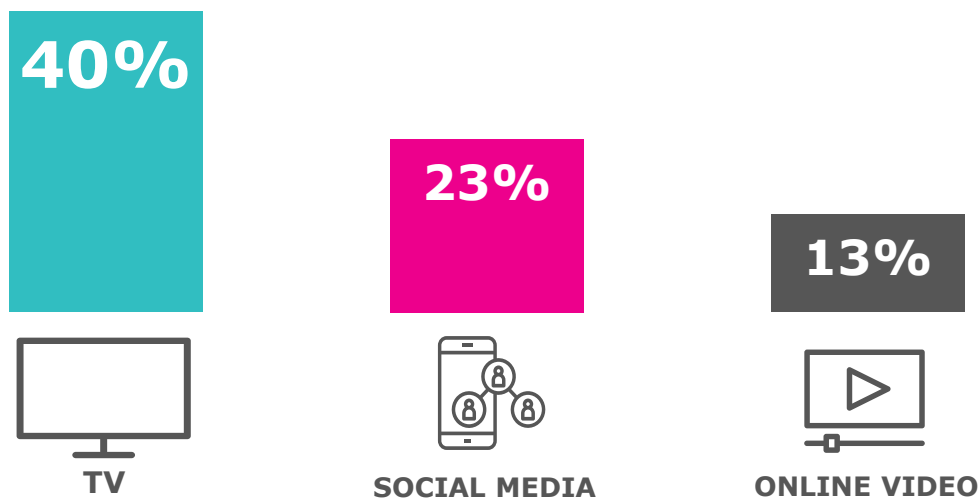
# ATTITUDES ABOUT ADVERTISING

**tv** ads get the most **attention**



Q: Which **ONE** of the following media carries video advertising that best **captures your ATTENTION**?

**tv** ads are the most **memorable**

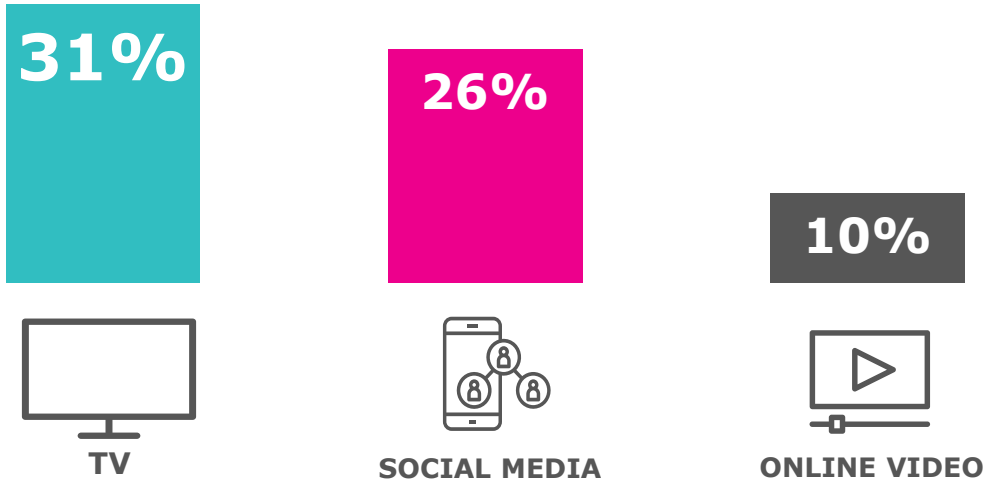


Q: Which **ONE** of the following media carries advertising that you are most **LIKELY TO REMEMBER**?  
not listed are: "Other" @ 25%; includes newspaper, radio, search & OOH.



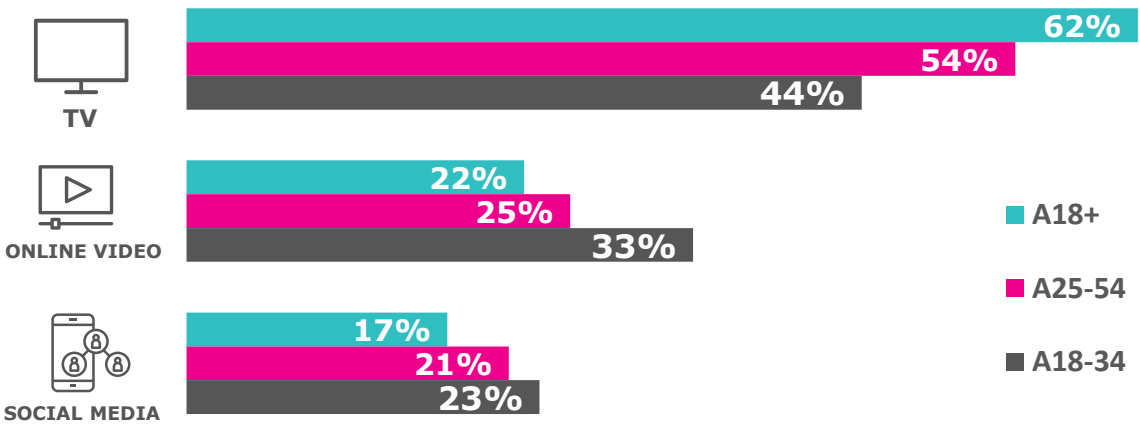
# ATTITUDES ABOUT ADVERTISING

**tv** is most likely to drive **purchases**



Q. Which **ONE** of the following media carries advertising that is most likely to make you **WANT TO BUY** the product?  
not listed are: "Other" @ 33%; includes newspaper, radio, search & OOH.

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



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

# tv statistics

# KEY TRENDS

- ▶ **Canadians continue to watch a lot of TV:** Adults (18+) watch over 20 hours of linear TV / week with an average weekly reach of 86%.
- ▶ **Young adults watch plenty of TV:** TV reaches 75% of A18-34 weekly; on average they watch 8.7 hours of linear television per week.
- ▶ **TV commands the largest share of video**, beating YouTube, TikTok and all the streaming services combined.
- ▶ Cord cutting has been far overstated: There are **10 million paid TV subscriptions** in Canada, a decrease of less than 3% YOY. Offsetting this is the huge growth of homes watching TV online.
- ▶ TV advertising has a significant halo effect on other media, **increasing the sales ROI of digital by 19%**. ([Accenture](#))
- ▶ Millions of Canadians tune in to their favourite TV programs and specials every week.
  - the top 10 network TV series deliver on average **1.6 million** viewers (2+).
  - the top 10 English programs generate an average audience of **1.2 million** viewers (2+) in English Canada.
  - the top French programs generate an average audience of **1.4 million** viewers (2+) in Quebec Franco.
- ▶ **Connected TV** is a huge area of growth for the broadcasters; total CTV revenue was up almost 70% in 2022 (1H 2022 v 1H 2021; SMI)
- ▶ **TV advertising continues to be rated the most trustworthy** - by all age groups - while social media is considered the least trustworthy.
- ▶ **86% of linear TV is watched live.**

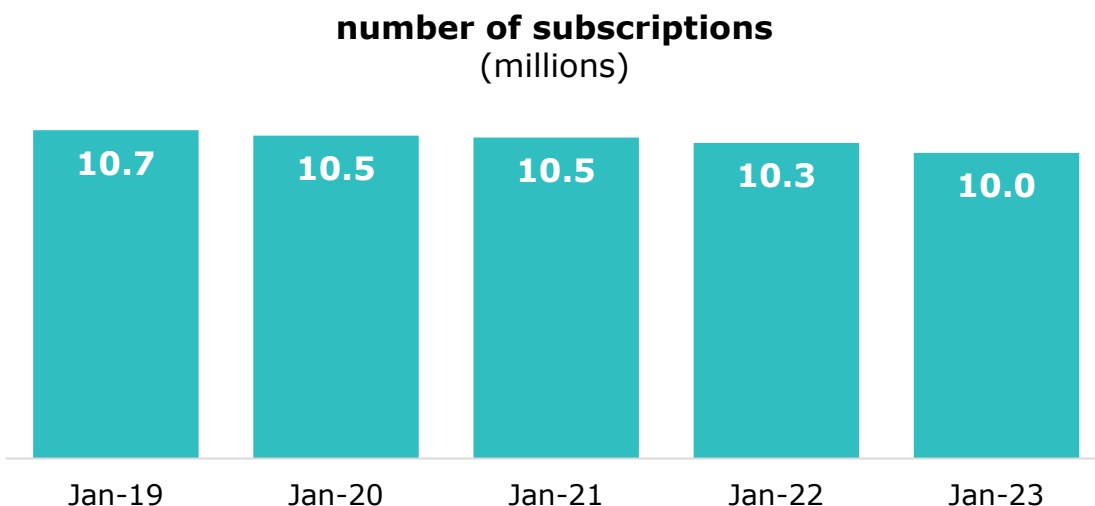
# VIEWING STATISTICS

| Demographic | Average Weekly Hours Per Capita | Average Weekly Reach % | Average Daily Reach % |
|-------------|---------------------------------|------------------------|-----------------------|
| Persons 2+  | 18.4                            | 83.9                   | 66.4                  |
| Kids 2-11   | 7.8                             | 74.9                   | 50.9                  |
| Teens 12-17 | 7.9                             | 74.2                   | 50.1                  |
| <b>A18+</b> | <b>20.6</b>                     | <b>85.9</b>            | <b>69.7</b>           |
| A18-24      | 8.8                             | 77.2                   | 52.6                  |
| A18-34      | 8.7                             | 74.7                   | 49.6                  |
| A18-49      | 9.8                             | 77.7                   | 54.1                  |
| A25-54      | 11.7                            | 79.6                   | 57.6                  |
| A55+        | 34.4                            | 95.8                   | 88.6                  |

Numeris, PPM, Total Canada, Total TV, M-Su 2a-2a, All Locations, Consolidated, Sept 12 2022 – May 28 2023

## 10 million paid linear **tv** subscriptions

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



Mediastats, Total Canada, Jan 2023, BDU Profile Report

# TOP 10 2022-23 SEASON

|  |         |           | <b>SERIES</b>  |           |           |
|-----------------------------------------------------------------------------------|---------|-----------|---------------------------------------------------------------------------------------------------|-----------|-----------|
| Program                                                                           | Network | P2+ (000) | Program                                                                                           | Network   | P2+ (000) |
| Chanteurs masqués                                                                 | TVA     | 1,869     | YELLOWSTONE                                                                                       | PARAMOUNT | 7,904     |
| STAT                                                                              | SRC     | 1,649     | 60 MINUTES                                                                                        | CBS       | 7,894     |
| LA VOIX                                                                           | TVA     | 1,611     | NCIS                                                                                              | CBS       | 7,443     |
| 9-1-1: LONE STAR                                                                  | CTV     | 1,608     | YOUNG SHELDON                                                                                     | CBS       | 7,431     |
| Indéfendable                                                                      | TVA     | 1,573     | FBI                                                                                               | CBS       | 7,350     |
| Sortez-moi d'ici!                                                                 | TVA     | 1,573     | CHICAGO FIRE                                                                                      | NBC       | 7,026     |
| THE ROOKIE                                                                        | CTV     | 1,549     | BLUE BLOODS                                                                                       | CBS       | 6,933     |
| THE GOOD DOCTOR                                                                   | CTV     | 1,489     | GHOSTS                                                                                            | CBS       | 6,928     |
| THE ROOKIE                                                                        | CTV     | 1,397     | EQUALIZER                                                                                         | CBS       | 6,678     |
| 9-1-1                                                                             | Global  | 1,387     | FIRE COUNTRY                                                                                      | CBS       | 6,506     |
| Numeris PPM   Sep 12 2022 – May 28 2023   Programs with 3+ airings                |         |           | IPG, Nielsen C3 Ratings   Sep 12 2022 - May 28 2023   Programs with 3+ airings                    |           |           |

|  |         |           | <b>SPECIALS</b>  |          |           |
|-------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------------------------------------------------------------------|----------|-----------|
| Program                                                                             | Network | P2+ (000) | Program                                                                                               | Network  | P2+ (000) |
| Bye bye 2022                                                                        | SRC     | 4,942     | OSCARS, THE                                                                                           | ABC      | 17,829    |
| ACADEMY AWARDS                                                                      | CTV     | 3,636     | GRAMMY AWARDS                                                                                         | CBS      | 11,834    |
| Les coulisses du Bye bye 2022                                                       | SRC     | 2,129     | LIVE FROM THE RED CARPET3                                                                             | ABC      | 8,184     |
| À l'année prochaine 2022                                                            | SRC     | 2,029     | NCIS: LOS ANGELES MON SP                                                                              | CBS      | 7,708     |
| Grammy Awards                                                                       | Citytv  | 1,517     | CAROL BURNETT 90 YEARS                                                                                | NBC      | 7,538     |
| Dick Clark's New Year's                                                             | Citytv  | 1,405     | PRIMETIME NYRE '23 PT 2                                                                               | ABC      | 7,520     |
| Célébration 2023                                                                    | TVA     | 1,357     | CMA AWARDS                                                                                            | ABC      | 7,483     |
| ACADEMY PRE-SHOW                                                                    | CTV     | 1,219     | FNC DEMOCRACY 22 ELECTION                                                                             | FOX NEWS | 7,173     |
| Face à face Québec 2022                                                             | TVA     | 1,134     | NIGHT COURT 1/17                                                                                      | NBC      | 7,155     |
| Gala de l'ADISQ 2022                                                                | SRC     | 1,119     | YOUNG SHELDON SPECIAL                                                                                 | CBS      | 7,108     |
| Numeris PPM   Sep 12 2022 - May 28 2023. Excludes sports specials                   |         |           | IPG, Nielsen C3 Ratings   Sep 12 2022 - May 28 2023   Excludes sports specials                        |          |           |

# TOP 10 2022-23 SEASON

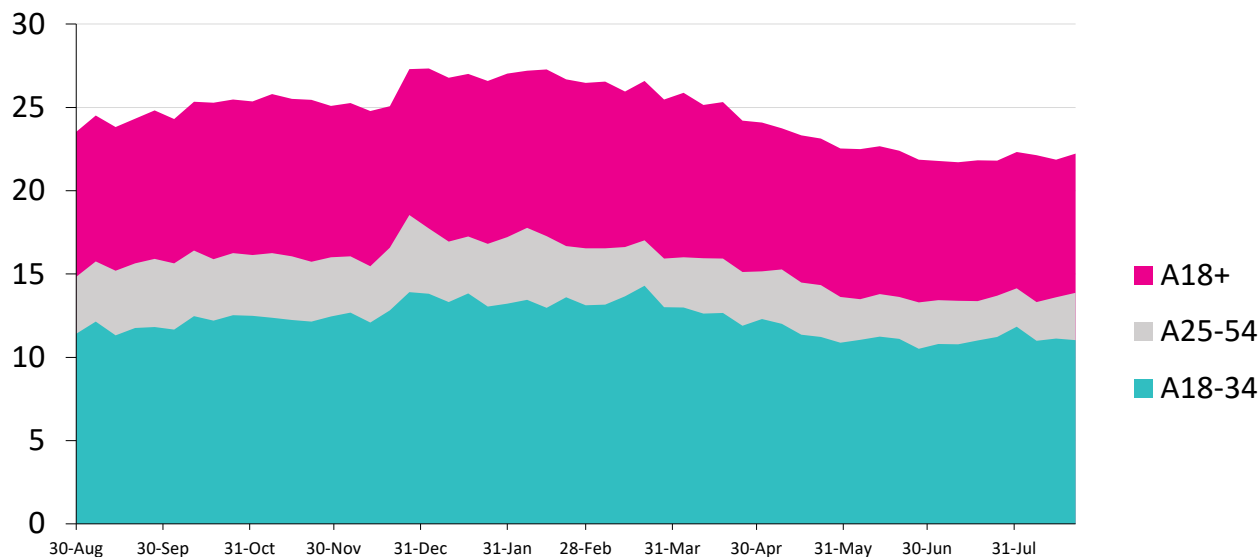
|  |                       |           | SPORTS                                        |         |           |  |  |  |
|-----------------------------------------------------------------------------------|-----------------------|-----------|-----------------------------------------------|---------|-----------|-------------------------------------------------------------------------------------|--|--|
| Program                                                                           | Network               | P2+ (000) | Program                                       | Network | P2+ (000) |                                                                                     |  |  |
| NFL SUPER BOWL                                                                    | CTV                   | 7,439     | FOX SUPER BOWL LVII                           | FOX     | 114,214   |                                                                                     |  |  |
| SOCCER:FIFA 2022 FINAL                                                            | TSN+RDS               | 4,563     | FOX SUPER BOWL POST-GUN                       | FOX     | 89,931    |                                                                                     |  |  |
| WJC:PLAYOFFS CANADA                                                               | TSN+RDS               | 3,936     | FOX SUPER BOWL POST GAME                      | FOX     | 59,769    |                                                                                     |  |  |
| SUPER BOWL KICKOFF                                                                | CTV                   | 3,840     | AFC CHAMPIONSHIP ON CBS                       | CBS     | 53,126    |                                                                                     |  |  |
| NFL SUPER BOWL POST                                                               | CTV                   | 3,357     | FOX NFC PLAYOFF-SUN                           | FOX     | 45,659    |                                                                                     |  |  |
| CFL GREY CUP                                                                      | TSN+RDS               | 3,350     | FOX NFC PLAYOFF-SAT                           | FOX     | 28,639    |                                                                                     |  |  |
| NHL PLAYOFFS ROUND 2                                                              | Rogers Sports Network | 2,173     | NBC NFL PLAYOFF GM WC SU                      | NBC     | 26,871    |                                                                                     |  |  |
| NHL PLAYOFFS ROUND 1                                                              | Rogers Sports Network | 1,926     | NBC NFL TH SPECIAL                            | NBC     | 24,777    |                                                                                     |  |  |
| SOCCER:FIFA 2022 QF                                                               | TSN+RDS               | 1,886     | FOX NFC PLAYOFF-KICK-SAT                      | FOX     | 24,402    |                                                                                     |  |  |
| CFL GREY CUP CNTDOWN                                                              | TSN+RDS               | 1,884     | AFC CHMP POST GAME ON CBS                     | CBS     | 24,328    |                                                                                     |  |  |
| Numeris PPM   Sep 12 2022 - May 28 2023                                           |                       |           | IPG, Nielsen L+SD   Sep 12 2022 - May 28 2023 |         |           |                                                                                     |  |  |



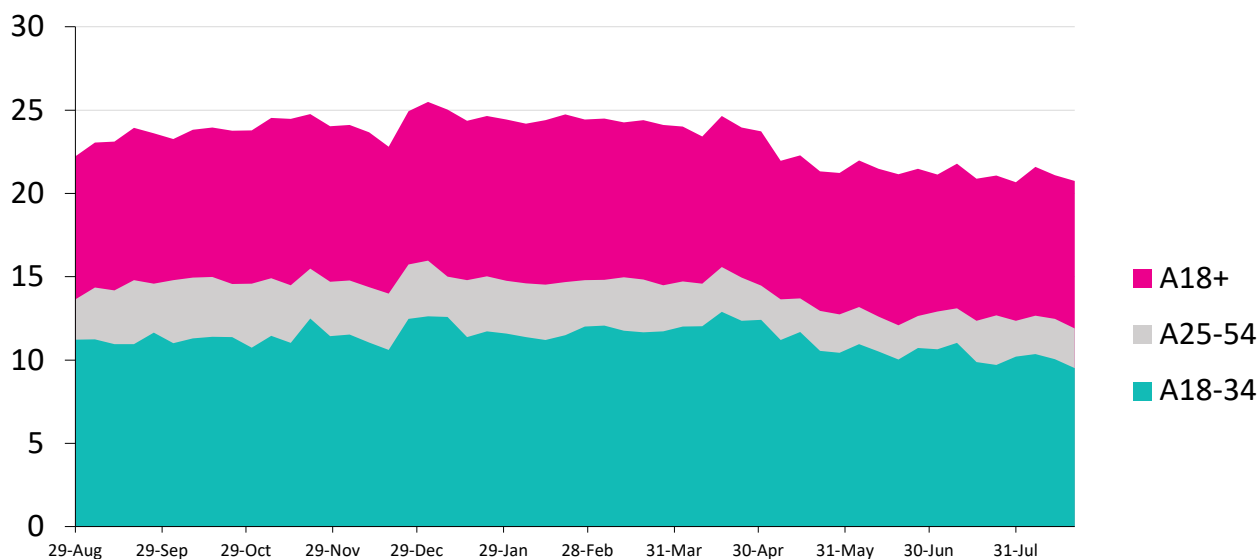
# SEASONAL VIEWING TRENDS

Seasonal viewing trends are consistent YOY

**2021-22**



**2022-23**



# CANADA / US COMPARISON



|                                                                       | Canada       | U.S.        |
|-----------------------------------------------------------------------|--------------|-------------|
| Population (Individuals 2+)                                           | 38,030,260   | 320,790,000 |
| Households                                                            | 15,212,104** | 127,080,000 |
| Number of TV Stations (Commercial Conventional + Specialty)           | 262          | 1,386 ^     |
| Access to Paid TV subscriptions - Cable, Satellite, IPTV % Persons 2+ | 77.0%        | 67%         |
| Internet Reception Only % Persons 2+                                  | 17.2%        | 20%         |
| Over the Air only % Persons 2+                                        | 5.8%         | 11.2%       |
| Smart TV % Persons 2+                                                 | 73.2%        | 75%         |
| Average Weekly Viewing Hours per Capita (Hours)                       |              |             |
| Persons 2+                                                            | 18.4         | 23.9        |
| Adults 18+                                                            | 20.6         | 26.8        |
| Adults 25-54                                                          | 11.7         | 17.2        |
| Teens (12-17)                                                         | 7.9          | 5.6         |
| Children (2-11)                                                       | 7.8          | 6.2         |
| Advertising Expenditures – millions                                   | \$17,328     | \$343,450   |
| TV Advertising Expenditures – millions                                | \$3,310      | \$70,697    |
| TV Expenditure Per Capita                                             | \$81         | \$220       |
| Commercial Time: Conventional                                         | Unlimited    | Deregulated |
| Commercial Time: Specialty Channels                                   | 12 min/hour  | Deregulated |
|                                                                       |              |             |



# TV MARKET RANKING

(North America, U.S., Canada)

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

# TV MARKET RANKING

(North America, U.S., Canada)

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

# TV MARKET RANKING

(North America, U.S., Canada)

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

# TV MARKET RANKING

(North America, U.S., Canada)

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

# CONVENTIONAL STATIONS - PPM

## weekly hours tuned & average weekly reach

Individuals 2+

|                            |                      |                     |                        | Major Market Representation |                |
|----------------------------|----------------------|---------------------|------------------------|-----------------------------|----------------|
| Station                    | Total Wkly Hrs (000) | Avg. Wkly Rch (000) | Owner / Network        | Canada                      | U.S.           |
| VANCOUVER                  |                      |                     |                        |                             |                |
| CBC Vancouver (CBUT)       | 1,836                | 1,075               | CBC                    | CBC Media                   | Impulse Media  |
| CHEK                       | 1,463                | 716                 | CHEK Media/ IndieNet   | Airtime/CHEK Media          | Impulse Media  |
| Citytv Vancouver (CKVU)    | 1,560                | 961                 | Rogers Sports & Media  | Rogers Sports & Media       | Impulse Media  |
| CTV Vancouver (CIVT)       | 4,438                | 1,537               | Bell Media             | Bell Media                  | Bell Media     |
| CTV2 Vancouver (CIVI)      | 1,423                | 917                 | Bell Media             | Bell Media                  | Bell Media     |
| Global BC (CHAN/CHBC)      | 7,916                | 1,805               | Corus                  | Corus                       | Canadian Media |
| Joytv BC (CHNU)            | 48                   | 67                  | Zoomer Media / Indep.  | Group of 7/Joytv            | Media Corps    |
| Knowledge BC (CKNO)        | 1245                 | 509                 | Gov't of B.C. / Indep. |                             |                |
| OMNI BC (CHNM)             | 43                   | 88                  | Rogers Sports & Media  | Rogers Sports & Media       | Impulse Media  |
| SRC Vancouver (CBUFT)      | 24                   | 41                  | SRC                    | SRC Media                   | Impulse Media  |
|                            |                      |                     |                        |                             |                |
| CALGARY                    |                      |                     |                        |                             |                |
| CBC Calgary (CBRT)         | 723                  | 418                 | CBC                    | CBC Media                   | Impulse Media  |
| Citytv Calgary (CKAL)      | 679                  | 414                 | Rogers Sports & Media  | Rogers Sports & Media       | Impulse Media  |
| CTV Calgary (CFCN)         | 2,665                | 776                 | Bell Media             | Bell Media                  | Bell Media     |
| CTV2 Alberta               | 318                  | 311                 | Bell Media             | Bell Media                  | Bell Media     |
| Global Calgary (CICT/CISA) | 2,902                | 724                 | Corus                  | Corus                       | Canadian Media |
| OMNI Calgary (CJCO)        | 5                    | 22                  | Rogers Sports & Media  | Rogers Sports & Media       | Impulse Media  |
| YES TV Calgary (CKCS)      | 164                  | 135                 | Crossroads / IndieNet  | Airtime Sales               |                |
|                            |                      |                     |                        |                             |                |
| EDMONTON                   |                      |                     |                        |                             |                |
| CBC Edmonton (CBXT)        | 822                  | 413                 | CBC                    | CBC Media                   | Impulse Media  |
| Citytv Edmonton (CKEM)     | 748                  | 412                 | Rogers Sports & Media  | Rogers Sports & Media       | Impulse Media  |
| CTV Edmonton (CFRN)        | 2,771                | 764                 | Bell Media             | Bell Media                  | Bell Media     |
| CTV2 Alberta               | 359                  | 338                 | Bell Media             | Bell Media                  | Bell Media     |
| Global Edmonton (CITV)     | 4,463                | 824                 | Corus                  | Corus                       | Canadian Media |
| Omni Edmonton (CJEO)       | 4                    | 11                  | Rogers Sports & Media  | Rogers Sports & Media       | Impulse Media  |
| SRC Edmonton (CBXFT)       | 14                   | 10                  | SRC                    | SRC Media                   | Impulse Media  |
| YES TV Edmonton (CKES)     | 308                  | 175                 | Crossroads / IndieNet  | Airtime Sales               |                |

# CONVENTIONAL STATIONS - PPM

## weekly hours tuned & average weekly reach

| Individuals 2+             |                      |                     |                          | Major Market Representation |                   |
|----------------------------|----------------------|---------------------|--------------------------|-----------------------------|-------------------|
| Station                    | Total Wkly Hrs (000) | Avg. Wkly Rch (000) | Owner / Network          | Canada                      | U.S.              |
| <b>TORONTO</b>             |                      |                     |                          |                             |                   |
| CBC Toronto (CBLT)+        | 4,820                | 2,231               | CBC                      | CBC Media                   | Impulse Media     |
| CHCH+                      | 2,985                | 1,329               | Channel Zero / Indep.    | Airtime                     | Impulse Media     |
| Citytv Ontario (CITY)+     | 6,594                | 2,738               | Rogers Sports & Media    | Rogers Sports & Media       | Impulse Media     |
| CTV Toronto (CFTO)+        | 12,215               | 3,331               | Bell Media               | Bell Media                  | Bell Media        |
| CTV2 Barrie/Tor (CKVR)+    | 1,793                | 1,464               | Bell Media               | Bell Media                  | Bell Media        |
| Global Ontario (CIII)+     | 6,040                | 2,698               | Corus                    | Corus                       | Canadian Media    |
| OMNI 1 Ontario (CFMT)+     | 107                  | 187                 | Rogers Sports & Media    | Rogers Sports & Media       | Impulse Media     |
| OMNI 2 Ontario (CJMT)+     | 35                   | 137                 | Rogers Sports & Media    | Rogers Sports & Media       | Impulse Media     |
| SRC Toronto (CBLFT)        | 53                   | 102                 | SRC                      | SRC Media                   | Impulse Media     |
| YES TV Toronto (CITS)      | 1,569                | 1,063               | Crossroads / IndieNet    | Airtime                     |                   |
| <b>ONTARIO</b>             |                      |                     |                          |                             |                   |
| CBC Ontario                | 8,003                | 3,920               | CBC                      | CBC Media                   | Impulse Media     |
| CHCH                       | 5,076                | 2,277               | Channel Zero / Indep.    | Airtime                     | Impulse Media     |
| Citytv Ontario (CITY)      | 10,508               | 4,571               | Rogers Sports & Media    | Rogers Sports & Media       | Impulse Media     |
| CTV Ontario                | 23,507               | 6,236               | Bell Media               | Bell Media                  | Bell Media        |
| CTV2 Ontario               | 7,147                | 3,477               | Bell Media               | Bell Media                  | Bell Media        |
| Global Ontario (CIII)      | 10,616               | 4,739               | Corus                    | Corus                       | Canadian Media    |
| OMNI 1 Ontario (CFMT)      | 140                  | 271                 | Rogers Sports & Media    | Rogers Sports & Media       | Impulse Media     |
| OMNI 2 Ontario (CJMT)      | 40                   | 184                 | Rogers Sports & Media    | Rogers Sports & Media       | Impulse Media     |
| SRC Toronto and Ottawa     | 486                  | 285                 | SRC Ontario              | SRC Media                   | Impulse Media     |
| YES TV Toronto (CITS)      | 3,147                | 1,887               | Crossroads / IndieNet    | Airtime                     |                   |
| <b>MONTREAL FRANCO</b>     |                      |                     |                          |                             |                   |
| Noovo Montreal (CFJP)      | 6,697                | 2,391               | Bell Media               | Bell Media                  | Bell Media        |
| SRC Montreal (CBFT)        | 13,128               | 2,734               | SRC                      | SRC                         | SRC Media         |
| TQ Total                   | 2,934                | 1,835               | Gov't Que. / Télé-Québec | Télé-Québec                 | Télé-Québec Media |
| TVA Montreal (CFTM)        | 20,438               | 2,902               | TVA                      | Quebecor Gr Media           | Quebecor Gr Media |
| <b>MONTREAL ANGLO</b>      |                      |                     |                          |                             |                   |
| CBC Montreal (CBMT)        | 475                  | 255                 | CBC                      | CBC Media                   | Impulse Media     |
| Citytv Montreal (CJNT)     | 539                  | 283                 | Rogers Sports & Media    | Rogers Sports & Media       | Impulse Media     |
| CTV Montreal (CFCF)        | 2,317                | 474                 | Bell Media               | Bell Media                  | Bell Media        |
| Global Quebec (CKMI)       | 646                  | 290                 | Corus                    | Corus                       | Canadian Media    |
| <b>PROV. QUEBEC FRANCO</b> |                      |                     |                          |                             |                   |
| Noovo Total                | 12,039               | 4,486               | Bell Media               | Bell Media                  | Bell Media        |
| SRC Total                  | 27,336               | 5,242               | SRC                      | SRC                         | SRC Media         |
| TQ Total                   | 5,161                | 3,275               | Gov't Que. / Télé-Québec | Télé-Québec                 | Télé-Québec Media |
| TVA Total                  | 46,998               | 5,559               | TVA                      | Quebecor Gr Media           | Quebecor Gr Media |

# CONVENTIONAL STATION LIST

## Numeris diary markets\*

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

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

# CONVENTIONAL STATION LIST

## Numeris diary markets\*

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

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



# CONVENTIONAL STATION LIST

## Numeris diary markets\*

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

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

# ENGLISH SPECIALTY STATISTICS

## weekly hours tuned & average weekly reach

| Individuals 2+        |                         |                         |                         |                             |                         |
|-----------------------|-------------------------|-------------------------|-------------------------|-----------------------------|-------------------------|
| Station               | Hours/<br>Week<br>(000) | Reach/<br>Week<br>(000) | Owner / Network         | Major Market Representation |                         |
|                       |                         |                         |                         | Canada                      | U.S.                    |
| ABC Spark             | 842                     | 884                     | Corus                   | Corus                       | Canadian Media          |
| Adult Swim            | 1900                    | 1087                    | Corus                   | Corus                       | Canadian Media          |
| AMI-tv                | 221                     | 272                     | Accessible Media Inc.   | Accessible Media Inc.       | Accessible Media Inc.   |
| Animal Planet         | 1767                    | 916                     | Bell Media              | Bell Media                  | Bell Media              |
| APTN                  | 950                     | 1490                    | Aboriginal People's Net | Aboriginal People's Net     | Aboriginal People's Net |
| APTN HD               | 688                     | 1125                    | Aboriginal People's Net | Aboriginal People's Net     | Aboriginal People's Net |
| BBC Earth             | 1112                    | 660                     | Blue Ant Media          | Blue Ant Media              | Blue Ant Media          |
| BBC First             | 1098                    | 794                     | Blue Ant Media          | Blue Ant Media              | Blue Ant Media          |
| BC1                   | 1839                    | 641                     | Corus                   | Corus                       | Canadian Media          |
| BNN Bloomberg         | 1356                    | 651                     | Bell Media              | Bell Media                  | Bell Media              |
| Boomerang             | 385                     | 235                     | Corus                   | Corus                       | Canadian Media          |
| Cartoon Network       | 1263                    | 974                     | Corus                   | Corus                       | Canadian Media          |
| CBC News Network      | 10082                   | 4237                    | CBC                     | CBC                         | CBC                     |
| CMT                   | 3499                    | 1824                    | Corus                   | Corus                       | Canadian Media          |
| Cooking Channel       | 882                     | 725                     | Corus                   | Corus                       | Canadian Media          |
| Cottage Life          | 2454                    | 1394                    | Blue Ant Media          | Blue Ant Media              | Blue Ant Media          |
| CP24 Ontario          | 11055                   | 3788                    | Bell Media              | Bell Media                  | Bell Media              |
| Crime + Investigation | 2028                    | 915                     | Corus                   | Corus                       | Canadian Media          |
| CTV Comedy            | 10367                   | 3014                    | Bell Media              | Bell Media                  | Bell Media              |
| CTV Drama             | 9039                    | 2416                    | Bell Media              | Bell Media                  | Bell Media              |
| CTV Life              | 5147                    | 2069                    | Bell Media              | Bell Media                  | Bell Media              |
| CTV News Channel      | 5231                    | 2989                    | Bell Media              | Bell Media                  | Bell Media              |
| CTV Sci-Fi            | 7710                    | 3639                    | Bell Media              | Bell Media                  | Bell Media              |
| Deja View             | 751                     | 446                     | Corus                   | Corus                       | Canadian Media          |
| Discovery             | 10822                   | 4452                    | Bell Media              | Bell Media                  | Bell Media              |
| Discovery Science     | 2333                    | 1500                    | Bell Media              | Bell Media                  | Bell Media              |
| Discovery Velocity    | 1489                    | 722                     | Bell Media              | Bell Media                  | Bell Media              |
| Disney Eng            | 693                     | 485                     | Corus                   | Corus                       | Canadian Media          |
| Disney JR             | 1995                    | 716                     | Corus                   | Corus                       | Canadian Media          |
| Disney XD             | 509                     | 279                     | Corus                   | Corus                       | Canadian Media          |
| Documentary           | 544                     | 627                     | CBC                     | CBC                         | CBC                     |

# ENGLISH SPECIALTY STATISTICS

## weekly hours tuned & average weekly reach

Individuals 2+

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

# ENGLISH SPECIALTY STATISTICS

## weekly hours tuned & average weekly reach

| Individuals 2+         |                         |                         |                       | Major Market Representation |                     |
|------------------------|-------------------------|-------------------------|-----------------------|-----------------------------|---------------------|
| Station                | Hours/<br>Week<br>(000) | Reach/<br>Week<br>(000) | Owner / Network       | Canada                      | U.S.                |
| Own                    | 262                     | 319                     | Corus                 | Corus                       | Canadian Media      |
| Rewind                 | 224                     | 267                     | Channel Zero          | Channel Zero                | Channel Zero        |
| Showcase               | 9538                    | 4021                    | Corus                 | Corus                       | Canadian Media      |
| Silver Screen Classics | 632                     | 359                     | Channel Zero          | Channel Zero                | Channel Zero        |
| Slice                  | 2310                    | 2025                    | Corus                 | Corus                       | Canadian Media      |
| Smithsonian            | 1341                    | 814                     | Blue Ant Media        | Blue Ant Media              | Blue Ant Media      |
| Sportsman Channel      | 71                      | 155                     | Keywest Marketing Ltd | Outdoor Group Media         | Outdoor Group Media |
| Sportsnet 4K           | 355                     | 248                     | Rogers Sports & Media | Rogers Sports & Media       | Impulse             |
| Sportsnet East         | 3648                    | 2333                    | Rogers Sports & Media | Rogers Sports & Media       | Impulse             |
| Sportsnet National     | 25121                   | 8661                    | Rogers Sports & Media | Rogers Sports & Media       | Impulse             |
| Sportsnet Ont          | 11677                   | 5078                    | Rogers Sports & Media | Rogers Sports & Media       | Impulse             |
| Sportsnet Pac          | 4209                    | 2390                    | Rogers Sports & Media | Rogers Sports & Media       | Impulse             |
| Sportsnet West         | 5587                    | 2923                    | Rogers Sports & Media | Rogers Sports & Media       | Impulse             |
| Sportsnet360           | 3976                    | 2675                    | Rogers Sports & Media | Rogers Sports & Media       | Impulse             |
| SportsnetOne           | 5897                    | 3970                    | Rogers Sports & Media | Rogers Sports & Media       | Impulse             |
| T+E                    | 1237                    | 877                     | Blue Ant Media        | Blue Ant Media              | Blue Ant Media      |
| Teletoon Eng           | 897                     | 842                     | Corus                 | Corus                       | Canadian Media      |
| TLN                    | 602                     | 704                     | TLN Media Group       | TLN Media Group             | TLN Media Group     |
| Treehouse              | 2084                    | 1040                    | Corus                 | Corus                       | Canadian Media      |
| TSN                    | 27285                   | 9181                    | Bell Media            | Bell Media                  | Bell Media          |
| TSN1                   | 10481                   | 5017                    | Bell Media            | Bell Media                  | Bell Media          |
| TSN2                   | 3294                    | 3000                    | Bell Media            | Bell Media                  | Bell Media          |
| TSN3                   | 4532                    | 3089                    | Bell Media            | Bell Media                  | Bell Media          |
| TSN4                   | 7948                    | 4457                    | Bell Media            | Bell Media                  | Bell Media          |
| TSN5                   | 4323                    | 2986                    | Bell Media            | Bell Media                  | Bell Media          |
| Vision                 | 5080                    | 2113                    | Zoomer Media          | Zoomer Media                | Zoomer Media        |
| W Network              | 13039                   | 4490                    | Corus                 | Corus                       | Canadian Media      |
| Weather                | 1685                    | 2088                    | Pelmorex              | Pelmorex                    | Pelmorex            |
| Wild TV                | 123                     | 166                     | Wild TV Inc.          | Wild TV Inc.                | Wild TV Inc.        |
| WildBrainTV            | 196                     | 362                     | WildBrain             | WildBrain                   | WildBrain           |
| YTV                    | 2112                    | 1819                    | Corus                 | Corus                       | Canadian Media      |

# FRENCH SPECIALTY STATISTICS

## weekly hours tuned & average weekly reach

Individuals 2+

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

# ADDITIONAL RESOURCES

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

## think**tv** Clearance

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

think**tv** Clearance  
160 Bloor Street East, Suite 1005  
Toronto, ON M4W 1B9  
**Tel:** 416-923-8813  
**Fax:** 416-413-3879  
[think\*\*tv\*\* Clearance Website](#)



# SCHEDULE A



## TV Diary-only service cancelled

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

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

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

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

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