



– Commercial Broadcasters Unite on Net Billing to Improve TV Trading –

**For Immediate Release**

**TORONTO (October 16, 2018)** – thinktv, on behalf of its member companies Bell Media, CBC/Radio-Canada, IndieNet, Corus Entertainment, Quebecor Media Group, and Rogers Media, is pleased to announce their commitment to end gross-net invoicing by the end of 2019.

**thinktv President and CEO Catherine MacLeod** said the member companies were fully aligned on the initiative, remarking that “thinktv works to help advertisers and agencies get the best out of television on all its platforms – and an important part of that work is to improve the processes by which television is purchased”.

Over the next 15 months, thinktv will work with member companies, agencies and advertisers to ensure a smooth transition to net billing. From rate cards and agreements to software and invoices, each element of the process will be updated to reflect net rates.

**Alan Dark, Chair, thinktv Board of Directors and SVP, Sales, Rogers Media** said: “Working with thinktv, the broadcasters are combining their efforts to make things easier for our customers. Simply put, gross-net billing no longer aligns with the commercial arrangements of most agencies and advertisers in our market. Eliminating this unnecessary complication increases work flow efficiency and improves transparency for everyone involved. This is a great first step with more to come.”

**About thinktv**

thinktv is a marketing and research association dedicated to the advancement of commercial television. thinktv works with the marketing community to help advertisers get the best out of television in all its forms. thinktv is supported by its member companies who together represent more than 95% of commercial television advertising revenue in Canada.

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**For more information, please contact:**

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