



– Commercial Broadcasters Unite on Advanced Advertising –

For Immediate Release

TORONTO (June 18, 2020) – thinktv, on behalf of its member companies, Bell Media, Corus Entertainment, Rogers Sports & Media and Quebecor Media, is pleased to announce an agreement in principle to adopt a common set of advanced advertising audience segments. A list of the audience segments, along with their descriptions, is available for download [here](#).

Thinktv member companies are joining forces to adopt a shared set of audience segments for advanced advertising on linear television.

With thinktv, Canadian broadcasters have been listening to advertisers and agencies. The adoption of standard audience segments is another step forward in the industry’s journey to facilitate better planning and buying of multiplatform television.

Powered by Environics Analytics’ comprehensive, privacy-compliant segmentation and other behavioural data, the common audience segments are geared towards the largest advertising categories in Canada. Together, a linear TV campaign optimized across these four broadcasters will deliver a combined reach of more than 90% of total linear television audiences representing targeting at scale – with greater consistency, efficiency, and effectiveness.

Rogers Sports & Media, Corus Entertainment and Bell Media will begin offering the common audience segments on June 24, 2020, with Quebecor Media following later this year.

Catherine MacLeod, President, thinktv, said: “We believe this announcement is testament to the shared goal of all our member companies to bring advertisers targeted solutions that provide meaningful insights about their customers along with increased operational efficiencies. We are convinced that the adoption of common audience segments helps solve a critical need for advertisers, and other member companies are committed to making it a reality in the coming weeks and months.”

Alan Dark, Chair, thinktv Board of Directors and SVP, Sales, Rogers Sports & Media said: “Working with thinktv, we have been able to build real and meaningful collaboration designed to deliver on the needs and expectations of advertisers and agencies. Adopting common audience segments is just the latest example of how we are striving to make the complex simple and efficient for our partners. We are excited to bring this initiative to the market, with more broadcasters to come.”

Press Contacts/About

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Environics Analytics is the premier marketing and analytical services company in Canada. It helps customers turn data and analytics into insight, strategy, and results. The company offers the full range of analytical services—from data supplier to strategic consultancy—and provides over-the-counter reports, purpose-built software-as-a-service and a wide variety of modelling approaches. Its team of quantitative marketers, modellers and geographers are experts at helping organizations identify their business challenges, develop data-driven solutions and achieve success along every phase of their analytics journey. To learn more about Environics Analytics, please visit environicsanalytics.com.

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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. To learn more about thinktv, please visit thinktv.ca.

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