

# TVBASICS

2013-2014



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# TVBasics 2013-2014

## INTRODUCTION

Since the 1962/63 broadcast season, the Television Bureau of Canada has been pleased to provide TVBasics to practitioners, advertisers and students in the advertising industry.

Published by the Television Bureau of Canada, TVBasics is a compendium of facts about the television medium in Canada, offering data on Canadian viewing trends, stations, and advertising volume including some international comparisons.

TVBasics is a valuable reference for advertisers, agencies and media personnel across Canada. Anyone may download the latest version of this publication at the following url: <http://www.tvb.ca/TVBasics.pdf>. This compendium of facts and figures about the television industry will be updated throughout the year as new data becomes available. Please check back frequently to ensure you have the most recent version. Version number and corresponding changes will be indicated on this page. If you have any questions regarding this on-line publication or would like to know more about the Television Bureau of Canada, please contact us by phone, fax or email.

### **TORONTO**

 416-923-8813

 [tvb@tvb.ca](mailto:tvb@tvb.ca)

### **MONTREAL**

 514-284-0439

 [tvb@bellnet.ca](mailto:tvb@bellnet.ca)

# WHAT IS THE TELEVISION BUREAU OF CANADA?

## FUNCTION & ROLE - CUSTOMER RESPONSE SERVICES

TVB is a Resource Centre for its members - Canadian television stations, networks, and their sales representatives. TVB markets the benefits, values and effectiveness of television as an advertising medium collectively to advertisers and agencies.

As the pre-eminent Canadian centre for media information about television, TVB's role is to collect, interpret, develop, identify, forecast and communicate information and facts about television to be used:

- 1) by members to effectively market television; and
- 2) directly by advertisers and agencies.

The Television Bureau's collection of data for members, agencies and advertisers is driven by the guiding principle of achieving increasingly effective television advertising for users of the premier medium in Canada.

## TVB Resource Centre

[www.tvb.ca](http://www.tvb.ca)

A resource which provides members with instant access to an extensive library of information with daily updates and email capabilities. This includes:

- 1) **Information Centre:** Industry statistics which look at revenues, viewing trends, media attitudes, technology penetration, as well as a variety of industry research and marketing insights that are relevant to the industry
- 2) **Case Studies:** A compilation of successful advertising campaigns in terms of return on marketing investment, which show that television can be a highly profitable investment
- 3) **Business Trends & Forecasts:** Advertising expenditure data from Nielsen Media Research with category-specific information from BBM's Reach, Time Spent survey
- 4) **Industry Hot Buttons:** Research and reporting on CRTC decisions, broadcasting issues, the conversion to digital TV, and HDTV
- 5) **Special Reports:** Newly Aired TV Commercials, Retail Sales Report by Province, New Motor Vehicle Sales by Province, and the DesRosiers Automotive Report
- 6) **News Updates:** The latest news-making articles pulled from the headlines that pertain to the television industry

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7) **TVB Archives** - Available to members, advertisers and agencies, TVB has one of the largest collections of media and television research papers available in Canada.

8) **TVBasics** - Available to practitioners in the industry, TVBasics is the ultimate compendium and reference guide on television, including viewing trends, statistics, station information and industry composition data, market and regional facts about television.

## ADVANCING EXCELLENCE IN TELEVISION CREATIVE

TVB plans and manages the Bessies and the TVB Retail Commercial Awards competition. These annual events are designed to encourage the development of effective TV creative in Canada and to acknowledge all those who excel.

## **TVB TELECASTER SERVICES**

Telecaster Services pre-clears English and French commercials, infomercials and public service announcements on behalf of its member channels using member-approved guidelines. Before issuing a Telecaster 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.

## **COMMERCIAL LIBRARY**

The Television Bureau video library is Canada's largest TV commercial archive with over 80,000 commercials dating back to 1957. For a nominal charge, we provide copies of TV commercials, video case histories and advertiser presentations to support our clients' efforts in:

- Researching brand or retail categories for new business purposes,
- Staying up-to-date with production styles and techniques,
- Understanding competitors' ad strategies,
- Showcasing television as the most powerful advertising medium through sight, sound, motion and emotion.

TV spots are available on VHS, 3/4" Betacam SP and DVD. Since TVB works with first-generation materials (as opposed to off-air dubs), the video quality of our reels is superior to that of many similar services.

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The library also includes U.S. and international advertising. Access to the commercial library is made fast and easy through our extensive computer database. We can search by advertiser, product, title, year, agency, country and production style to respond to clients quickly and efficiently.

We also provide video storyboards. These colour commercial print sheets are made directly from video and can be customized to your order.

## **TVB SALES ADVISORY CONFERENCE (SAC)**

Held annually and open to all TVB members, SAC is the only national conference in Canada targeted exclusively to commercial broadcast senior sales, marketing and research management. Attended by stations, networks and sales rep organizations, the sales convention includes the right mix of authoritative speakers from within the broadcast and related industries, as well as the advertiser and ad agency communities. Through a series of workshops and presentations, the purpose is to impart topical and practical information in order to put TVB members in a more informed position as they sell commercial television to advertisers and agencies.



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## **TVB.ca**

Accessible to all interested individuals and organizations. Visit the TVB website for all the latest information about commercial television in Canada. TVB.ca is the home of TVB's electronic resources and provides TVB members with instant access to research and category information. The public information available on TVB.ca provides non-TVB members with snapshot of the information available to our broadcast members. Non-members seeking greater access to this information are encouraged to contact a sales representative at one of our member organizations.



# KEY STRENGTHS OF TELEVISION ADVERTISING IN CANADA

- Reach - Television has unbeatable scale and reach – the highest of any medium in Canada – ideal for advertisers seeking a quick impact in the marketplace
- The most influential, authoritative, powerful, effective, persuasive, engaging and relevant of all media
- Television is the best curator of high-quality, first-run programming
- Television is a key source for news, sports, entertainment and general knowledge
- Television owns prime time – it reaches audiences when they are most receptive to ads
- Television is an emotionally engaging media that excites more of consumers' senses than any other medium
- Television drives conversations both online and offline
- Television is immediate and timely with the ability to time and place-shift ads
- Television is cost efficient for most target groups
- Television can deliver narrow target audiences through selective placement of commercials in programs
- Television can be purchased nationally, regionally or locally
- Television is the spark that piques interest and drives inquiry into other media
- Television can build lasting emotional bonds with audiences
- Television is exciting and can create high impact with viewers by showing dynamic and visually captivating messages
- Moods and images can be created for brands with television

## KEY STRENGTHS OF TELEVISION ADVERTISING IN CANADA (cont.)

- Television is an effective direct response tool for many products and services
- Speed - There is no faster way to deliver mass audiences to advertisers
- Social Currency - Television programs are valued and talked about. It engages audiences
- Television is great for sports and live events
- Television is the spine that connects all other media
- Television is a catalyst for other media
- Television builds fame
- TV can shift or reinforce how we feel about brands – TV ads can establish familiarity, which breeds trust, which strengthen brands and builds businesses
- Television ads are response ads and can even be point-of-sale media when used with the internet
- TV offers advertisers critical mass that can't be had with narrow-focused media
- TV *reaches* people when they are most receptive to advertising messages, when it can *resonate* with audiences, and get *results* for advertisers
- TV engages audiences on-air, online and on the go
- The TV experience continues to operate as emotional central heating
- TV is a profit generator
- TV is easy to buy, measure and understand

# WHY ADVERTISERS HAVE MADE TELEVISION THEIR MEDIUM OF CHOICE

Television reaches virtually every home in Canada. Television offers the greatest range of advertising qualities. It is set apart from the competing media by its ability to offer sight, sound and motion to generate an emotional response. More specifically, advertisers choose television because of the following:

**Brand Image** The power of television advertising can be used creatively by advertisers to differentiate themselves from the competition and develop a unique persona that implies credibility, quality and service. By using the qualities of television (sight, sound and motion) advertisers can generate a level of trust, emotion and excitement that cannot be created as well through the use of any other medium. This can help to create a long lasting and memorable brand and corporate image.

**Consumers' Perceptions** Canadians enjoy television. The average Canadian Adult Aged 18+ spends 29.4 hours per week watching television (Source: BBM Canada 2013). According to 2014 BBM Analytics survey, television continues to be Canadians' most influential form of advertising. The study also confirms that traditional advertising - including television - is seen at the most engaging medium over other major media.

**Cost** Many advertisers have the perception that television commercial production costs prohibit their use of the medium. While commercials can be expensive, smaller advertisers with limited budgets can also undertake successful productions. A big idea, with, focus and clarity of message can make the advertiser a winner in consumers' minds despite a very small production budget.

### **Demonstration Capabilities**

The ability to show products in action can easily introduce new products to consumers.

**Person-to-Person Communication** Ideal person-to-person communication is achieved through a combination of both the spoken word and unspoken elements such as body language and gestures. With both visual and sound capabilities, television comes closer than any other medium to offering the ideal person-to-person communications.

**Retention** People learn through their senses. By stimulating more senses, the message is more likely to be noticed and learned. Television appeals to the sight and sound senses. The combined power of sight, sound, motion and emotion create a synergistic effect that is more effective than when individual senses are stimulated.

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## CANADA vs. THE UNITED STATES



1.	Population (2+ within TV households)	*34,056,000	**294,560,000
2.	Households	14,187,000	120,160,000
3.	BBM Markets, TV Markets – DMAs	42	210
4.	TV Households	13,946,000	115,811,000
	% TV Households	98.3%	96%
5.	Access to TV services - Cable, Satellite, IPTV (% of TV Households)	93.1%	90%
6.	TV Households with digital capability	85%	86%
7.	PVR (% of TV Households) 2013	52.5%	47%
8.	Multi-set (% of TV Households)	73.1%	85%
9.	Average Weekly Viewing (Hours:Minutes)		
	Persons 2+	27:18	34:15
	Adults 18+	28:48	38:08
	Adults 25-54	29:42	33:48
	Teens (12-17)	20:24	22:06
	Children (2-11)	20:42	25:16
10.	Advertising Volume (2012) - millions (CDN\$); U.S. in U.S\$	15,121	153,133
11.	TV Volume (2012) - millions (CDN\$), U.S. in U.S\$	3,578	62,019
12.	TV Expenditure Per Capita (2012) (CDN\$), U.S. in U.S\$	103	198
13.	Number of TV Stations 2012 (Conventional + Specialty & Pay stations)	350	1,381
14.	Commercial Time	Unlimited	***deregulated
15.	Commercial Time: Specialty Channels	12 min/hr	***deregulated

\* Excludes Yukon, Northwest Territories and Nunavut

\*\* Including Alaska and Hawaii

\*\*\* Practice varies from station to station, market by market, and by daypart with daytime generally having more commercial time than primetime.

Canada		Sources	United States	
1-5	BBM Canada, January 2014	1-8	The Nielsen Company, January 2014	
6	Media Stats, September 2013	9	The Nielsen Company, Sep-Aug 2012-2013	
7	BBM Canada, January 2014	10-12	TVB Net Ad Volume 2012	
8	BBM Canada, January 2014	13-15	TVB U.S. 2012 VHF & UHF	
9	BBM Canada, Sep-Aug 2012-2013			
10-12	TVB Net Ad Volume 2012			
13-15	CRTC			

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## NORTH AMERICAN TV MARKET RANKING

### Nielsen January 2014, BBM Fall 2013 for CDN Markets, P2+

N.AM	U.S.	CDN	Market	Pop. (000)	N.AM	U.S.	CDN	Market	Pop. (000)
1	1		New York	19,995	57	51		Jacksonville	1,608
2	2		Los Angeles	17,054	58	52		New Orleans	1,559
3	3		Chicago	9,474	59		7	Ottawa-Gatineau	1,521
4		1	Toronto-Hamilton	7,566	60	53		Providence-New Bedford	1,500
5	4		Philadelphia	7,468	61	54		Wilkes Barre-Scranton	1,380
6	5		Dallas-Ft. Worth	7,090	62	55		Fresno-Vilalla	1,369
7	6		San Francisco-Oak-San Jose	6,750	63	56		Little Rock-Pine Bluff	1,359
8	7		Houston	6,579	64	57		Richmond-Petersburg	1,350
9	8		Boston (Manchester)	6,448	65	58		Dayton	1,345
10	9		Atlanta	6,032	66	59		Albany-Schenectady-Troy	1,338
11	10		Washington, DC (Hagrstwn)	5,982	67	60		Tulsa	1,280
12	11		Detroit	4,938	68	61		Mobile-Pensacola (Ft. Walt)	1,261
13		2	Montreal	4,759	69	62		Ft. Myers-Naples	1,227
14	12		Minneapolis-St. Paul	4,667	70	63		Knoxville	1,219
15	13		Seattle-Tacoma	4,656	71	64		Shreveport	1,150
16	14		Phoenix (Prescott)	4,545	72	65		Lexington	1,129
17	15		Tampa-St. Pete (Sarasota)	4,514	73	66		Wichita-Hutchinson Plus	1,117
18	16		Cleveland-Akron (Canton)	4,053	74		8	Québec City	1,113
19	17		Denver	3,921	75	67		Flint-Saginaw-Bay City	1,109
20	18		Miami-Ft. Lauderdale	3,842	76	68		Green Bay-Appleton	1,090
			Montreal French	3,835	77	69		Honolulu	1,072
21	19		Orlando-Daytona Bch-Melbrn	3,592	78	70		Tuscon (Sierra Vista)	1,059
22		3	Vancouver-Victoria	3,512	79	71		Charleston-Huntington	1,057
23	20		Charlotte	3,462	80	72		Roanoke-Lynchburg	1,056
24	21		Sacramnto-Stkton-Modesto	3,400	81	73		Spokane	1,044
25	22		Pittsburgh	3,178	82	74		Springfield, MO	1,027
26	23		St. Louis	3,061	83		9	Winnipeg	1,001
27	24		Portland, OR	3,010	84	75		Omaha	996
28	25		Raleigh-Durham (Fayetville)	2,866	85	76		Toledo	988
29	26		Baltimore	2,694	86	77		Des Moines-Ames	986
30	27		San Diego	2,691	87	78		Rochester, NY	982
31	28		Indianapolis	2,642	88	79		Columbia, SC	973
32	29		Nashville	2,525	89	80		Huntsville-Decatur (Flor)	972
33	30		Salt Lake City	2,505	90	81		Portland-Auburn	948
34	31		Hartford & New Haven	2,439	91	82		Syracuse	928
35	32		Kansas City	2,308	92	83		Waco-Temple-Bryan -Decatur	927
36	33		Harrisburg-Lncstr-Leb-York	2,277	93	84		Champaign&Sprngfld	924
37	34		Columbus, OH	2,265	94	85		Paducah-C.Gird-Harbg-Mt VN	902
38	35		Milwaukee	2,255	95	86		Myrtle Beach-Florence	900
39	36		San Antonio	2,193	96	87		Colorado Springs-Pueblo	899
40	37		Cincinnati	2,189	97	88		Madison	877
41	38		West Palm Beach-Ft. Pierce	2,121	98	89		Cedar Rapids-Wtrlo-IWC&Dub	883
42	39		Greenvll-Spar-Ashevll-And	2,004	99	90		El Paso (Las Cruces)	868
43		4	Kitchener-London	1,872	100	91		Savannah	861
44	40		Norfolk-Porstmth-Newpt Nws	1,848	101	92		Chattanooga	857
45	41		Austin	1,840	102	93		Harlingen-Wslco-Brnsvl-McA	856
46	42		Birmingham (Ann and Tusc)	1,827	103	94		South Bend-Elkhart	810
47	43		Las Vegas	1,779	104	95		Baton Rouge	797
48	44		Greensboro-H. Point-W.Salem	1,777	105	96		Ft Wayne	789
49		5	Edmonton	1,748	106	97		Burlington-Plattsburgh	785
50	45		Oklahoma City	1,737	107	98		Jackson, MS	779
51	46		Grand Rapids-Kalmzoo-B.Crk	1,726	108	99		Tri-Cities, TN-VA	758
52	47		Albuquerque-Santa-Fe	1,713	109	100		Greenville-N.Bern-Washngtn	756
53		6	Calgary	1,674	110	101		Charleston, SC	738
54	48		Memphis	1,604	111	102		Davenport-R.Island Moline	730
55	49		Louisville	1,619	112	103		Ft. Smith-Fay-Sprngfld-Rgrs	729
56	50		Buffalo	1,617	113		10	East Central Ontario	726

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## NORTH AMERICAN TV MARKET RANKING

N AM	U.S.	CDN	Market	POP 2+ (000)	N. AM	U.S.	CDN	Market	POP 2+ (000)
114	104		Reno	711	164	147		Albany GA	388
115	105		Fargo-Valley City	696	165	148		Erie	387
116	106		Tallahassee-Thomasville	693	166	149		Anchorage	385
117	107		Johnstown-Altoona-St Colge	687	167	150		Sioux City	382
118	108		Tyler-Longview (Lfkn&Ncgd)	682	168	151		Quincy-Hannibal-Keokuk	367
119	109		Evansville	677	169	152		Odessa-Midland	366
120		11	Halifax	677	170	153		Joplin-Pittsburg	361
121	110		Lincoln & Hastings-Krny	664	171		18	Saskatoon	359
122	111		Youngstown	653	172	154		Panama City	357
123	112		Sioux Fall (Mitchell)	642	173	155		Palm Springs	355
124	113		Springfield-Holyoke	637	174		19	Prince George Kamloops	354
125	114		Boise	637	175	156		Rochestr-MasonCity-Austin	348
126	115		Macon	635	176		20	Kelowna	337
127	116		Augusta-Aiken	631	177	157		Bangor	331
128		12	Saint-John Moncton	622	178		21	Regina/Moose Jaw	324
129	117		Lansing	607	179	158		Biloxi-Gulfport	320
130	118		Columbus, GA (Opelika, AL)	601	180	159		Bluefield-Beckley-Oak Hill	317
131	119		Peoria-Bloomington	586	181		22	Trois-Rivières	309
132	120		Eugene	596	182	160		Binghamton	304
133	121		Santa Barbra-SanMar-SanLuOb	595	183	161		Wheeling-Steubenville	303
134	122		Montgomery (Selma)	586	184	162		Idaho Fals-Focatllo(Jcksn)	296
135		13	Sherbrooke	585	185	163		Sherman-Ada	294
136	123		Traverse City-Cadillac	583	186	164		Gainesville	291
137	124		Yakima-Pasco-RchInd-Knnwck	553	187	165		Missoula	288
138	125		Lafayette, LA	541	188		23	Saguenay	276
139	126		Monterey-Salinas	542	189	166		Hattiesburg-Laurel	272
140	127		Bakersfield	519	190	167		Yuma-El Centro	270
141		14	Sud.-Timm.-N. Bay/S.S.M.	518	191	168		Billings	264
142	128		La Crosse-Eau Claire	511	192	169		Abilene-Sweetwater	259
143	129		Corpus Christie	506	193	170		Clarksburg-Weston	246
144	130		Topeka	500	194	171		Utica	245
145	131		Amarillo	494	195	172		Dothan	242
146	132		Wilmington	489	196	173		Elmira (Corning)	239
147	133		Chico-Redding	488	197	174		Rapid City	236
148		15	Barrie	482	198	175		Lake Charles	231
149	134		Columbus-Tupelo-W Pnt-Hstn	463	199	176		Jackson TN	229
150		16	St. John's-Corner Brook	456	200	177		Watertown	225
151	135		Wausau-Rhineland	443	201	178		Harrisonburg	222
152	136		Minot-Bsmrck-Dckns(Wlston)	431	202		24	Rim.-Mat.-Sept-Iles	222
153	137		Duluth-Superior	429	203	179		Alexandria, LA	221
154	138		Rockford	424	204	180		Laredo	195
155	139		Wichita Falls & Lawton	420	205	181		Jonesboro	193
156	140		Columbia-Jefferson City	418	206	182		Marquette	192
157	141		Salsibury	410	207	183		Bowling Green	191
158	142		Terre Haute	408	208	184		Charlottesville	181
159	143		Medford-Klamath Falls	404	209	185		Lafayette, IN	179
160	144		Lubbock	403	210	186		Lima	170
161	145		Monroe-El Dorado	399	211	187		Grand Junction-Montrose	169
162	146		Beaumont-Port Arthur	395	212	188		Butte-Bozeman	167
163		17	Windsor	394	213	189		Meridian	163

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## NORTH AMERICAN TV MARKET RANKING

N AM	U.S.	CDN	Market	POP 2+ (000)
214	190		Greenwood-Greenville	160
215	191		Great Falls	157
216	192		Twin Falls	156
217		25	Carleton	149
218	193		Parkersburg	148
219	194		Bend, OR	148
220		26	Thunder Bay	147
221		27	Rouyn-Noranda	146
222		28	Charlottetown	144
223	195		Eureka	142
224	196		Casper-Riverton	139
225	197		Cheyenne-Scottsbluff	137
226	198		San Angelo	134
227		29	Riviere-du-Loup	133
228		30	Sydney-Glace Bay	136
229	199		Mankato	127
230	200		St. Joseph	113
231		31	Prince Albert	111
232	201		Otumwa-Kirksville	109
233		32	Pembroke	104
234	202		Fairbanks	100
235		33	Lloydminster	93
236	203		Zanesville	88
237		34	Yorkton	85
238	204		Victoria	83
239		35	Medicine Hat	80
240		36	Terrace-Kitimat	70
241	205		Helena	66
242	206		Presque Isle	63
243		37	Dawson Creek	62
244	207		Juneau	59
245	208		North Platte	42
246	209		Alpena	38
247		38	Kenora	36
248	210		Glendive	9
<b>Total Populations (000)</b>				
CANADA				34,056
United States				294,560
Total				328,616



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## SEASONAL VIEWING TRENDS

BBM Canada, PPM (Average hours viewed per week, per viewer)

Hours viewed per week MONDAY-SUNDAY 2 am – 2 am

Week of		Persons 2+		Women 25-54		Men 25-54		Teens 12-17		
11/12	12/13	11/12	12/13	11/12	12/13	11/12	12/13	11/12	12/13	
Aug. 29/11	Aug. 27/12⇒	1	26.9	26.9	25.8	24.4	22.1	21.7	23.1	24.6
		2	28.0	28.5	26.5	26.5	23.8	23.8	22.1	23.3
		3	26.8	26.6	25.5	24.8	22.6	22.2	19.9	21.1
		4	27.7	27.7	26.4	25.9	23.4	23.2	20.9	21.4
		5	28.0	27.7	26.6	26.1	24.1	23.0	21.8	22.0
		6	27.8	27.7	26.3	25.7	24.2	23.5	21.6	21.1
		7	29.3	29.4	27.4	27.4	25.4	25.1	22.6	22.1
		8	28.4	28.3	26.5	25.9	24.3	23.9	21.4	20.5
		9	28.7	28.2	27.2	25.8	24.6	23.7	21.2	20.3
		10	28.4	29.1	26.6	27.0	24.5	24.5	21.9	20.9
		11	29.6	29.1	27.6	27.3	25.2	24.4	22.9	20.8
		12	28.9	29.0	27.0	26.6	24.2	24.2	22.9	21.2
		13	29.2	28.4	26.7	26.4	24.6	23.7	23.3	20.6
		14	28.8	28.3	26.8	26.3	24.3	23.0	22.3	20.7
		15	28.2	27.9	25.6	25.7	24.1	23.1	21.9	20.4
		16	28.1	28.5	26.0	26.0	23.7	23.8	21.6	20.9
		17	27.6	28.2	25.1	25.4	23.6	23.3	23.2	20.9
		18	32.0	30.2	29.7	28.3	29.0	26.8	27.9	23.0
11/12	12/13	19	31.8	31.9	28.9	29.4	27.9	27.6	27.8	24.8
Jan. 1/12	Dec 31/12⇒	20	30.2	29.5	27.5	27.5	25.9	24.8	22.9	20.5
		21	30.3	29.7	28.2	27.7	25.6	25.0	22.6	21.0
		22	29.6	30.0	27.6	27.9	25.4	25.5	23.0	20.7
		23	29.9	30.1	27.7	28.1	25.7	25.6	23.7	21.4
		24	30.1	29.9	28.0	28.1	25.4	25.6	23.2	21.7
		25	29.7	29.1	27.5	27.1	25.1	25.1	22.5	20.4
		26	30.8	30.4	27.9	28.1	26.1	26.2	22.8	21.5
		27	29.9	29.3	27.3	27.5	25.7	25.1	23.0	19.8
		28	29.8	29.2	27.1	27.2	25.4	24.7	23.4	21.8
		29	29.0	29.4	26.8	27.4	24.4	24.5	23.9	22.1
		30	28.0	28.8	25.3	26.8	23.6	24.8	27.7	20.1
		31	28.4	28.7	26.0	27.2	24.4	25.1	21.7	21.5
		32	29.2	29.5	26.9	27.5	25.6	25.6	22.4	21.0
		33	29.2	28.8	26.9	26.6	25.8	24.7	22.9	20.1
		34	28.4	28.7	26.0	26.8	24.5	24.5	21.4	20.5
		35	28.0	27.0	25.1	25.3	24.1	23.1	21.0	19.8
		36	27.1	26.5	24.6	25.0	23.1	22.8	20.2	18.8
		37	26.5	27.2	24.1	25.4	22.4	23.4	19.6	19.8
		38	25.6	26.7	23.1	24.8	21.2	22.6	19.9	19.4
		39	25.8	27.4	23.2	25.5	21.9	23.3	19.8	19.5
11/12	12/13	40	26.1	25.6	23.4	23.7	21.7	21.2	19.2	17.9
May 28/12	May 27/13⇒	41	26.2	26.2	23.8	23.8	22.4	22.0	19.4	19.2
		42	25.4	25.2	23.2	23.1	21.7	20.8	19.1	17.8
		43	25.4	25.5	22.7	23.4	21.5	20.9	20.8	19.6
		44	25.9	25.8	23.5	23.6	21.5	21.1	22.5	20.6
		45	26.6	25.9	24.2	23.7	22.4	21.4	22.7	22.1
		46	25.3	25.0	23.2	22.9	20.8	19.7	23.4	21.3
		47	25.7	25.5	23.4	23.3	21.1	20.4	22.6	22.3
		48	27.3	25.5	24.8	23.6	22.7	20.7	25.1	21.1
		49	29.1	25.8	26.7	23.5	23.8	20.9	27.1	21.9
		50	30.4	25.9	27.9	23.9	25.3	21.1	29.2	21.1
		51	26.1	25.4	23.8	23.1	21.2	20.3	26.0	22.9
		52	25.8	24.7	23.4	22.7	21.3	20.3	24.2	21.5
<b>52 WK AVG</b>			<b>28.2</b>	<b>27.9</b>	<b>25.9</b>	<b>25.8</b>	<b>23.9</b>	<b>23.4</b>	<b>22.6</b>	<b>21.0</b>



# TVBasics 2013-2014

## COMMERCIAL LENGTHS

Source: TVB Canada - Sep-Aug, TVB U.S. - Sep-Aug

### Canadian Commercial Lengths

	% of Total						
	05s	10s	15s	30s	60s	120s	Other
2013	0.4	2.0	30.0	50.1	5.0	7.7	4.8
2012	0.4	2.7	29.8	51.7	4.5	5.6	5.2
2010	0.9	2.5	29.3	51.5	5.7	4.7	5.4
2005	0.2	1.3	26.8	61.8	5.6		4.2
2000	0.5	2.1	22.5	59.9	8.8		6.2
1995	-	-	13.4	76.2	6.7		3.7
1991	-	-	20.8	67.2	2.3		9.8
1985*	-	-	4.0	92.0	2.0		2.0
1980	-	2.0	-	92.0	5.0		1.0
1975	-	4.0	2.0	72.0	19.0		3.0
1970	-	22.0	16.0	19.0	40.0		1.0

\*Estimated numbers. TVB did not track commercial lengths during this time due to the overwhelming popularity of the 30-second spot.

### U.S. Network Commercial Lengths

	% of Total						
	10s	15s	20s	30s	45s	60s	90s+
2012	1.0	41.8	0.2	50.6	0.4	4.5	1.2
2011	1.0	41.8	0.3	51.0	0.2	4.0	1.7
2010	0.7	40.5	0.3	51.7	0.1	5.2	1.4
2005	0.7	37.4	0.2	54.0	0.3	5.9	1.5
2000	1.1	31.9	0.1	58.7	0.7	5.8	1.7
1995	0.2	31.5	0.9	64.8	0.6	1.2	0.8
1990	0.1	35.4	1.4	60.1	1.0	1.7	0.3
1985	1.3	10.1	0.8	83.5	1.7	2.2	0.4
1980	0.7	-	-	94.6	2.7	1.9	0.1
1975	-	-	-	79.0	-	21.0	-
1970	-	-	-	25.1	-	74.9	-
1965	-	-	-	-	-	100	-

### U.S. Local TV Commercial Lengths

	% of Total						
	10s	15s	20s	30s	45s	60s	90s+
2012	2.9	23.8	0.4	65.7	0.1	5.8	0.2
2011	3.1	23.3	0.5	65.8	0.1	5.8	0.3
2010	3.1	21.1	0.6	67.4	0.1	5.9	0.3
2005	3.4	13.3	0.4	76.8	0.1	6.0	0.1
2000	3.3	9.0	0.2	81.4	0.1	5.1	0.9
1995	3.3	7.3	0.2	84.9	0.1	3.3	0.9
1990	4.0	5.9	0.1	84.4	0.2	3.7	1.7
1985	5.5	1.3	0.1	88.0	0.6	2.7	1.8
1980	7.8	-	0.2	85.1	0.2	3.9	2.8
1975	9.1	-	0.5	79.2	-	11.2	-
1970	11.8	-	4.5	48.1	-	35.6	-
1965	16.1	-	13.3	0.8	-	69.8	-

# TVBasics 2013-2014

## Ad Receptivity Survey

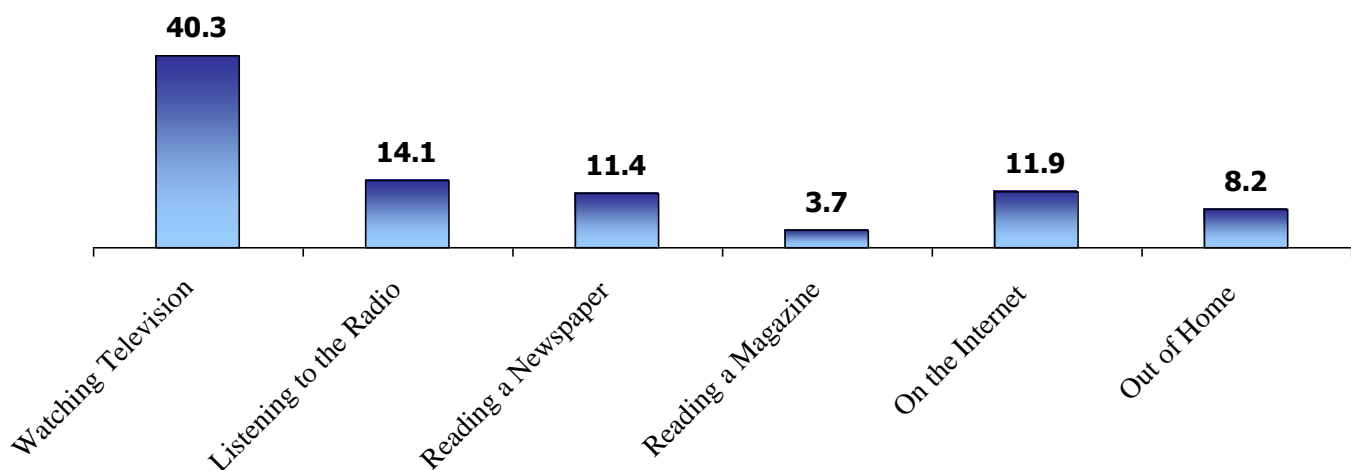
In a survey conducted by BBM Analytics in June 2014, respondents were asked a series of questions regarding their response to advertising delivered by the various media channels. The following questions were posed:

- In which medium are you **MOST LIKELY TO NOTICE** advertising?
- When are you **MOST RECEPTIVE** to advertising messages?
- When do you pay the **MOST ATTENTION** to advertising messages?
- Thinking about your **FAVOURITE** advertisement, where did you see it?
- Have you ever seen an ad that has made you **LAUGH** or **CRY**?
- Where did you see the ad?

The answers were consistent across all demographic groups and regions:

- Television ads are the **most noticeable**
- People are **most receptive** to advertising delivered on TV
- People pay the **most attention** to advertising delivered on TV
- By a wide margin people's **favourite advertisement** is a TV commercial
- TV advertising is **more emotive** than any other form of advertising

### Adults 18+ Most Receptive to Ads While...



## TELEVISION & THE PVR

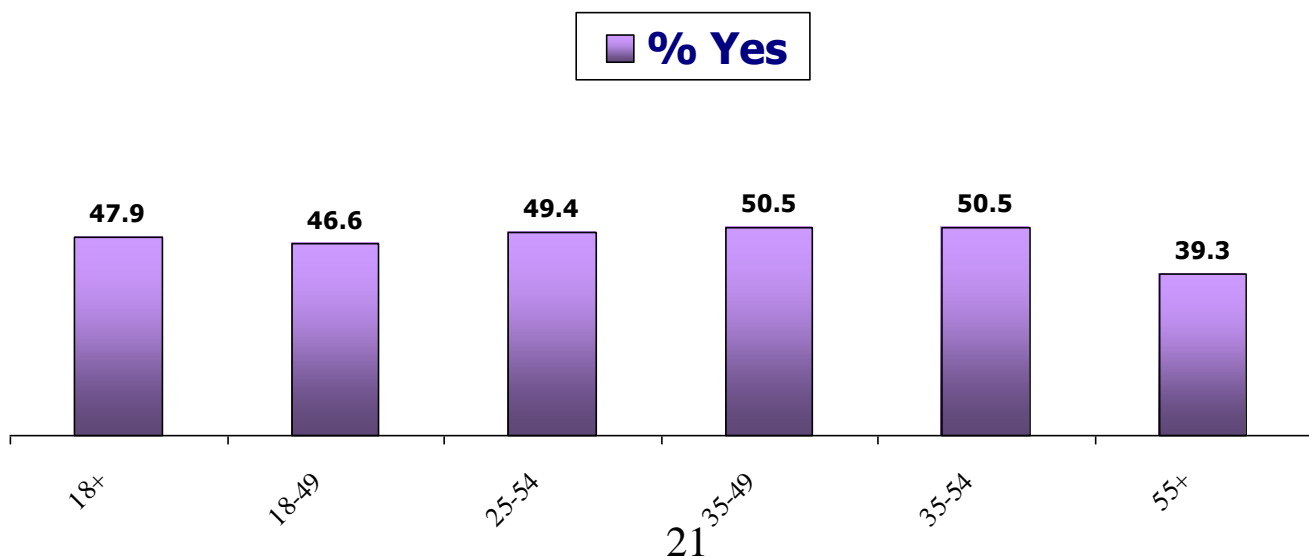
While PVR penetration in Canada is growing, it is not having a significant impact on the opportunity to see commercials. The primary reason for this is the amount of time Canadians spend watching Live television. Even in PVR households, the vast majority of viewing is to Live television, and Live television cannot be skipped or fast forwarded. PVRs can be found in 47% of Canadian homes to view recorded TV programs. Roughly half of PVR users stop to watch TV ads that are of interest to them, according to a September 2013 survey conducted on behalf of TVB by BBM Analytics. The survey, which polled 1,000 people, also found that the vast majority (69%) of those 18+ who fast forward commercials report awareness of the advertisers in the ads they are skipping.

In Canada 94% all weekly viewing is to LIVE programming, a mode of viewing which cannot be skipped or fast forwarded, leaving commercials safe from the fast forward button. On average, less than 2 hours out of the ±25 hours a week that people watch television is in playback mode.

The majority of those who view programs in playback and fast forward commercials report awareness of the advertisers in the commercials they are fast forwarding. Forty-eight percent of PVR households reported stopping to watch a commercial. The two primary reasons:

- The product or brand was of interest to them
- They found the commercial entertaining

### When you fast forward commercials using your PVR, do you ever stop to watch commercials that are of interest to you?



# Ipsos Research: The New TV Landscape

TVB/Ipsos research in 2014 examined the changing television landscape and found that content is better than ever before and access to it is huge, and the vast majority of that content is provided by broadcast television. While commercial TV is being watched on companion devices by the 57% of people in Canada who have smartphones and the 30% who have tablets, the vast majority of commercial TV (which represents the vast majority of video consumption) is still on the big screen.

The study found that television numbers are still huge and that of the seven hours a day that people spend with media, 47% of that time is spent watching commercial television. Eight out of ten Canadians watched television yesterday. Three hours and 18 minutes of that time spent was with commercial television. Netflix represents 4% of all viewing; 13% of viewing is streamed or downloaded. Eighty percent of all viewing is on a TV screen whereas 20% is on a computer and 2% each for tablets and smartphones.

This data shows that people want to view their video on the best screen available. TV still provides the best sound, screen and picture size in an enjoyable comfortable setting. TV benefits from ease of use and is an escape and social currency; it is a way to stay relevant.

- 67% say it provides the best viewing experience
- 94% of viewing is done at home
- 78% of viewing is done in the family room
- 48% of viewing is done with others in the room
- 57% have such a connection to their programs, they experience a sense of loss when the season ends
- 58% want to see shows as they air
- 66% have watched a show for more than five years
- 68 million hours of TV in Canada were watched yesterday
- 47% say TV is fundamental to their existence

# The Miracle Food: The Broccoli Television Case Study

TVB and John St. conducted a campaign to communicate and promote Broccoli as a product, using television as the sole medium of advertising. The campaign was aired over a 5-week period (January 4, 2010-February 7, 2010) in B.C. and Ontario where the impacts of the campaign were closely measured and analyzed. A simple HTML website was put in place to track results.

### **Objectives:**

Prove TV advertising is effective by:

1. Making Broccoli relevant to consumers by raising top of mind awareness by 20%, and intent to purchase by 10%. Using nothing but TV advertising
2. Increasing Broccoli sales by more than 5% using nothing but TV advertising.

### **Communication Strategy:**

The communication strategy was simple: Using only TV, generate sufficient interest in a product that has not been advertised in recent memory by demonstrating that on its own, TV can increase sales, awareness, and positive perceptions of Broccoli.

### **Business Results:**

Two key sets of metrics were used to measure success: advertising impact, and sales results. A pre-post tracking study was conducted by Ipsos in October 2009 and October 2010 to measure the impacts of communications on consumer perceptions and awareness. The study included 1,636 adults, aged 18-64. The study was conducted prior to the campaign with a post wave at the end of the 5 weeks.

Top of mind awareness for Broccoli went from receiving no mentions to being the second most recalled produce in the study. 13% of consumers responded they had purchased at least one more

## TVBasics 2013-2014

bunch of Broccoli in their latest shopping trip compared to the pre-campaign period. The intent to purchase at least one more bunch of Broccoli had also increased by 13%.

Driving this claimed behaviour was strong ad impact: Unaided ad awareness reached 65% (nearly 20 points ahead of research supplier norms for similar tactical campaigns), and aided awareness was nearly ubiquitous at 90% of respondents.

### **Post Campaign Ratings:**

Using social media metrics (Radion 6 and Google metrics), we saw average mentions of ‘broccoli’ or “miracle food” increase by 444% during the campaign and the weeks that followed. Search volume was up 100% vs. the same period in 2008 and 2009. Broccoli’s fan page on Facebook attracted 17, 000+ followers and over 30,000 were intrigued enough by the television ads to watch them again on Youtube. An additional 20, 000 people watched the 15+ spoofs created and posted online by users. **The most revealing metric;** Broccoli sales rose 8% versus the same period in 2009 vs. 2010, according to AC Nielsen.

### **Cause and Effect between Advertising and Results**

No variables were introduced other than the introduction of the 5-week TV campaign. The U&A and AC Nielsen sales data combined with web and social network monitoring metrics all showed direct spikes during the period in which “The Miracle Food Campaign” was in market.

Conversely, we noticed a sharp decline in these metrics after the campaign was stopped. To ensure real correlations, we used generic key words such as “broccoli”, as well as specific terms such as “the miracle of food” to understand if the campaign was driving the reported metrics.

So in summary...the impact of the TV spots was linked directly to consumer activity via the U&A study and the increase in sales. The U&A clearly identified consumer perceptions of Broccoli had changed for the positive, and the intent to purchase and purchase volume would increase, as shown by the 8% increase in broccoli sales.

As you can see with this study, TV advertising continues to be the premier method of creating product/brand awareness and impacting consumers on a multitude of levels.



# MAJOR MEDIA COMPARISON

## Consumer Attitudes towards Advertising

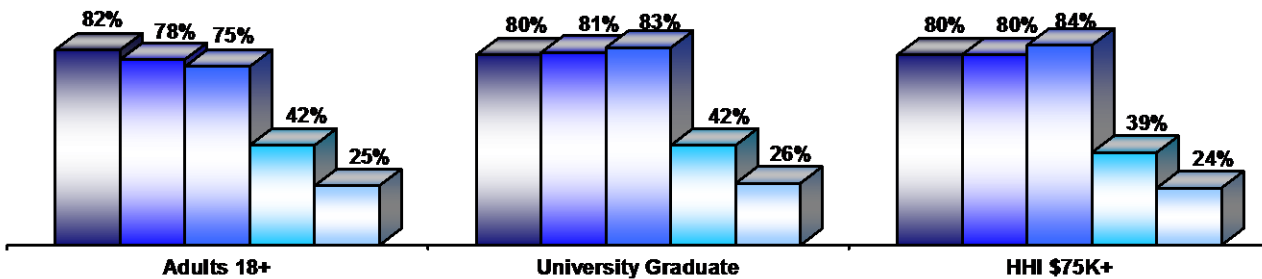
The following pages compare Television to Radio, Internet, Newspapers and Magazines.



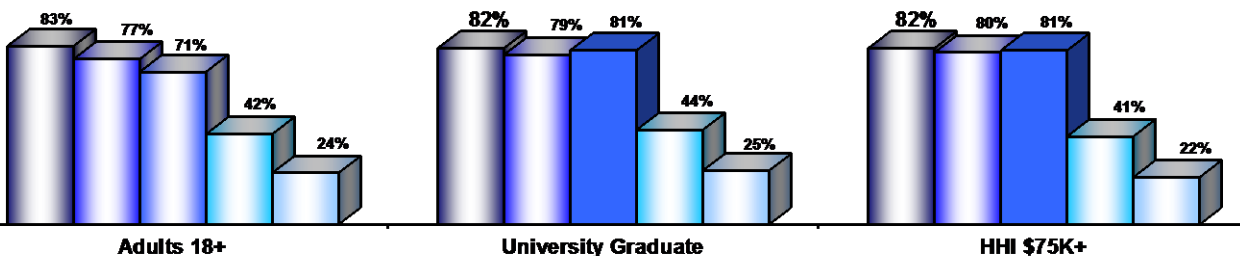
### HOW DO CONSUMERS USE THE OTHER MEDIA?

TV has a higher reach than Newspapers, Radio, Magazines or the Internet. (Source: BBM Analytics RTS Fall 2013)

### REACHED "YESTERDAY" - ADULTS 18+ TOTAL CANADA



### REACHED "YESTERDAY" - ADULTS 18+ QUEBEC








□ Television □ Radio □ Internet □ Newspaper □ Magazine

# TVBasics 2013-2014

## MAJOR MEDIA COMPARISON

### Where is the Time Spent? - Adults 18+

	TIME SPENT WEEKLY PER CAPITA HOURS	TOTAL CANADA	QUEBEC (French)
	Adults 18+	24.2	25.6
	Adults 18-34	16.6	18.0
	Adults 25-54	21.1	22.2
	Adults 55+	32.4	33.1
	Adults 18+	17.5	18.5
	Adults 18-34	13.5	14.5
	Adults 25-54	17.3	18.5
	Adults 55+	20.0	20.3
	Adults 18+	19.7	16.5
	Adults 18-34	30.0	25.9
	Adults 25-54	22.0	18.8
	Adults 55+	11.6	10.1
	Adults 18+	1.9	2.1
	Adults 18-34	0.6	0.6
	Adults 25-54	1.0	1.1
	Adults 55+	3.7	4.1
	Adults 18+	0.3	0.3
	Adults 18-34	0.1	0.1
	Adults 25-54	0.3	0.3
	Adults 55+	0.5	0.5






Source: BBM Analytics RTS Fall 2013

# TVBasics 2013-2014

## MAJOR MEDIA COMPARISON

### Consumer Attitudes - Adults 18+

Media Attitudes survey found that TV carries the most authoritative, influential and believable advertising.

		TOTAL CANADA	QUEBEC (French)
	Most Authoritative	41.2%	39.6%
	Most Influential	56.0%	60.1%
	Most Effective	57.5%	63.6%
	Most Persuasive	58.3%	62.8%
	Most Authoritative	7.7%	9.3%
	Most Influential	4.7%	4.5%
	Most Effective	5.1%	4.2%
	Most Persuasive	7.7%	5.9%
	Most Authoritative	11.0%	7.6%
	Most Influential	18.9%	15.0%
	Most Effective	16.9%	13.1%
	Most Persuasive	12.1%	10.5%
	Most Authoritative	22.5%	24.0%
	Most Influential	11.1%	12.8%
	Most Effective	10.9%	12.9%
	Most Persuasive	10.5%	11.8%
	Most Authoritative	5.1%	6.0%
	Most Influential	3.4%	2.2%
	Most Effective	3.8%	2.1%
	Most Persuasive	5.1%	3.6%

Source: BBM Analytics March 2013

# TVBasics 2013-2014

## TV FACILITIES IN CANADA

TV FACILITIES IN CANADA							
Year	Total Conv. Pay, Spec. Stations	Conventional Stations <sup>^</sup>	Pay & Specialty <sup>^</sup>	Commercial Specialty <sup>^</sup>	Pop'n (000)+	Households With TV (%)+	Multi-Set Hhlds (%)+
2013				189*	35,158	98*	73.1*
2012	350	137	213	189*	35,002	99	74.0*
2011	331	138	196	179*	34,605	99	74.0*
2010	327	135	192	164*	34,108	99	74.0*
2009	310	141	169	139*	33,873	99	67.0*
2008	312	146	166	122*	33,091	99	65.0
2005	287	146	141	109*	32,299	99	65.0
2000	214	155	59	42	30,790	99	57.9
1995	166	137	29	18	29,530	99	56.1
1990	146	129	17	10	26,428	99	53.5

Source: <sup>^</sup>CRTC – Communications Monitoring Report, <sup>+</sup>Statistics Canada, <sup>\*</sup>BBM Canada

CONNECTED TV IN CANADA							
Year	Operating Systems	Cable Subs. (000)	Digital Cbl (000)	HDTV Subs (000)	DTH (000)	Telc/IPTV (000)	Total TV Subs (000)
2013	2,184	7,993	6,224	2,794	2,753	1,002	11,773
2012	2,172	8,212	6,234	2,461	2,879	737	11,858
2011	2,160	8,430	5,826	1,783	2,942	440	11,843
2010	2,145	8,465	5,359	1,291	2,884	358	11,743
2009	1,940	8,352	4,779		2,774	306	11,432
2008	1,941	8,316	3,783		2,647	201	11,191
2005	2,097	7,984	2,784		2,597	105	10,686
2000 <sup>^</sup>	2,001	8,285	500		1,167		9,452
1995 <sup>^</sup>	1,915	8,102					*8,252

Source: Media Stats, <sup>^</sup>Canadian Cable and Television Association, <sup>\*</sup>BBM

\*\*\* All cable TV subscribers (including residential and commercial)

WEEKLY TELEVISION REACH							
Demographic	1995	2000	2005	2010	2011	*2012	*2013
All Persons 2+	96%	96%	97%	94%	93%	97%	98%
Adults 18+	96%	96%	98%	95%	93%	98%	98%
Women 18+	97%	97%	98%	96%	94%	98%	98%
Men 18+	96%	95%	97%	93%	92%	98%	98%
Teens 12-17	93%	95%	95%	91%	89%	96%	97%
Children 2-11	96%	96%	98%	93%	94%	96%	97%

Source: BBM Fall Surveys – diary, <sup>\*</sup>BBM PPM

AVERAGE WEEKLY HOURS TUNED PER CAPITA							
Demographic	1995	2000	2005	2010	2011	*2012	*2013
All Persons 2+	24:36	21:30	24:12	20:24	20:12	25:36	27:18
Adults 18+	26:06	23:15	26:15	22:18	22:06	27:00	28:48
Women 18+	28:24	25:28	28:54	24:24	23:48	28:24	30:12
Men 18+	23:48	20:56	23:36	20:12	20:24	25:30	27:12
Teens 12-17	18:55	14:04	13:42	10:54	10:12	19:00	20:24
Children 2-11	19:36	15:27	13:48	12:12	12:18	19:18	20:54

Source: BBM Fall Surveys – diary, <sup>\*</sup>BBM PPM

# TVBasics 2013-2014

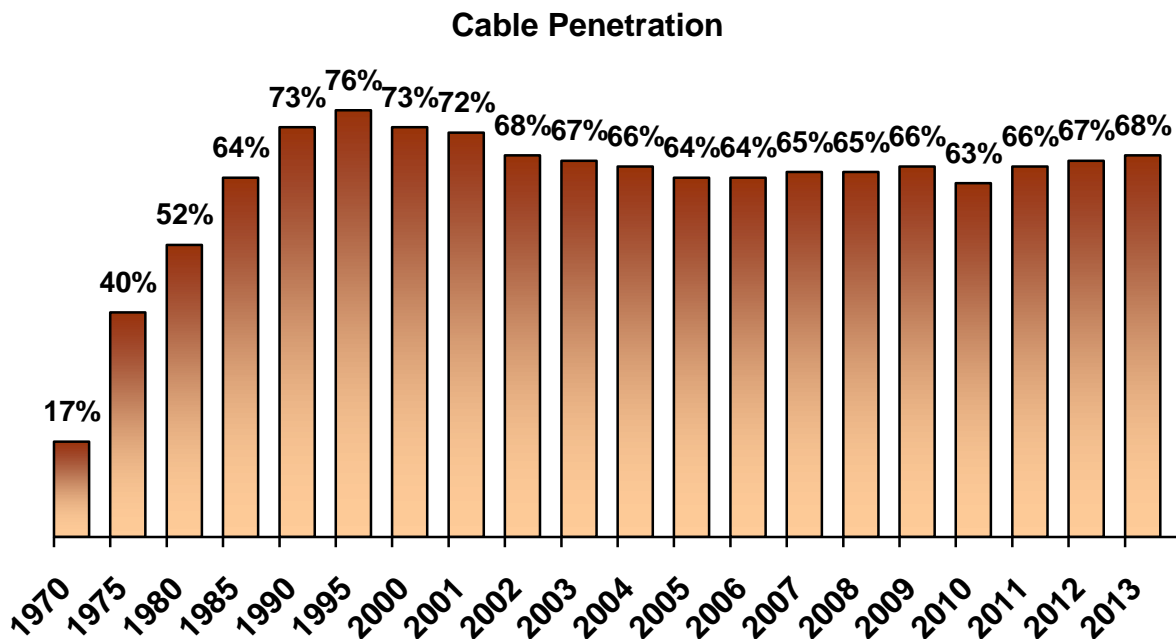
## PPM 2013/14 – 52-week Period Ended January 19, 2014

Demographic	Average Weekly Per Capita Hours	Average Weekly Reach %	Average Daily Reach%
Persons 2+	27.0	97.9	90.4
Kids 2-11	20.5	96.8	86.6
Teens 12-17	19.8	97.3	87.5
A18+	28.5	98.1	97.1
A18-24	20.7	97.0	85.1
A 18-34	20.5	96.6	85.2
A18-49	22.2	97.4	87.8
A25-54	23.9	97.8	89.6
A55+	38.2	98.9	95.4

Source: BBM Canada InfoSys TV; M-Su 2a-2a; National; Total TV

## CABLE, SATELLITE, IPTV PENETRATION TRENDS

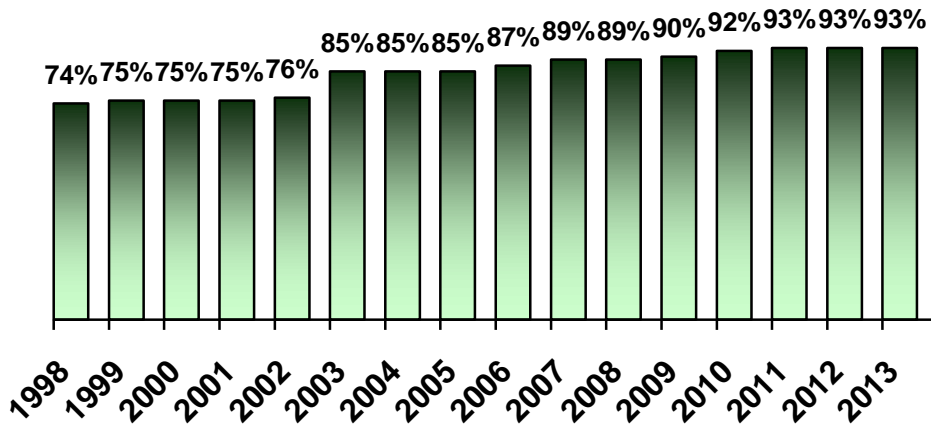
Source: BBM Canada – Fall Surveys



# TVBasics 2013-2014

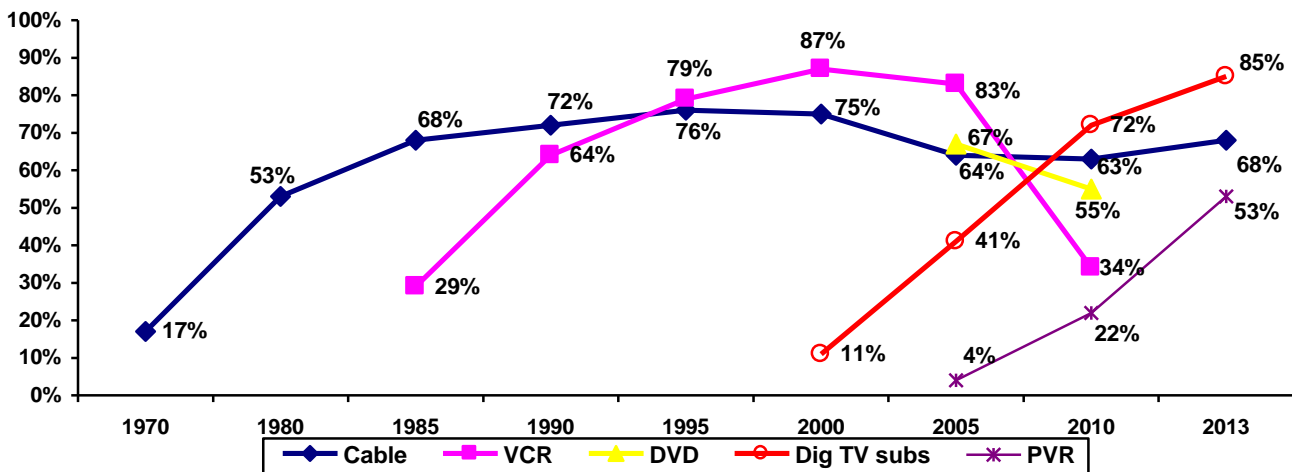
## TV Subscribers

### Satellite/Digital Cable/Telco-IPTV Penetration



Source: BBM Canada Fall 2013  
2006 and before - Nielsen

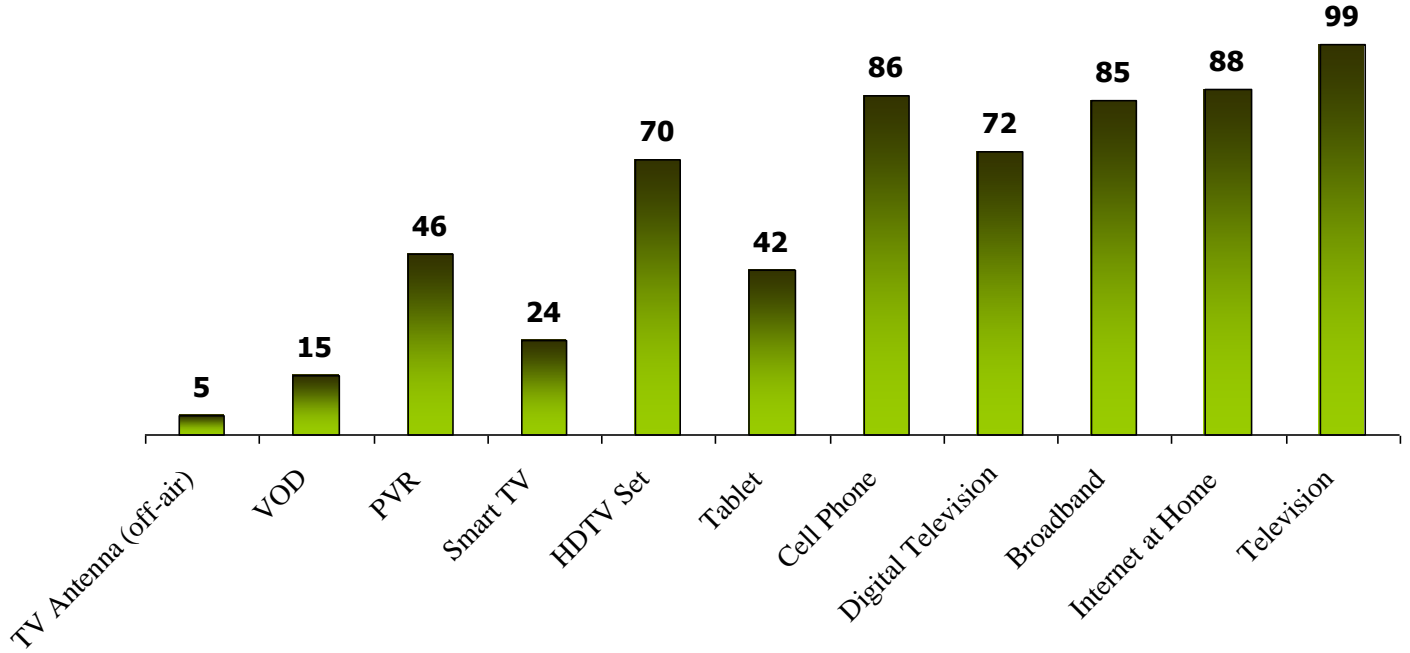
### VCR, DVD, Cable, Digital TV Subscribers, PVR penetration



Source: BBM Canada Fall 2013  
Mediastats – TV subscribers, VCR and DVD are N/A

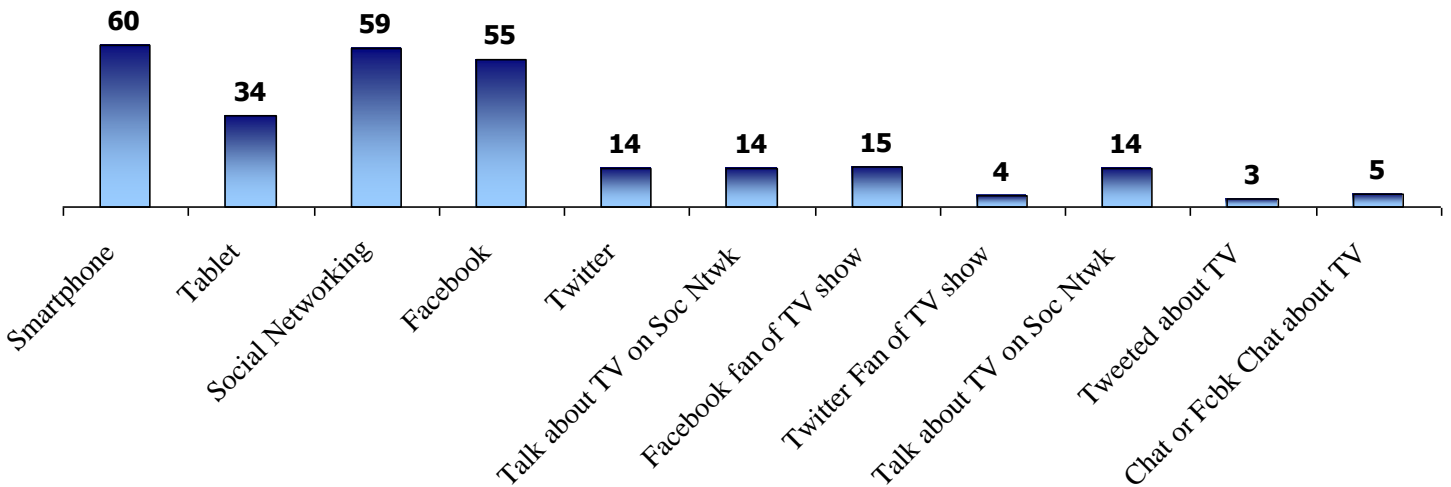
# TVBasics 2013-2014

## Media Technology Penetration (%) Anglophones 18+



Source: MTM 2013 18+

## Four Screen Canadians



Source: MTM 2013 18+

# TVBasics 2013-2014

## BBM Extended Market Area - All Persons 2+ (Mo-Su 6a-2a, Fall 2013)

Markets	2+ Pop (000)	2+ Total Wkly Hrs (000)	Cable (%)	Satellite (%)	PVR (%)	Wkly 2+ Hrs/Cap
St John's-Corner Brook	456	8,755	72	27	53	19.2
Charlottetown	144	2,427	56	37	38	16.9
Sydney-Glace Bay	132	2,925	61	36	38	22.2
Halifax	677	12,053	70	24	44	17.8
Saint John-Moncton	622	11,550	64	30	52	18.6
Carleton	149	3,112	48	41	41	20.9
Rim-Mat-Sept Iles	222	4,919	71	28	54	22.2
Rivière du Loup	133	3,125	64	33	49	23.5
Saguenay	276	6,014	66	33	69	21.8
Québec	1,113	21,436	81	16	60	19.3
Sherbrooke	585	12,383	73	25	52	21.2
Montreal	4,759	83,072	na	na	na	17.5
Montréal Anglo	924	14,875	73	22	55	16.1
Trois Rivières	309	6,914	71	26	52	22.3
Rouyn-Noranda	146	3,059	59	37	46	21.0
French Canada	7,285	138,102	76	22	54	19.0
Ottawa-Gatineau	1,521	24,855	59	30	50	16.3
Ottawa-Gatineau Anglo	1,059	16,556	56	31	47	15.6
Ottawa-Gatineau Franco	462	7,900	65	29	55	17.1
Pembroke (CM)	104	2,135	15	79	39	20.5
Kingston	270	5,228	42	51	38	19.4
East Central Ont.	730	14,721	37	59	39	20.2
Toronto-Hamilton	7,566	126,954	74	18	46	16.8
Peterborough	296	5,973	32	64	40	20.2
Barrie	482	9,225	49	48	47	19.1
Kitchener-London	1,872	32,941	56	37	43	17.6
Kitchener	1,029	17,206	56	35	43	16.7
London	843	15,735	56	38	43	18.7
Windsor	394	7,879	53	30	43	20.0
Sudbury-Timmins-North Bay/S.S. Marie	518	10,900	50	48	42	21.0
Thunder Bay	147	2,840	62	39	53	19.3
Kenora	36	697	35	58	35	19.4
Winnipeg	1,001	16,427	66	27	60	16.4
Yorkton	85	1,600	29	62	35	18.8
Regina-Moose Jaw	324	6,030	68	30	58	18.6
Saskatoon	359	5,866	63	29	49	16.3
Prince Albert	111	1,930	38	51	35	17.4
Medicine Hat	80	1,392	69	25	61	17.4
Lloydminster	93	1,408	20	72	43	15.1
Calgary	1,676	24,850	72	23	67	14.8
Edmonton	1,748	27,369	58	35	66	15.7
Vancouver-Victoria	3,512	55,894	85	9	60	15.9
Dawson Creek	62	820	24	53	39	13.2
Kelowna	337	6,808	75	20	65	20.2
P. George-Kamloops	354	6,291	52	37	52	17.7
Terrace Kitimat	70	1,081	33	48	36	15.4
<b>Total Canada</b>	<b>34,418</b>	<b>601,130</b>	<b>68</b>	<b>26</b>	<b>53</b>	<b>17.5</b>

Source: BBM Canada

TV Diary EM Statistics, Fall 2013



# TVBasics 2013-2014

## Share of Hours Tuned by Station Group

STATION GROUP	FALL					
	2008	2009	2010	2011	*2012	*2013
CBC O&O	4.6	4.7	4.9	4.5	3.2	4.6
CBC Affiliates	0.7	0.6	0.6	0.4	0.3	0.3
<b>CBC TOTAL</b>	<b>5.3</b>	<b>5.4</b>	<b>5.5</b>	<b>4.9</b>	<b>3.5</b>	<b>4.9</b>
City					2.7	2.7
CTV	11.8	10.9	11.2	10.7	11.0	10.0
Independent English	8.2	7.7	7.3	7.1	5.6	5.4
Global	6.2	6.6	6.5	6.5	7.3	7.2
Radio Canada O&O	3.3	3.7	3.8	3.7	4.2	3.9
Radio Canada Affiliates	0.6	0.1	0.1	0.1	0.1	0.1
<b>RADIO CANADA TOTAL</b>	<b>3.9</b>	<b>3.8</b>	<b>3.9</b>	<b>3.8</b>	<b>4.3</b>	<b>4.0</b>
TVA	8.2	8.0	7.6	7.4	7.3	6.6
Télé-Québec	0.7	0.6	0.5	0.6	0.6	0.5
Quatre Saisons	1.2	1.3	1.3	1.5	1.5	1.3
<b>Total CDN Conventional</b>	<b>45.5</b>	<b>44.3</b>	<b>43.8</b>	<b>42.5</b>	<b>43.8</b>	<b>42.7</b>
US: ABC Affiliates	1.5	1.5	1.3	1.2	1.4	1.2
NBC Affiliates	1.3	1.2	1.1	1.1	1.4	1.4
CBS Affiliates	2.5	2.0	2.1	1.9	2.2	1.7
FOX Affiliates	1.6	1.4	1.5	1.4	1.4	1.3
PBS	1.0	0.9	0.9	0.9	1.1	1.1
Independent/UPN/WB	1.7	1.5	1.4	1.4	1.5	1.2
<b>Total U.S. Conventional</b>	<b>9.6</b>	<b>8.5</b>	<b>8.3</b>	<b>7.9</b>	<b>9.0</b>	<b>7.8</b>
Cable/Prov.	0.4	0.3	0.3	0.3	0.3	0.3
International	0.4	0.6	0.5	0.4	0.4	0.5
VCR	3.9	3.8	3.3	3.3	-	-
PVR	1.8	3.1	3.4	4.6	-	-
DVD					2.0	1.9
Demand	0.4	0.5	0.6	0.6	0.7	0.9
CDN. Specialty/Pay	30.8	32.1	33.3	33.3	34.7	37.2
U.S. Specialty/Pay	6.1	5.6	5.0	5.2	6.3	5.2
Others	0.8	0.8	0.9	1.1	2.7	3.7
<b>Total Hours (Millions)</b>	<b>668.5</b>	<b>697.7</b>	<b>674.8</b>	<b>678.1</b>	<b>595.6</b>	<b>601.1</b>

Source: BBM Fall Surveys (Mon-Sun 6A-2A), Television Audience by Station Groups All Persons 2+ Canada

\*The methodology used to collect data changed significantly in Fall 2012 with the introduction of the Personal Diary. Prior years were based on set-top diary methodology. Due to these changes, it is not recommended that data from Fall 2012 be trended with past surveys. The hockey lockout also substantially impacted TV viewing in Fall 2012.

# TVBasics 2013-2014

## TOP PROGRAMS

Top 10 Regularly Scheduled Network Programs in Canada				
Rnk.	Ntwk.	Program	No. of Telecasts	A 18+ (000)
1.	TVA	Voix, La	12	1,200
2.	Global	Survivor: Philippns	14	1,112
3.	TSN+	NHL Hockey Leafs	10	1,012
4.	SRC	Unité 9	25	968
5.	CBC	HNIC	15	964
6.	Global	Survivor: Caramon	14	938
7.	CTV	Big Bang Theory	48	887
8.	Global	Under The Dome	9	882
9.	SRC	19-2	10	840
10.	Histry	Vikings	9	819

*BBM Canada 2012-2013*

Top 10 Specials in Canada			
Rnk.	Ntwk.	Program	A 18+ (000)
1.	TSN	CFL Grey Cup, Calgary/Tor.	4,706
2.	CTV	Academy Awards 85th	2,155
3.	CTV	NFL Super Bowl	2,154
4.	SRC	Bye Bye 2012	1,712
5.	Sprntnt	Hometeam Hcky Tor/Mtrl	1,539
6.	Global	Grammy Awards 55 <sup>th</sup>	1,527
7.	TVA	Celine Dion...sans attendre	1,246
8.	CTV	Golden Globe Awards	1,155
9.	TVA	Banquire, Le Spécial Hallwn	1,092
10.	Histry	The Bible	948

*BBM Canada 2012-2013*

Top 10 Network Programs in U.S.		
	Program	P2+ Live+7 000s
1.	NFL Sunday – FOX	25,058
2.	NFL National – CBS	23,885
3.	Sunday Night Football -	21,245
4.	NCIS – CBS	16,656
5.	The Big Bang Theory – CBS	15,451
6.	Dancing w the Stars – ABC	15,212
7.	American Idol – FOX	15,146
8.	Under The Dome – CBS	15,054
9.	Person of Interest – CBS	14,553
10.	The Voice – NBC	14,282

*Nielsen 2012-2013*

Top 10 Special Programs in U.S.		
	Program	P2+ Live+7 000s
1.	Super Bowl XLVI – CBS	109,201
2.	AFC Championship – CBS	47,843
3.	NFC CHAMPIONSHIP – FOX	42,051
4.	The Oscars – ABC	41,623
5.	Grammy Awards - CBS	30,021
6.	NBA Finals – ABC	26,451
7.	BCS Championship – ESPN	26,450
8.	Macy's Thanksgiving Prade – NBC	22,529
9.	Golden Globes – NBC	20,260
10.	Emmy Awards –CBS	18,231

*Nielsen 2012-2013*

# TVBasics 2013-2014

## STATION/MARKET STATISTICS Weekly Hours Tuned & Weekly Reach - Viewers 2+

Market	Station	Network Affiliation	Regional Affiliation	Fall 2012			Fall 2013		
				Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
<b>British Columbia</b>									
Dawson Creek	CJDC-TV	Astral		101	57	1.8	54	33	1.6
Kamloops	CFJC-TV	Jim Pattison		136	86	1.5	149	97	1.5
Kelowna	CHBC-TV	Shaw Media		628	146	4.3	800	178	4.5
Prince George	CKPG-TV	Jim Pattison		108	79	1.4	118	71	1.7
Terrace/Kitimat	CFTK-TV	Bell Media		93	51	1.8	91	48	1.9
Vancouver	CBUFT	SRC		229	158	1.4	211	130	1.6
Vancouver	CBUT	CBC		2,482	1251	2.0	3,705	1,543	2.4
Vancouver	CHAN-TV	Shaw Media	Global BC	12241	2577	4.8	12,123	2,483	4.8
Vancouver	CHNU	ZoomerMedia		293	196	1.5	235	165	1.4
Vancouver	CKVU-TV	Rogers		2,302	1341	1.7	1,750	1,050	1.6
Vancouver	CHNM (OMNI)	Rogers		684	451	1.5	372	311	1.2
Vancouver	CIVT	CTV		5,993	2281	2.6	5,701	2,107	2.7
Victoria	CHEK-TV	Indep.		1,553	761	2.0	1,633	791	2.1
Victoria	CIVI	CTV		1,635	933	1.8	1,718	965	1.8
<b>Alberta</b>									
Calgary	CBRT	CBC		848	432	2.0	1,302	631	2.1
Calgary	CKAL	Rogers		897	627	1.4	814	498	1.6
Calgary/Lethbridge	CFCN-TV	CTV		3,757	1,319	2.8	3,504	1,151	3.0
Calgary/Lethbridge	CICT	Shaw Media		3,745	1,052	3.6	3,752	1,084	3.5
Calgary/Lethbridge	CISA	Shaw Media		280	53	5.3	284	84	3.4
Edmonton	ACCESS	CTV		796	591	1.3	722	530	1.4
Edmonton	CBXFT	SRC		181	96	1.9	187	123	1.5
Edmonton	CBXT	CBC		837	421	2.0	1,112	531	2.1
Edmonton	CFRN-TV	CTV		3,325	1,004	3.3	3,161	929	3.4
Edmonton	CITV-TV	Shaw Media		4,728	1,106	4.3	4,184	1,013	4.1
Edmonton	CKEM	Rogers		814	552	1.5	925	580	1.6
Lloydminster	CITL-TV	Newcap Broad		280	129	2.1	272	172	1.6
Lloydminster	CKSA-TV	Newcap Broadc		123	85	1.4	114	70	1.6
Medicine Hat	CHAT-TV	Jim Pattison Grp		47	25	1.9	68	39	1.7
<b>Saskatchewan</b>									
Prince Albert	CIPA-TV	CTV	CTV SK	121	22	5.5	213	72	3.0
Regina	CBKFT	SRC		26	16	1.6	21	17	1.2
Regina	CBKT-TV	CBC		476	223	2.1	565	255	2.2
Regina	CFRE-TV	Shaw Media		332	111	3.0	430	172	2.5
Regina	CKCK-TV	CTV	CTV SK	1,972	669	2.9	1,684	564	3.0
Saskatoon	CFQC-TV	CTV	CTV SK	933	321	2.9	894	253	3.5
Saskatoon	CFSK-TV	Shaw Media		919	453	2.0	811	371	2.2
Yorkton	CICC-TV	CTV	CTV SK	102	14	7.3	139	52	2.7
<b>Manitoba</b>									
Winnipeg	CBWFT	SRC		276	189	1.5	305	193	1.6
Winnipeg	CBWT	CBC		1,553	665	2.3	1,637	719	2.3
Winnipeg	CKND-TV	Shaw Media		1,568	637	2.5	1,637	626	2.6
Winnipeg	CKY-TV	CTV		4,083	1,267	3.2	3,510	1,094	3.2
Winnipeg/Portage	CHMI-TV	Rogers		803	472	1.7	716	411	1.7
Winnipeg	Hope TV (CIIT)	ZoomerMedia		84	70	1.2	28	23	1.2

Source: BBM Canada Fall 2012, Fall 2013

# TVBasics 2013-2014

## STATION/MARKET STATISTICS Weekly Hours Tuned & Weekly Reach - Viewers 2+

Market	Station	Network Affiliation	Regional Affiliation	Fall 2012			Fall 2013		
				Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
<b>Ontario</b>									
Barrie	CKVR	CTV	CTV TWO	3,994	2,234	1.8	4,398	2,306	1.8
Kenora	CJBN-TV	Shaw		165	123	1.3	183	137	1.3
Kingston	CKWS-TV	Corus		514	229	2.2	617	246	2.5
Kitchener	CKCO-TV	CTV		4,123	1024	4.0	3,766	1,036	3.6
London	CFPL	CTV	CTV TWO	1,823	720	2.5	1,884	661	2.8
North Bay	CKNY-TV	CTV		221	35	6.3	212	64	3.3
Ottawa	CBOT	CBC		1,030	451	2.3	1,477	572	2.6
Ottawa/Hull	CBOFT	SRC		1,431	339	4.2	1,424	335	4.3
Ottawa	CJOH-TV	CTV		3,908	1040	3.8	4,066	1,004	4.0
Pembroke	CHRO	CTV	CTV TWO	1,046	579	1.8	1,186	569	2.1
Peterborough	CHEX-TV	Corus		562	242	2.3	881	390	2.3
Sault Ste. Marie	CHBX-TV	CTV		217	35	6.2	310	88	3.5
Sudbury	CICI-TV	CTV		2,187	496	4.4	1,868	479	3.9
Thunder Bay	CHFD-TV	Dougall Media	Global	223	101	2.2	176	93	1.9
Thunder Bay	CKPR-TV	Dougall Media	CBC	299	121	2.5	318	110	2.9
Timmins	CITO-TV	CTV		112	24	4.6	159	47	3.4
Toronto	CBLFT	SRC		344	64	5.4	149	45	3.3
Toronto	CBLT	CBC		6,023	2685	2.2	9,873	3,853	2.6
Toronto	OMNI.1 (CFMT)	Rogers		1,797	1116	1.6	1,492	1,113	1.3
Toronto	OMNI.2 (CJMT)	Rogers		462	292	1.6	126	64	2.0
Toronto	CFTO-TV	CTV	CTV TWO	20,880	5640	3.7	19,011	5,305	3.6
Toronto	Citytv	Rogers		10,251	4444	2.3	10,936	4,111	2.7
Toronto/Hamilton	CHCH-TV	Channel Zero		7,158	2923	2.4	6,783	2,525	2.7
Windsor	CBET	CBC		362	122	3.0	496	164	3.0
Windsor	CHWI	CTV	CTV TWO	436	137	3.2	538	228	2.4
ONTARIO	CIII-TV	Shaw Media	Global	15,177	5207	2.9	14,768	5,283	2.8
<b>Quebec</b>									
Carleton	CHAU-TV	TVA		934	116	8.1	955	114	8.3
Carleton	CIVK-TV	TQ		64	24	2.6	40	18	2.2
Chicoutimi/Jonquière	CFRS-TV	V		445	120	3.7	349	107	3.3
Chicoutimi/Jonquière	CIVV-TV	TQ		113	52	2.2	80	41	2.0
Chicoutimi/Jonquière	CJPM-TV	TVA		1,953	207	9.4	1,567	191	8.2
Chicoutimi/Jonquière	CKTV-TV	SRC		837	131	6.4	783	145	5.4
Hull/Ottawa	CFGS-TV	V		242	80	3.0	296	113	2.6
Hull/Ottawa	CHOT-TV	TVA		1,474	225	6.5	1,556	250	6.2
Hull/Ottawa	CIVO-TV	TQ		113	59	1.9	105	62	1.7
Matane	CBGAT	SRC		9	5	1.8	1	1	1
Matane	CIVF-TV	TQ		11	5	2.2	12	6	2
Montréal	CBFT	SRC		14,157	2,732	5.2	12,393	2,453	5.1
Montréal	CBMT	CBC		1,502	665	2.3	1,758	795	2.2
Montréal	CFCF-TV	CTV		5,631	1,532	3.7	4,737	1,438	3.3

Source: BBM Canada Fall 2012, Fall 2013

# TVBasics 2013-2014

## STATION/MARKET STATISTICS Weekly Hours Tuned & Weekly Reach - Viewers 2+

Market	Station	Network Affiliation	Regional Affiliation	Fall 2012			Fall 2013		
				Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
<b>Quebec Continued</b>									
Montréal	CFJP-TV	V		5,402	1,657	3.3	4,672	1,538	3.0
Montréal	CFTM-TV	TVA		22,664	2,795	8.1	20,161	2,669	7.6
Montréal	CIVM-TV	TQ		3,701	1,735	2.1	2,825	1,434	2.0
Montréal	CJNT-TV	Rogers		711	469	1.5	1,040	620	1.7
Montréal	CKMI-TV	Shaw Media		1,308	647	2.0	1,652	776	2.1
Quebec City	CBVT	SRC		3,501	651	5.4	3,879	698	5.6
Quebec City	CFAP-TV	V		1,321	423	3.1	1,109	370	3.0
Quebec City	CFCM-TV	TVA		6,583	789	8.3	5,960	755	7.9
Quebec City	CIVQ-TV	TQ		402	231	1.7	430	217	2.0
Rimouski	CFER-TV	TVA		1,610	157	10.3	1,460	154	9.5
Rimouski	CIVB-TV	TQ		31	15	2.1	26	15	1.7
Rimouski	CJBRT	SRC		779	131	5.9	780	130	6.0
Rimouski	CJPC-TV	V		75	21	3.6	88	29	3.0
Rivière-du-Loup	CFTF-TV	V		680	185	3.7	587	190	3.1
Rivière-du-Loup	CIMT-TV	TVA		1,734	186	9.3	1,733	205	8.5
Rivière-du-Loup	CIVB-TV 1	TQ		31	15	2.1	34	20	1.7
Rivière-du-Loup	CKRT-TV	Télé InterRives		283	48	5.9	330	58	5.7
Rouyn	CFEM-TV	RNC Media		731	91	8.0	801	101	7.9
Rouyn	CKRN-TV	RNC Media		237	45	5.3	288	62	4.6
Sept Iles	CBAT	RC		439	144	3.0	680	240	2.8
Sept Iles	CIVG-TV	TQ		24	12	2.0	30	12	2.5
Sherbrooke	CFKS-TV	V		919	453	2.0	811	371	2.2
Sherbrooke	CHLT-TV	TVA		4,014	402	10.0	3,664	415	8.8
Sherbrooke	CIVS-TV	TQ		171	102	1.7	194	98	2.0
Sherbrooke	CKSH-TV	SRC		1,596	328	4.9	1,723	359	4.8
Trois-Rivières	CFKM-TV	V		327	87	3.8	363	99	3.6
Trois-Rivières	CHEM-TV	TVA		1,924	177	10.9	1,930	212	9.1
Trois-Rivières	CIVC-TV	TQ		106	54	2.0	91	52	1.8
Trois-Rivières	CKTM-TV	V		963	170	6.7	931	179	5.2
Val-d'Or	CFVS-TV	RNC Media		76	25	3.0	99	32	3.1
Val-d'Or	CIVA-TV	TQ		26	16	1.6	36	17	2.1
<b>Atlantic</b>									
ASN (Atlantic Satellite Network)	ASN	CTV		1,744	1,025	1.7	1,573	860	1.8
Charlottetown, PEI	CBCT	CBC		274	77	3.6	426	130	3.3
Halifax, NS	CBHT	CBC		1,778	726	2.4	2,221	856	2.6
Halifax, NS	CJCH-TV	CTV	ATV	4,856	1,250	3.9	5,205	1,505	3.5
Halifax, Dartmouth, NS	CIHFNS	Shaw Media		1,819	830	2.2	1,863	804	2.3
Moncton, NB	CBAFT	SRC		768	162	4.7	692	162	4.3
Moncton, NB	CKCW-TV	CTV	ATV	2,757	770	3.6	1,770	451	3.9
Saint John, NB	CBAT	CBC		439	144	3.0	680	240	2.8
Saint John, NB	CIHFNB	Shaw Media	MITV	663	317	2.1	945	442	2.1
Saint John, NB	CKLT	CTV		2,029	623	3.3	844	259	3.3
St. John's, NFLD	CBNT	CBC	TV NFLD	1,600	562	2.8	2,103	665	3.7
St. John's, NFLD	CJON-TV	NB	NFLD TV	2,958	884	3.3	2,777	776	3.6
Sydney, NS	CJCB-TV	CTV	ATV	548	73	7.5	469	103	4.6

Source: BBM Canada Fall 2012, Fall 2013

# TVBasics 2013-2014

## Station Group Ownership and Sales Representation

Station	Group Ownership	Major Market Sales Representative
<b>B.C.</b>		
CJDC-TV	Astral Media	Airtime Television Sales/Astral RadioPlus- Vancouver
CFJC-TV	Jim Pattison Broadcast Group	Airtime Television Sales/Western Media Group Sales Inc./WTR Media Sales Inc.
CHBC-TV	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media
CKPG-TV	Jim Pattison Broadcast Group	Airtime Television Sales/Telerep Inc./Robert Cole Media/WTR Media Sales/Western Media Group Sales Inc.
CFTK-TV	Bell Media	Bell Media
CBUFT	SRC	SRC Media Sales
CBUT	Canadian Broadcasting Corp.	Canadian Television Sales
CHAN-TV	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Inc.
CHNU	ZoomerMedia	ZoomerMedia Sales
CKVU	Rogers Broadcasting Ltd.	RNC Media Sales
CHNM	Rogers Broadcasting Ltd.	Rogers Media Sales
CIVT	Bell Media	Bell Media Sales
CHEK-TV	CHEK Media Group	Impulse Media Sales/Airtime Television Sales/Western Media Group Sales Inc.
CIVI	Bell Media	Bell Media Sales
<b>Alberta</b>		
CBRT	Canadian Broadcasting Corp.	Impulse Media Sales
CKAL	Rogers Broadcasting Ltd.	Rogers Media Sales
CFCN-TV	Bell Media	Bell Media Sales
CICT/CISA	Shaw Media	Canadian Television Sales
ACCESS	Bell Media	Bell Media Sales
CBXFT	SRC	SRC Media Sales
CBXT	Canadian Broadcasting Corp.	Impulse Media Sales
CFRN-TV	Bell Media	Bell Media Sales
CITV-TV	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Inc.
CKEM	Rogers Broadcasting Ltd.	RNC Media Sales
CITL-TV	Newcap Broadcasting	Airtime Television Sales/Telerep Inc./Astral RadioPlus- Vancouver/Robert Cole Media
CKSA-TV	Newcap Broadcasting	Airtime Television Sales/Telerep Inc./Astral RadioPlus- Vancouver/Robert Cole Media
CHAT-TV	Jim Pattison Broadcast Group	Airtime Television Sales/Telerep Inc./Astral RadioPlus- Vancouver/Robert Cole Media
<b>Saskatchewan</b>		
CIPA-TV	Bell Media	Bell Media Sales
CBKFT	SRC	Radio-Canada Television Sales
CBKT-TV	Canadian Broadcasting Corp.	Impulse Media Sales
CFRE-TV	Global Regina	Canadian Television Sales (US Sales)/Shaw Media Sales/Impulse Media Sales
CKCK-TV	Bell Media	Bell Media Sales
CFQC-TV	Bell Media	Bell Media Sales
CFSK-TV	Shaw Media	Shaw Media Sales/Canadian Television Sales (US Sales)
CICC-TV	Bell Media	Bell Media Sales
<b>Manitoba</b>		
CBWFT	SRC	Radio-Canada Television Sales
CBWT	Canadian Broadcasting Corp.	Impulse Media Sales
CKND-TV	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Sales
CKY-TV	Bell Media	Telerep Inc.
CHMI-TV	Rogers Broadcasting Ltd.	RNC Media Sales
OMNI	Rogers Broadcasting Ltd.	Rogers

# TVBasics 2013-2014

## Station Group Ownership and Sales Representation

Station	Group Ownership	Major Market Sales Representative
<b>Ontario</b>		
CKVR	Bell Media	RNC Media Sales
CJBN-TV	Shaw Communications Inc.	Shaw Media Sales
CKWS-TV	Corus Entertainment	Airtime Television Sales/Telerep Inc./Robert Cole Media
CKCO-TV	Bell Media	Telerep Inc.
CFPL	Bell Media	RNC Media Sales
CKNY-TV	Bell Media	Bell Media Sales
CBOT	Canadian Broadcasting Corp.	Impulse Media Sales
CBOFT	Societe Radio-Canada	Impulse Media Sales
CJOH-TV	Bell Media	Telerep Inc.
CHRO	Bell Media	RNC Media Sales
CHEX-TV	Corus Entertainment	Airtime Television Sales/Robert Cole Media
CHBX-TV	Bell Media	Bell Media Sales
CICI-TV	Bell Media	Bell Media Sales
CHFD-TV	Thunder Bay Electronics Ltd.	Canadian Television Sales (US Sales)
CKPR-TV	Thunder Bay Electronics Ltd.	Canadian Television Sales (US Sales)
CITO-TV	Bell Media	Bell Media Sales
CBLFT	Radio-Canada	Radio-Canada Television Sales
CBLT	Canadian Broadcasting Corp.	Impulse Media Sales
CFMT (OMNI.1)	Rogers Broadcasting Ltd.	Rogers Media Sales
CJMT (OMNI.2)	Rogers Broadcasting Ltd.	Rogers Media Sales
CFTO-TV	Bell Media	Telerep Inc.
CITY-TV	Rogers Broadcasting Ltd.	Rogers Media Sales
CKXT (Sun TV)	Sun TV-Sun Media Inc.	Airtime Television Sales
CHCH-TV	Channel Zero Inc.	Airtime Television Sales/Impulse Media Sales/Western Media Group Sales Inc./Robert Cole Media.
CBEFT	Radio-Canada	Radio-Canada Television Sales
CBET	Canadian Broadcasting Corp.	Impulse Media Sales
CHWI	Bell Media	RNC Media Sales
CIII-TV	Shaw Media	Shaw Media Sales/Canadian Television Sales (US Sales)
<b>Quebec</b>		
CHAU-TV	Télé Inter-Rives	TVA
CIVK-TV	Télé-Québec	Télé-Québec Media Sales
CFRS-TV	V Interactions inc.	V Media Sales
CIVV-TV	Télé-Québec	Télé-Québec Media Sales
CJPM-TV	Groupe TVA Inc.	Quebecor Media Sales
CKTV-TV	Societe Radio-Canada	Impulse Media Sales
CFGS-TV	RNC Media Inc.	V Media Sales
CHOT-TV	RNC Media Inc.	TVA
CIVO-TV	Télé-Québec	Télé-Québec Media Sales
CBGAT	Radio-Canada	Radio-Canada Television Spot Sales
CIVF-TV	Télé-Québec	Télé-Québec Media Sales
CBFT	Societe Radio-Canada	Impulse Media Sales
CBMT	Canadian Broadcasting Corp.	Impulse Media Sales
CFCF-TV	Bell Media	Telerep Inc./CTV National Sales

# TVBasics 2013-2014

## Station Group Ownership and Sales Representation

Station	Group Ownership	Major Market Sales Representative
<b>Quebec</b>		
CFJP-TV	V Interactions Inc.	V Sales & Marketing
CFCM-TV	Groupe TVA Inc.	Quebecor Media Sales
CIVM-TV	Télé-Québec	Télé-Québec Media Sales
CJNT-TV	Rogers Broadcasting Ltd.	Rogers Media Sales
CKMI-TV	Shaw Television Limited Partnership	Shaw Media Sales/Canadian Television Sales (US Sales)
CBVT	Societe Radio-Canada	Impulse Media Sales
CFAP-TV	V Interactions Inc.	V Sales and Marketing
CFCM-TV	Groupe TVA Inc.	Quebecor Media Sales
CIVQ-TV	Télé-Québec	Télé-Québec Media Sales
CFER-TV	Groupe TVA Inc.	Quebecor Media Sales
CIVB-TV	Télé-Québec	Télé-Québec Media Sales
CJBRT	Radio-Canada	Radio-Canada Television Spot Sales
CJPC-TV	V	V Media Sales
CFTF-TV	V	V Media Sales
CIMT-TV	Télé Inter-Rives Ltée	Quebecor Media
CKRT-TV	Télé Inter-Rives Ltée	Impulse Media Sales
CFEM-TV	RNC Media Inc.	Quebecor Media Sales
CKRN-TV	RNC Media Inc.	RNC Media Sales
CBAT	Radio-Canada	Radio-Canada Television Spot Sales
CIVG-TV	Télé-Québec	Télé-Québec Media Sales
CFKS-TV	V Interactions Inc.	V Sales and Marketing
CHLT-TV	Groupe TVA Inc.	Quebecor Media Sales
CIVS-TV	Télé-Québec	Télé-Québec Media Sales
CKSH-TV	Societe Radio-Canada	Radio-Canada Media Sales
CFKM-TV	V Interactions Inc.	V Sales and Marketing
CHEM-TV	Groupe TVA Inc.	Quebecor Media Sales
CIVC-TV	Télé-Québec	Télé-Québec Media Sales
CKTM-TV	Radio-Canada Mauricie	Radio-Canada Media Sales
CFVS-TV	RNC Media Inc.	RNC Media Sales
CIVA-TV	Télé-Québec	Télé-Québec Media Sales
<b>Atlantic</b>		
ASN	Bell Media	Bell Media Sales
CBCT	Canadian Broadcasting Corp.	Impulse Media Sales
CBHT	Canadian Broadcasting Corp.	Impulse Media Sales
CJCH-TV	Bell Media	Bell Media Sales
CIHFNS	Shaw Communications Inc.	Shaw Media Sales
CBAFT	Societe Radio-Canada	Radio-Canada Television Sales
CKCW-TV	Bell Media	Bell Media Sales
CBAT	Canadian Broadcasting Corp.	CBC Television Spot Sales
CIHFNB	Shaw Communications Inc.	Shaw Media Sales
CKLT	Bell Media	Bell Media Sales
CBNT	Canadian Broadcasting Corp.	Impulse Media Sales
CJON-TV	Newfoundland Broadcasting Co.	Canadian Television Sales (US Sales)/CMS Vancouver
CBIT	Canadian Broadcasting Corp.	CBC Television Spot Sales
CJCB-TV	Bell Media	Bell Media Sales



# TVBasics 2013-2014

## COMMERCIAL SPECIALTY NETWORKS

### BBM Canada - Weekly Hours Tuned & Weekly Reach by Network - Persons 2+ Mo-Su 6a-2a - Total Canada

SPECIALTY	Fall 2012			Fall 2013		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
ABC Spark (ABCSP)	942	523	1.8	1,233	615	2.0
Action	1,494	739	2.0	1,322	598	2.2
Aboriginal Peoples Television Network (APTN+)	598	365	1.6	716	387	1.9
Addik TV (ADDIK)	1,133	356	3.1	798	370	2.2
Animal Planet (ANIMAL)	540	364	1.5	661	441	1.5
Argent (ARGENT)	32	23	1.4	17	12	1.4
ARTV (ARTV)	1,267	632	2.0	1,788	688	2.6
Asian Television Network (ATN)	281	85	3.3	296	87	3.4
BBC Canada (BBCCA)	1,051	531	2.0	709	419	1.7
BBC Kids (BCKID)	5	8	0.6	116	27	4.3
Biography Channel, The (BIO)	132	117	1.1	182	129	1.4
BITE TV (BITETV)	295	184	1.6	91	72	1.3
Business News Network (BNN)	1,405	381	3.7	1,483	400	3.7
Book Television (BOOK)	22	11	2.0	115	36	3.2
BPM TV (BPM TV)	1	0	0	11	6	1.8
Bravo! (BRAVO)	5,106	2,209	2.3	4,414	1,802	2.4
Canal D (CANALD)	2,073	1,014	2.0	2,214	1,035	2.1
Canal Evasion (EVASN)	647	448	1.4	646	462	1.4
Canal Vie (VIE)	2,260	973	2.3	2,447	1,143	2.1
CBC News Network (CBC NN)	7,070	2,429	2.9	8,166	2,589	3.2
Comedy Gold (COMGLD)	365	186	2.0	476	139	3.4
Comedy Network, The (COMEDY)	3,491	2,374	1.5	3,189	2,000	1.6
Country Music Television (CMT)	1,810	1,140	1.6	1,496	981	1.5
Cottage Life (COTLFE)	97	103	1.0	250	229	1.1
CP24 (CP 24)	3,678	1,090	3.4	4,357	1,308	3.3
CTV NewsNet (CTVNCH)	2,662	1,093	2.4	3,160	1,205	2.6
DejaView (DEJAVU)	653	253	2.6	1,415	507	2.8
Discovery Channel (DISCVY)	5,038	2,911	1.7	5,354	2,748	1.9
Discovery Science (DISSCI)	508	319	1.6	358	276	1.3
DIY Network (DIYNET)	381	239	1.6	665	386	1.7
Documentary Channel (DOCS)	148	115	1.3	186	144	1.3
Drive-In Classics (SUNDAN), re-branded as Sundance	46	35	1.3	44	23	1.9
DTour (previously TVTropolis)	1,776	1,172	1.0	1,014	727	1.4
E! (E)	5,934	1,319	4.5	995	694	1.4
ESPN Classic (ESPNCL)	52	30	1.7	26	19	1.4
Fairchild Television (FAIR+)	1,605	140	11.5	1,011	101	10.0
Family Channel, The (FAMILY+)	7,483	2,118	3.5	7,247	2,008	3.6
FashionTelevisionChannel (FASHN)	63	43	1.4	23	18	1.3
Food Network Canada (FOOD)	4,090	2,174	1.9	4,672	2,277	2.0
Golf (GOLF)	1,943	525	3.7	1,422	431	3.3
H2 formerly Cave (CAVE)	726	368	2.0	445	260	1.7
HGTV Canada (HGTV)	4,919	2,502	2.0	5,565	2,625	2.1
Historia (HISTFR)	1,363	656	2.1	1,514	672	2.3
History Television (HIST+)	7,023	3,116	2.3	7,181	3,046	2.4
Ichannel (ICHANN)	17	16	1.1	22	19	1.2
Independent Film Channel (IFC)	354	188	1.9	409	226	1.8
Investigation Discovery (INVDIS)	746	252	3.0	796	239	3.3
Leafs TV (LEAFS)	67	50	1.3	793	332	2.5
Lifetime Aug 27, 2012 (LIFE T) formerly DIVA	3,572	907	3.9	4	2	2.0
Movieola (MVIOLA) rebranded as Rewind	1	2	0.5	75	39	1.9
MovieTime (MOVIET)	1,167	552	2.1	1,118	493	2.3
MTV Canada (MTVCAN)	1,136	740	1.5	572	431	1.3
MTV2	34	19	1.8	24	23	1.0
MuchLOUD (MUL)	25	14	1.8	42	10	4.2

# TVBasics 2013-2014

	Hours-'12	Reach-'12	Avg. Hrs.-'12	Hours-'13	Reach-'13	Avg. Hrs.-'13
<b>COMMERCIAL SPECIALTY NETWORKS</b>						
MuchMoreMusic (MMORE) rebranded as M3	920	514	1.8	1,284	931	1.4
MuchRetro (MRETRO)	20	12	1.7	34	6	5.6
MuchMusic (MUCH)	1,525	1,060	1.4	1,312	822	1.6
MuchVibe (MVICE)	1	1	1	18	9	2.0
Musimax (MUSMAX)	174	146	1.2	162	125	1.3
Musique Plus (MUSIQU)	413	269	1.5	303	217	1.4
Mystery (MYS E)	1,230	452	2.7	1,007	382	2.6
Nat Geo WILD (NATGWD)	677	364	1.9	607	328	1.8
National Geographic Channel (NATION)	32	16	2.0	12	11	1.1
NHL Network (NHLNET)	53	27	2.0	166	81	2.1
Odyssey Television Network (ODYSEY)	55	12	4.6	14	2	7.0
OLN: Outdoor Life Network (OLN)	1,615	935	1.7	1,377	918	1.5
One (ONE)	63	36	1.8	43	22	2.0
OUTtv (OUT TV)	52	34	1.5	30	25	1.2
OWN	1,349	762	1.8	976	628	1.6
Pet Network (PETNET)	17	11	1.5	44	24	1.8
Prise2 (PRISE2)	918	314	2.9	938	306	3.1
Raptors NBA TV (NBA TV)	233	77	3.0	125	76	1.6
RDI (RDI)	5,934	1,319	4.5	4,503	1,108	4.1
RDS - Le Reseau des Sports (RDS)	3,724	998	3.7	10,066	1,899	5.3
RDS Info (RDSINF)	159	105	1.5	178	120	1.5
SportsNet (SNET)	9,284	2,604	3.6	14,011	3,756	3.7
Sportsnet 360 (SN360+) formerly The (SCORE)	1,311	569	2.3	2,175	897	2.4
Series + (SERIES)	4,776	2,125	2.2	3,407	857	4.0
Showcase (SHWCSE)	1,494	739	2.0	4,936	2,097	2.4
Showcase Action (ACTION)	2	1	1.5	1,332	598	2.2
Silver Screen Classics (SLVSCR)	3,497	1,240	2.8	124	51	2.4
SLICE	2,130	1,207	1.8	1,901	1,153	1.6
Space (SPACE)	987	693	1.4	3,890	1,384	2.8
Tech TV (TECHTV)	137	87	1.6	78	59	1.3
Telelatino (LATINO+)	459	260	1.8	863	388	2.2
Teletoon English (TOON E)	4,084	1,707	2.4	3,308	1,360	2.4
Teletoon French (TOON F)	2,160	663	3.3	1,694	566	3.0
Travel + Escape (TRAVEL)	288	161	1.8	385	209	1.8
TSN2	2,081	896	2.3	2,452	1,044	2.3
HIFI	60	44	1.4	131	86	1.5
Treehouse (TREE)	6,583	1,306	5.0	4,928	1,136	4.3
TSN (TSN+)	18,113	4,589	3.9	22,579	5,406	4.2
TV5 (TV5)	1,933	676	2.9	3,083	784	3.9
TwistTV	232	154	1.5	119	92	1.3
Vision TV (VISION)	3,521	1,305	2.7	3,911	1,304	3.0
VRAK TV (VRAKTV)	1,708	565	3.0	1,256	425	3.0
W Network (WNET+)	5,674	2,468	2.3	5,538	2,480	2.2
Weather Network, The (WEATHR)	2,353	1,632	1.4	2,251	1,405	1.6
YTV (YTV+)	5,272	2,215	2.4	4,996	1,959	2.6
Ztélé (ZTELE)	1,093	635	1.7	1,359	757	1.8

Source: BBM Canada Fall 2012, Fall 2013

# TVBasics 2013-2014

## COMMERCIAL SPECIALTY NETWORKS

SPECIALTY	GROUP OWNERSHIP	MAJOR MARKET SALES REPRESENTATIVE
Aboriginal Peoples Television Ntwk	APTN	APTN Media Sales
ABC Spark	Corus	Impulse Media Sales
Addik TV	TVA Group	
Animal Planet	Bell Media	Telerep Inc.
ARTV	ARTV	Impulse Media Sales
Asian Television Network	ATN International Ltd.	ATN Media Sales
BBC Canada	Shaw Media	Shaw Media Inc./Canadian Television Sales (US Sales)/
BBC Kids	Knowledge Network Corp./BBC Worldwide	BBC Worldwide Media Sales
Biography Channel, The	Rogers Broadcasting Ltd.	Rogers Media Sales
Book Television The Channel	Bell Media	RNC Media Sales
Business News Network	Bell Media	Bell Media Sales
Bpm:tv	Stornoway Communications	Stornoway Media Sales
Bravo!	Bell Media	RNC Media Sales
Canal D	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales (US Sales)
Canal Evasion	Groupe Serdy	Groupe Serdy Media Sales
Canal Vie	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales (US Sales)
CBC News Network	CBC Corp.	Impulse Media Sales
Comedy Network, The	Bell Media	Telerep Inc.
Country Music Television	Corus Entertainment Inc.	Impulse Media Sales/Astral RadioPlus- Vancouver
CP24	Bell Media	Bell Media Sales
CTV News Channel	Bell Media	Bell Media Sales
DejaView	Shaw Media	Shaw Media Sales
Discovery Channel	Bell Media	Telerep Inc.
Discovery Civilization (Science)	Bell Media	Telerep Inc.
DIY Network	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Inc.
Documentary	CBC Corp.	Impulse Media Sales
Fairchild Television	Fairchild Television	Fairchild Television Media Sales
FashionTelevisionChannel	Bell Media	RNC Media Sales
Food Network Canada	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Inc.
Tech TV	Rogers Broadcasting Ltd.	Rogers Media Sales
HGTV Canada	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Inc.
Historia	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales (US Sales)
History Television	Shaw Media	Shaw Media Inc./Canadian Television Sales (US Sales)
ichannel	Stornoway Communications	Stornoway Media Sales
Independent Film Channel (IFC)	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Inc.
Investigation Discovery	Bell Media	Bell Media Sales
Leafs TV	Maple Leafs Sports & Entertainment Ltd.	Impulse Media Sales
MovieTime	Shaw Media	Shaw Media Inc./Canadian Television Sales (US Sales)
MTV Canada	Bell Media	Bell Media Sales/Telerep Inc.
MuchLOUD	Bell Media	RNC Media Sales
M3	Bell Media	RNC Media Sales
MuchMoreRetro	Bell Media	Bell Media Sales
MuchMusic	Bell Media	Bell Media Sales
MuchVibe	Bell Media	Bell Media Sales

# TVBasics 2013-2014

SPECIALTY	GROUP OWNERSHIP	MAJOR MARKET
MusiMax	Astral Media Inc./CHUM Ltd.	Astral Media Radio Inc./Astral Media TVPlus
MusiquePlus	Astral Media Inc./CHUM Ltd.	Astral Media TVPlus/Canadian Television Sales (US Sales)
Mystery	Shaw Media	Shaw Media Inc./Canadian Television Sales (US Sales)
National Geographic Channel	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Inc.
NBA TV Canada	Maple Leaf Sports & Entertainment Ltd.	
NHL Network	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
Odyssey	Odyssey Television Network Inc.	Odyssey Media Sales
OLN: Outdoor Life Network	Rogers Broadcasting Ltd.	RNC Media Sales
One	Zoomer Media	One: The Body Mind & Spirit Channel Media Sales
Pet Network	Stornoway Communications	Stornoway Communications Media Sales
OUT TV	6166954 Canada Inc.	OUT TV sales
OWN	Corus Entertainment Inc.	Corus Media Sales
Prise 2	Groupe TVA Inc.	Quebecor Media Sales
RDI – Le Réseau de L'information	Société Radio-Canada	Impulse Media Sales
RDS	Bell Media	Telerep Inc.
RIS Info Sports	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
Rogers SportsNet	Rogers Broadcasting Ltd.	Rogers Media Sales
Sportsnet 360	Score Media Inc.	Astral RadioPlus- Vancouver/Canadian Television Sales (US Sales)/Western Media Group Sales Inc./Astral Media Radio Inc.
Séries+	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales (US Sales)
ShopTV	Toronto Star Newspapers Ltd.	Toronto Star Media Sales
Showcase	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Inc.
Showcase Action	Shaw Media	Shaw Media Inc.
Silver Screen Classics	Channel Zero Inc.	Impulse Media Sales/Airtime television Sales/Robert Cole Media/Western Media Group Sales Company Inc.
Slice	Shaw Media	Canadian Television Sales (US Sales)/Shaw Media Inc.
Space	CTV Limited	CTV Media Sales
Star TV! (re-branded as E!)	Bell Media	Bell Media Sales
Sundance	Corus Entertainment Inc.	Impulse Media Sales/RNC Media Sales
Talentvision	Fairchild Television	Fairchild Television Media Sales
Teletatino (TLN)	Teletatino Network Inc.	Impulse Media Sales
Teletoon	TELETOON Canada Inc.	Astral Media TVPlus/Impulse Media Sales/Canadian Television Sales (US Sales)/Corus Television Sales
Travel + escape	Blue Ant	Blue Ant
TSN	Bell Media	Telerep Inc.
TVTropolis	Shaw Media	Shaw Media Inc./Canadian Media Sales (US Sales)
Vision TV	Zoomer Media	Airtime Media Sales
VRAK-TV	Astral Media Inc.	Astral Media TVPlus/Canadian Television Sales (US Sales)
W Movies	Corus Entertainment Inc.	Corus Media Sales
W Network	W Network	Impulse Media Sales/Astral RadioPlus- Vancouver/Astral Media Radio Inc.
Weather Network, The	Pelmorex Media Inc.	Pelmorex Media Broadcast Sales
YTV Canada	Corus Entertainment Inc.	Impulse Media Sales/Corus Interactive Quebec
Ztélé	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales (US Sales)

Source: CARD, CRTC – Broadcast Policy Monitoring Report

# TVBasics 2013-2014

## NETWORK/STATION GROUPS\*

Network/Station Groups	Fall 2012			Fall 2013		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
ASTL E: Astral Media English	13,395	4,007	3.3	11,790	3,376	3.5
ASTL F: Astral Media French	17,796	3,750	4.7	17,934	3,735	4.8
ASTLDG: Astral Media Digital	1,905	764	2.5	2,463	845	2.9
ASTLSP: Astral Media Specialty/Pay	29,286	7,351	4.0	27,261	6,683	4.1
ASTRAL: Astral Media Ownership Group	31,191	7,648	4.1	29,724	7,008	4.2
ATV+: Atlantic Television Network	8,161	2,054	4.0	7,445	1,995	3.7
BCTV: British Columbia (Vancouver/Victoria)	12,241	2,577	4.8	12,123	2,483	4.9
BELL: Bell Media Ownership Group	130,796	20,588	6.4	151,158	22,896	6.6
BELLCV: Bell Media Conventional	76,601	15,677	4.9	71,865	15,293	4.7
BELLDG: Bell Media Digital	2,585	1,226	2.1	3,403	1,460	2.4
BELL E: Bell Media English	126,913	19,799	6.4	131,148	19,774	6.6
BELL F: Bell Media French	3,883	1,020	3.8	20,010	3,970	5.0
BELL SP: Bell Media Specialty/Pay	51,610	13,431	3.8	75,917	16,555	4.6
CBC CV: CBC Conventional	19,268	7,331	2.6	27,424	9,593	2.9
CBC DG: CBC Digital	245	215	1.1	186	144	1.3
CBC SP: CBC Specialty	7,070	2,429	2.9	8,166	2,589	3.2
CBC+: CBC Maritimes	2,491	924	2.7	3,327	1,189	2.8
CBC E: CBC English	26,584	8,558	3.1	35,776	10,610	3.4
CBCSRC: CBC-SRC Ownership Group	59,021	13,003	4.5	65,783	14,872	4.4
CBC: Total	20,961	7,785	2.7	29,499	10,104	2.9
CECO: East Central Ontario	1,075	460	2.3	1,499	615	2.4
CFCN+: CTV Calgary	3,757	1,319	2.8	3,504	1,151	3.0
CFRN+: CTV Edmonton	3,325	1,004	3.3	3,161	929	3.4
CHEX+: Peterborough	562	242	2.3	881	390	2.3
CICI+: CTV Sudbury, Timmins, North Bay	2,187	496	4.4	1,868	479	3.9
CIHF: Maritimes	2,482	1,111	2.2	2,807	1,202	2.3
CITY: City TV Network (National)	10,251	4,444	2.3	10,936	4,111	2.7
CIVM+: Télé-Québec Montréal	3,701	1,735	2.1	2,825	1,434	2.0
CJBRT+: Rimouski, Matane, Sept Iles	779	131	6.1	780	130	6.0
CKCO+ : CTV Kitchener	4,123	1,024	4.0	3,766	1,036	3.6
CKCW+: CTV Moncton	2,757	770	3.6	1,770	451	3.9
CKPG: Prince George, Terrace	108	79	1.4	118	71	1.7

# TVBasics 2013-2014

Network/Station Groups	Fall 2012			Fall 2013		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
COMEDY: The Comedy Network	3,491	2,374	1.5	3,189	2,000	1.6
CORS E: Corus English	32,115	9,296	3.5	28,314	8,476	3.3
CORSCV: Corus Conventional	1,075	460	2.3	1,499	615	2.4
CORSDG: Corus Digital	3,513	1,657	2.1	3,414	1,727	2.0
CORSSP: Corus Specialty/Pay	27,987	8,459	3.3	24,357	7,639	3.2
CORUS: Corus Ownership Group	32,575	9,413	3.5	29,270	8,691	3.4
CTV SK: CTV Saskatchewan	3,129	979	3.2	2,931	903	3.2
CTV2TT: CTV 2	11,424	5,684	2.0	12,020	5,641	2.1
CTVTOT: CTV Total	65,457	14,702	4.5	59,972	14,120	4.2
CTVONT: CTV Ontario	31,098	7,799	4.0	28,712	7,443	3.9
CTYTOT: CITY TV Total	16,108	7,428	2.2	16,444	6,777	2.4
GLBTOT: Global Ownership Group	43,233	11,336	3.8	43,147	11,483	3.8
INDEP: Independent Ownership Group	12,080	4,416	2.7	11,757	4,051	2.9
OMNTOT: Omni Total	3,303	1,974	1.7	2,273	1,657	1.4
QCOR: Québecor Ownership Group	47,720	5,025	9.5	42,875	4,986	8.6
QCOR E: Québecor English	432	120	3.6	511	139	3.7
QCOR F: Québecor French	47,287	4,906	9.6	42,364	4,847	8.7
QCORCV: Québecor Conventional	38,748	4,329	9.0	34,742	4,184	8.3
QCORDG: Québecor Digital	4,512	1,339	3.4	4,097	1,352	3.0
QCORSP: Québecor Specialty	4,429	1,103	4.0	3,995	984	4.1
RMI: Rogers Ownership Group	33,068	10,857	3.1	39,583	11,178	3.5
RMI E: Rogers English	33,068	10,857	3.1	39,583	11,178	3.5
RMI CV: Rogers Conventional	19,411	8,373	2.3	18,716	7,528	2.4
RMI SP: Rogers Specialty	10,899	3,407	3.2	17,562	4,925	3.5
RMI DG: Rogers Digital	2,758	1,260	2.2	3,304	1,443	2.3
SHAW: Shaw Communications Inc.	79,258	15,887	5.0	80,585	16,083	5.0
SHAW E: Shaw English	79,258	15,887	5.0	80,585	16,083	5.0
SHAWCV: Shaw Conventional	43,233	11,336	3.8	43,147	11,483	3.8
SHAWDG: Shaw Digital	11,311	4,145	2.7	12,168	4,448	2.7
SHAWSP: Shaw Specialty	24,714	8,720	2.8	25,269	8,339	3.0
SHWCSE: Showcase	4,776	2,125	2.2	4,936	2,097	2.3
SNET: Sportsnet	9,284	2,604	3.6	14,011	3,756	3.7
SRC: Société Radio-Canada	25,609	4,611	5.6	24,095	4,441	5.4
SRC CV: SRC Conventional	25,089	4,532	5.5	23,476	4,348	5.4
SRC F: SRC French	32,438	4,859	6.7	30,008	4,689	6.4
SRC SP: SRC Specialty/Pay	7,200	1,709	4.2	6,290	1,610	3.9

# TVBasics 2013-2014

Network/Station Groups	Fall 2012			Fall 2013		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
STV+: Global Saskatchewan	1,251	563	2.2	1,242	536	2.3
TQ: Tele-Quebec	3,701	1,735	2.1	2,825	1,434	2.0
TVA: TVA Ownership Group	43,621	4,860	8.9	39,788	4,740	8.4
V: Montréal	9,134	2,731	3.3	8,063	2,583	3.1

\*Some network/station groups include affiliate as well as network time and are not therefore mutually exclusive.  
Source: BBM Fall Surveys

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## BBM NETWORK/STATION GROUPS (Station Area Guide)

Network	Station List
ATV+: Atlantic Television System	CJCB, CJCH, CKCW1, CKLT
Bell Media Ownership Group	CJCH, CJCB, CFCF, CKVR, CFPL, CJOH, CHRO, CFTO, CHWI, CKY, CIPA, CKCK, CFQC, CICC, ACCESS, CJDC, CFTK, CIVT, CIVI, BNN, BRAVO, CTVNCH, DISCVY, E, M3, MTVCAN, MUCH, SPACE, ANIMAL, BOOK, CANALD, COMGLD, CP 24, CPOP, DISCFR, DISSCI, DISWLD, ECRAN, ESPNCL, FASHN, INVDIS, JUCBOX, MLOUD, MPXOD, MRETRO, MTV2, MVIBE, NHLNET, RDSINF, TMNENC, VIE, VRAKTV, ZTELE, CFCN1, CFCN2, CFCN3, CFCN4, CFRN1, CFRN2, CFRN3, CFRN4, CFRN5, CHBX, CICI, CICI2, CITO, CKCO1, CKCO2, CKCO3, CKCW1, CKLT, CKNY, COMDYE, COMDYW, HBO E, RDS, RDS2, TMN EX, TMN FE, TMN FN, TMN M, TMN OD, TSN, TSN2, TSNCND, TSNJET
Bell Media English	ASN, CJCH, CJCB, CFCF, CKVR, CFPL, CJOH, CHRO, CFTO, CHWI, CKY, CIPA, CKCK, CFQC, CICC, ACCESS, CJDC, CFTK, CIVT, CIVI, BNN, BRAVO, CTVNCH, DICVY, E, M3, MTVCAN, MUCH, SPACE, ANIMAL, BOOK, COMGLD, CP 24, DISSCI, DISWLD, ESPNCL, FASHN, INVDIS, JUCBOX, MLOUD, MPXOD, MRETRO, MTV2, MVIBE, NHLNET, TMNENC, CFCN1, CFCN2, CFCN3, CFCN4, CFRN1, CFRN2, CFRN3, CFRN4, CFRN5, CHBX, CICI, CICI2, CITO, CKCO1, CKCO2, CKCO3, CKCW1, CKLT, CKNY, COMDYE, COMDYW, HBO E, TMN EX, TMN FE, TMN FN, TMN M, TMN OD, TSN, TSN2, TSNCND, TSNJET
Bell Media Conventional	ASN, CJCH, CJCB, CFCF, CKVR, CFPL, CJOH, CHRO, CFTO, CHWI, CKY, CIPA, CKCK, CFQC, CICC, ACCESS, CJDC, CFTK, CIVT, CIVI, CFCN1, CFCN2, CFCN3, CFCN4, CFRN1, CFRN2, CFRN3, CFRN4, CFRN5, CHBX, CICI, CICI2, CITO, CKCO1, CKCO2, CKCO3, CKCW4, CKLT, CKNY
Bell Media Digital	ANIMAL, BOOK, COMGLD, CPOP, DISCFR, DISSCI, ESPNCL, FASHN, INVDIS, JUCBOX, MLOUD, MRETRO, MTV2, MVIBE, NHLNET, RDSINF
Bell Media French	CANALD, CPOP, ECRAN, RDSINF, VIE, VRAKTV, ZTEL, RDS, RDS2
CBC CV: CBC Conventional	CBNT, CBCT, CBHT, CBAT, CBMT, CBOT, CBLT, CBET, CBWT, CBKT, CBRT, CBXT, CBC N, CBUT
CBC DG: CBC Digital	DOCS
CBC SP: CBC Specialty /Pay	CBC NN
CBC+: CBC Maritimes	CBCT, CBHT, CBAT
CBC E: CBC English	CBNT, CBCT, CBHT, CBAT, CBMT, CBOT, CBLT, CBET, CBWT, CBKT, CBRT, CBXT, CBUT, BOLD, DOCS, CBC N, CBC NN,
CBCTOT: CBC Total	CBNT, CBCT, CBHT, CBAT, CBMT, CKWS, CBOT, CKPR, CBLT, CBET, CBWT, CBKT, CBRT, CBXT, CKSA, CJDC, CFTK, CBUT, CBC N, CHEX1, CHEX2
CBCSRC: CBC-SRC Ownership Group	CBNT, CBCT, CBHT, CBAFT, CBAT, CKTV, CBFT, CBMT, CBVT, CKSH, CKTM, CBOFT, CBOT, CBLT, CBET, CBWFT, CBWT, CBKFT, CBKT, CBRT, CBXT, CBUT, ARTV, CBC NN, DOCS, EXPLOR, RDI, CBC N, CBLFT, CBUFT, CBXFT, CBGAT, CBST, CJBRT
CECO: East Central Ontario	CKWS, CHEX1, CHEX2
CFCN+: CTV Calgary	CFCN1/2/3/4
CFRN+	CFRN1/2/3/4/5



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Network	Station List
CHEX+: Peterborough	CHEX1, CHEX2
CICI+: CTV Sudbury, Timmons, North Bay	CHBX, CICI, CICI2, CITO, CKNY
CIHF: Maritimes	CIHFNS, CIHFNB
CIVM+ Télé-Québec Montreal	CIVA, CIVB, CIVB 1, CIVC, CIVF, CIVG, CIVK, CIVM, CIVO, CIVQ, CIVS, CIVV
CJBRT+: SRC Rim-Mat-Sept Is	CBGAT, CBST, CJBRT
CKCO+: CTV Kitchener	CKCO1/2/3
CKCW+: CTV Moncton	CKCW1, CKLT
COMEDY: Comedy Network	COMDYE, COMDYW
CORS E: Corus English	CKWS, CMT, ABCSP, ENCAVE, NICKEL, OWN, SUNDAN, TOON R, TREE, WMOVIE, CARTE, CARTW, CHEX1, CHEX2, COSMOE, COSMOW, HBO W, MCTRAL, TOONEE, TOONEW, WNET E, WNET W, YTVE, YTVW
CORS CV: Corus Conventional	CKWS, CHEX1, CHEX2
CORSDG: Corus Digital	ABCSP, NICKEL, SUNDAN, TOON R, WMOVIE, CARTE, CARTW, COSMOE, COSMOW
CORSSP: Corus Specialty/Pay	ENCAVE, HBO W, MCTRAL, CMT, OWN, TLNESP, TREE, LATNOE, LATNOW, TOONEE, TOONEW, WNET E, WNET W, YTVE, YTVW
CORUS: Corus Ownership Group	CKWS, CMT, ABCSP, ENCAVE, NICKEL, OWN, SUNDAN, TLNESP, TOON R, TREE, WMOVIE, CARTE, CARTW, CHEX1, CHEX2, COSMOE, COSMOW, HBO W, LATNOE, LATNOW, MCTRAL, TOONEE, TOONEW, WNET E, WNET W, YTVE, YTVW
CTV SK: CTV Saskatchewan	CFQC, CICC, CIPA, CKCK
CTV2TT: CTV Ontario	ASN, CKVR, CFPL, CHRO, CHWI, ACCESS, CIVI
CTVONT	CJOH, CFTO, CHBX, CICI, CICI2, CITO, CKCO1, CKCO2, CKCO3, CKNY
CTVTOT: CTV Total	CJCH, CJCB, CFCF, CJOH, CFTO, CKY, CIPA, CKCK, CFQC, CICC, CITL, CIVT, CFCN1/2/3/4, CFRN1/2/3/4/5, CHBX, CICI, CICI2, CITO, CKCO1/2/3, CKCW1, CKLT, CKNY
CTYTOT: City TV Total	CJNT, CITY, CHMI, SCN, CKAL, CKEM, CKVU
GBLTOT: Global Total	CIHFNS, CIHFNB, CKMI, CJBN, CIII, CKND, CFRE, CFSK, CITV, CHBC, CHAN, CICT, CISA
INDEP: Independent Ownership Group	CJON, CHFD, CHCH, CITS, CIIT, CKCS, CHAT, CHNU, CKES, CFTV, CJIL, CFJC, CKPG
OMNTOT: OMNI Total	CFMT, CJMT, CJCO, CJEO, CHNM
QCOR: Québecor Ownership Group	CJPM, CFCM, CFER, CHLT, CHEM, ADDIK, ARGENT, CASA, INDIGO, LCN, MOICIE, PRISE2, SUNNEW, TVASPO, YOOA, CFTM, CFTM E, CFTM O
QCOR E: Québecor English	SUNNEW
QCOR F: Québecor French	CJPM, CFCM, CFER, CHLT, CHEM, ADDIK, ARGENT, CASA, INDIGO, LCN, MOICIE, PRISE2, TVASPO, YOOA, CFTM, CFTM E, CFTM O
QCORCV: Québecor Conventional	CJPM, CFCM, CFER, CHLT, CHEM, CFTM, CFTM E, CFTM O
QCORDG: Québecor Digital	ADDIK, ARGENT, CASA, MOICIE, PRISE2, SUNNEW, TVASPO, YOOA
QCORSP: Québecor Specialty/Pay	LCN
RDS+: RÉSEAU DES SPORTS – Bell Media	RDS, RDS2
RMI: Rogers Ownership Group	CJNT, CFMT, CITY, CJMT, CHMI, SCN, CJCO, CKAL, CJEO, CKEM, CHNM, CKVU, BIO, FXCAN, OLN, SNTONE, SNTWRD, TECHTV, SN360E, SN360W, SPNEAS, SPNONT, SPNPAC, SPNWES
RMI E E: Rogers English	CJNT, CFMT, CITY, CJMT, CHMI, SCN, CJCO, CKAL, CJEO, CKEM, CHNM, CKVU, BIO, FXCAN, OLN, SNTONE, SNTWRD, TECHTV, SN360E, SN360W, SPNEAS, SPNONT, SPNPAC, SPNWES
RMI CV: Rogers Conventional	CJNT, CFMT, CITY, CJMT, CHMI, SCN, CJCO, CKAL, CJEO, CKEM, CHNM, CKVU
RMI DG: Rogers Digital	BIO, FXCAN, OLN, SNTONE, SNTWRD, TECHTV, SN360E, SN360W, SPNEAS, SPNONT, SPNPAC, SPNWES

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RMI SP: Rogers Specialty/ Pay	OLN, SN360E, SN360W, SPNEAS, SPNONT, SPNPAC, SPNWES
SHAW: Shaw Communications Inc.	CIHFNS, CIHFNB, CKMI, CJBN, CIII, CKND, CFRE, CFSK, CITV, CHBC, CHAN, ACTION, BBCCA, DEJAVU, DIYNET, DTOUR, FOOD, H2, HGTV, IFC, LTIME, MOVIE, MYS E, NATGE, NATGWD, SHWCSE, SLICE, TWIST, XTREME, BCNEWS, CICT, CISA, HIST E, HIST W
SHAW E: Shaw English	CIHFNS, CIHFNB, CKMI, CJBN, CIII, CKND, CFRE, CFSK, CITV, CHBC, CHAN, ACTION, BBCCA, DEJAVU, DIYNET, DTOUR, FOOD, H2, HGTV, IFC, LTIME, MOVIE, MYS E, NATGE, NATGWD, SHWCSE, SLICE, TWIST, XTREME, BCNEWS, CICT, CISA, HIST E, HIST W
SHAWSP: Shaw Specialty	DTOUR, FOOD, HGTV, SHWCSE, SLICE, HIST E, HIST W
SHAWCV: Shaw Conventional	CBAFT, CKTV, CBFT, CBVT, CKSH, CKTM, CBOFT, CBWFT, CBKFT, CBLFT, CBUFT, CBXFT, CBGAT, CBST, CJBRT
SHAWDG: Shaw Digital	ACTION, BBCCA, DEJAVU, DIYNET, H2, IFC, LTIME, MOVIE, MYS E, NATGE, NATGWD, TWIST, XTREME, BCNEWS
SHAWSP: Shaw Specialty/Pay SN360+	DTOUR, FOOD, HGTV, SHWCSE, SLICE, HIST E, HIST W SN360E, SN360W
SNET: Sportsnet	SPNEAS, SPNONT, SPNPAC, SPNWES
SRC: Société Radio-Canada	CBAFT, CKTV, CBFT, CBVT, CKRT, CKRN, CKSH, CKTM, CBOFT, CBWFT, CBKFT, CBLFT, CBUFT, CBXFT, CBGAT, CBST, CJBRT
SRC CV: SRC Conventional	CBAFT, CKTV, CBFT, CBVT, CKSH, CKTM, CBOFT, CBEFT, CBWFT, CBKFT, CBXFT, CBLFT, CBUFT, CBGAT, CBST, CJBRT
SRC F: SRC French	CBAFT, CKTV, CBFT, CBVT, CKSH, CKTM, CBOFT, CBWFT, CBKFT, ARTV, EXPLOR, RDI, CBLFT, CBUFT, CBXFT, CBGAT, CBST, CJBRT
SRC S: SRC Specialty	ARTV, RDI
SRC SD: SRC Specialty/Pay	ARTV, EXPLOR, RDI
STV+: Global Saskatchewan	CFRE, CFSK
TQ: Télé-Québec	CIVA, CIVB, CIVB 1, CIVC, CIVF, CIVG, CIVK, CIVM, CIVO, CIVQ, CIVS, CIVV
TSN+: The Sports Network	TSN, TSN2, TSNCND, TSNJET
TVA: TVA Ownership Group	CHAU, CJPM, CFCM, CFER, CIMT, CFEM, CHLT, CHEM, CHOT, CFTM, CFTM E, CFTM O
TVA NB: TVA New Brunswick	CHAU, CIMT
V	CFRS, CFJP, CFAP, CFVS, CFKS, CFKM, CFGS, CFTF, CJPC

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## TVB MEMBERS – By ownership group

**TVB members only highlighted**

<b>BELL MEDIA</b>	NHL Network
ASN	RDS
ATV-CJCH Halifax	RIS
ATV-CJCB Sydney	Space
ATV-CKCW Moncton	TSN/TSN2
ATV-CKLT Saint John/Fredericton	
CKCO Kitchener	
CKNY North Bay	<b>CBC</b>
CJOH Ottawa	CBC (English) Toronto
CHBX Sault Ste. Marie	CBC News Network Toronto
CICI Sudbury	Documentary Toronto
CITO Timmins	
CFCF Montréal	
CFTO Toronto	<b>Société Radio-Canada</b>
CIPA Prince Albert	SRC (main channel) Montreal
CKCK Regina	ARV Montreal
CFQC Saskatoon	RDI Motreal
CICC Yorkton	
CFCN Calgary	
CFCN Lethbridge	
CFRN Edmonton	<b>SHAW TELEVISION Ltd Partnership</b>
CIVT Vancouver	CIHF Halifax
CKY Winnipeg	CKMI Quebec
Access Edmonton	CIII Toronto
CKVR Barrie/Toronto (CTV Two)	CKND Winnipeg
CFPL London (CTV Two)	CFRE Regina
CHRO Pembroke (CTV Two)	CFSK Saskatoon
CIVI Victoria (CTV Two)	CICT Calgary
CHWI Windsor (CTV Two)	CITV/CITV 1 Edmonton
CJDC Dawson Creek	CISA Lethbridge
CFTK Terrace Kitimat	CHBC Kelowna
Animal Planet	CHAN Burnaby
BNN (Business News Network)	CJBN Kenora
Book Television	BC1 Vancouver
Bravo!	Deja View
Canal D	Lifetime Canada
Canal Vie	MovieTime
CP24	Mystery
Comedy	Dtour
Comedy Gold	BBC Canada
CTV News Channel	DIY Network
Discovery Channel	Food Network
Discovery Science	H2
Discovery World HD	HGTV
E!	History
ESPN Classic	IFC
Investigation Discovery	National Geographic
Fashion Television Channel	National Geographic Wild
MTV Canada	Showcase Action
MTV2	Showcase
MuchMoreMusic	Slice
MuchMusic	Twist TV

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<b>ROGERS BROADCASTING INC.</b>	<b>SCORE MEDIA INC.</b>
OMNI 1 (CFMT)Toronto	The Score
OMNI 2 (CJMT)Toronto	
OMNI AB (CJCO/CJEO) Alberta	<b>MAPLE LEAF SPORTS &amp; ENTERTAINMENT LTD.</b>
OMNI BC (CHNM) Vancouver/Victoria	GOL TV
CITY-TV Toronto (City)	Leafs TV
CKVU Vancouver (City)	NBA TV Canada
CHMI Winnipeg (City)	
CKAL Calgary (City)	<b>CROSSROADS TELEVISION INC.</b>
CKEM Edmonton (City)	CITS Burlington (CTS)
Metro 14 Montréal	CKCS Calgary (CTS)
The Biography Channel	CKES Edmonton (CTS)
FX Canada	
G4 Tech TV	<b>TORSTAR MEDIA GROUP TELEVISION</b>
OLN	ShopTV Canada Toronto
SCN Saskatchewan (City)	
Sportsnet	<b>ABORIGINAL PEOPLES TELEVISION NETWORK</b>
Sportsnet One	APTN Winnipeg
Sportsnet World	
	<b>ZOOMER MEDIA LIMITED, TELEVISION DIVISION</b>
<b>CHANNEL ZERO INC.</b>	Joytv CHNU Fraser Valley
Movieola	Joytv CIIT Winnipeg
Silver Screen Classics	One Toronto
CHCH-TV Toronto/Hamilton	Vision TV Toronto
<b>CORUS ENTERTAINMENT INC.</b>	<b>CHECK MEDIA GROUP</b>
CKWS TV Kingston	CHEK-TV Victoria
CHEX TV 1 Peterborough	
CHEX TV 2 Oshawa	<b>THE FIGHT NETWORK</b>
	The Fight Network
<b>STORNOWAY</b>	
ichannel	<b>BLUE ANT MEDIA</b>
bpm:tv	Aux
Pet Network	Bite
	Cottage Life TV
	Travel & Escape
<b>TELE-QUEBEC</b>	
Télé-Québec Montréal (CIVM)	<b>Independents</b>
	GUSTO! Toronto
<b>JIM PATTISON BROADCAST GROUP</b>	
CKPG Prince George	
CFJC Kamloops	
CHAT Medicine Hat	
<b>Quebecor Media Inc.</b>	
Sun News	
<b>Dougall Media</b>	
CKPR Thunder Bay	
CHFD Thunder Bay	

