

# TV BASICS

# what's inside:

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## TV ADVERTISING

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# TV ADVERTISING in Canada

# TV's (very long list of) key strengths

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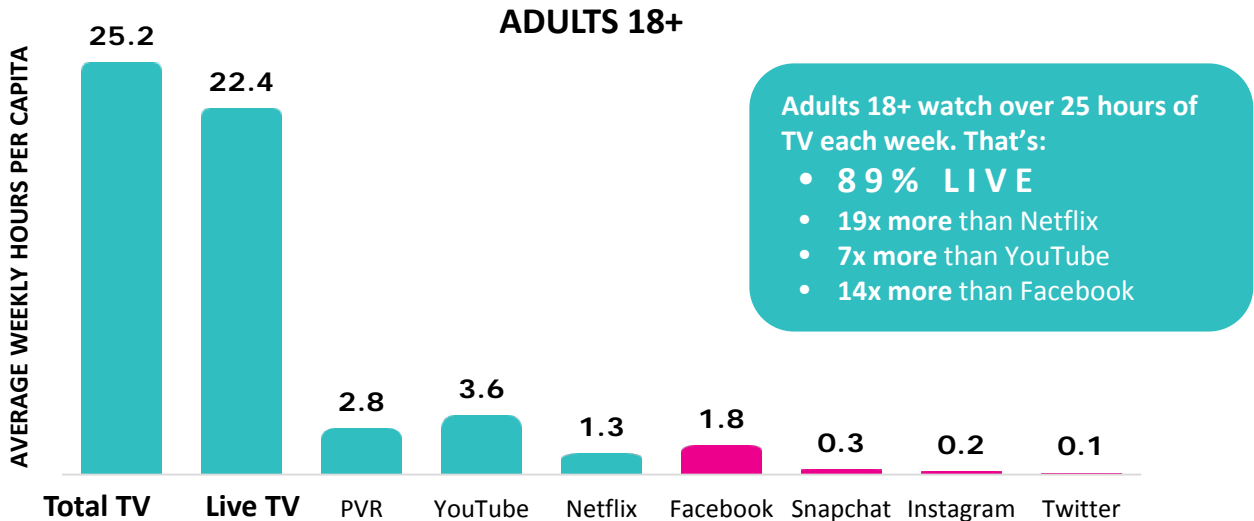
- tv** has the **highest ROI** of all media
- tv** is **unignorable**, reaching **94% of Canadian Adults 18+** every week – the highest of any medium
- tv** delivers an incredible **323 million impressions** for the average campaign
- tv** ads are the most **trusted, influential** and **engaging**
- 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

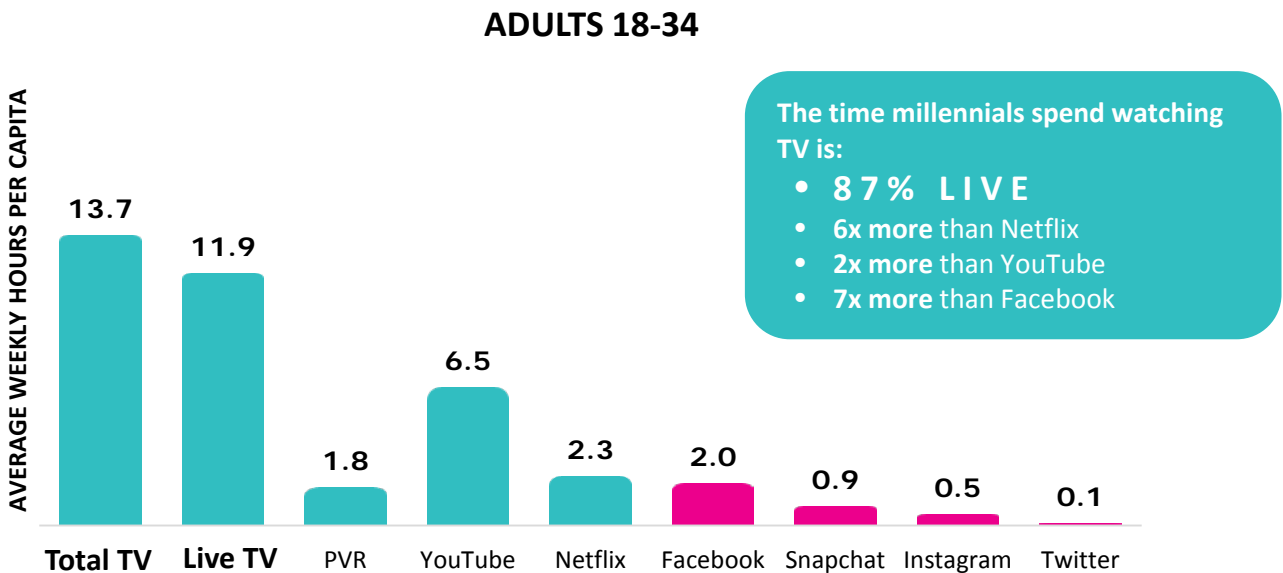
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- tv** is a powerful **direct response vehicle** for many products and services, and a proven tool for digital companies
- tv** spend is directly correlated with **business growth**
- tv** drives both short and long-term **customer acquisitions**
- 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



## millennials watch almost **14 hours** of tv /week

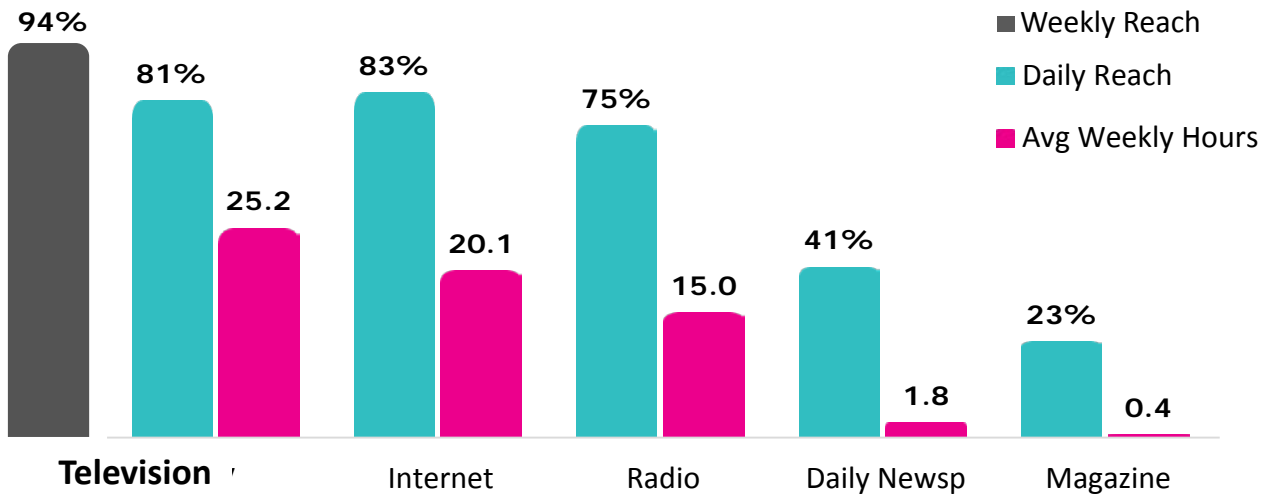


Source: **Total TV, Live TV, PVR:** Numeris, PPM, Total Canada, All Locations, Mo-Su 2a-2a, Fall-Win-Spring 2017-18 (Sep. 11, 2017 to May 27, 2018) | **YouTube.com:** comScore Video Metrix, Multi-Platform, Canada, Sep. 2017 to May 2018 | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sep. 2017 to May 2018 | **Netflix:** Numeris Diary, Total Canada, average Fall 2017/Spring 2018, M-Su 6a-2a | Note: Numeris population estimates used to calculate average weekly hours per capita for digital media

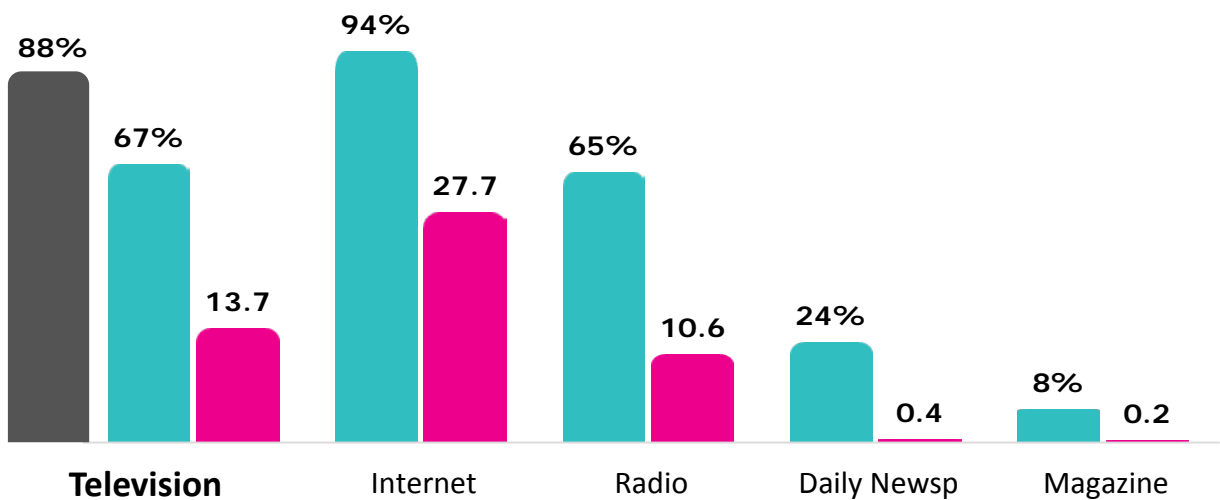
# reach & time spent – a one-two punch

TV has a **higher daily reach** and delivers **more time spent** than any other medium (A18+)

## ADULTS 18+



## ADULTS 18-34

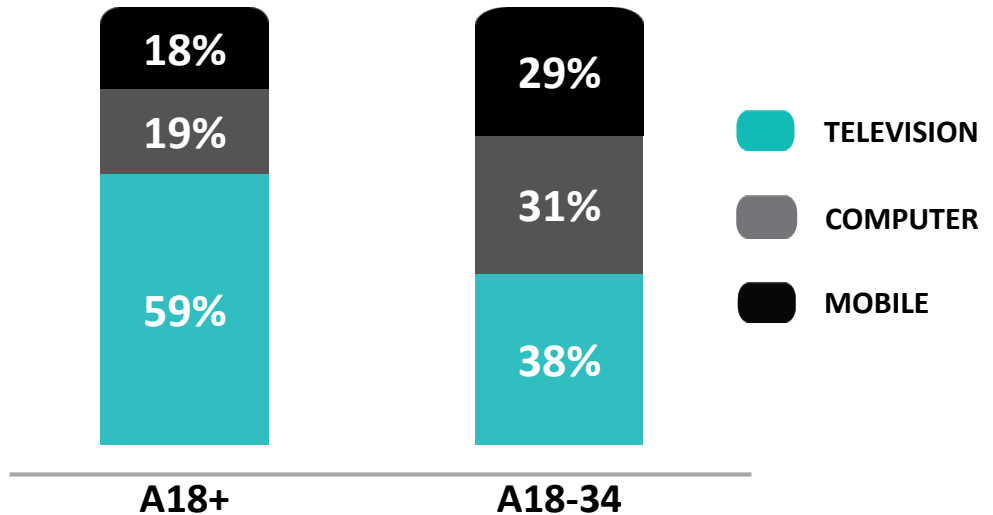


Source: **Television:** Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, A18+, Fall-Win-Spring 2017 (Sep. 11, 2017 to May 27, 2018) | **Internet(Daily Reach), Radio, Daily Newspaper, Magazine:** Numeris RTS, Canada, average Fall 2017/Spring 2018 | **Internet(Weekly Hours):** comScore Media Metrix; Multi-Platform, Canada, Sep. 2017 to May 2018  
 Note: Numeris population estimates used to calculate average weekly hours per capita.

# ATTITUDES ABOUT ADVERTISING

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

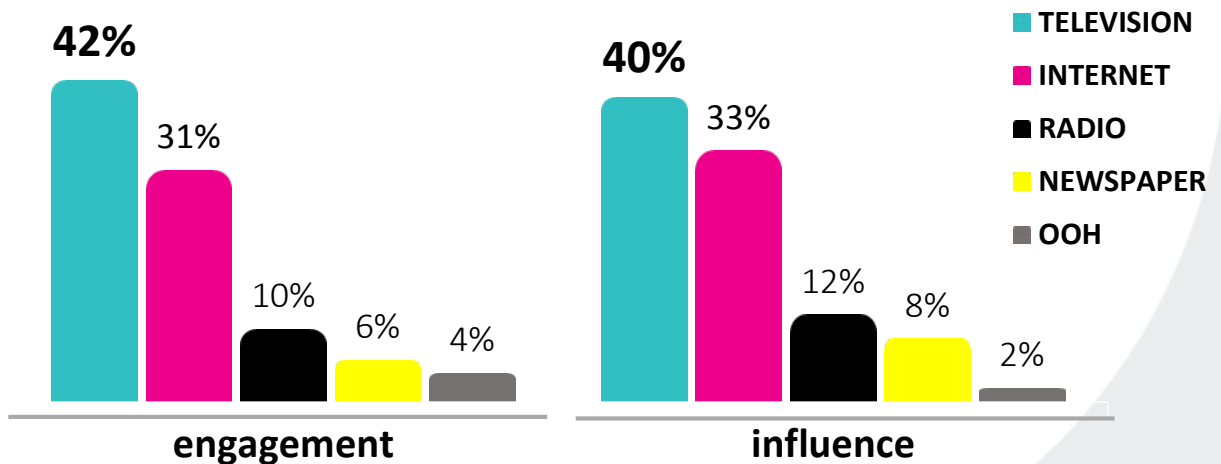
## VIDEO ADS MOST LIKELY TO WATCH



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

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

## ADULTS 18+



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



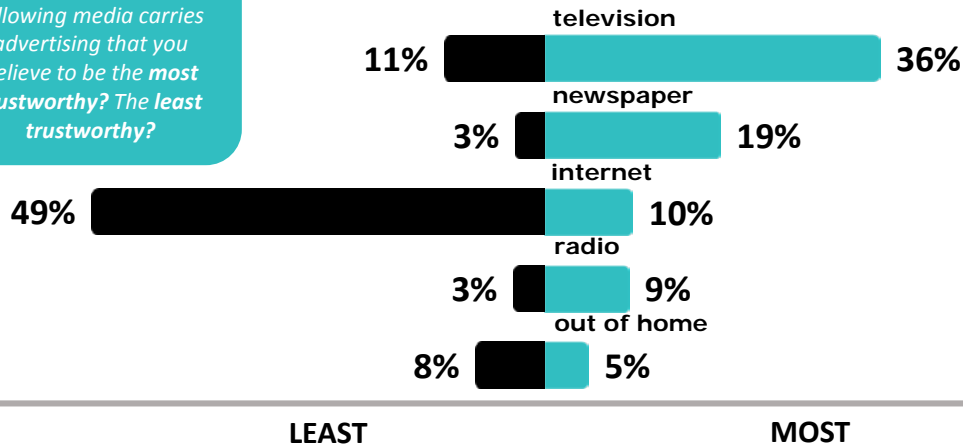
# ATTITUDES ABOUT ADVERTISING

**tv** ads are the most **trustworthy**

while online ads are the least trustworthy

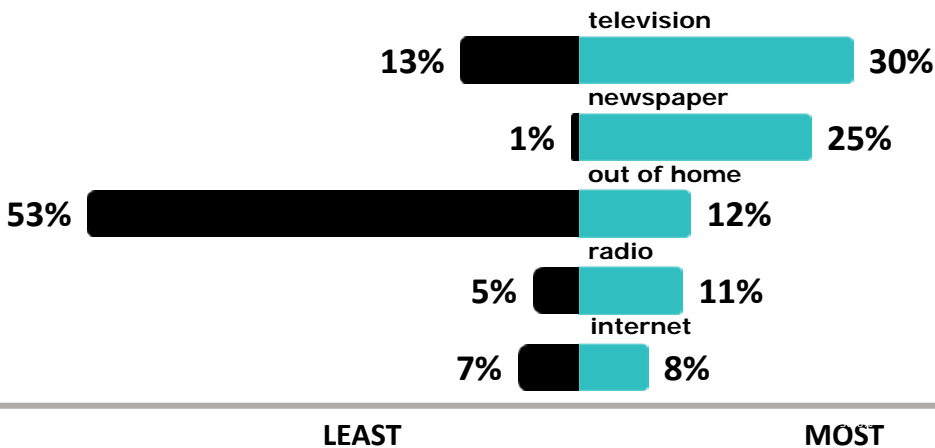
*Q: Which ONE of the following media carries advertising that you believe to be the most trustworthy? The least trustworthy?*

## ADULTS 18+



even **millennials** trust **tv** ads the most  
and internet ads the least

## ADULTS 18-34



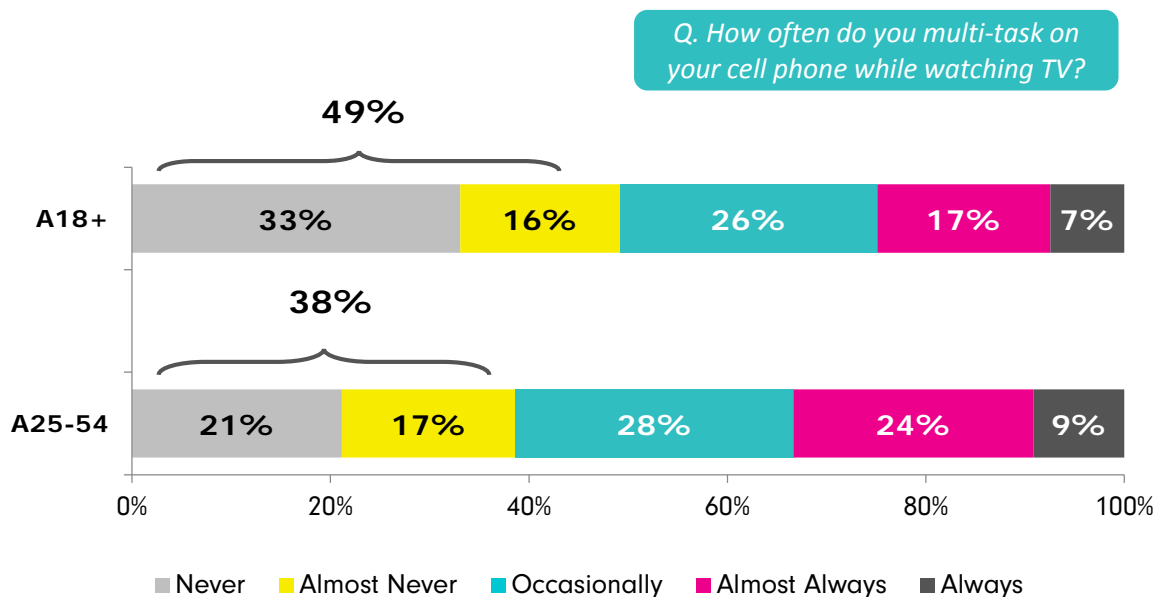
# THE TRUTH ABOUT MULTI-TASKING

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

\* Occasional + Almost Never + Never

## half of Canadians rarely multi-task

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

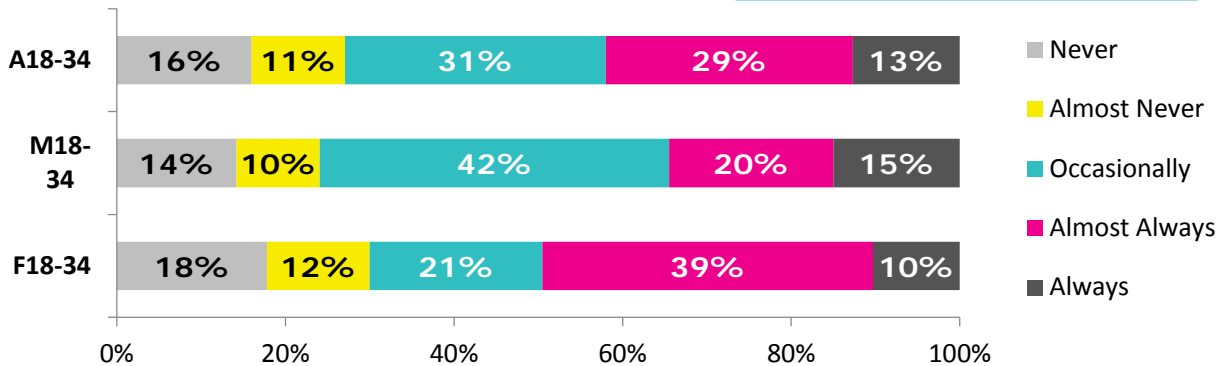


# MULTI-TASKING

## millennials multi-task - but not as much as you think

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

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

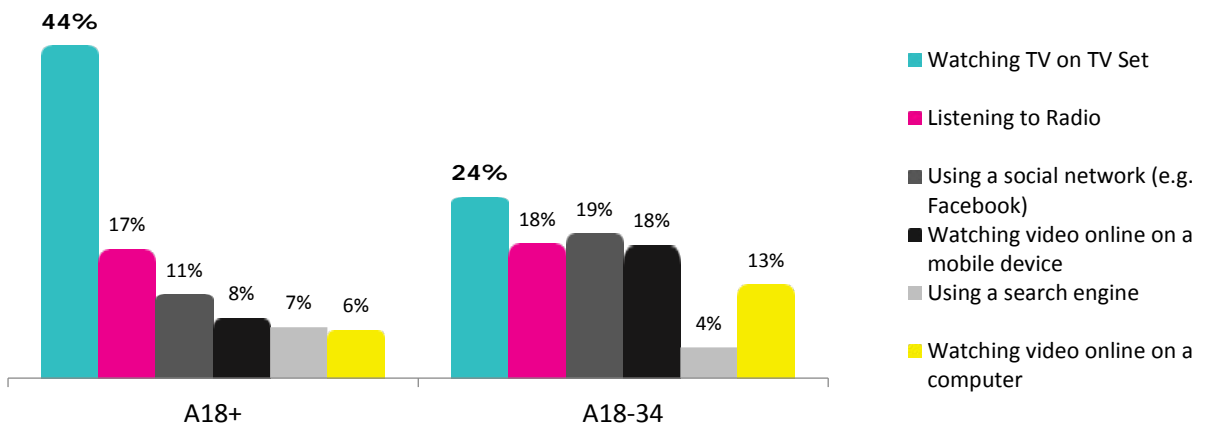


Source: thinktv, nlogic, omniVu survey March 2017

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

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

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



Source: thinktv, nlogic, omniVu survey March 2018



# TV STATISTICS

# key trends

Television consumption in Canada

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- **Canadians spend 25 hours a week with TV – more than any other medium.**
- With an average **weekly reach of 94%** (A18+), TV continues to reach more Canadians than any other medium.
- **Millennials watch plenty of TV:** TV reaches 88% of A18-34 every week who spend a substantial 2 hrs/day watching linear TV - 14 hrs/wk.
- Millions of Canadians tune in to their favourite TV programs and specials every week.
  - The top 10 network TV series deliver on average **2.1 million viewers (2+)** for **every episode**
  - The top 10 TV sports programs generate an average audience of **over 2.1 million viewers (2+)**
  - The top 10 TV specials generate an average audience of **over 2.5 million viewers (2+)**.
- The average TV campaign\* delivers an astounding **323 million impressions** (\*150 GRPs x 6 weeks)
- **TV advertising is rated the most trustworthy** by all age groups. Internet advertising is the least trustworthy.
- TV content is available on an increasing number of platforms, and yet **11 million households** subscribe to linear TV.
- TV advertising has become more impactful over the past 10 years, thanks in large part to TV's halo effect on other media, in particular digital. ([Peter Field: Effectiveness in an Evolving Media Landscape](#))

# tv viewing statistics

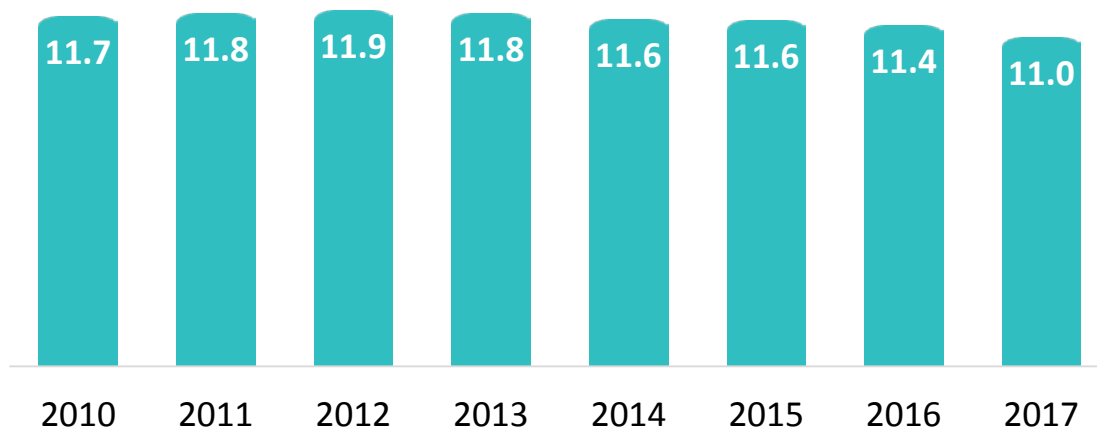
Demographic	Average Weekly Hours Per Capita	Average Weekly Reach %	Average Daily Reach %
Persons 2+	23.3	92.9	79.5
Kids 2-11	15.6	89.1	72
Teens 12-17	12.8	90.4	71.6
<b>A18+</b>	<b>25.2</b>	<b>93.6</b>	<b>81.1</b>
A18-24	13.8	88.2	67.3
A18-34	13.7	87.5	66.9
A18-49	15.5	90	71.9
A25-54	17.6	91.5	75.6
A55+	38.1	97.8	92.2

Source: Numeris, PPM, Total Canada, Total TV, M-Su 2a-2a, All Locations, Consolidated, Fall-Win-Spring 2017-18 (Sep. 11, 2017 to May 27, 2018).

## 11 million linear **tv** subscriptions

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



**NUMBER OF SUBSCRIBERS**  
(millions)



Source: Mediastats Broadcast Distribution Undertaking (BDU) Profile; Subscribers to: Cable, Direct-To-Home Satellite (DTH), Local Multi-Point Distribution System (LMDS), Master Antenna TV (MATV), Multi-Point Distribution System (MMDS), Small Master Antenna TV (SMATV), TELCO. June of each year

# top 10 2017-18



## SERIES

					
Program	Network	P2+ (000)	Program	Network	P2+ (000)
The Big Bang Theory	CTV	2,752	Roseanne	ABC	13,595
The Good Doctor	CTV	2,505	The Big Bang Theory	CBS	13,064
Young Sheldon	CTV	2,387	America's Got Talent (Tu)	NBC	12,696
Survivor	Global	2,067	America's Got Talent (Wed)	NBC	12,530
La Voix	TVA	2,042	Young Sheldon	CBS	12,497
La Voix Junior	TVA	1,916	NCIS	CBS	12,373
NCIS	Global	1,910	This Is Us	NBC	11,975
Bull	Global	1,902	The OT	FOX	11,478
Grey's Anatomy	CTV	1,814	The Good Doctor	ABC	10,892
Fuguese	TVA	1,618	Bull	CBS	10,405

Source: Numeris PPM, Total Can., Consolidated, All Locations, BYTD 2017-18 Sep 11, 2017 to May 27, 2018 | Programs with 3+ airings.

Source: Nielsen C3 Ratings, BYTD 2017-18 | Sep 11, 2017 to May 27, 2018 | Programs with 3+ airings.

## SPECIALS

					
Program	Network	P2+ (000)	Program	Network	P2+ (000)
Academy Awards	CTV	4,733	Win Olympic Opening Ceremony	NBC	27,347
Bye Bye 2017	SRC	4,064	The Oscars	ABC	24,567
The Golden Globes	CTV	3,127	Grammy Awards	CBS	18,823
Academy Awards Pre-Show	CTV	2,173	Golden Globe Awards	NBC	17,393
60th Grammy Awards	City	2,134	Primetime NYRE '18 Pt 2	ABC	15,498
American Music Awards	CTV	1,858	Win Olympic Closing Ceremony	NBC	14,375
Emmys	CTV	1,795	C. Burnett 50th Ann. Special	CBS	14,254
Le Gala Artis	TVA	1,787	CMA Awards	ABC	14,175
Pyeongchang Closing Ceremony (Encore)	CBC	1,674	Live From The Red Carpet 3	ABC	13,205
Les Olivier 2017 Gala	SRC	1,561	Academy of Country Music Awards	CBS	11,218

Source: Numeris PPM, Total Can., Consolidated, All Locations, BYTD 2017-18 Sep 11, 2017 to May 27, 2018.

Source: Nielsen C3 Ratings, BYTD 2017-18 | Sep 11, 2017 to May 27, 2018

# top 10 2017-18

## SPORTS



Program	Network	P2+ (000)	Program	Network	P2+ (000)
Super Bowl LII	CTV *	5,436	Super Bowl LII	NBC	102,710
Super Bowl LII Post-game	CTV *	4,554	Super Bowl Pre-Kick	NBC	79,099
Super Bowl LII Pre-game	CTV *	4,407	Super Bowl Post	NBC	78,601
Grey Cup	TSN	4,099	Super Bowl Kick Off	NBC	60,633
WJC:Playoffs Canada	TSN	2,279	AFC Championship	CBS	42,128
Pyeongchang 2018 Prime	CBC	2,157	NFC Championship	FOX	40,993
Grey Cup Countdown	TSN	1,978	AFC Championship Post	CBS	35,717
Grey Cup Post-game	TSN	1,932	NFC Playoff (Sun)	FOX	33,428
WJC:Prelim Canada	TSN	1,806	Super Bowl Pre-Game 5:30pm	NBC	33,336
Pyeongchang 2018 Prime	CBC	1,724	NFC Wildcard Game	FOX	29,957

Source: Numeris PPM, Total Can., Consolidated, All Locations, BYTD 2017-18 Sep 11, 2017 to May 27, 2018.

\* CTV + CTV2 + RDS + TSN

Source: Nielsen C3 Ratings, BYTD 2017-18 | Sep 11, 2017 to May 27, 2018





# SEASONAL VIEWING TRENDS

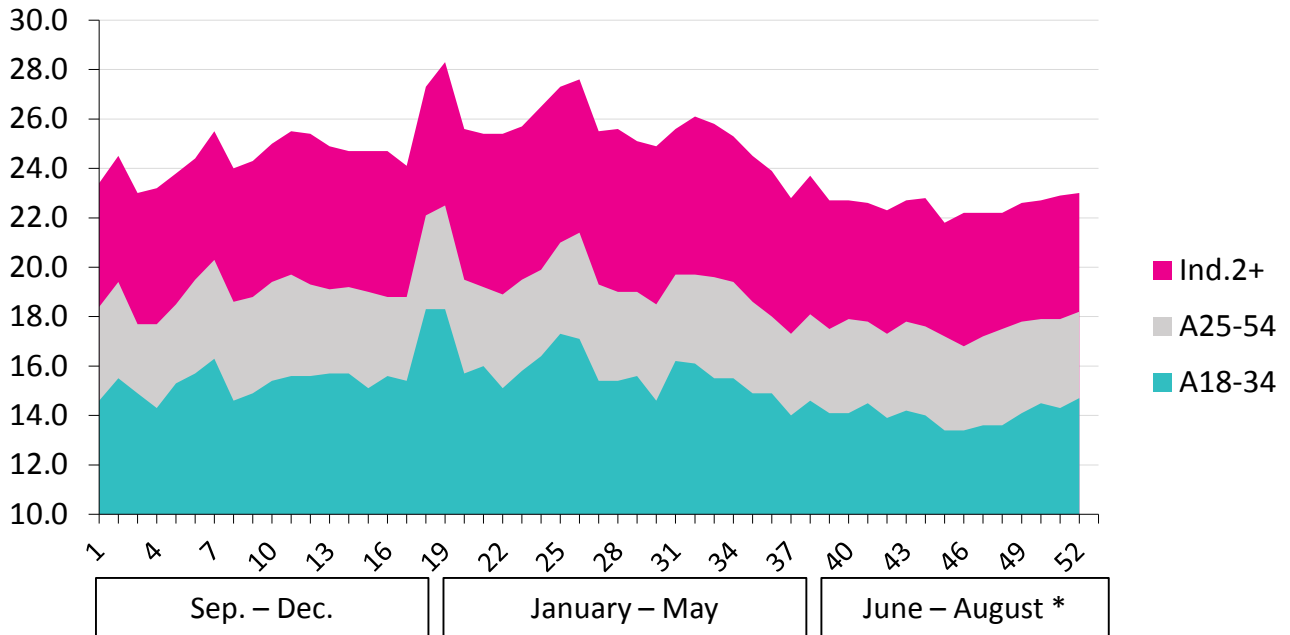


Numeris, PPM, (Avg hours viewed per week, per viewer), Total Canada, Total TV, Consolidated, All Locations, M-Su 2a-2a

	Week of		Ind.2+		A25-54		A18-34		
	2017-18	2016-17	2017-18	2016-17	2017-18	2016-17	2017-18	2016-17	
<b>Fall 2017 &amp; 2016</b>	Aug. 28, 2017	Aug. 29, 2016	1	23.4	24.1	18.4	19.5	14.6	15.9
			2	24.5	25.4	19.4	21.1	15.5	17.6
			3	23.0	25.1	17.7	21.2	14.9	17.3
			4	23.2	25.7	17.7	21.2	14.3	17.5
			5	23.8	26.2	18.5	21.8	15.3	18.0
			6	24.4	26.2	19.5	21.9	15.7	17.9
			7	25.5	27.5	20.3	23.6	16.3	19.4
			8	24.0	27.3	18.6	22.9	14.6	18.9
			9	24.3	26.7	18.8	22.3	14.9	18.7
			10	25.0	26.5	19.4	22.0	15.4	18.0
			11	25.5	27.6	19.7	23.1	15.6	18.7
			12	25.4	27.0	19.3	22.1	15.6	18.1
			13	24.9	26.5	19.1	21.6	15.7	17.9
			14	24.7	26.2	19.2	21.3	15.7	17.9
			15	24.7	26.4	19.0	21.5	15.1	18.9
			16	24.7	26.5	18.8	21.8	15.6	18.6
			17	24.1	25.2	18.8	20.8	15.4	17.2
<b>Winter/Spring 2017-18 &amp; 2016-17</b>	Dec. 25, 2017	Dec. 26, 2016	18	27.3	29.6	22.1	24.9	18.3	20.2
			19	28.3	29.1	22.5	23.7	18.3	19.6
			20	25.6	26.8	19.5	21.5	15.7	17.7
			21	25.4	26.9	19.2	21.8	16.0	17.0
			22	25.4	26.2	18.9	20.7	15.1	15.9
			23	25.7	26.6	19.5	21.4	15.8	17.2
			24	26.5	27.0	19.9	21.5	16.4	17.2
			25	27.3	26.0	21.0	20.6	17.3	16.2
			26	27.6	27.0	21.4	21.5	17.1	17.3
			27	25.5	26.4	19.3	20.8	15.4	16.4
			28	25.6	26.7	19.0	21.1	15.4	16.4
			29	25.1	26.2	19.0	20.9	15.6	16.4
			30	24.9	25.7	18.5	20.5	14.6	16.3
			31	25.6	25.1	19.7	20.3	16.2	16.2
			32	26.1	25.6	19.7	20.5	16.1	16.7
			33	25.8	25.9	19.6	21.0	15.5	17.4
			34	25.3	26.6	19.4	21.5	15.5	17.6
			35	24.5	24.3	18.6	19.3	14.9	15.7
			36	23.9	24.9	18.0	19.8	14.9	16.2
			37	22.8	23.8	17.3	18.8	14.0	15.2
			38	23.7	23.4	18.1	18.5	14.6	15.5
			39	22.7	23.3	17.5	18.4	14.1	15.0
<b>Summer 2016 &amp; 2017</b>	May 29, 2017	May 30, 2016	40	22.7	23.7	17.9	19.5	14.1	16.2
			41	22.6	24.8	17.8	20.5	14.5	16.9
			42	22.3	23.6	17.3	19.5	13.9	15.8
			43	22.7	23.6	17.8	19.7	14.2	16.1
			44	22.8	24.4	17.6	20.3	14.0	17.0
			45	21.8	25.0	17.2	20.6	13.4	16.7
			46	22.2	23.8	16.8	19.6	13.4	16.0
			47	22.2	24.1	17.2	19.8	13.6	15.9
			48	22.2	24.1	17.5	19.7	13.6	16.7
			49	22.6	25.4	17.8	21.6	14.1	17.5
			50	22.7	27.3	17.9	23.4	14.5	18.9
			51	22.9	26.8	17.9	22.6	14.3	18.8
			52	23.0	24.5	18.2	20.2	14.7	17.0

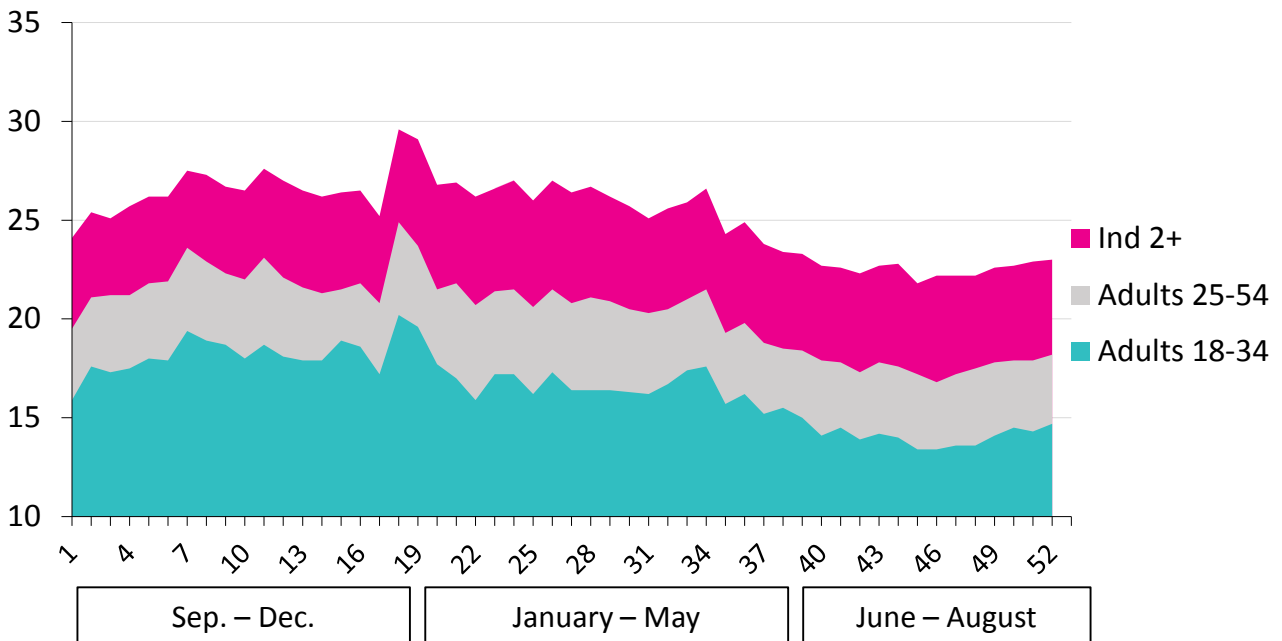
## ONE-YEAR VIEWING TRENDS - CANADA

BY 2017 – 2018 \*



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, 2017-18 (Aug. 28, 2017 – May 27, 2018). Weekly hours of television viewed per viewer (M- Su 2 am – 2 am)  
 \* May 29 – Aug. 27, 2017

BY 2016 - 2017



Source: Numeris, PPM, Total Canada, Total TV, Consolidate, All Locations, BY2016-17 (Aug. 29, 2016 – Aug. 27, 2017). Weekly hours of television viewed per viewer (M- Su 2 am – 2 am)

# CANADA vs. U.S.



	Canada	U.S.
Population (Ind 2+)	35,872,790*	313,000,000
Households	14,915,000	123,940,000
TV Markets – EMs, DMAs	40	210
Number of TV Stations (Conventional + Specialty & Pay)	329	1,386 ^
Households with Access to TV/video services	14,647,000	119,600,000
% Total Households	98.2%	96.5%
Subscribe to TV services - Cable, Sat., IPTV (% of Total Households.)	86.7%	81%
Off-Air	4.6%	13%
PVR (% of TV Households)	54.6%	55%
<b>Average Weekly Viewing Hours per Capita (Hours:Minutes)</b>		
Persons 2+	23:18	29:23
Adults 18+	25:12	33:22
Adults 25-54	17:36	27:08
Teens (12-17)	12:48	10:57
Children (2-11)	15:36	16:24
Advertising Expenditures – millions	\$12,992 ^	\$224,479
TV Advertising Expenditures – millions	\$3,195	\$104,722
TV Expenditure Per Capita	\$89	\$335
Commercial Time: Conventional	Unlimited	Deregulated
Commercial Time: Specialty Channels	12 min/hour	Deregulated

Source: Numeris Universe Estimates 2018-19 | Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, Consolidated, All Locations, Sep. 11, 2017 – May 27, 2018 | thinktv Net Advertising Revenue (2017) | Nielsen National Television Household Universe Estimates 2017-18; Nielsen Total Audience Report – 1Q18 | VAB, Nielsen Ad Intel CY2017

\* Excludes Yukon, Territories and Nunavut

^ 2016 data

## Note:

In Canada, all TV commercials require Telecaster Clearance

([see appendix](#))

# TV Market Ranking (Canada, U.S., North America)

N.AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)	N. AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)
1	1		New York	18,780	36	33		Kansas City	2,216
2	2		Los Angeles	15,926	37	34		Columbus, OH	2,191
3	3		Chicago	8,624	38	35		Cincinnati	2,154
4		<b>1</b>	<b>Toronto-Hamilton</b>	<b>7,800</b>	39	36		Milwaukee	2,095
5	4		Philadelphia	7,301	40	37		Las Vegas	2,023
6	5		Dallas-Ft. Worth	7,122	41	38		Austin	1,990
7	6		Houston	6,833	42	39		West Palm Beach-Ft. Pierce	1,987
8	7		San Francisco-Oak-San Jose	6,449	43	40		Greenville-Spartanburg-Asheville-Anderson	1,963
9	8		Washington, DC (Hagerstown)	6,441	44		<b>4</b>	<b>Edmonton</b>	<b>1,921</b>
10	9		Atlanta	6,409	45		<b>5</b>	<b>Kitchener-London</b>	<b>1,910</b>
11	10		Boston (Manchester)	5,965	46		<b>6</b>	<b>Calgary</b>	<b>1,871</b>
12	11		Phoenix (Prescott)	5,001	47	41		Fresno-Visalia	1,815
13	12		Seattle-Tacoma	4,574	48	42		Grand Rapids-Kalamazoo-Battle Creek	1,746
14	13		Tampa-St. Pete (Sarasota)	4,468	49	43		Jacksonville	1,733
14	13		Miami-Ft. Lauderdale	4,468	50	44		Oklahoma City	1,722
16	15		Detroit	4,390	51	45		Harrisburg-Lancaster-Lebanon-York	1,714
17	16		Minneapolis-St. Paul	4,230	52	46		Birmingham (Anniston and Tuscaloosa)	1,679
18		<b>2</b>	<b>Montreal Franco EM</b>	<b>4,059</b>	53	47		Norfolk-Hampton-Newport News	1,669
19	17		Sacramento-Stokton-Modesto	3,946	54	48		Albuquerque-Santa Fe	1,664
20	18		Denver	3,859	55	49		Memphis	1,652
21	19		Orlando-Daytona Beach-Melbourne	3,794	56	50		Greensboro-High Point-Winston-Salem	1,620
22		<b>3</b>	<b>Vancouver-Victoria</b>	<b>3,711</b>	57	51		Louisville	1,590
23	20		Cleveland-Akron (Canton)	3,413	58	52		New Orleans	1,585
24	21		Portland, OR	2,937	59	53		Providence-New Bedford	1,458
25	22		Charlotte	2,884	60	54		Richmond-Petersburg	1,391
26	23		St. Louis	2,865	61	55		Buffalo	1,362
27	24		Salt Lake City	2,813	62	56		Ft. Myers-Naples	1,293
28	25		Raleigh-Durham (Fayetteville)	2,804	63	57		Mobile-Pensacola (Ft. Walton Beach)	1,277
29	26		Baltimore	2,772	64	58		Tulsa	1,272
30	27		San Diego	2,728	65	59		Wilkes-Barre-Scranton-Hazleton	1,266
31	28		Pittsburgh	2,569	66	60		Little Rock-Pine Bluff	1,255
32	29		Nashville	2,561	67	61		Knoxville	1,244
33	30		Indianapolis	2,544	68	62		Albany-Schenectady-Troy	1,216
34	31		San Antonio	2,475	69	63		Honolulu	1,196
35	32		Hartford & New Haven	2,276	70	64		Hartford-Waterbury-Meriden	1,181

# TV Market Ranking (Canada, U.S., North America)

N.AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)	N. AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)
71		<b>7</b>	<b>Québec City</b>	<b>1,140</b>	106	97		South Bend-Elkhart	761
72	66		Lexington	1,102	107	98		Ft. Smith-Fay-Sprngdl-Rgrs	749
73		<b>8</b>	<b>Ottawa-Gatineau Anglo</b>	<b>1,083</b>	108	99		Myrtle Beach-Florence	695
74	67		Dayton	1,077	109	100		Boise	692
75	68		Tucson (Sierra Vista)	1,054	110	101		Burlington-Plattsburgh	688
76		<b>9</b>	<b>Winnipeg</b>	<b>1,049</b>	111	102		Greenville-N.Bern-Washngtn	684
77	69		Wichita-Hutchinson Plus	1,027	111		<b>11</b>	<b>Halifax</b>	<b>684</b>
78	70		Des Moines-Ames	1,002	113	103		Tri-Cities, TN-VA	678
79	71		Spokane	994	114	104		Bakersfield	672
80	72		Flint-Saginaw-Bay City	990	115	105		Reno	656
81	73		Omaha	985	116	106		Davenp-R.Island-Moline	655
81	73		Green Bay-Appleton	985	117	107		Yakima-Pasco-RchInd-Knnwck	653
83	75		Roanoke-Lynchburg	967	118	108		Tyler-Longview(Lfkn&Ncgd)	645
84	76		Charleston-Huntington	965	119	109		Evansville	636
85	77		Columbia, SC	943	120	110		Monterey-Salinas	633
86	78		Springfield, MO	933	121	111		Ft. Wayne	628
87	79		Rochester, NY	915	122	112		Tallahassee-Thomasville	626
88	80		El Paso (Las Cruces)	911	123	113		Lincoln & Hastings-Krny	621
89	81		Toledo	908	123		<b>12</b>	<b>Saint-John Moncton</b>	<b>621</b>
90		<b>10</b>	<b>Montreal Anglo (CM)</b>	<b>905</b>	125	114		Augusta-Aiken	616
91	82		Huntsville-Decatur (Flor)	901	126	115		Johnstown-Altoona-St Colge	615
92	83		Waco-Temple-Bryan	879	127	116		Sioux Falls(Mitchell)	596
93	84		Madison	863	128	117		SntBarbra-SanMar-SanLuOb	595
94	85		Shreveport	860	128		<b>13</b>	<b>Sherbrooke</b>	<b>595</b>
95	86		Portland-Auburn	857	130	118		Springfield-Holyoke	578
96	87		Chattanooga	841	131	119		Lansing	572
97	88		Colorado Springs-Pueblo	839	132	120		Lafayette, LA	555
98	89		Syracuse	833	133	121		Macon	554
98	89		Padcah-Cape Girard-Harsbg	833	134	122		Youngstown	550
100	91		Savannah	817	135	123		Corpus Christi	545
101	92		Champaign&Sprngfld-Decatur	800	136	124		Fargo	544
102	93		Baton Rouge	797	137	125		Traverse City-Cadillac	542
103	94		Charleston, SC	782	138	126		Eugene	536
104	95		Jackson, MS	776	139	127		Peoria-Bloomington	534
105	96		Cedar Rapids-Wtrlo-IWC&Dub	766	139	127		Montgomery-Selma	534

# TV Market Ranking (Canada, U.S., North America)

N.AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)	N. AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)
141		<b>14</b>	<b>Sud.-Timm.-N. Bay/S.S.M.</b>	<b>511</b>	176	155		Idaho Falls-Pocatillo(Jcks)	326
142		<b>15</b>	<b>Barrie</b>	<b>508</b>	177	156		Yuma-El Centro	323
143	129		Columbus, GA (Opelika, AL)	499	178	157		Rochestr-Mason City-Austin	320
144		<b>16</b>	<b>Ottawa-Gatineau Franco</b>	<b>473</b>	179	158		Biloxi-Gulfport	316
145	130		La Crosse-Eau Claire	470	180	159		Terre Haute	308
146		<b>17</b>	<b>St. John's-Corner Brook</b>	<b>464</b>	181		<b>23</b>	<b>Trois-Rivières</b>	<b>307</b>
147	131		Amarillo	460	182		<b>24</b>	<b>Peterborough</b>	<b>301</b>
148	132		Wilmington	445	183	160		Sherman-Ada	298
149	133		Chico-Redding	443	184	161		Bangor	290
150	134		Columbus-Tupelo-W Pnt-Hstn	423	185	162		Binghamton	281
151	135		Palm Springs	410	186	163		Gainesville	280
152	136		Rockford	406	186	163		Wheeling-Steubenville	280
153	137		Odessa-Midland	403	188	165		Bluefield-Beckley-Oak Hill	275
154		<b>18</b>	<b>Windsor</b>	<b>401</b>	189		<b>25</b>	<b>Saguenay</b>	<b>273</b>
155		<b>19</b>	<b>Saskatoon</b>	<b>400</b>	190		<b>26</b>	<b>Kingston</b>	<b>272</b>
156	138		Monroe-El Dorado	394	191	166		Abilene-Sweetwater	261
157	139		Columbia-Jefferson City	393	192	167		Missoula	260
158	140		Lubbock	392	193	168		Hattiesburg-Laurel	257
159	141		Beaumont-Port Arthur	391	194	169		Laredo	249
160	142		Wausau-Rhineland	387	195	170		Billings	245
161	143		Topeka	386	196	171		Lake Charles	229
162	144		Medford-Klamath Falls	382	197	172		Clarksburg-Weston	228
163	145		Anchorage	380	198	173		Rapid City	225
164	146		Salisbury	379	198	173		Dothan	225
165		<b>20</b>	<b>Kelowna</b>	<b>372</b>	200	175		Utica	222
166		<b>21</b>	<b>Regina/Moose Jaw</b>	<b>357</b>	201	176		Quincy-Hannibal-Keokuk	219
167	147		Minot-Bsmrck-Dcknsn (Wlstn)	356	202		<b>27</b>	<b>Rim-Mat-Sept-Îles</b>	<b>217</b>
168	148		Duluth-Superior	354	203	177		Harrisonburg	214
169	149		Sioux City	350	204	178		Jackson, TN	209
170		<b>22</b>	<b>Prince George Kamloops</b>	<b>347</b>	205	179		Elmira (Corning)	204
171	150		Wichita Falls & Lawton	345	206	180		Alexandria, LA	203
172	151		Albany, GA	343	207	181		Watertown	199
173	152		Joplin-Pittsburg	340	208	182		Bowling Green	189
174	153		Erie	336	209	183		Jonesboro	188
175	154		Panama City	331	210	184		Charlottesville	176

# TV Market Ranking (Canada, U.S., North America)

N.AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)	N. AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)
211	185		Marquette	175	246	207		Juneau	59
212	186		Twin Falls	167	247	208		Presque Isle	57
213	187		Grand Junction-Montrose	164	248	209		Alpena	34
214	188		Bend, OR	162	249	210		North Platte	32
215	189		Lafayette, IN	158	250	211		Glendive	9
216	190		Lima	156					
217	191		Butte-Bozeman	154					
218	192		Meridian	151					
219	193		Greenwood-Greenville	148					
220		28	<b>Thunder Bay</b>	<b>146</b>					
220		29	<b>Charlottetown</b>	<b>146</b>					
222		29	<b>Rouyn-Noranda</b>	<b>145</b>					
223		31	<b>Carleton</b>	<b>141</b>					
224	194		Great Falls	139					
225	195		Parkersburg	133					
226	196		San Angelo	131					
227	197		Eureka	130					
227		32	<b>Riviere-du-Loup</b>	<b>130</b>					
229		33	<b>Sydney-Glace Bay</b>	<b>128</b>					
230	198		Cheyenne-Scottsbluff	126					
231	199		Casper-Riverton	125					
232	200		Mankato	118					
233		34	<b>Prince Albert</b>	<b>112</b>					
234	201		St. Joseph	103					
234		35	<b>Pembroke (CM)</b>	<b>103</b>					
236	202		Ottumwa-Kirkville	102					
237		36	<b>Lloydminster</b>	<b>101</b>					
238	203		Fairbanks	85					
239		37	<b>Yorkton</b>	<b>82</b>					
239		38	<b>Medicine Hat</b>	<b>82</b>					
241	204		Victoria	80					
242	205		Zanesville	74					
243		38	<b>Terrace-Kitimat</b>	<b>67</b>					
244	206		Helena	62					
244		40	<b>Dawson Creek</b>	<b>62</b>					

TOTAL POPULATIONS	
Numeris Total Canada	<b>35,873</b>
NSI Total United States	<b>285,186</b>
<b>Total</b>	<b>321,059</b>

# CONVENTIONAL STATION STATISTICS

## Weekly Hours Tuned & Average Weekly Reach

### Individuals 2+



				Fall 2017			Fall 2016		
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
<b>BRITISH COLUMBIA</b>									
Dawson Creek	CJDC	Bell Media	CTV	N/A			56	41	1.4
Kamloops	CFJC	Jim Pattison	City	149	74	2	149	69	2.1
Kelowna	CHBC	Corus Ent.	Global	1,044	215	4.8	888	202	4.4
Prince George	CKPG	Jim Pattison	City	80	48	1.6	83	60	1.4
Terrace/Kitimat	CFTK	Bell Media	CTV Two	N/A			45	26	1.7
Vancouver *	CBUT	CBC	CBC	2,660	1,310	2	3,334	1,613	2.1
Vancouver *	CHEK	CHEK Media	indieNet	1,387	816	1.7	1,459	926	1.6
Vancouver *	CKVU	Rogers Media	Citytv	1,483	1,145	1.3	1,821	1,243	1.5
Vancouver *	CIVT	Bell Media	CTV	5,283	1,862	2.8	5,570	2,072	2.7
Vancouver *	CIVI	Bell Media	CTV Two	1,697	1,240	1.4	2,072	1,389	1.5
Vancouver *	CHAN	Corus Ent.	Global	7,020	1,896	3.7	8,145	2,113	3.9
Vancouver *	CHNU	Zoomer Media	Indep.	33	76	0.4	121	204	0.6
Vancouver *	CKNO	Gov't of B.C.	Indep.	1,842	749	2.5	1,956	831	2.4
Vancouver *	OMNI	Rogers Media	Indep.	98	142	0.7	245	251	1
<b>ALBERTA</b>									
Calgary *	CTV Two	Bell Media	CTV Two	410	439	0.9	429	429	1
Calgary *	CBRT	CBC	CBC	960	624	1.5	1,032	645	1.6
Calgary *	CKAL	Rogers Media	Citytv	881	621	1.4	857	653	1.3
Calgary *	YES TV	Crossroads	indieNet	207	164	1.3	187	193	1
Calgary *	CFCN	Bell Media	CTV	3,519	1,077	3.3	3,341	1,094	3.1
Calgary *	CICT/CISA	Corus Ent.	Global	3,735	991	3.8	3,906	1,058	3.7
Calgary *	OMNI	Rogers Media	Indep.	8	44	0.2	11	44	0.2
Edmonton *	CTV Two	Bell Media	CTV Two	334	365	0.9	431	419	1
Edmonton *	CBXT	CBC	CBC	1,220	568	2.1	1,472	660	2.2
Edmonton *	CKEM	Rogers Media	Citytv	851	560	1.5	916	618	1.5
Edmonton *	YES TV	Crossroads	indieNet	286	190	1.5	314	231	1.4
Edmonton *	CFRN	Bell Media	CTV	3,276	996	3.3	4,012	1,154	3.5
Edmonton *	CITV	Corus Ent.	Global	4,553	952	4.8	5,289	1,109	4.8
Edmonton *	OMNI	Rogers Media	Indep.	10	37	0.3	16	44	0.4
Lloydminster	CITL	Newcap Broad	CTV	N/A			257	119	2
Lloydminster	CKSA	Newcap Broad	Global	N/A			267	93	3
Medicine Hat	CHAT	Jim Pattison	Citytv	64	30	2.1	52	28	2

Source: Numeris Diary Fall 2017, Fall 2016, Mo-Su 6a-2a, Total Canada

N/A = Data unavailable due to small sample.

\* Numeris, PPM, Consolidated, Extended Markets, Mo-Su 2a-2a, Fall 2017 Sep. 11 to Dec. 17, 2017, Fall 2016 Sep. 5 to Dec 18, 2016.



# CONVENTIONAL STATION STATISTICS

## Weekly Hours Tuned & Average Weekly Reach

### Individuals 2+

Market	Station	Owner	Network Affiliation	Fall 2017			Fall 2016		
				Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr
<b>SASKATCHEWAN</b>									
Prince Albert	CIPA	Bell Media	CTV	162	42	3.8	168	50	3.4
Regina	CBKFT	SRC	ICI Tele	28	18	1.6	27	18	1.5
Regina	CBKT	CBC	CBC	506	221	2.3	450	217	2.1
Regina	CFRE	Shaw Media	Global	550	188	2.9	530	214	2.5
Regina	SCN	Rogers Media	Citytv	362	253	1.4	291	196	1.5
Saskatoon	CKCK	Bell Media	CTV	1,534	413	3.7	1,379	383	3.6
Saskatoon	CFQC	Bell Media	CTV	899	213	4.2	960	239	4.0
Saskatoon	CFSK	Shaw Media	Global	825	335	2.5	777	322	2.4
Yorkton	CICC	Bell Media	CTV	121	40	3	177	48	3.7
<b>MANITOBA</b>									
Winnipeg	CBWFT	SRC	ICI Tele	103	72	1.4	105	75	1.4
Winnipeg	CBWT	CBC	CBC	1,296	534	2.4	1,380	590	2.3
Winnipeg	CKND	Corus Ent.	Global	1,712	537	3.2	1,708	538	3.2
Winnipeg	CKY	Bell Media	CTV	3,511	901	3.9	3,096	847	3.7
Winnipeg/ Portage	CHMI	Rogers Media	Citytv	558	322	1.7	592	342	1.7
Winnipeg	CIIT	Zoomer Media	Indep.	61	30	2.1	85	51	1.7
<b>ONTARIO</b>									
Kingston	CKWS	Corus Ent.	CTV	493	189	2.6	547	205	2.7
Kitchener	CKCO	Bell Media	CTV	3,466	924	3.8	3,401	945	3.6
London	CFPL	Bell Media	CTV Two	1,655	535	3.1	1,841	598	3.1
North Bay	CKNY	Bell Media	CTV	218	58	3.8	231	56	4.1
Ottawa	CBOT	CBC	CBC	1,377	580	2.4	1,303	561	2.3
Ottawa/Hull	CBOFT	SRC	ICI Tele	1,532	307	5	1,563	331	4.7
Ottawa	CJOH	Bell Media	CTV	2,881	697	4.1	3,107	728	4.3
Pembroke	CHRO	Bell Media	CTV Two	931	416	2.2	1,021	441	2.3
Peterborough	CHEX	Corus Ent.	CTV	596	290	2.1	635	320	2.0
Sault Ste. Marie	CHBX	Bell Media	CTV	260	67	3.9	233	57	4.1
Sudbury	CICI+	Corus Ent.	Global	1,500	355	4.2	1,556	335	4.6
Thunder Bay	CHFD	Dougall Media	Global	189	76	2.5	229	104	2.2
Thunder Bay	CKPR	Dougall Media	CTV	343	122	2.8	371	133	2.8
Timmins	CITO	Bell Media	CTV	92	33	2.8	123	30	4.0

# CONVENTIONAL STATION STATISTICS

## Weekly Hours Tuned & Average Weekly Reach

### Individuals 2+



Market	Station	Owner	Network Affiliation	Fall 2017			Fall 2016		
				Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr
<b>ONTARIO (cont'd)</b>									
Toronto *	CBLT	CBC	CBC	6,213	2,959	2.1	6,515	3,361	1.9
Toronto *	CHCH	Channel Zero	Indep.	2,517	1,683	1.5	2,935	1,990	1.5
Toronto *	CITY	Rogers Media	Citytv	6,974	3,313	2.1	7,815	3,756	2.1
Toronto *	YES TV	Crossroads	indieNet	2,573	1,511	1.7	2,189	1,698	1.3
Toronto *	CFTO	Bell Media	CTV	14,863	4,104	3.6	14,144	4,442	3.2
Toronto *	CKVR	Bell Media	CTV Two	2,924	2,342	1.2	3,438	2,525	1.4
Toronto *	OMNI 1	Rogers Media	Indep.	51	262	0.2	113	410	0.3
Toronto *	OMNI 2	Rogers Media	Indep.	328	310	1.1	506	493	1
Ontario *	CIII	Corus Ent.	Global	9,376	3,536	2.7	10,402	4,178	2.5
Windsor	CBET	CBC	CBC	467	161	2.9	404	159	2.5
Windsor	CHWI	Bell Media	CTV Two	607	194	3.1	540	187	2.9
<b>QUEBEC</b>									
Carleton	CHAU	Tele Inter-Rives	TVA	915	118	7.7	1,022	128	8.0
Carleton	CIVK	Gov't of Que.	Tele-Quebec	41	23	1.8	47	26	1.8
Chicoutimi/Jonq	CFRS	Groupe V Media	V	276	94	2.9	324	103	3.2
Chicoutimi/Jonq	CIVV	Gov't of Que.	Tele-Quebec	111	60	1.8	100	46	2.2
Chicoutimi/Jonq	CJPM	Quebecor Groupe Media	TVA	1,715	202	8.5	1,651	191	8.6
Chicoutimi/Jonq	CKTV	SRC	ICI Tele	974	159	6.1	948	157	6.0
Hull/Ottawa	CFGS	RNC Media	V	320	121	2.6	305	123	2.5
Hull/Ottawa	CHOT	RNC Media	TVA	1,756	266	6.6	1,723	272	6.3
Hull/Ottawa	CIVO	Gov't of Que.	Tele-Quebec	132	66	2.0	85	49	1.7
Montreal FR *	CBFT	SRC	ICI Tele	16,584	2,964	5.6	15,816	3,029	5.2
Montreal FR *	TQ Total	Gov't of Que.	Tele-Quebec	4,165	2,095	2	4,244	2,179	1.9
Montreal FR *	CFTM	Quebecor Groupe Media	TVA	23,835	3,086	7.7	25,837	3,282	7.9
Montreal FR *	CFJP	Groupe V Media	V	6,639	2,404	2.8	7,611	2,621	2.9
Montreal Eng **	CBMT	CBC	CBC	659	689	1	471	717	0.7
Montreal Eng **	CFCF	Bell Media	CTV	1,227	941	1.3	1,381	1,001	1.4
Montreal Eng **	CJNT	Rogers Media	Citytv	803	525	1.5	713	554	1.3
Montreal Eng **	CKMI	Corus Ent.	Global	791	720	1.1	687	729	0.9
Quebec City	CBVT	SRC	ICI Tele	3,757	660	5.7	3,781	696	5.4

Source: Numeris Diary Fall 2017, Fall 2016, Mo-Su 6a-2a, Total Canada

N/A = Data unavailable due to small sample.

\* Numeris, PPM, Consolidated, Extended Markets, Mo-Su 2a-2a, Fall 2017 Sep. 11 to Dec. 17, 2017, Fall 2016 Sep. 5 to Dec 18, 2016.

# CONVENTIONAL STATION STATISTICS

## Weekly Hours Tuned & Average Weekly Reach

### Individuals 2+



Market	Station	Owner	Network Affiliation	Fall 2017			Fall 2016		
				Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr
<b>QUEBEC (cont'd)</b>									
Quebec City	CFAP	Groupe V Media	V	986	372	2.7	962	362	2.7
Quebec City	CFCM	Quebecor Groupe Media	TVA	5,761	709	8.1	5,811	736	7.9
Quebec City	CIVQ	Gov't of Que.	Tele-Quebec	474	271	1.8	485	239	2.0
Rim-Mat-Sept Iles	CFER	Quebecor Groupe Media	TVA	1,382	138	10	1,433	141	10.2
Rim-Mat-Sept Iles	CIVB	Gov't of Que.	Tele-Quebec	21	12	1.7	40	14	2.9
Rim-Mat-Sept Iles	CJBRT	SRC	ICI Tele	833	145	5.8	925	156	5.9
Rim-Mat-Sept Iles	CJPC	Tele Inter-Rives	V	82	28	2.9	97	30	3.2
Riviere-du-Loup	CFTF+	Tele Inter-Rives	V	502	170	3	500	173	2.9
Riviere-du-Loup	CIMT	Tele Inter-Rives	TVA	1,482	149	9.9	1,511	158	9.6
Riviere-du-Loup	CIVB 1	Gov't of Que.	Tele-Quebec	47	23	2	41	23	1.8
Riviere-du-Loup	CKRT	Tele Inter-Rives	ICI Tele	373	64	5.9	351	67	5.2
Rouyn	CFEM	RNC Media	TVA	717	91	7.9	849	97	8.8
Rouyn	CKRN	RNC Media	ICI Tele	255	55	4.7	293	55	5.3
Sherbrooke	CFKS	Groupe V Media	V	546	203	2.7	522	190	2.7
Sherbrooke	CHLT	Quebecor Groupe Media	TVA	3,193	385	8.3	3,857	443	8.7
Sherbrooke	CIVS	Gov't of Que.	Tele-Quebec	186	105	1.8	137	83	1.6
Sherbrooke	CKSH	SRC	ICI Tele	1,627	329	4.9	1,835	350	5.2
Trois-Rivieres	CFKM	Groupe V Media	V	273	94	2.9	300	106	2.8
Trois-Rivieres	CHEM	Quebecor Groupe Media	TVA	1,787	193	9.3	1,786	198	9.0
Trois-Rivieres	CIVC	Gov't of Que.	Tele-Quebec	116	58	2	99	48	2.0
Trois-Rivieres	CKTM	SRC	ICI Tele	1,045	183	5.7	1,026	190	5.4
Matane	CIVF	Gov't of Que.	Tele-Quebec	10	5	2	11	5	2.1
Val-d'Or	CFVS	Groupe V Media	V	61	25	2.5	96	37	2.6
Val-d'Or	CIVA	Gov't of Que.	Tele-Quebec	22	14	1.6	30	13	2.3

# CONVENTIONAL STATION STATISTICS

## Weekly Hours Tuned & Average Weekly Reach

### Individuals 2+



Market	Station	Owner	Network Affiliation	Fall 2017			Fall 2016		
				Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Avg. Wkly Hrs/Vwr
<b>ATLANTIC</b>									
Atlantic Canada	ASN	Bell Media	CTV Two	1,329	601	2.2	1,584	723	2.2
Charlottetown, PEI	CBCT	CBC	CBC	468	131	3.6	375	124	3.0
Halifax, NS	CBHT	CBC	CBC	1,767	742	2.4	1,750	750	2.3
Halifax, NS	CJCH	Bell Media	CTV	4,399	1210	3.6	4,545	1,293	3.5
Halifax/Drtmth, NS	CIHFNS	Corus Ent.	Global	1,522	578	2.6	1,730	676	2.6
Moncton, NB	CBAFT	SRC	ICI Tele	970	165	5.9	937	174	5.4
Moncton, NB	CKCW	Bell Media	CTV	1,643	379	4.3	1,469	379	3.9
Saint John, NB	CKLT	Bell Media	CTV	648	189	3.4	590	196	3.0
St. John's NL	CBNT	CBC	CBC	1,331	419	3.2	1,299	431	3.0
St. John's NL	NTV CJON	Stirling Comm.	indieNet	2,495	682	3.7	2,622	748	3.5
Sydney, NS	CJCB	Bell Media	CTV	404	88	4.6	377	85	4.4

# ENGLISH SPECIALTY STATISTICS

## Weekly Hours Tuned & Average Weekly Reach Individuals 2+

Network	Owner	FALL 2017		FALL 2016	
		Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
A.Side	Blue Ant Media	30	80	27	66
ABC Spark	Corus Entertainment	2741	2280	2396	2241
Action	Corus Entertainment	2228	2038	2829	2364
AMI-TV	Accessible Media	630	568	825	677
Animal Planet	Bell Media	3114	1902	2291	1703
APTN	Aboriginal Ppl's Net	513	910	723	1263
BBC Canada	Corus Entertainment	781	810	1096	1045
BBC Earth	Blue Ant Media	1396	1037	194	280
BC1	Corus Entertainment	942	471	825	437
BNN	Bell Media	742	752	917	857
Book TV	Bell Media	872	182	675	175
Bravo	Bell Media	9148	4432	9434	4815
Cartoon Network	Corus Entertainment	1112	703	2383	1136
CBC News Network	CBC	8057	4905	10551	5790
CHRGD	DHX Media	1116	1398	1274	1120
CMT	Corus Entertainment	3454	2920	2968	3036
Comedy Gold	Bell Media	384	269	832	440
Comedy	Bell Media	8186	4756	7356	4893
Cooking Channel	Corus Entertainment	738	633	995	952
Cosmo TV	Corus Entertainment	627	733	1422	1106
Cottage Life	Blue Ant Media	771	739	616	752
CP24 Ontario	Bell Media	9442	4366	9197	4254
Crime + Investigation	Corus Entertainment	3776	1287	3759	1233
CTV News Channel	Bell Media	6035	3933	7369	4089
Deja View	Corus Entertainment	1720	667	1773	934
Discovery Science	Bell Media	2036	1669	2664	1977
Discovery Velocity	Bell Media	980	656	1423	848
Discovery	Bell Media	11073	6663	13627	7582
Disney Eng	Corus Entertainment	5281	1931	5598	2124
Disney JR	Corus Entertainment	3532	1562	5135	1672
Disney XD	Corus Entertainment	1896	952	2167	1170
diy network	Corus Entertainment	1891	1329	1959	1462
Documentary	CBC	413	560	289	579

# ENGLISH SPECIALTY STATISTICS

## Weekly Hours Tuned & Average Weekly Reach Individuals 2+

Network	Owner	FALL 2017		FALL 2016	
		Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
<b>CONTINUED</b>					
Dtour+	Corus Entertainment	3,399	2,335	1,938	3,286
EI+	Bell Media	4,863	3,168	2,587	4,568
ESPN Classic Canada+	Bell Media	17	9	26	24
Fashion TV	Bell Media	85	49	76	96
FEVA TV+	Wells Multimedia Ent	0	0	0	0
Fight+	Anthem Media Group	354	573	475	423
FNTSY Sports Network	Anthem Media Group	2	1	2	4
Food Network+	Corus Entertainment	9,435	7,400	4,353	10,807
FX+	Rogers Media	2,543	2,193	1,675	2,404
FXX+	Rogers Media	629	946	883	606
FYI+	Corus Entertainment	622	606	532	621
Game TV+	Kilmer Enterprises	1,479	1,702	1,988	1,585
Gusto+	Bell Media	2,615	2,192	2,016	2,619
H2+	Corus Entertainment	2,289	1,528	841	2,260
HGTV+	Corus Entertainment	13,272	12,126	5,561	13,720
HIFI	Blue Ant Media	498	569	729	748
History+	Corus Entertainment	13,417	13,977	6,816	13,030
IFC+	Corus Entertainment	361	365	449	389
Investgtion Discovery+	Bell Media	3,363	2,619	826	4,225
Leafs Nation Network+	MLSE	130	86	181	176
Lifetime+	Corus Entertainment	3,512	2,940	1,794	3,868
Love Nature+	Blue Ant Media	1,233	1,170	829	1,573
Make+	Blue Ant Media	681	620	684	362
MovieTime+	Corus Entertainment	2,602	1,873	1,985	2,485
MTV+	Bell Media	1,535	1,598	1,550	1,527
MTV2+	Bell Media	57	66	107	73
Much+	Bell Media	3,541	3,427	3,281	3,431
NatGeoWild+	Corus Entertainment	1,812	2,460	1,118	1,666
National Geographic+	Corus Entertainment	4,578	4,627	3,872	4,416
NBA TV Canada+	MLSE	304	238	320	382
Nickelodeon+	Corus Entertainment	549	452	497	559
OLN+	Rogers Media	1,963	2,155	1,830	1,553
One:Body, Mind, Spirit	Zoomer Media	72	54	102	49

# ENGLISH SPECIALTY STATISTICS

## Weekly Hours Tuned & Average Weekly Reach Individuals 2+

Network	Owner	FALL 2017		FALL 2016	
		Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
<b>CONTINUED</b>					
Out TV	Shavick Ent.	51	99	151	319
OWN+	Corus Entertainment	1,449	1,241	2,516	1,867
Pet Network	Stornoway Comm.	0	0	0	0
Rewind	Channel Zero	168	197	137	180
Showcase+	Corus Entertainment	15,420	6,699	14,152	6,484
Silver Screen Classics	Channel Zero	342	283	271	251
Slice+	Corus Entertainment	2,627	2,430	3,192	2,770
Smithsonian	Blue Ant Media	929	793	1,065	956
Space+	Bell Media	9,917	5,449	10,043	5,094
Sportsnet 4K	Rogers Media	7	8	33	13
Sportsnet East+	Rogers Media	3,475	2,468	6,453	3,566
Sportsnet National+	Rogers Media	19,715	8,709	37,090	11,651
Sportsnet Ont+	Rogers Media	8,564	4,611	16,891	6,226
Sportsnet Pac+	Rogers Media	3,238	2,224	5,573	3,239
Sportsnet West+	Rogers Media	4,437	2,835	8,174	3,932
Sportsnet360+	Rogers Media	4,099	3,324	5,575	4,254
SportsnetOne+	Rogers Media	4,208	3,948	6,041	4,934
Stingray Juicebox	Stingray Digital	0	1	6	17
Stingray Loud	Stingray Digital	0	0	21	34
Stingray Retro	Stingray Digital	0	4	96	125
Stingray Vibe	Stingray Digital	0	0	7	25
Sundance	Corus Entertainment	167	281	193	296
TeleLatino+	Telelatino Network	477	726	762	889
Teletoon Eng+	Corus Entertainment	6,377	3,119	6,705	3,818
Travel + Escape+	Blue Ant Media	1,308	943	954	833
TSN+	Bell Media	24,898	10,523	23,310	10,562
TSN1+	Bell Media	9,238	5,518	9,023	5,556
TSN2+	Bell Media	3,095	3,400	2,910	3,115
TSN3+	Bell Media	4,585	3,065	4,099	2,997
TSN4+	Bell Media	7,246	5,043	6,301	4,793
TSN5+	Bell Media	3,829	3,438	3,860	3,515
Viceland+	Rogers Media	243	525	546	764
Vision+	Zoomer Media	4,689	2,236	3,775	2,196

# ENGLISH SPECIALTY STATISTICS

## Weekly Hours Tuned & Average Weekly Reach Individuals 2+



		FALL 2017		FALL 2016	
Network	Owner	Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
<b>CONTINUED</b>					
W Network+	Corus Entertainment	19,709	7,092	14,736	6,568
Weather+	Pelmorex Media	3,118	3,436	3,995	4,279
YTV+	Corus Entertainment	11,208	5,283	9,170	6,063



# FRENCH SPECIALTY STATISTICS

## Weekly Hours Tuned & Average Weekly Reach Individuals 2+

Network	Owner	FALL 2017		FALL 2016	
		Total Weekly Hours (000)	Avg. Weekly Reach (000)	Total Weekly Hours (000)	Avg. Weekly Reach (000)
addikTV+	Quebecor Media	3,296	1,581	3,570	1,570
AMI-tele+	Accessible Media	202	180	135	181
ARTV+	SRC	1,966	1,552	2,632	1,849
Canal D+	Bell Media	3,270	2,413	5,634	2,987
Canal Vie+	Bell Media	2,961	1,994	4,897	2,525
Casa+	Quebecor Media	1,581	895	1,855	1,055
Cinepop+	Bell Media	1,951	1,036	2,256	1,152
Evasion+	Groupe Serdy	1,087	1,258	1,422	1,420
Explora+	SRC	910	753	1,029	717
Historia+	Corus Entertainment	3,640	1,892	3,824	2,143
Investigation+	Bell Media	946	659	1,094	616
La Chaîne Disney+	Corus Entertainment	1,532	745	1,187	737
LCN+	Quebecor Media	9,924	2,845	8,759	3,012
Max+	Remstar Diffusion	2,504	1,433	1,802	1,614
Meteomedia+	Pelmorex Media	750	1,541	872	1,700
MOI&cie+	Quebecor Media	933	770	851	736
MusiquePlus+	Remstar Diffusion	1,508	1,405	1,838	1,981
Prise 2+	Quebecor Media	3,880	1,273	3,080	1,311
RDI+	SRC	6,855	2,378	6,808	2,608
RDS Info+	Bell Media	615	744	611	766
RDS+	Bell Media	7,997	3,106	8,916	3,607
RDS2+	Bell Media	1,493	1,469	1,493	1,513
Series++	Corus Entertainment	7,996	1,948	8,560	2,151
Telemagino+	DHX Media	629	355	640	379
Teletoon Fr.+	Corus Entertainment	3,521	1,525	4,235	1,891
TV5+	TV 5 Quebec	2,924	1,613	3,512	1,931
TVA Sports 2+	Quebecor Media	636	1,005	664	1,045
TVA Sports 3+	Quebecor Media	0	3	0	3
TVA Sports+	Quebecor Media	3,712	2,118	5,921	2,631
Unis TV+	TV 5 Quebec	538	965	375	737
VRAK+	Bell Media	1,408	1,217	1,862	1,329
Yoopa+	Quebecor Media	1,425	655	2,229	824
Z+	Bell Media	2,502	2,122	3,291	2,481
Zeste+	Groupe Serdy	615	633	877	690

# Conventional Station Ownership and Sales Representation

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

# Conventional Station Ownership and Sales Representation

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

# Conventional Station Ownership and Sales Representation

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

# Conventional Station Ownership and Sales Representation

		Major Market Sales Representation	
Station	Owner	Canada	U.S.
<b>QUEBEC (CONTINUED)</b>			
CIVB	Tele-Quebec	Tele-Quebec Media Sales	
Global Quebec (CKMI)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
ICI Quebec (CBVT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
CFCM	Quebecor Groupe Media	Quebecor Groupe Media	
CFAP	Groupe V Media	V Sales and Marketing	
CIVQ	Tele-Quebec	Tele-Quebec Media Sales	
TVA Gatineau-Ottawa (CHOT)	RNC Media Inc.	Quebecor Groupe Media	
CIVO	Tele-Quebec	Tele-Quebec Media Sales	
CFGS	RNC Media Inc.	V Media Sales	
ICI Grand Montreal (CBFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
TVA Montreal (CFTM+CFTM_O)	Quebecor	Quebecor Groupe Media	
CFJP	Groupe V Media	V Sales and Marketing	
CIVM	Tele-Quebec	Tele-Quebec Media Sales	
CTV Montreal (CFCF)	Bell Media	Bell Media Sales	Bell Media Sales
City Montreal (CJNT)	Rogers Media	Rogers Media Sales	Impulse Media Sales
CBC Montreal (CBMT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CIVK	Tele-Quebec	Tele-Quebec Media Sales	
CHAU	Tele Inter-Rives	Quebecor Groupe Media	
CIVF	Tele-Quebec	Tele-Quebec Media Sales	
<b>ATLANTIC</b>			
CTV Atlantic (CKCW/CKLT)	Bell Media	Bell Media Sales	Bell Media Sales
ICI Acadie (CBAFT)	Societe Radio-Canada (SRC)	CBC & Radio-Canada Media Solutions	Impulse Media Sales
CBC New Brunswick (CBAT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CBC NL (CBNT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
NTV (CJON)	Stirling Communications	Corus Media Sales	Canadian Media Sales
CTV Atlantic-Halifax (CJCH)	Bell Media	Bell Media Sales	Bell Media Sales
Global Halifax (CIHF)	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CBC Nova Scotia (CBHT)	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CTV Atlantic-Sydney (CJCB)	Bell Media	Bell Media Sales	Bell Media Sales
CBC PEI (CBCT)	Canadian Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CTV Two Atlantic	Bell Media	Bell Media Sales	Bell Media Sales

# Specialty Station Ownership and Sales Representation

		Major Market Sales Representation	
Network	Owner	Canada	U.S.
A.Side	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
ABC Spark	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Action	Corus Entertainment	Corus Media Sales	Canadian Media Sales
AMI-tv	Accessible Media Inc.	Accessible Media Inc.	
Animal Planet	Bell Media	Bell Media Sales	Bell Media Sales
APTN	Aboriginal People's Net	APTN Media Sales	
BBC Canada	Corus Entertainment	Corus Media Sales	Canadian Media Sales
BBC Kids	Knowledge West Comm.	Knowledge Network	
BC1	Corus Entertainment	Corus Media Sales	Canadian Media Sales
beIN Sports	beIN Media Group	beIN Media Group	
Bloomberg TV Canada	Channel Zero	Airtime Sales	Impulse Media Sales
BNN Business News Net	Bell Media	Bell Media Sales	Bell Media Sales
Book TV	Bell Media	Bell Media Sales	Bell Media Sales
Bravo	Bell Media	Bell Media Sales	Bell Media Sales
Cartoon Network	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CBC News Network	Canadian Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
CHRGD	DHX Media	DHX Television Sales/Airtime Sales	
CMT	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Comedy Gold	Bell Media	Bell Media Sales	Bell Media Sales
Comedy	Bell Media	Bell Media Sales	Bell Media Sales
Cosmo TV	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Cottage Life Television	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
CP24 Ontario	Bell Media	Bell Media Sales	Bell Media Sales
Crime + Investigation	Corus Entertainment	Corus Media Sales	Canadian Media Sales
CTV News Channel	Bell Media	Bell Media Sales	Bell Media Sales
Deja View	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Discovery	Bell Media	Bell Media Sales	Bell Media Sales
Discovery Science	Bell Media	Bell Media Sales	Bell Media Sales
Discovery Velocity	Bell Media	Bell Media Sales	Bell Media Sales
Disney Eng	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Disney JR	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Disney XD	Corus Entertainment	Corus Media Sales	Canadian Media Sales
diy network	Corus Entertainment	Corus Media Sales	Canadian Media Sales

# Specialty Station Ownership and Sales Representation

		Major Market Sales Representation	
Network	Owner	Canada	U.S.
Documentary	Cdn Broadcasting Corp.	CBC Media Sales	Impulse Media Sales
Dtour	Corus Entertainment	Corus Media Sales	Canadian Media Sales
E!	Bell Media	Bell Media Sales	Bell Media Sales
ESPN Classic Canada	Bell Media	Bell Media Sales	Bell Media Sales
Fashion TV	Bell Media	Bell Media Sales	Bell Media Sales
FEVA TV	FEVA TV Inc	Feva TV Inc.	
Fight Network	Anthem Sports & Ent.	Anthem SE Sales	Impulse Media Sales
FNTSY Sports Network	Anthem Sports & Ent.	Anthem SE Sales	Impulse Media Sales
Food Network	Corus Entertainment	Corus Media Sales	Canadian Media Sales
FX	Rogers Media	Rogers Media Sales	Impulse Media Sales
FXX	Rogers Media	Rogers Media Sales	Impulse Media Sales
FYI	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Game TV	Anthem Sports & Ent.	Anthem SE Sales	Impulse Media Sales
Grace TV	World Impact Ministries	Grace TV	
Gusto	Bell Media	Bell Media Sales	Bell Media Sales
H2+	Corus Entertainment	Corus Media Sales	Canadian Media Sales
HGTV	Corus Entertainment	Corus Media Sales	Canadian Media Sales
HIFI	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
History	Corus Entertainment	Corus Media Sales	Canadian Media Sales
IFC	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Investigation Discovery	Bell Media	Bell Media Sales	Bell Media Sales
Leafs TV	MLSE	MLSE Sales	
Lifetime	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Love Nature	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
M3	Bell Media	Bell Media Sales	Bell Media Sales
Makeful	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
MovieTime	Corus Entertainment	Corus Media Sales	Canadian Media Sales
MTV	Bell Media	Bell Media Sales	Bell Media Sales
MTV2	Bell Media	Bell Media Sales	Bell Media Sales
Much	Bell Media	Bell Media Sales	Bell Media Sales
NatGeoWild	Corus Entertainment	Corus Media Sales	Canadian Media Sales
National Geographic	Corus Entertainment	Corus Media Sales	Canadian Media Sales
OLN	Rogers Media	Rogers Media Sales	Impulse Media Sales
One	Zoomer Media	CMS/Joytv	Media Corps

# Specialty Station Ownership and Sales Representation

		Major Market Sales Representation	
Network	Owner	Canada	U.S.
OWN	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Rewind	Channel Zero	Airtime Sales	Impulse Media Sales
Showcase	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Silver Screen Classics	Channel Zero	Airtime Sales	Impulse Media Sales
Slice	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Smithsonian	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
Space	Bell Media	Bell Media Sales	Bell Media Sales
Sportsnet 4K	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet East	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet National	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet Ontario	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet Pacific	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet West	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet 360	Rogers Media	Rogers Media Sales	Impulse Media Sales
Sportsnet One	Rogers Media	Rogers Media Sales	Impulse Media Sales
Stingray Juicebox	Stingray	Stingray	
Stingray Loud	Stingray	Stingray	
Stingray Retro	Stingray	Stingray	
Stingray Vibe	Stingray	Stingray	
Sundance	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Telelatino	Corus Entertainment	Airtime Sales	
Teletoon Eng	Corus Entertainment	Corus Media Sales	Canadian Media Sales
T + E	Blue Ant Media	Blue Ant Media Sales	Impulse Media Sales
TSN	Bell Media	Bell Media Sales	Bell Media Sales
TSN1	Bell Media	Bell Media Sales	Bell Media Sales
TSN2	Bell Media	Bell Media Sales	Bell Media Sales
TSN3	Bell Media	Bell Media Sales	Bell Media Sales
TSN4	Bell Media	Bell Media Sales	Bell Media Sales
TSN5	Bell Media	Bell Media Sales	Bell Media Sales
Viceland	Rogers Media	Rogers Media Sales	Impulse Media Sales
Vision	Zoomer Media	Group of 7/Joytv	Media Corps
W Network	Corus Entertainment	Corus Media Sales	Canadian Media Sales
Weather	Pelmorex Media Inc	Pelmorex Media Brdcst Sales	
YTV	Corus Entertainment	Corus Media Sales	Canadian Media Sales



# Specialty Station Ownership and Sales Representation

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

# ADDITIONAL RESOURCES

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

## thinktv Clearance

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

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