

TVBASICS

2014-2015



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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. If you have any questions regarding this online publication or would like to know more about the Television Bureau of Canada, please contact us by phone, fax or email.

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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, 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 television medium in Canada.

TVB Resource Centre

www.tvb.ca

A resource which provides members with instant access to an extensive library of information with daily updates. 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) **Category Files:** Advertising expenditure data from Nielsen Media Research combined BBM's RTS database to provide category-specific information for advertiser segments
- 4) **Industry Hot Buttons:** Research and reporting on CRTC decisions, broadcasting issues, the industry technology and trends that are affecting the modern television landscape
- 5) **Special Reports:** Retail Sales Report by Province, New Motor Vehicle Sales by Province, and the DesRosiers Automotive Report
- 6) **Research:** Annual research studies that look at Media Attitudes, Cross-Media Reach & Time Spent, Ad Receptivity, TV/Internet Synergy, as well as in-depth research projects that examine the New TV Landscape or Engagement with television

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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 115,000 commercials dating back to 1957. For a nominal charge, we provide copies of TV commercials 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 in digital format and on 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 every two years 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-TV B 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 reaches audiences when they are most receptive to ads. Phones and tablets aren't like TVs or magazines, even if they get used that way sometimes. Digital advertising while consumers are online is more a grating intrusion.
- Television is an emotionally engaging media that excites more of consumers' senses than any other medium
- Television drives conversations both online and offline, it is a catalyst for other media
- 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 seeds initial awareness
- 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
- TV is different from digital media in that you pay for your target group – and get the rest for free,
- 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 28.4 hours per week watching television (Source: Numeris 2014). 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)	*35,055,000	**296,080,000
2.	Households	14,510,000	122,459,000
3.	BBM Markets, TV Markets – DMAs	42	210
4.	TV Households (Access to TV services)	14,002,000	116,400,000
	% TV Households	96.5%	96%
5.	Subscribe to TV services - Cable, Sat., IPTV (% of TV Hhlds.)	92.1%	89%
6.	HD Sets	77.0%	88%
7.	PVR (% of TV Households)	54.1%	48%
8.	Multi-set (% of TV Households)	73.1%	84%
9.	Average Weekly Viewing (Hours:Minutes)		
	Persons 2+	26:54	33:25
	Adults 18+	28:24	36:22
	Adults 25-54	23:36	32:22
	Teens (12-17)	19:24	20:26
	Children (2-11)	20:00	24:15
10.	Advertising Volume - millions (CDN\$); U.S. in U.S\$	14,585	153,133
11.	TV Volume - millions (CDN\$), U.S. in U.S\$	3,510	62,019
12.	TV Expenditure Per Capita (CDN\$), U.S. in U.S\$	100	198
13.	Number of TV Stations 2013 (Conventional + Specialty & Pay stations)	345	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	Numeris, January 2015	1, 3-8	Nielsen Media, 2014-2015
6	Numeris, March 2014	2	Statista 2013
7	Numeris, September 2014	9	Nielsen Media, Sep-Aug 2013-2014
8	Numeris, January 2015	10-12	TVB Net Ad Volume 2012
9	Numeris, Sep-Aug 2013-2014	13-15	TVB U.S. 2012 VHF & UHF
10-12	TVB Net Advertising Revenue 2013		
13-15	CRTC		

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NORTH AMERICAN TV MARKET RANKING

Nielsen January 2015, Numeris Fall 2014 for CDN Markets, P2+

N.AM	U.S.	CDN	Market	Pop. (000)	N.AM	U.S.	CDN	Market	Pop. (000)
1	1		New York	19,201	58	52		Buffalo	1,579
2	2		Los Angeles	14,251	59	53		Providence-New Bedford	1,563
3	3		Chicago	8,971	60		7	Ottawa-Gatineau	1,513
4		1	Toronto-Hamilton	7,627	61	54		Fesno-Visalia	1,467
5	4		Philadelphia	7,621	62	55		Wilkes Barre-Scranton	1,454
6	5		Dallas-Ft. Worth	6,717	63	56		Little Rock-Pine Bluff	1,433
7	6		San Francisco-Oak-San Jose	6,390	64	57		Richmond-Petersburg	1,416
8	7		Boston (Manchester)	6,253	65	58		Albany-Schenectady-Troy	1,374
9	8		Washington, DC (Hagrstwn)	6,215	66	59		Mobile-Pensacola (Ft. Walt)	1,369
10	9		Atlanta	6,023	67	60		Tulsa	1,367
11	10		Houston	5,937	68	61		Knoxville	1,329
12		2	Montreal	4,830	69	62		Ft. Myers-Naples	1,307
13	11		Phoenix (Prescott)	4,732	70	63		Lexington	1,236
14	12		Detroit	4,729	71	64		Dayton	1,204
15	13		Tampa-St.Pete (Sarasota)	4,702	72	65		Wichita-Hutchinson Plus	1,140
16	14		Seattle-Tacoma	4,651	73	66		Charleston-Huntington	1,139
17	15		Minneapolis-St. Paul	4,463	74	67		Roanoke-Lynchburg	1,138
18	16		Miami-Ft. Lauderdale	4,213	75	68		Green Bay-Appleton	1,133
19	17		Denver	4,040	76	69		Honolulu	1,031
20	18		Orlando-Daytona Bch-Melbrn	3,800	77	70		Flint-Saginaw-Bay City	1,123
21	19		Cleveland-Akron (Canton)	3,791	78		8	Québec City	1,110
22		3	Vancouver-Victoria	3,536	79	71		Tuscon Sierra Vista	1,105
23	20		Sacramnto-Stkton-Modesto	3,473	80	72		Des Moines-Ames	1,104
24	21		St. Louis	3,165	81	73		Spokane	1,073
25	22		Pittsburgh	3,027	82	74		Omaha	1,066
26	23		Portland, OR	2,977	83	75		Springfield, MO	1,062
27	24		Charlotte	2,977	84	76		Toledo	1,041
28	25		Raleigh-Durham (Fayetvll)	2,930	85	77		Columbia, SC	1,031
29	26		Baltimore	2,819	86	78		Rochester, NY	1,014
30	27		Indianapolis	2,793	87		9	Winnipeg	1,014
31	28		San Diego	2,720	88	79		Huntsville-Decatur (Flor)	997
32	29		Nashville	2,587	89	80		Portland-Auburn	994
33	30		Hartford & New Haven	2,498	90	81		Paducah-C.Gird-Harbg-Mt VN	975
34	31		Kansas City	2,382	91	82		Madison	974
35	32		Columbus, OH	2,356	92	83		Shreveport	972
36	33		San Antonio	2,352	93	84		Syracuse	960
37	34		Salt Lake City	2,315	94	85		Champaign&Sprngfld-Decatur	959
38	35		Milwaukee	2,304	95	86		Harlingen-Wslco-Brnsvl-McA	934
39	36		Cincinnati	2,260	96	87		Wasco-Temple-Bryan	912
40	37		Greenvll-Spar-Ashevll-And	2,172	97	88		Chattanooga	903
41	38		West Palm Beach-Ft. Pierce	2,037	98	89		Colorado Springs-Pueblo	897
42	39		Austin	1,881	99	90		Cedar Rapids-Wtrlo-IWC&Dub	882
43		4	Kitchener-London	1,880	100	91		El Paso (Las Cruces)	872
44	40		Grand Rapids-Kalmzoo-B.Crk	1,868	101	92		Savannah	860
45	41		Las Vegas	1,854	102	93		Baton Rouge	851
46	42		Norfolk-Portsmth-Newpt Nws	1,843	103	94		Jackson MS	840
47	43		Birmingham (Ann and Tusc)	1,832	104	95		Charleston, SC	834
48	44		Oklahoma City	1,817	105	96		South Bend-Elkhart	807
49	45		Harrisburg-Lncstr-Leb-York	1,816	106	97		Tri-Cities, TN-VA	803
50	46		Greensboro-H. Point-W.Salem	1,777	107	98		Burlington-Plattsburgh	799
51		5	Edmonton	1,769	108	99		Greenville-N.Bern-Washngtn	790
52	47		Albuquerque-Santa-Fe	1,752	109	100		Davenport-R.Island Moline	771
53		6	Calgary	1,735	110	101		Ft. Smith-Fay-Springfld-Rgrs	766
54	48		Jacksonville	1,701	111	102		Myrtle Beach Florence	739
55	49		Louisville	1,694	112		10	East Central Ontario	730
56	50		Memphis	1,686	113	103		Evansville	724
57	51		New Orleans	1,654	114	104		Johnstown-Altoona-St Colge	723

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N AM	U.S.	CDN	Market	POP 2+ (000)	N. AM	U.S.	CDN	Market	POP 2+ (000)
115	105		Lincoln & Hastings-Krny	714	165	17		Windsor	393
116	106		Tallahassee-Thomasville	691	166	149		Sioux City	392
117	107		Reno	686	167	150		Erie	391
118	108		Tyler-Longview (Lfkn&Ncgd)	683	168	151		Joplin-Pittsburg	375
119	109		Boise	679	169	152		Albany, GA	372
120	110		Sioux Fall (Mitchell)	677	170	153		Rochestr-MasonCity-Austin	362
121	111		Ft. Wayne	675	171		18	Saskatoon	362
122		11	Halifax	674	172	154		Panama City	358
123	112		Augusta-Aiken	665	173		19	Prince George Kamloops	350
124	113		Youngstown	654	174	155		Terre Haute	349
125	114		Lansing	644	175	156		Bangor	345
126	115		Springfield-Holyoke	641	176	157		Wheeling-Steubenville	340
127	116		Fargo-Valley City	640	177		20	Kelowna	338
128		12	Saint-John Moncton	629	178		21	Regina/Moose Jaw	337
129	117		Peoria-Bloomington	625	179	158		Bluefield-Beckley-Oak Hill	336
130	118		Traverse City-Cadillac	610	180	159		Binghamton	335
131	119		Macon	608	181	160		Biloxi-Gulfport	332
132	120		Eugene	607	182	161		Sherman Ada	323
133	121		Montgomery (Selma)	599	183	162		Gainesville	318
134	122		Yakima-Pasco-RchInd-Knnwck	598	184	163		Idaho Fals-Focatllo(Jcksn)	316
135	123		SantaBarbra-SanMar-SanLuOb	594	185		22	Trois-Rivières	306
136	124		Lafayette, LA	593	186	164		Abilene-Sweetwater	293
137		13	Sherbrooke	590	187	165		Missoula	290
138	125		Monterey-Salinas	578	188	166		Billings	286
139	126		Columbus, GA (Opelika, AL)	574	189	167		Hattiesburg-Laurel	282
140	127		Bakersfield	572	190	168		Yuma-El Centro	282
141	128		La Crosse-Eau Claire	539	191		23	Saguenay	274
142	129		Corpus Christi	536	192	169		Clarksburg-Weston	270
143		14	Sud.-Timm.-N. Bay/S.S.M.	512	193	170		Quincy-Hannibal-Keokuk	262
144	130		Amarillo	502	194	171		Utica	261
145	131		Wilmington	496	195	172		Rapid City	258
146	132		Chico-Redding	485	196	173		Dothan	253
147		15	Barrie	484	197	174		Lake Charles	242
148	133		Columbus-Tupelo-W Pnt-Hstn	475	198	175		Elmira (Corning)	238
149		16	St. John's-Corner Brook	457	199	176		Jackson TN	235
150	134		Wausau-Rhineland	456	200	177		Watertown	234
151	135		Rockford	451	201	178		Harrisonburg	231
152	136		Topeka	450	202	179		Alexandria, LA	226
153	137		Monroe-El Dorado	447	203		24	Rim.-Mat.-Sept-Iles	220
154	138		Columbia-Jefferson City	441	204	180		Marquette	211
155	139		Duluth-Superior	431	205	181		Jonesboro	204
156	140		Medford-Klamath Falls	428	206	182		Bowling Green	203
157	141		Beaumont-Port Arthur	425	207	183		Charlottesville	191
158	142		Minot-Bsmrck-Dckns(Wlston)	418	208	184		Laredo	188
159	143		Salsibury	410	209	185		Grand Junction-Montrose	180
160	144		Lubbock	408	210	186		Butte-Bozeman	175
161	145		Wichita Falls & Lawton	401	211	187		Lafayette, IN	174
162	146		Odessa-Midland	400	212	188		Lima	174
163	147		Anchorage	398	213	189		Meridian	173
164	148		Palm Springs	398	214	190		Greenwood-Greenville	168

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N AM	U.S.	CDN	Market	POP 2+ (000)
215	191		Great Falls	166
216	192		Twin Falls	165
217	193		Bend, OR	165
218	194		Parkersburg	157
219	195		Eureka	151
220		25	Thunder Bay	149
221	196		Casper-Riverton	148
222	197		Cheyenne-Scottsbluff	146
223		26	Carelton	145
224		27	Rouyn-Noranda	145
225		28	Charlottetown	143
226	198		San Angelo	142
227	199		Mankato	134
228		29	Sydney-Glace Bay	132
229		30	Riviere-du-Loup	131
230	200		Otumwa-Kirksville	117
231	201		St. Joseph	116
232		31	Prince Albert	112
233		32	Pembroke	103
234		33	Lloydminster	95
235	202		Fairbanks	94
236		34	Yorkton	84
237	203		Victoria	83
238	204		Zanesville	82
239		35	Medicine Hat	81
240	205		Presque Isle	72
241	206		Helena	71
242		36	Terrace-Kitimat	69
243	207		Jeneau	65
244		37	Dawson Creek	63
245	208		Alpena	42
246	209		North Platte	38
247		38	Kenora	36
248	210		Glendive	11
Total Populations (000)				
CANADA				35,057
United States				296,080
Total				331,137

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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		
13/14	12/13	13/14	12/13	13/14	12/13	13/14	12/13	13/14	12/13	
Aug. 26/13	Aug. 27/12⇒	1	25.9	26.9	23.9	24.4	21.2	21.7	21.4	24.6
		2	27.0	28.5	25.2	26.5	22.7	23.8	19.3	23.3
		3	266.1	26.6	23.9	24.8	21.6	22.2	18.8	21.1
		4	26.6	27.7	24.1	25.9	22.5	23.2	19.2	21.4
		5	26.6	27.7	24.3	26.1	22.5	23.0	19.9	22.0
		6	27.1	27.7	25.0	25.7	22.8	23.5	19.1	21.1
		7	26.6	29.4	24.5	27.4	22.6	25.1	18.8	22.1
		8	28.0	28.3	25.8	25.9	24.1	23.9	20.2	20.5
		9	28.0	28.2	25.4	25.8	23.7	23.7	19.2	20.3
		10	28.1	29.1	25.8	27.0	23.6	24.5	19.3	20.9
		11	28.4	29.1	25.9	27.3	23.7	24.4	19.7	20.8
		12	28.7	29.0	26.2	26.6	24.5	24.2	20.3	21.2
		13	28.2	28.4	25.7	26.4	23.6	23.7	19.6	20.6
		14	27.3	28.3	24.8	26.3	23.0	23.0	18.2	20.7
		15	27.9	27.9	25.5	25.7	23.4	23.1	18.4	20.4
		16	27.9	28.5	25.8	26.0	23.6	23.8	18.2	20.9
		17	27.5	28.2	25.0	25.4	22.8	23.3	19.2	20.9
13/14	12/13	18	29.3	30.2	26.8	28.3	26.4	26.8	22.8	23.0
Dec. 30/13	Dec 31/12⇒	19	33.2	31.9	31.1	29.4	29.3	27.6	25.4	24.8
		20	29.3	29.5	27.1	27.5	25.0	24.8	20.2	20.5
		21	28.8	29.7	26.5	27.7	24.9	25.0	19.5	21.0
		22	29.3	30.0	27.0	27.9	24.8	25.5	20.9	20.7
		23	29.2	30.1	26.8	28.1	25.0	25.6	20.4	21.4
		24	30.6	29.9	28.1	28.1	25.6	25.6	21.0	21.7
		25	31.3	29.1	28.6	27.1	26.2	25.1	21.0	20.4
		26	33.0	30.4	30.0	28.1	28.4	26.2	22.7	21.5
		27	29.4	29.3	27.1	27.5	24.7	25.1	19.4	19.8
		28	29.3	29.2	26.9	27.2	24.6	24.7	21.0	21.8
		29	28.9	29.4	26.8	27.4	24.1	24.5	20.8	22.1
		30	28.4	28.8	26.3	26.8	24.0	24.8	19.7	20.1
		31	28.5	28.7	26.5	27.2	24.0	25.1	20.0	21.5
		32	27.9	29.5	25.8	27.5	23.2	25.6	19.2	21.0
		33	27.5	28.8	25.2	26.6	23.2	24.7	18.7	20.1
		34	28.2	28.7	25.8	26.8	24.2	24.5	20.3	20.5
		35	27.7	27.0	25.3	25.3	23.4	23.1	19.8	19.8
		36	27.7	26.5	25.1	25.0	23.5	22.8	19.2	18.8
		37	26.1	27.2	23.8	25.4	22.4	23.4	18.6	19.8
		38	26.4	26.7	24.2	24.8	22.2	22.6	18.7	19.4
13/14	12/13	39	25.9	27.4	23.8	25.5	22.2	23.3	18.7	19.5
May 26/14	May 27/13⇒	40	24.9	25.6	22.7	23.7	21.2	21.2	17.1	17.9
		41	24.5	26.2	21.9	23.8	20.7	22.0	16.7	19.2
		42	25.6	25.2	22.8	23.1	21.9	20.8	18.5	17.8
		43	25.2	25.5	23.1	23.4	21.7	20.9	19.1	19.6
		44	25.4	25.8	23.0	23.6	21.4	21.1	20.0	20.6
		45	26.4	25.9	24.2	23.7	22.1	21.4	21.5	22.1
		46	25.2	25.0	22.4	22.9	21.1	19.7	20.8	21.3
		47	24.6	25.5	22.1	23.3	20.1	20.4	20.6	22.3
		48	24.7	25.5	21.9	23.6	20.3	20.7	20.2	21.1
		49	24.8	25.8	21.9	23.5	20.9	20.9	21.0	21.9
		50	24.9	25.9	22.7	23.9	21.1	21.1	20.2	21.1
		51	25.6	25.4	23.2	23.1	21.1	20.3	21.4	22.9
		52	24.8	24.7	22.5	22.7	19.7	20.3	20.1	21.5
		53	25.0		22.5		20.4		19.8	
52 WK AVG			27.4	27.9	25.1	25.8	23.2	23.4	19.9	21.0

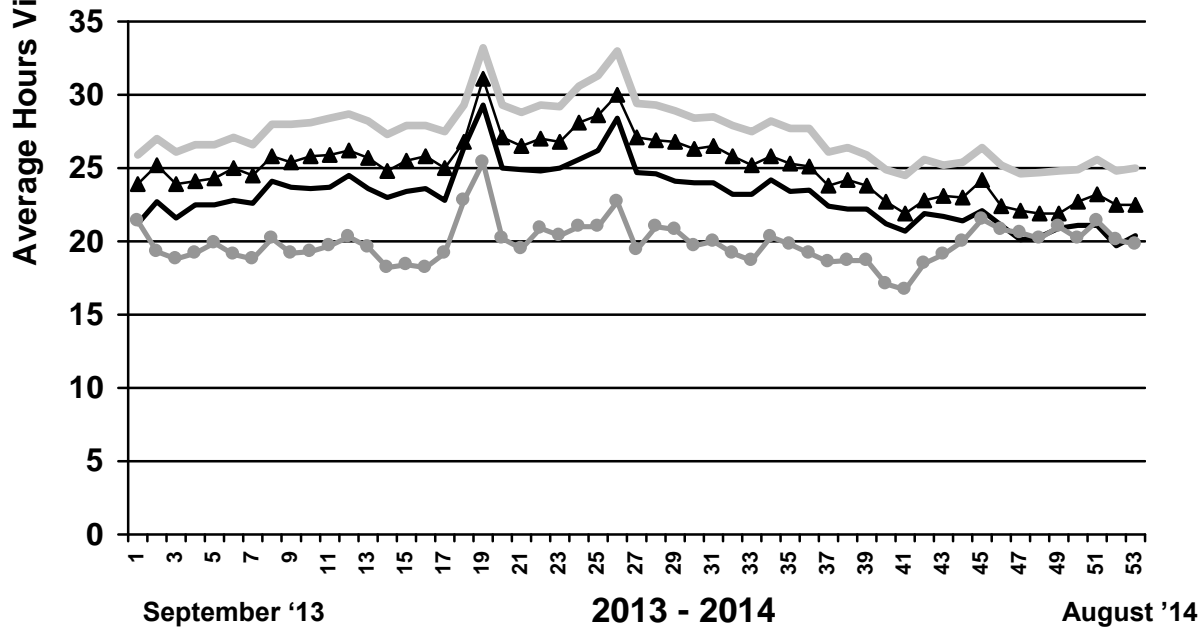
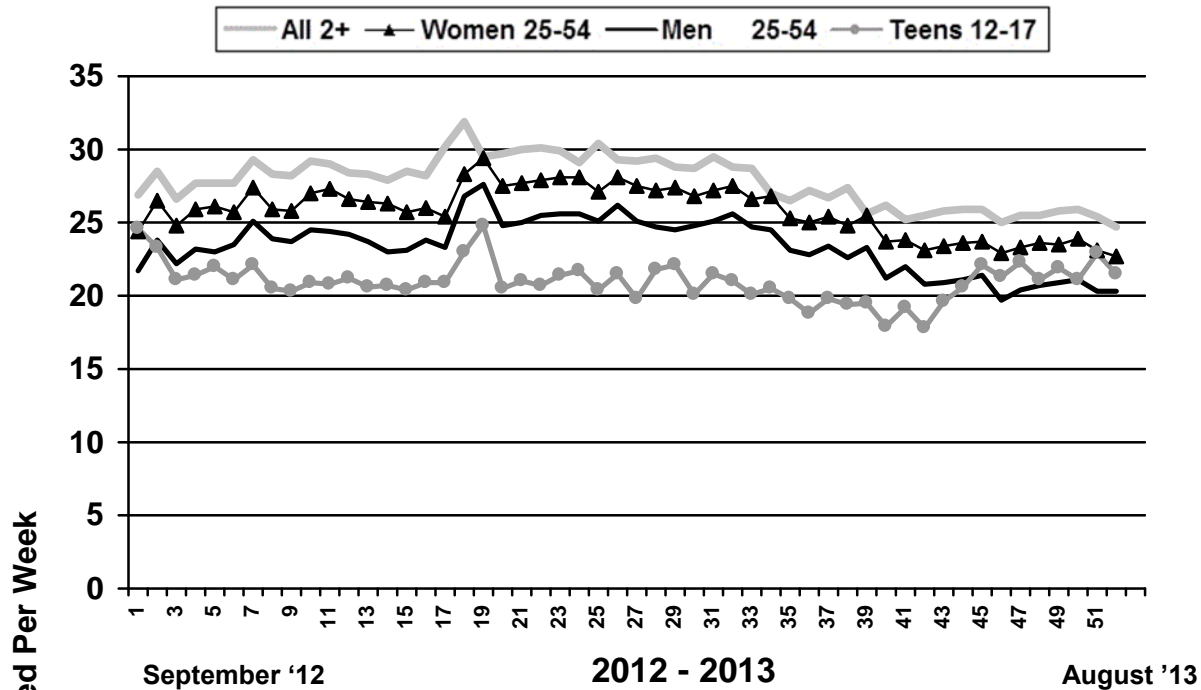
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SEASONAL VIEWING TRENDS

BBM Canada, PPM

Weekly average hours of television viewed from Monday to Sunday 2 am – 2 am.

ONE-YEAR VIEWING TRENDS - CANADA



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COMMERCIAL LENGTHS

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

Canadian Commercial Lengths

	% of Total						
	05s	10s	15s	30s	60s	120s	Other
2014	0.5	3.6	28.9	47.8	4.9	7.8	6.5
2013	0.4	2.0	30.0	50.1	5.0	7.7	4.8
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+
2013	1.0	42.6	0.2	49.6	0.2	4.6	1.8
2012	1.0	41.8	0.2	50.6	0.4	4.5	1.2
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. Spot TV Commercial Lengths

	% of Total						
	10s	15s	20s	30s	45s	60s	90s+
2013	2.5	26.0	0.3	64.1	0.1	5.7	0.3
2012	2.9	23.8	0.4	65.7	0.1	5.8	0.2
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	-

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Ad Receptivity Survey

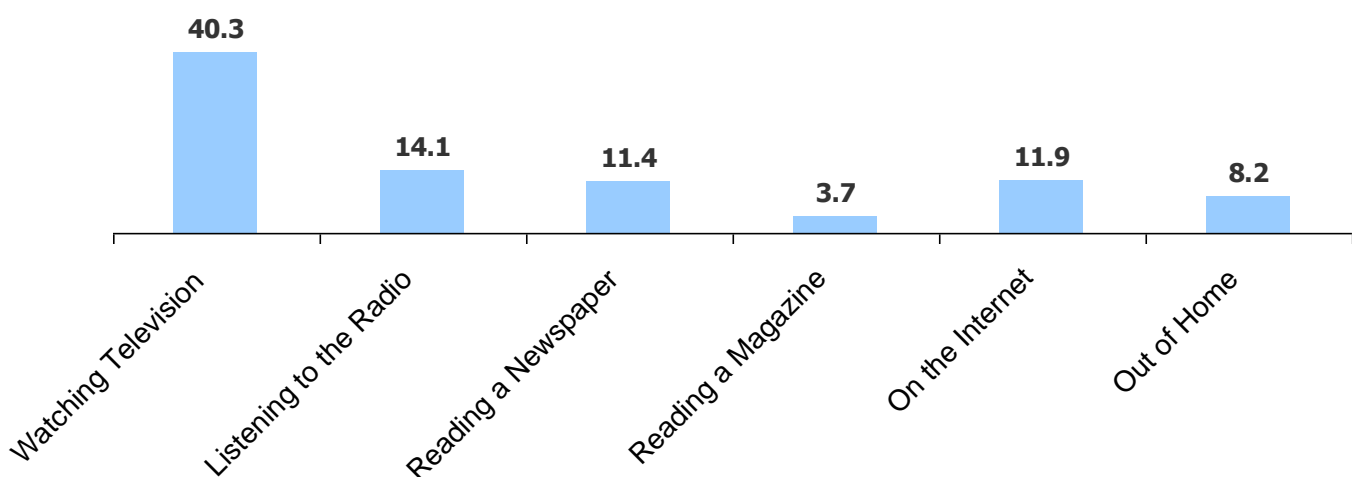
In a survey conducted by BBM Analytics in June 2014, respondents were asked a series of questions regarding their response to advertising delivered by the various media channels. The following questions were posed:

- 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...



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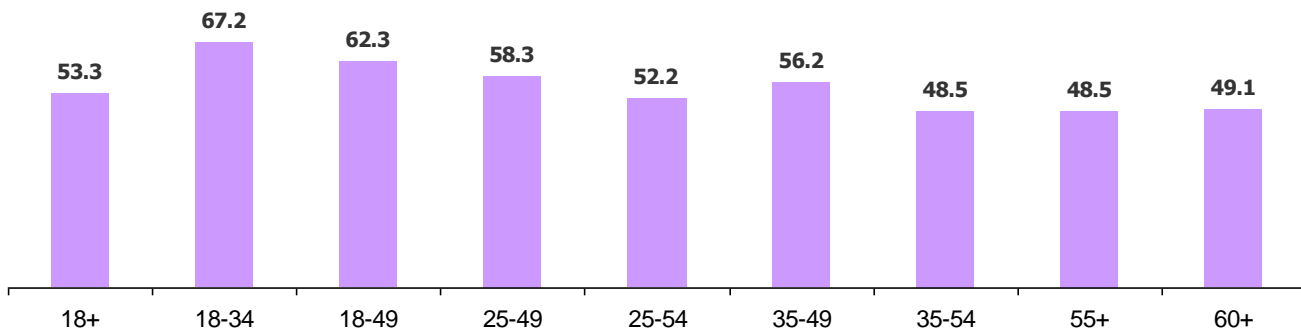
TELEVISION & THE PVR

Despite the fact that PVRs are now in the majority of Canadian households, they have not become the commercial killing machines reported by the media and feared by advertisers and broadcasters. PVRs put that power in the hands of viewers, but viewers are not exercising that power. PVR's are predominantly used as a receiver/tuner for digital television. By June 2014, PVR penetration has grown to 53.4% but time spent watching recorded television in playback mode is still very low at just 6% on a per capita basis and 11% in PVR households. While penetration has grown substantially, usage has not. Advertisers can breathe easier knowing that 92%+ of time all spent watching TV is live and therefore immune to the fast-forward button.

BBM Analytics o/a NLogic asked viewers who do watch recorded television and use the fast-forward button about their behaviour when it comes to commercial content. They found that even in playback commercials were breaking through. More than half of the Adults surveyed say they will stop to watch commercials of interest, and that grew to two thirds among Millennials. And even if they don't stop to watch the commercials, three-quarters of Adults say that they are aware of the advertisers in the commercials they are fast forwarding.

Fifty-three percent of PVR households reported stopping to watch a commercial and 73% are aware of advertisers even in fast-forward mode.

Stop to Watch Commercials



Source: BBM Analytics o/a NLogic, September 2014

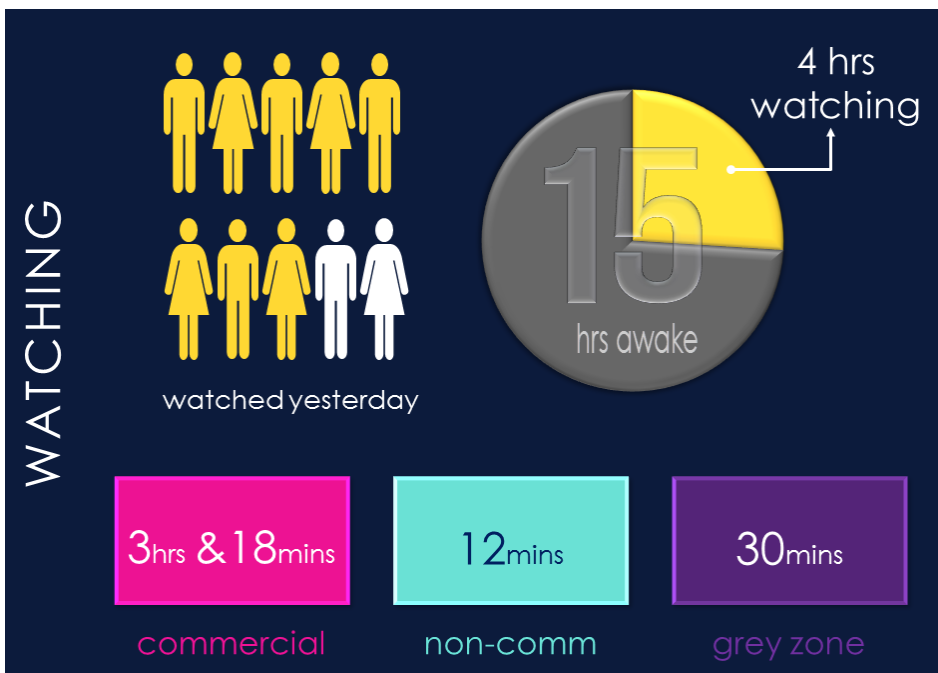


Ipsos Research: The New TV Landscape

In 2014 TVB and Ipsos looked at the changing television landscape and found that content is better than ever before, access to it is huge and the vast majority of quality content is provided by broadcast television. While commercial TV is being watched on second screens by the 57% of people in Canada who have smartphones, and 30% with tablets, the overwhelming majority of commercial TV viewing is still on the big screen.

The study found that television numbers are still huge and 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 and three hours & 18 minutes of that time spent was with commercial television. Netflix represents just 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.

The data clearly 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 where viewers are the most receptive to commercial messages. TV benefits from ease of use, is an escape, a social currency and it is a way to stay relevant.



57% have such a connection to their programs they experience a sense of loss when the season ends

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

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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

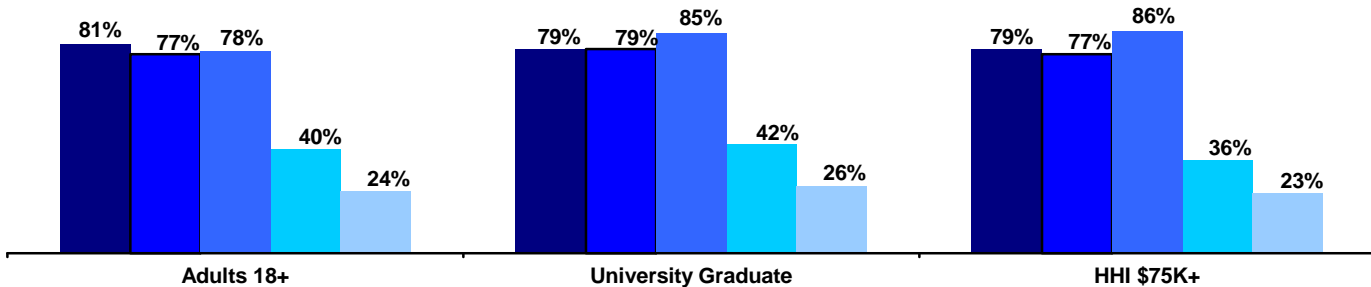
The following pages compare Television to Radio, Internet, Newspapers and Magazines.



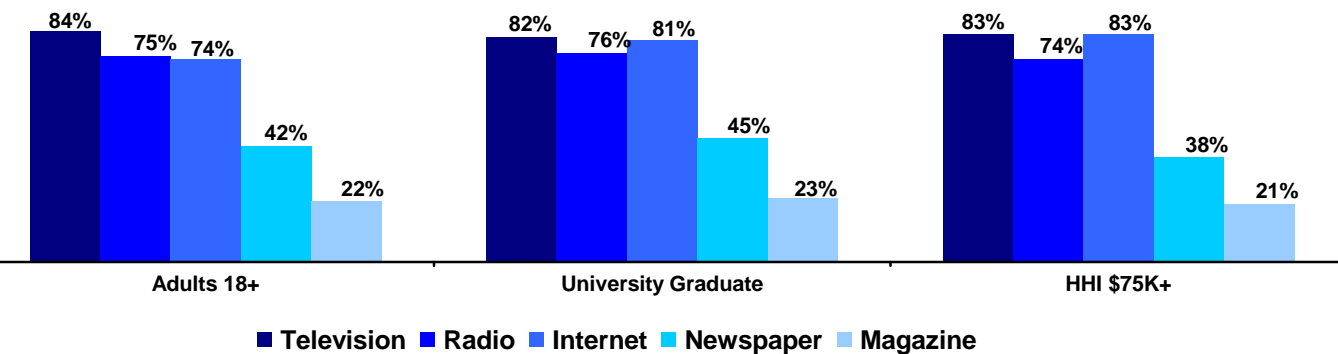
HOW DO CONSUMERS USE THE OTHER MEDIA?

TV has a higher reach than Newspapers, Radio, Magazines or the Internet. (Source: Numeris RTS Canada Fall 2014)

REACHED "YESTERDAY" - ADULTS 18+ TOTAL CANADA



REACHED "YESTERDAY" - ADULTS 18+ QUEBEC








Source: Numeris RTS Canada Fall 2014

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MAJOR MEDIA COMPARISON

Where is the Time Spent? - Adults 18+

	TIME SPENT WEEKLY PER CAPITA HOURS	TOTAL CANADA	QUEBEC (French)
	Adults 18+	24.0	24.9
	Adults 18-34	15.3	16.1
	Adults 25-54	20.3	20.6
	Adults 55+	33.4	34.5
	Adults 18+	17.3	18.0
	Adults 18-34	13.3	13.8
	Adults 25-54	17.3	18.8
	Adults 55+	19.3	19.3
	Adults 18+	21.4	18.4
	Adults 18-34	33.0	28.0
	Adults 25-54	24.3	20.9
	Adults 55+	12.0	10.8
	Adults 18+	1.9	2.2
	Adults 18-34	0.6	0.8
	Adults 25-54	1.1	1.4
	Adults 55+	3.7	3.9
	Adults 18+	0.3	0.3
	Adults 18-34	0.2	0.1
	Adults 25-54	0.3	0.2
	Adults 55+	0.5	0.5






Source: Numeris RTS Canada Fall 2014

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MAJOR MEDIA COMPARISON

Consumer Attitudes - Adults 18+

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

	TOTAL CANADA	QUEBEC (French)	
	Most Authoritative	43.3%	41.6%
	Most Influential	55.0%	56.5%
	Most Effective	50.3%	54.2%
	Most Persuasive	53.5%	54.8%
	Most Authoritative	6.0%	4.7%
	Most Influential	4.8%	3.2%
	Most Effective	6.6%	3.4%
	Most Persuasive	4.5%	3.9%
	Most Authoritative	15.6%	11.1%
	Most Influential	19.6%	19.1%
	Most Effective	23.8%	20.6%
	Most Persuasive	20.7%	19.2%
	Most Authoritative	19.5%	21.8%
	Most Influential	10.4%	13.7%
	Most Effective	9.3%	11.3%
	Most Persuasive	9.9%	11.8%
	Most Authoritative	3.4%	6.0%
	Most Influential	3.8%	3.2%
	Most Effective	3.0%	2.1%
	Most Persuasive	2.8%	1.7%

Source: BBM Analytics March 2014

TVBasics 2014-2015

TV FACILITIES IN CANADA

TV FACILITIES IN CANADA							
Year	Total Conv. Pay, Spec. Stations	Conventional Stations [^]	Pay & Specialty [^]	Commercial Specialty [^]	Pop'n (000)+	Households With TV (%)+	Multi-Set Hhlds (%)+
2014				199*	35,675	98*	73.1*
2013	345	134	211	189*	35,158	98*	74.0*
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*
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: [^]CRTC – Communications Monitoring Report 2014, +Statistics Canada (Oct. 2014), *Numeris/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)
2014	2,212	7,400	6,067	3,551	2,633	1,660	11,718
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
2005	2,097	7,984	2,784		2,597	105	10,686
2000 [^]	2,001	8,285	500		1,167		9,452
1995 [^]	1,915	8,102					*8,252

Source: Media Stats (June 2014), [^]Canadian Cable and Television Association, *BBM

All TV subscribers including residential and commercial

WEEKLY TELEVISION REACH							
Demographic	1995	2000	2005	2010	*2012	*2013	*2014
All Persons 2+	96%	96%	97%	94%	97%	98%	98%
Adults 18+	96%	96%	98%	95%	98%	98%	98%
Women 18+	97%	97%	98%	96%	98%	98%	98%
Men 18+	96%	95%	97%	93%	98%	98%	98%
Teens 12-17	93%	95%	95%	91%	96%	97%	97%
Children 2-11	96%	96%	98%	93%	96%	97%	97%

Source: *Numeris PPM , BBM Fall Surveys – diary

AVERAGE WEEKLY HOURS TUNED PER CAPITA							
Demographic	1995	2000	2005	2010	*2012	*2013	*2014
All Persons 2+	24:36	21:30	24:12	20:24	25:36	27:18	27:06
Adults 18+	26:06	23:15	26:15	22:18	27:00	28:48	28:36
Women 18+	28:24	25:28	28:54	24:24	28:24	30:12	29:48
Men 18+	23:48	20:56	23:36	20:12	25:30	27:12	27:06
Teens 12-17	18:55	14:04	13:42	10:54	19:00	20:24	19:24
Children 2-11	19:36	15:27	13:48	12:12	19:18	20:54	20:24

Source: *Numeris PPM, BBM Fall Surveys – diary

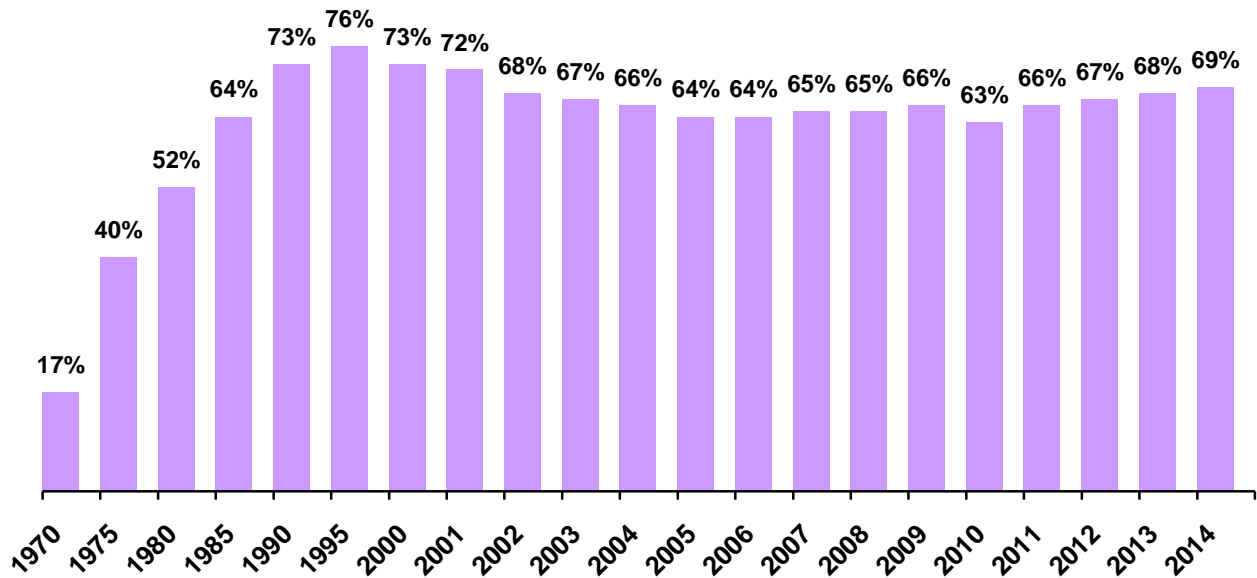
TVBasics 2014-2015

PPM 2014/15 – 52-week Period Ended January 4, 2015

Demographic	Average Weekly Per Capita Hours	Average Weekly Reach %	Average Daily Reach%
Persons 2+	27.1	98.0	89.7
Kids 2-11	20.5	97.0	85.8
Teens 12-17	19.5	97.1	85.8
A18+	28.6	98.2	90.6
A18-24	19.4	97.2	84.4
A 18-34	20.1	96.7	84.4
A18-49	21.7	97.5	87.0
A25-54	23.8	97.9	88.7
A55+	38.7	99.1	95.4

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

Cable Penetration

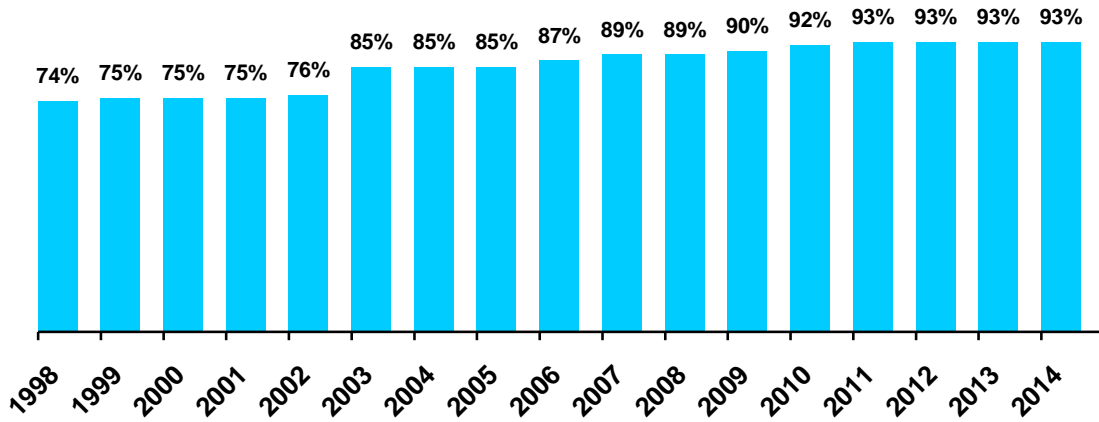


Source: Numeris Fall 2014
2006 and prior - Nielsen

TVBasics 2014-2015

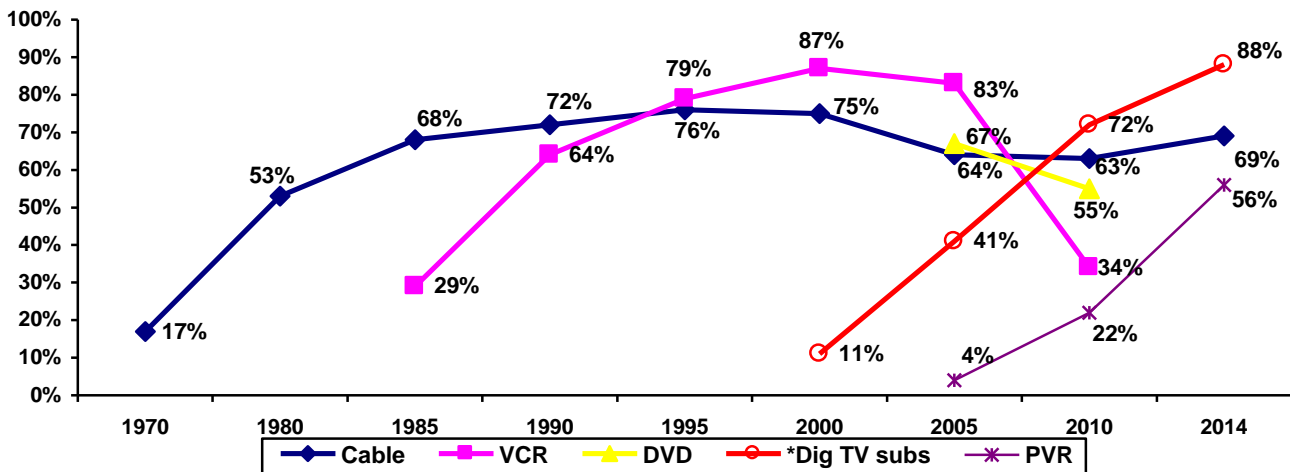
TV Subscribers

Satellite/Digital Cable/Telco-IPTV Penetration



Source: Numeris Fall 2014
2006 and prior - Nielsen

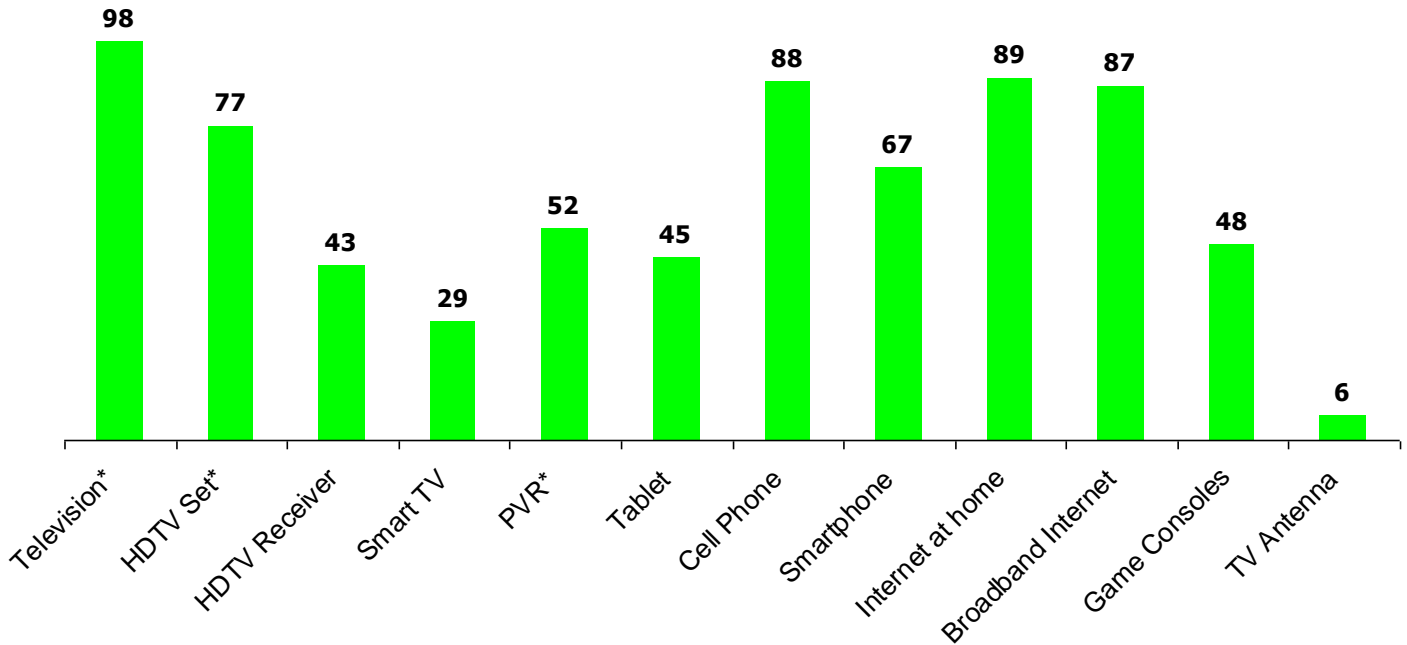
VCR, DVD, Cable, Digital TV Subscribers, PVR penetration



Source: Numeris Fall 2014
*Mediastats – TV subscribers,
VCR and DVD are N/A

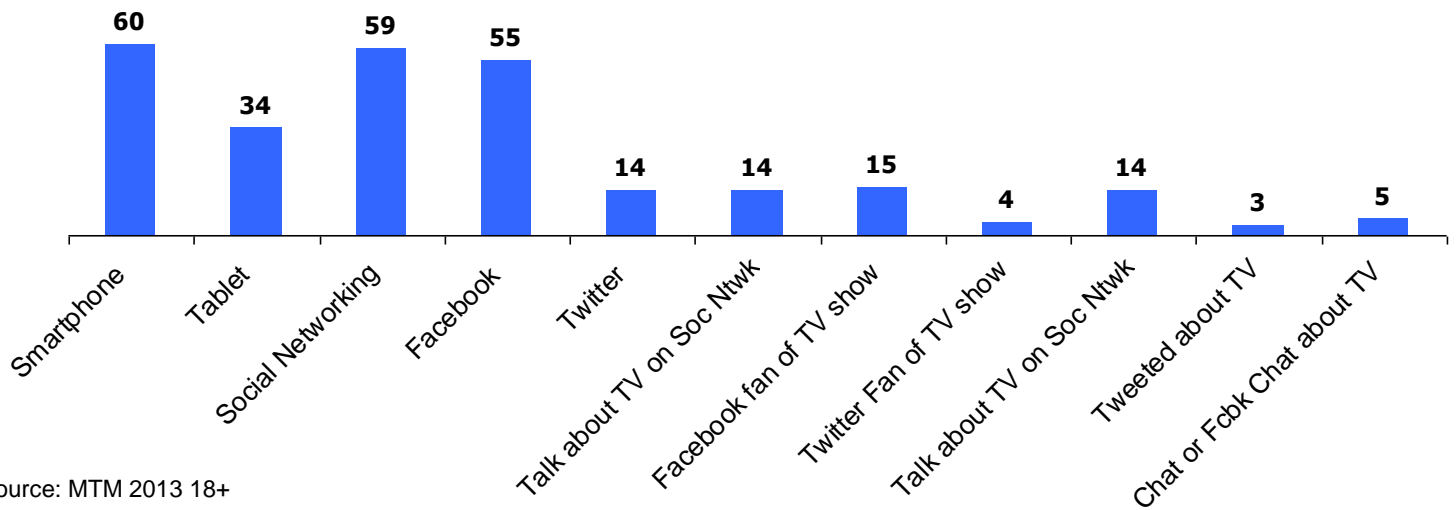
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Media Technology Penetration %



Source: MTM Anglo 2014 18+, *Numeris March 2014

Four-screen Canadians who own a device or do social TV activities



Source: MTM 2013 18+

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Numeris Extended Market Area - All Persons 2+ (Mo-Su 6a-2a, Fall 2014)

Markets	2+ Pop (000)	2+ Total Wkly Hrs (000)	Cable (%)	Satellite (%)	PVR (%)	Wkly 2+ Hrs/Cap
St John's-Corner Brook	457	8,598	72	26	60	18.8
Charlottetown	143	2,450	52	43	45	17.1
Sydney-Glace Bay	132	2,903	66	34	43	22.0
Halifax	674	11,811	75	20	49	17.5
Saint John-Moncton	629	11,182	59	36	57	17.8
Carleton	145	3,166	58	41	50	21.8
Rim-Mat-Sept Iles	220	4,674	73	25	58	21.2
Rivière du Loup	131	3,032	65	32	51	23.1
Saguenay	274	6,379	70	29	72	23.2
Québec	1,110	21,848	85	13	64	19.7
Sherbrooke	590	11,893	73	23	58	20.2
Montreal	4,830	89,698	83	9	56	18.6
Trois Rivières	306	6,526	70	27	53	18.6
Rouyn-Noranda	145	2,998	59	39	53	20.7
French Canada	7,543	143,357	79	16	58	19.0
Ottawa-Gatineau	1,513	24,865	59	30	55	16.4
Ottawa-Gatineau Anglo	1,050	16,566	57	31	55	15.8
Ottawa-Gatineau Franco	465	8,299	65	29	55	17.8
Pembroke (CM)	103	2,065	12	77	37	20.1
Kingston	271	5,287	41	51	45	19.5
East Central Ont.	730	14,569	35	58	46	20.0
Toronto-Hamilton	7,627	126,443	70	22	50	16.6
Peterborough	299	5,680	29	62	42	19.0
Barrie	484	9,191	50	45	51	18.9
Kitchener-London	1,880	31,900	55	33	46	17.0
Kitchener	1,041	16,922	57	29	44	16.3
London	842	14,978	54	39	48	17.8
Windsor	393	7,628	52	30	38	19.4
Sudbury-Timmins-North Bay/S.S. Marie	512	10,702	54	42	45	20.9
Thunder Bay	149	2,892	59	36	55	19.4
Kenora	36	619	45	49	44	17.2
Winnipeg	1,014	16,989	73	21	62	16.8
Yorkton	84	1,522	27	61	36	18.1
Regina-Moose Jaw	337	5,820	68	29	57	17.3
Saskatoon	362	5,395	60	31	52	14.9
Prince Albert	112	1,901	35	54	38	17.0
Medicine Hat	81	1,420	65	29	66	17.5
Lloydminster	95	1,459	19	76	47	15.3
Calgary	1,735	25,437	75	18	68	14.7
Edmonton	1,769	28,922	66	29	68	16.3
Vancouver-Victoria	3,536	56,612	85	6	68	16.0
Dawson Creek	63	845	24	54	44	13.4
Kelowna	338	6,320	76	19	69	18.7
P. George-Kamloops	350	6,502	53	37	58	18.6
Terrace Kitimat	69	1,151	36	45	48	16.7
Total Canada	34,680	605,940	69	24	56	17.5

Source: Numeris
TV EM Statistics, Fall 2014

TVBasics 2014-2015

Share of Hours Tuned by Station Group

STATION GROUP	FALL					
	2009	2010	2011	*2012	*2013	*2014
CBC O&O	4.7	4.9	4.5	3.2	4.6	4.3
CBC Affiliates	0.6	0.6	0.4	0.3	0.3	0.4
CBC TOTAL	5.4	5.5	4.9	3.5	4.9	4.6
City				2.7	2.7	2.8
CTV	10.9	11.2	10.7	11.0	10.0	9.9
Independent English	7.7	7.3	7.1	5.6	5.4	5.3
Global	6.6	6.5	6.5	7.3	7.2	7.6
Radio Canada O&O	3.7	3.8	3.7	4.2	3.9	4.0
Radio Canada Affiliates	0.1	0.1	0.1	0.1	0.1	0.1
RADIO CANADA TOTAL	3.8	3.9	3.8	4.3	4.0	4.2
TVA	8.0	7.6	7.4	7.3	6.6	7.1
Télé-Québec	0.6	0.5	0.6	0.6	0.5	0.5
Quatre Saisons	1.3	1.3	1.5	1.5	1.3	1.5
Total CDN Conventional	44.3	43.8	42.5	43.8	42.7	43.6
US: ABC Affiliates	1.5	1.3	1.2	1.4	1.2	1.4
NBC Affiliates	1.2	1.1	1.1	1.4	1.4	1.5
CBS Affiliates	2.0	2.1	1.9	2.2	1.7	1.5
FOX Affiliates	1.4	1.5	1.4	1.4	1.3	1.2
PBS	0.9	0.9	0.9	1.1	1.1	1.5
Independent/UPN/WB	1.5	1.4	1.4	1.5	1.2	1.2
Total U.S. Conventional	8.5	8.3	7.9	9.0	7.8	8.4
Cable/Prov.	0.3	0.3	0.3	0.3	0.3	0.3
International	0.6	0.5	0.4	0.4	0.5	0.5
VCR	3.8	3.3	3.3	-	-	-
PVR	3.1	3.4	4.6	-	-	-
DVD				2.0	1.9	1.8
Demand	0.5	0.6	0.6	0.7	0.9	0.9
CDN. Specialty/Pay	32.1	33.3	33.3	34.7	37.2	35.0
U.S. Specialty/Pay	5.6	5.0	5.2	6.3	5.2	4.7
Others	0.8	0.9	1.1	2.7	3.7	4.9
Total Hours (Millions)	697.7	674.8	678.1	595.6	601.1	605.9

Source: Numeris TV EM Statistics Fall 2014 (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 2014-2015

TOP PROGRAMS

Top 10 Regularly Scheduled Network Programs in Canada

Rnk.	Ntwk.	Program	No. of Telecasts	A 18+ (000)
1.	TVA	Voix, La	13	1,216
2.	HBO C	Game of Thrones	10	1,123
3.	SRC	Unité 9	24	1,026
4.	Global	Survivor: Blood/Wtr	14	1,011
5.	TSN	NHL Hockey-Leafs	17	1,009
6.	Global	Survivor: Brawn/Brn	13	1,000
7.	TVA	Beaux malaises, Les	10	877
8.	CBC	HNIC Prime East	26	867
9.	Global	NCIS	40	832
10.	Global	Under the Dome	13	823

Numeris 2013-2014

Top 10 Specials in Canada

Rnk.	Ntwk.	Program	A 18+ (000)
1.	TSN	CFL Grey Cup	3,911
2.	CTV	NFL Super Bowl	2,428
3.	CTV	Academy Awards	2,220
4.	SRC	Bye Bye 2013	1,979
5.	CBC	Sochi 2014 Closing Cer.	1,668
6.	City	Grammy Awards 56 th	1,566
7.	CTV	Golden Globe Awards	1,119
8.	TVA	Banquier, Le Céline Dion	1,081
9.	CBC	Sochi 2014 Opening Cer.	1,025
10.	SRC	Coulisses Bye Bye 2013	993

Numeris 2013-2014

Top 10 Network Programs in U.S.

	Program	P2+ Live+7 000s
1.	NFL Sunday – FOX	27,155
2.	NFL National – CBS	25,017
3.	Sunday Night Football - NBC	21,620
4.	The Big Bang Theory – CBS	16,431
5.	NCIS – CBS	16,395
6.	The Blacklist – NBC	15,411
7.	Dancing w the Stars – ABC	15,393
8.	The Voice – NBC	14,759
9.	NCIS Los Angeles – CBS	13,055
10.	Castle – ABC	12,696

Nielsen 2013-2014

Top 10 Special Programs in U.S.

	Program	P2+ Live+7 000s
1.	Super Bowl XLVIII – FOX	112,761
2.	NFC Championship – FOX	56,182
3.	AFC Championship - CBS	51,508
4.	The Oscars – ABC	45,391
5.	Winter Olympics Open Cer.– NBC	33,466
6.	Grammy Awards – CBS	30,527
7.	Macy's Thanksgiving Prade – NBC	25,369
8.	New Year's Rockin Eve – ABC	23,098
9.	Sound of Music Live – NBC	20,260
10.	Golden Gloves – NBC	21,563

Nielsen 2013-2014

TVBasics 2014-2015

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

Market	Station	Network Affiliation	Regional Affiliation	Fall 2014			Fall 2013		
				Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
British Columbia									
Dawson Creek	CJDC	Bell Media	CBC	89	48	1.9	54	33	1.6
Kamloops	CFJC	Jim Pattison	City	207	107	1.9	149	97	1.5
Kelowna	CHBC	Global	Global	813	195	4.2	800	178	4.5
Prince George	CKPG	Jim Pattison	Global	108	75	1.4	118	71	1.7
Terrace/Kitimat	CFTK	Bell Media	CBC	65	28	2.3	91	48	1.9
Vancouver	CBUFT	SRC		192	122	1.6	211	130	1.6
Vancouver	CBUT	CBC		3,774	1,482	2.5	3,705	1,543	2.4
Vancouver	CHAN	Shaw Media	Global BC	12510	2,364	5.2	12,123	2,483	4.8
Vancouver	CHNU	ZoomerMedia	Joytv	284	203	1.4	235	165	1.4
Vancouver	CKVU	Rogers	City	1,546	1,032	1.5	1,750	1,050	1.6
Vancouver	CHNM	Rogers	Omni	176	131	1.3	372	311	1.2
Vancouver	CIVT	CTV		5,394	2,080	2.6	5,701	2,107	2.7
Victoria	CHEK	Indep.		1,945	766	2.5	1,633	791	2.1
Victoria	CIVI	CTV two		1,466	877	1.7	1,718	965	1.8
Alberta									
Calgary	CBRT	CBC		1,159	585	2.0	1,302	631	2.1
Calgary	CKAL	Rogers	City	769	489	1.6	814	498	1.6
Calgary/Lethbridge	CFCN+	CTV		3,605	1,105	3.3	3,504	1,151	3.0
Calgary/Lethbridge	CICT+	Shaw Media	Global	4,239	1,073	4.0	3,752	1,084	3.5
Calgary/Lethbridge	CISA	Shaw Media	Global	257	72	3.6	284	84	3.4
Edmonton	ACCESS	CTV two		846	556	1.5	722	530	1.4
Edmonton	CBXFT	SRC		168	97	1.7	187	123	1.5
Edmonton	CBXT	CBC		1,046	446	2.3	1,112	531	2.1
Edmonton	CFRN+	CTV		3,443	920	3.7	3,161	929	3.4
Edmonton	CITV	Shaw Media	Global	4,487	924	4.9	4,184	1,013	4.1
Edmonton	CKEM	Rogers	City	765	430	1.8	925	580	1.6
Lloydminster	CITL	Newcap Broad	CTV	270	137	2.0	272	172	1.6
Lloydminster	CKSA	Newcap Broadc	CBC	156	77	2.0	114	70	1.6
Medicine Hat	CHAT	Jim Pattison Grp	City	66	33	2.0	68	39	1.7
Saskatchewan									
Prince Albert	CIPA	CTV	CTV SK	182	53	3.4	213	72	3.0
Regina	CBKFT	SRC		30	27	1.1	21	17	1.2
Regina	CBKT	CBC		507	241	2.1	565	255	2.2
Regina	CFRE	Shaw Media	Global	468	188	2.5	430	172	2.5
Regina	CKCK	CTV	CTV SK	1,539	464	3.3	1,684	564	3.0
Saskatoon	CFQC	CTV	CTV SK	834	240	3.5	894	253	3.5
Saskatoon	CFSK	Shaw Media	Global	841	375	2.2	811	371	2.2
Yorkton	CICC	CTV	CTV SK	151	57	2.6	139	52	2.7
Manitoba									
Winnipeg	CBWFT	SRC		214	121	1.8	305	193	1.6
Winnipeg	CBWT	CBC		1,712	735	2.3	1,637	719	2.3
Winnipeg	CKND	Shaw Media	Global	1,811	596	3.0	1,637	626	2.6
Winnipeg	CKY	CTV		3,279	1,009	3.2	3,510	1,094	3.2
Winnipeg/Portage	CHMI	Rogers	City	729	372	2.0	716	411	1.7
Winnipeg	CIIT	ZoomerMedia	Hope TV	42	20	2.1	28	23	1.2

Source: Numeris Fall 2014, Fall 2013

TVBasics 2014-2015

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

Market	Station	Network Affiliation	Regional Affiliation	Fall 2014			Fall 2013		
				Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
Ontario									
Barrie	CKVR	CTV	CTV two	4,246	2,001	2.1	4,398	2,306	1.8
Kenora	CJBN	Global	I	244	115	2.1	183	137	1.3
Kingston	CKWS	Corus	CBC	658	221	3.0	617	246	2.5
Kitchener	CKCO	CTV		4,009	1,041	3.9	3,766	1,036	3.6
London	CFPL	CTV	CTV two	2,023	636	3.2	1,884	661	2.8
North Bay	CKNY	CTV		181	54	3.4	212	64	3.3
Ottawa	CBOT	CBC		1,520	553	2.7	1,477	572	2.6
Ottawa/Hull	CBOFT	SRC		1,272	291	4.4	1,424	335	4.3
Ottawa	CJOH	CTV		3,837	888	4.3	4,066	1,004	4.0
Pembroke	CHRO	CTV	CTV two	1,039	502	2.1	1,186	569	2.1
Peterborough	CHEX+	Corus		863	349	2.5	881	390	2.3
Sault Ste. Marie	CHBX	CTV		288	68	4.2	310	88	3.5
Sudbury	CICI+	CTV		1,751	406	4.3	1,868	479	3.9
Thunder Bay	CHFD	Dougall Media	Global	233	125	1.9	176	93	1.9
Thunder Bay	CKPR	Dougall Media	CTV	378	145	2.6	318	110	2.9
Timmins	CITO	CTV		162	36	4.5	159	47	3.4
Toronto	CBLFT	SRC		177	39	4.5	149	45	3.3
Toronto	CBLT	CBC		9,547	3,621	2.6	9,873	3,853	2.6
Toronto	CFMT	Rogers	Omni	164	134	1.2	1,492	1,113	1.3
Toronto	CJMT	Rogers	Omni.2	804	532	1.5	126	64	2.0
Toronto	CFTO	CTV		18,932	5,273	3.6	19,011	5,305	3.6
Toronto	CITY	Rogers	City	11,421	4,176	2.7	10,936	4,111	2.7
Toronto/Hamilton	CHCH	Channel Zero	Indep.	4,924	1,832	2.7	6,783	2,525	2.7
Windsor	CBET	CBC		531	180	3.0	496	164	3.0
Windsor	CHWI	CTV	CTV two	653	215	3.0	538	228	2.4
ONTARIO	CIII-TV	Global		16,116	5,394	3.0	14,768	5,283	2.8
Quebec									
Carleton	CHAU	TVA		900	113	8.0	955	114	8.3
Carleton	CIVK	TQ		79	23	3.4	40	18	2.2
Chicoutimi/Jonquière	CFRS	V		373	117	3.2	349	107	3.3
Chicoutimi/Jonquière	CIVV	TQ		89	48	1.9	80	41	2.0
Chicoutimi/Jonquière	CJPM	TVA		1,678	189	8.9	1,567	191	8.2
Chicoutimi/Jonquière	CKTV	SRC		900	152	5.9	783	145	5.4
Hull/Ottawa	CFGS	V		346	116	3.0	296	113	2.6
Hull/Ottawa	CHOT	TVA		1,540	235	6.6	1,556	250	6.2
Hull/Ottawa	CIVO	TQ		127	65	2.0	105	62	1.7
Matane	CBGAT	SRC		2	1	2.0	1	1	1
Matane	CIVF	TQ		8	5	1.6	12	6	2
Montréal	CBFT	SRC		13,701	2853	4.8	12,393	2,453	5.1
Montréal	CBMT	CBC		1,457	697	2.1	1,758	795	2.2
Montréal	CFCF	CTV		4,642	1217	3.8	4,737	1,438	3.3

Source: Numeris Fall 2014, Fall 2013

TVBasics 2014-2015

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

Market	Station	Network Affiliation	Regional Affiliation	Fall 2014			Fall 2013		
				Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
Quebec Continued									
Montréal	CFJP	V		5,698	1,741	3.3	4,672	1,538	3.0
Montréal	CFTM+	TVA		22,668	2,895	7.8	20,161	2,669	7.6
Montréal	CIVM+	TQ		3,266	1,562	2.1	2,825	1,434	2.0
Montréal	CJNT	Rogers	City	1,617	719	2.2	1,040	620	1.7
Montréal	CKMI	Shaw Media	Global	1,446	679	2.1	1,652	776	2.1
Quebec City	CBVT	SRC		3,715	734	5.1	3,879	698	5.6
Quebec City	CFAP	V		1,282	420	3.1	1,109	370	3.0
Quebec City	CFCM	TVA		6,804	755	9.0	5,960	755	7.9
Quebec City	CIVQ	TQ		432	223	1.9	430	217	2.0
Rimouski	CFER	TVA		1,409	142	9.9	1,460	154	9.5
Rimouski	CIVB	TQ		22	13	1.7	26	15	1.7
Rimouski	CJBRT+	SRC		782	146	5.4	780	130	6.0
Rimouski	CJPC	V		87	31	2.8	88	29	3.0
Rivière-du-Loup	CFTF+	V		532	188	2.8	587	190	3.1
Rivière-du-Loup	CIMT	TVA		1,562	162	9.6	1,733	205	8.5
Rivière-du-Loup	CIVB 1	TQ		43	21	2.0	34	20	1.7
Rivière-du-Loup	CKRT	Télé InterRives		338	65	5.2	330	58	5.7
Rouyn	CFEM	RNC Media	TVA	707	91	7.8	801	101	7.9
Rouyn	CKRN	RNC Media		311	63	4.9	288	62	4.6
Sept Iles	CBAT	RC		640	212	3.0	680	240	2.8
Sept Iles	CIVG	TQ		26	12	2.2	30	12	2.5
Sherbrooke	CFKS	Shaw Media	Global	841	375	2.2	811	371	2.2
Sherbrooke	CHLT	TVA		3,619	457	7.9	3,664	415	8.8
Sherbrooke	CIVS	TQ		198	99	2.0	194	98	2.0
Sherbrooke	CKSH	SRC		1,646	358	4.6	1,723	359	4.8
Trois-Rivières	CFKM	V		311	100	3.1	363	99	3.6
Trois-Rivières	CHEM	TVA		1,905	207	9.2	1,930	212	9.1
Trois-Rivières	CIVC	TQ		81	48	1.7	91	52	1.8
Trois-Rivières	CKTM	SRC		916	190	4.8	931	179	5.2
Val-d'Or	CFVS	RNC Media	V	119	43	2.8	99	32	3.1
Val-d'Or	CIVA	TQ		34	16	2.1	36	17	2.1
Atlantic									
ASN (Atlantic Satellite Network)	ASN	CTV two		1,682	822	2.0	1,573	860	1.8
Charlottetown, PEI	CBCT	CBC		433	116	3.7	426	130	3.3
Halifax, NS	CBHT	CBC		2,057	823	2.5	2,221	856	2.6
Halifax, NS	CJCH	CTV		5,363	1,522	3.5	5,205	1,505	3.5
Halifax, Dartmouth, NS	CIHFNS	Global		2,028	794	2.6	1,863	804	2.3
Moncton, NB	CBAFT	SRC		786	176	4.5	692	162	4.3
Moncton, NB	CKCW+	CTV		1,633	395	4.1	1,770	451	3.9
Saint John, NB	CBAT	CBC		640	212	3.0	680	240	2.8
Saint John, NB	CIHFNB	Shaw Media	Global	990	446	2.2	945	442	2.1
Saint John, NB	CKLT	CTV		704	205	3.4	844	259	3.3
St. John's, NFLD	CBNT	CBC	TV NFLD	1,734	552	3.1	2,103	665	3.7
St. John's, NFLD	CJON	Stirling	NTV	2,571	766	3.4	2,777	776	3.6
Sydney, NS	CJCB	CTV		606	100	6.1	469	103	4.6

Source: Numeris Fall 2014, Fall 2013

TVBasics 2014-2015

Station Group Ownership and Sales Representation

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

TVBasics 2014-2015

Station Group Ownership and Sales Representation

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

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Station Group Ownership and Sales Representation

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

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COMMERCIAL SPECIALTY NETWORKS

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

SPECIALTY	Fall 2014			Fall 2013		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
ABC Spark (ABCSP)	983	503	2.0	1,233	615	2.0
Aboriginal Peoples Television Network (APTN+)	609	352	1.7	716	387	1.9
Action (ACTION)	988	485	2.0	1,322	598	2.2
Addik TV (ADDIK)	1,751	530	3.3	798	370	2.2
Animal Planet (ANIMAL)	532	365	1.5	661	441	1.5
Argent (ARGENT)	36	18	2.0	17	12	1.4
ARTV (ARTV)	1,951	636	3.1	1,788	688	2.6
Asian Television Network (ATN)	416	69	6.0	296	87	3.4
BBC Canada (BBCCA)	1,109	634	1.7	709	419	1.7
BBC Kids (BBCKID)	16	16	1.0	116	27	4.3
Biography Channel, The (BIO)	90	60	1.5	182	129	1.4
BITE TV (BITETV)	142	100	1.4	91	72	1.3
Business News Network (BNN)	1,533	388	4.0	1,483	400	3.7
Book Television (BOOK)	116	42	2.8	115	36	3.2
BPM TV (BPMTV)	4	1	4.0	11	6	1.8
Bravo! (BRAVO)	4,170	1,669	2.5	4,414	1,802	2.4
Canal D (CANALD)	2,093	1,017	2.1	2,214	1,035	2.1
Canal Evasion (EVASN)	562	401	1.4	646	462	1.4
Canal Vie (VIE)	2,665	1,220	2.2	2,447	1,143	2.1
Cartoon Network (CART+)	79	59	1.3	132	92	1.6
CBC News Network (CBC NN)	9,398	2,812	3.3	8,166	2,589	3.2
Comedy Gold (COMGLD)	262	106	2.5	476	139	3.4
Comedy Network, The (COMEDY)	3,467	2,148	1.6	3,189	2,000	1.6
Cosmopolitan TV	361	193	1.9	307	185	1.7
Country Music Television (CMT)	1,131	748	1.5	1,496	981	1.5
Cottage Life (COTLFE)	285	204	1.4	250	229	1.1
CP24 (CP 24)	3,960	1,288	3.1	4,357	1,308	3.3
Crime+Investigation (CRM+IN)	728	327	2.2	1,007	382	2.6
CTV NewsNet (CTVNCH)	4,154	1,473	2.8	3,160	1,205	2.6
DejaView (DEJAVU)	930	308	3.0	1,415	507	2.8
Discovery Channel (DISCVY)	6,032	3,039	2.0	5,354	2,748	1.9
Disney Jr (DSNYJR)	2,651	602	4.4	2,467	646	3.8
Disney XD (DSYXD+)	810	413	2.0	884	387	2.3
Discovery Science (DISSCI)	525	365	1.4	358	276	1.3
Discovery Velocity (DISCVLY)	320	209	1.5	374	261	1.4
DIY Network (DIYNET)	403	291	1.4	665	386	1.7
Documentary Channel (DOCS)	222	185	1.2	186	144	1.3
DTour (D TOUR)	1,151	762	1.5	1,014	727	1.4
E! (E)	1,188	739	1.6	995	694	1.4
ESPN Classic (ESPNCL)	18	16	1.1	26	19	1.4
Fairchild Television (FAIR+)	527	69	7.6	1,011	101	10.0
Family Channel (FAMILY+)	6,026	1,622	3.7	7,247	2,008	3.6
FashionTelevisionChannel (FASHN)	10	9	1.1	23	18	1.3
Food Network Canada (FOOD)	3,162	1,795	1.8	4,672	2,277	2.0
FX	1,014	622	1.6	693	510	1.4
FXX (FXXCAN)	123	91	1.4	na	na	na
FYI (FYI) formerly TwistTV	275	162	1.7	119	92	1.3
G4 (TECHTV)	50	44	1.1	78	59	1.3
Golf (GOLF)	1,675	424	4.0	1,422	431	3.3
H2 (H2)	534	281	1.9	445	260	1.7
HGTV Canada (HGTV)	4,491	2,204	2.0	5,565	2,625	2.1
HiFi	93	64	1.5	131	86	1.5
Historia (HISTFR)	1,590	660	2.4	1,514	672	2.3
History Television (HIST+)	6,058	2,799	2.2	7,181	3,046	2.4
Ichannel (ICHANN)	29	24	1.2	22	19	1.2

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	Hours-'14	Reach-'14	Avg. Hrs.-'14	Hours-'13	Reach-'13	Avg. Hrs.-'13
COMMERCIAL SPECIALTY NETWORKS						
Independent Film Channel (IFC)	286	151	1.9	409	226	1.8
Investigation Discovery (INVDIS)	644	245	2.6	796	239	3.3
Leafs TV (LEAFS)	85	60	1.4	793	332	2.5
Lifetime (LIFE T)	0	0	na	4	2	2.0
MovieTime (MOVIET)	1,430	540	2.6	1,118	493	2.3
MTV Canada (MTVCAN)	594	390	1.5	572	431	1.3
MTV2	25	20	1.3	24	23	1.0
MuchLOUD (MLOUD)	1	1	1.0	42	10	4.2
M3 (M3)	1,326	876	1.5	1,284	931	1.4
MuchRetro (MRETRO)	8	6	1.3	34	6	5.6
MuchMusic (MUCH)	1,303	959	1.4	1,312	822	1.6
MuchVibe (MVIBE)	1	1	1.0	18	9	2.0
Musimax (MUSMAX)	204	132	1.5	162	125	1.3
Musique Plus (MUSIQU)	305	278	1.1	303	217	1.4
Nat Geo WILD (NATGWD)	583	340	1.7	607	328	1.8
National Geographic Channel (NATGE)	1,861	1,174	1.6	2,253	1,385	1.6
NBA TV (NBA TV)	437	122	3.6	125	76	1.6
NHL Network (NHLNET)	65	28	2.3	166	81	2.1
Nickelodeon (NICKEL)	378	169	2.2	327	241	1.4
Odyssey Television Network (ODYSEY)	26	7	3.7	14	2	7.0
OLN: Outdoor Life Network (OLN)	1,233	745	1.7	1,377	918	1.5
One (ONE)	132	87	1.5	43	22	2.0
OUTtv (OUT TV)	59	25	2.4	30	25	1.2
OWN	1,006	634	1.6	976	628	1.6
Pet Network (PETNET)	26	19	1.4	44	24	1.8
Prise2 (PRISE2)	1,311	407	3.2	938	306	3.1
RDI (RDI)	4,986	1,220	4.1	4,503	1,108	4.1
RDS2	515	268	1.9	454	207	2.2
RDS - Le Reseau des Sports (RDS)	7,658	1,715	4.5	10,066	1,899	5.3
RDS Info (RDSINF)	161	105	1.5	178	120	1.5
Rewind (REWIND)	68	37	1.8	75	39	1.9
SportsNet (SNET)	11,431	3,315	3.4	14,011	3,756	3.7
Sportsnet 360 (SN360+)	3,039	1,204	2.5	2,175	897	2.4
Series + (SERIES)	2,701	815	3.3	3,407	857	4.0
Showcase (SHWCSE)	4,189	1,701	2.5	4,936	2,097	2.4
Showcase Action (ACTION)	988	485	2.0	1,332	598	2.2
Silver Screen Classics (SLVSCR)	456	174	2.6	124	51	2.4
SLICE	1,454	920	1.6	1,901	1,153	1.6
Space (SPACE)	3,412	1,427	2.4	3,890	1,384	2.8
Sundance Channel (SUNDAN)	56	40	1.4	44	23	1.9
Talentvision	17	5	3.4	44	6	7.3
Telelatino (LATINO+)	765	394	1.9	863	388	2.2
Teletoon English (TOON E)	1,733	876	2.0	3,308	1,360	2.4
Teletoon French (TOON F)	1,418	583	2.4	1,694	566	3.0
Teletoon Retro (TOON R)	717	299	2.4	746	465	1.6
Travel + Escape (TRAVEL)	472	284	1.7	385	209	1.8
TSN (TSN+)	17,144	4,510	3.8	22,579	5,406	4.2
TSN2	2,088	870	2.4	2,452	1,044	2.3
TV5 (TV5)	2,634	776	3.4	3,083	784	3.9
Vision TV (VISION)	4,086	1,231	3.3	3,911	1,304	3.0
VRAK TV (VRAKTV)	1,345	554	2.4	1,256	425	3.0
W Network (WNET+)	5,171	2,139	2.4	5,538	2,480	2.2
Weather Network, The (WEATHR)	2,416	1,303	1.9	2,251	1,405	1.6
YTV (YTV+)	3,581	1,680	2.1	4,996	1,959	2.6
ZTélé	1,477	814	1.8	1,359	757	1.8

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COMMERCIAL SPECIALTY NETWORKS

SPECIALTY	GROUP OWNERSHIP	MAJOR MARKET SALES REPRESENTATIVE
Aboriginal Peoples Television Ntwk	APTN	APTN Media Sales
ABC Spark	Corus Entertainment Inc.	Corus Media Sales
Action	Shaw Media	Shaw Media Sales
Addik TV	TVA Group	TVA Sales
Animal Planet	Bell Media	Bell Media Sales
Argent	TVA Group	TVA Sales
ARTV	CBC	CBC 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 West Communications	BBC Worldwide Media Sales
Biography Channel	Rogers Media	Rogers Media Sales
Bite	Blue Ant Media	Blue Ant Media Sales
Book Television	Bell Media	Bell Media Sales
Business News Network	Bell Media	Bell Media Sales
Bpm:tv	Stornoway Communications	Stornoway Media Sales
Bravo!	Bell Media	Bell Media Sales
Canal D	Bell Media	Bell Media Sales
Canal Evasion	Groupe Serdy	Groupe Serdy Media Sales
Cartoon Network	Corus Entertainment Inc.	Corus Media Sales
Canal Vie	Bell Media	Bell Media Sales
CBC News Network	CBC	CBC Media Sales
Comedy Network, The	Bell Media	Bell Media Sales
Cosmopolitan TV	Corus Entertainment Inc.	Corus Media Sales
Cottage Life TV	Blue Ant Media	Blue Ant Media Sales
Country Music Television	Corus Entertainment Inc.	Corus Media Sales
CP24	Bell Media	Bell Media Sales
Crime+Investigation	Shaw Media	Shaw Media Sales
CTV News Channel	Bell Media	Bell Media Sales
DejaView	Shaw Media	Shaw Media Sales
Discovery Channel	Bell Media	Bell Media Sales
Discovery Civilization (Science)	Bell Media	Bell Media Sales
Discovery Velocity	Bell Media	Bell Media Sales
Disney Jr.	DHX Media	CWK Media Sales
Disney XD	DHX Media	CWK Media Sales
DIY Network	Shaw Media	Shaw Media Sales
Documentary	CBC Corp.	CBC Media Sales
DTour	Shaw Media	Shaw Media Sales
E	Bell Media	Bell Media Sales
ESPN Classic	Bell Media	Bell Media Sales
Fairchild Television	Fairchild Television	Fairchild Television Media Sales
Family Channel	DHX Media	CWK Sales
FashionTelevisionChannel	Bell Media	Bell Media Sales
Food Network Canada	Shaw Media	Shaw Media Sales
FX	Rogers Media	Rogers Media Sale
FXX	Rogers Media	Rogers Media Sales
FYI	Shaw Media	Shaw Media Sales
G4	Rogers Media	Rogers Media Sales
H2	Shaw Media	Shaw Media Sales
HGTV Canada	Shaw Media	Shaw Media Sales
HiFi	Blue Ant Media	Blue Ant Media Sales
Historia	Corus Entertainment Inc.	Corus Media Sales
History Television	Shaw Media	Shaw Media Sales
ichannel	Stornoway Communications	Stornoway Media Sales
Independent Film Channel (IFC)	Shaw Media	Shaw Media Sales
Investigation Discovery	Bell Media	Bell Media Sales
Leafs TV	Maple Leafs Sports & Entertainment Ltd.	MLSE Media Sales
Lifetime	Shaw Media	Shaw Media Sales
MovieTime	Shaw Media	Shaw Media Sales

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SPECIALTY	GROUP OWNERSHIP	MAJOR MARKET SALES REPRESENTATIVE
MTV Canada	Bell Media	Bell Media Sales
MuchLOUD	Bell Media	Bell Media Sales
M3	Bell Media	Bell Media Sales
MuchMoreRetro	Bell Media	Bell Media Sales
MuchMusic	Bell Media	Bell Media Sales
MuchVibe	Bell Media	Bell Media Sales
MusiMax	V Media Group	V Media Group
MusiquePlus	V Media Group	V Media Group
Mystery	Shaw Media	Shaw Media Sales
National Geographic Channel	Shaw Media	Shaw Media Sales
National Geographic Wild	Shaw Media	Shaw Media Sales
NBA TV Canada	Maple Leaf Sports & Entertainment Ltd.	MLSE Media Sales
NHL Network	Bell Media	Bell Media Sales
Nickelodeon	Corus Entertainment	Corus Media Sales
Odyssey	Odyssey Television Network Inc.	Odyssey Media Sales
OLN: Outdoor Life Network	Rogers Media	Rogers Media Sales
One	Zoomer Media	Zoomer Media Sales
OUT TV	Shavick Entertainment	Shavick Media sales
OWN	Corus Entertainment Inc.	Corus Media Sales
Pet Network	Stornoway Communications	Stornoway Communications Media Sales
Prise 2	Groupe TVA Inc.	Quebecor Media Sales
RDI – Le Réseau de L'information	Société Radio-Canada	SRC Media Sales
RDS2	Bell Media	Bell Media Sales
RDS	Bell Media	Bell Media Sales
RDS Info	Bell Media	Bell Media Sales
Rewind	Channel Zero Inc.	Channel Zero Media Sales
RDS Info Sports	Bell Media	Bell Media Sales
Sportsnet	Rogers Media	Rogers Media Sales
Sportsnet 360	Rogers Media.	Rogers Media Sales
Séries+	Corus Entertainment Inc.	Corus Media Sales
Showcase	Shaw Media	Shaw Media Inc.
Showcase Action	Shaw Media	Shaw Media Sales
Silver Screen Classics	Channel Zero Inc.	Channel Zero Media Sales
Slice	Shaw Media	Shaw Media Sales
Space	Bell Media	Bell Media Sales
Star TV! (re-branded as E!)	Bell Media	Bell Media Sales
Sundance Channel	Corus Entertainment Inc.	Corus Media Sales
Talentvision	Fairchild Television	Fairchild Television Media Sales
Teletatino (TLN)	Teletatino Network Inc.	Corus Media Sales
Teletoon	Corus Entertainment Inc.	Corus Media Sales
Teletoon Retro	Corus Entertainment Inc	Corus Media Sales
Travel + Escape	Blue Ant	Blue Ant Media Sales
TSN	Bell Media	Bell Media Sales
TSN2	Bell Media	Bell Media Sales
TV5	Le Consortium de télévision Québec	Le Consortium de télévision Québec
Vision TV	Zoomer Media	Zoomer Media Sales
VRAK-TV	Bell Media	Bell Media Sales
W Movies	Corus Entertainment Inc.	Corus Media Sales
W Network	Corus Entertainment Inc.	Corus Media Sales
Weather Network, The	Pelmorex Media Inc.	Pelmorex Media Broadcast Sales
YTV Canada	Corus Entertainment Inc.	Corus Media Sales
Ztélé	Bell Media	Bell Media Sales

Source: Station Websites, CRTC – Broadcast Policy Monitoring Report

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NETWORK/STATION GROUPS*

Network/Station Groups	Fall 2014			Fall 2013		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
ASTL E: Astral Media English (Ret Fa13)				11,790	3,376	3.5
ASTL F: Astral Media French (Ret Fa13)				17,934	3,735	4.8
ASTLDG: Astral Media Digital (Ret Fa13)				2,463	845	2.9
ASTLSP: Astral Media Specialty/Pay (Ret Fa13)				27,261	6,683	4.1
ASTRAL: Astral Media Ownership Group (Ret Fa13)				29,724	7,008	4.2
ATV+: Atlantic Television Network	7,602	1,951	3.9	7,445	1,995	3.7
BCTV: British Columbia (Vancouver/Victoria) (Retired)	12,510	2,364	5.3	12,123	2,483	4.9
BELL: Bell Media Ownership Group	144,353	22,552	6.4	151,158	22,896	6.6
BELLCV: Bell Media Conventional	71,311	14,832	4.8	71,865	15,293	4.7
BELLDG: Bell Media Digital	3,352	1,495	2.2	3,403	1,460	2.4
BELL E: Bell Media English	126,558	19,065	6.6	131,148	19,774	6.6
BELL F: Bell Media French	17,796	4,085	4.4	20,010	3,970	5.0
BELL SP: Bell Media Specialty	69,690	16,313	4.3	75,917	16,555	4.6
CBC CV: CBC Conventional	26,180	9,071	2.9	27,424	9,593	2.9
CBC DG: CBC Digital	222	185	1.2	186	144	1.3
CBC SP: CBC Specialty	9,398	2,812	3.3	8,166	2,589	3.2
CBC+: CBC Maritimes	3,130	1,127	2.8	3,327	1,189	2.8
CBC E: CBC English	35,800	10,147	3.5	35,776	10,610	3.4
CBCSRC: CBC-SRC Ownership Group	67,560	14,896	4.5	65,783	14,872	4.4
CBC: Total	28,010	9,469	3.0	29,499	10,104	2.9
CECO: East Central Ontario	1,521	558	2.7	1,499	615	2.4
CFCN+: CTV Calgary	3,605	1,105	3.3	3,504	1,151	3.0
CFRN+: CTV Edmonton	3,443	920	3.7	3,161	929	3.4
CHEX+: Peterborough	863	349	2.5	881	390	2.3
CICI+: CTV Sudbury, Timmins, North Bay	1,751	406	4.3	1,868	479	3.9
CIHF: Maritimes	3,018	1,202	2.5	2,807	1,202	2.3
CITY: City TV Network (National)	11,421	4,176	2.7	10,936	4,111	2.7
CIVM+: Télé-Québec Montréal	3,266	1,562	2.1	2,825	1,434	2.0
CJBRT+: Rimouski, Matane, Sept Iles	782	146	5.4	780	130	6.0
CKCO+ : CTV Kitchener	4,009	1,041	3.9	3,766	1,036	3.6
CKCW+: CTV Moncton	1,633	395	4.1	1,770	451	3.9
CKPG: Prince George, Terrace	108	75	1.4	118	71	1.7

Source: Numeris Fall 2014, Fall 2013

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Network/Station Groups	Fall 2014			Fall 2013		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
COMEDY: The Comedy Network	3,467	2,148	1.6	3,189	2,000	1.6
CORS E: Corus English	24,958	7,494	3.3	28,314	8,476	3.3
CORSCV: Corus Conventional	1,521	558	2.7	1,499	615	2.4
CORSDG: Corus Digital	3,528	1,494	2.4	3,414	1,727	2.0
CORSSP: Corus Specialty/Pay	26,651	8,372	3.2	24,357	7,639	3.2
CORUS: Corus Ownership Group	31,699	9,410	3.4	29,270	8,691	3.4
CTV SK: CTV Saskatchewan	2,707	781	3.5	2,931	903	3.2
CTV2TT: CTV 2	11,955	5,189	2.3	12,020	5,641	2.1
CTVTOT: CTV Total	59,851	13,744	4.4	59,972	14,120	4.2
CTVONT: CTV Ontario	28,530	7,244	3.9	28,712	7,443	3.9
CTYTOT: CITY TV Total	17,126	6,898	2.5	16,444	6,777	2.4
GLBTOT: Global Ownership Group	45,993	11,076	4.2	43,147	11,483	3.8
CDNIND: Canadian Independent Ownership Group	13,469	4,791	2.8	11,757	4,051	2.9
OMNTOT: Omni Total	1,264	856	1.5	2,273	1,657	1.4
QCOR: Québecor Ownership Group	51,586	5,595	9.2	42,875	4,986	8.6
QCOR E: Québecor English	682	181	3.8	511	139	3.7
QCOR F: Québecor French	50,904	5,416	9.4	42,364	4,847	8.7
QCORCV: Québecor Conventional	38,084	4,497	8.5	34,742	4,184	8.3
QCORDG: Québecor Digital	9,144	2,520	3.6	4,097	1,352	3.0
QCORSP: Québecor Specialty	4,358	1,069	4.1	3,995	984	4.1
RMI: Rogers Ownership Group	38,368	10,688	3.6	39,583	11,178	3.5
RMI E: Rogers English	38,368	10,688	3.6	39,583	11,178	3.5
RMI CV: Rogers Conventional	18,390	7,344	2.5	18,716	7,528	2.4
RMI SP: Rogers Specialty	15,703	4,531	3.5	17,562	4,925	3.5
RMI DG: Rogers Digital	4,275	1,799	2.4	3,304	1,443	2.3
SHAW: Shaw Communications Inc.	78,085	14,970	5.2	80,585	16,083	5.0
SHAW E: Shaw English	78,085	14,970	5.2	80,585	16,083	5.0
SHAWCV: Shaw Conventional	45,993	11,076	4.2	43,147	11,483	3.8
SHAWDG: Shaw Digital	11,587	4,065	2.9	12,168	4,448	2.7
SHAWSP: Shaw Specialty	20,506	7,316	2.8	25,269	8,339	3.0
SHWCSE: Showcase	4,189	1,701	2.5	4,936	2,097	2.3
SNET: Sportsnet	11,431	3,315	3.4	14,011	3,756	3.7
SRC: Société Radio-Canada	25,150	4,879	5.2	24,095	4,441	5.4
SRC CV: SRC Conventional	24,501	4,778	5.1	23,476	4,348	5.4
SRC F: SRC French	31,759	5,106	6.2	30,008	4,689	6.4
SRC SP: SRC Specialty/Pay	6,937	1,651	4.2	6,290	1,610	3.9

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Network/Station Groups	Fall 2014			Fall 2013		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
STV+: Global Saskatchewan	1,310	554	2.4	1,242	536	2.3
TQ: Tele-Quebec	3,266	1,562	2.1	2,825	1,434	2.0
TVA: TVA Ownership Group	42,794	5,029	8.5	39,788	4,740	8.4
V: Montréal	9,284	2,904	3.2	8,063	2,583	3.1

*Some network/station groups include affiliate as well as network time and are not therefore mutually exclusive.
Source: Numeris 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	ACCESS, ANIMAL, ASN, BNN, BOOK, BRAVO, CANALD, CFCF, CFCN1, CFCN2, CFCN3, CFCN4, CFPL, CFQC, CFRN1, CFRN2, CFRN3, CFRN4, CFRN5, CFTK, CFTO, CHBX, CHRO, CHWI, CICC, CICI, CICI2, CIPA, CITO, CIVI, CIVT, CJCB, CJCH, CJDC, CJOH, CKCK, CKCO1, CKCO2, CKCO3, CKCW1, CKLT, CKNY, CKVR, CKY, COMDYE, COMDYW, COMGLD, CP 24, CPOP, CTVNCH, DISCVY, DISSCI, DISWLD, E, ECRAN, ESPNCL, FASHN, HBO E, INVDIS, INVEST, JUCBOX, M3, MLOUD, MRETRO, MTV2, MTVCAN, MUCH, MVIBE, NHLNET, RDS, RDS2, RDSINF, SPACE, TMN EX, TMN FE, TMN FN, TMN HD, TMN M, TMNENC, TSN1, TSN2, TSN3, TSN4, TSN5, VIE, VRAKTV, Z
Bell Media English	ACCESS, ANIMAL, ASN, BNN, BOOK, BRAVO, CFCF, CFCN1, CFCN2, CFCN3, CFCN4, CFPL, CFQC, CFRN1, CFRN2, CFRN3, CFRN4, CFRN5, CFTK, CFTO, CHBX, CHRO, CHWI, CICC, CICI, CICI2, CIPA, CITO, CIVI, CIVT, CJCB, CJCH, CJDC, CJOH, CKCK, CKCO1, CKCO2, CKCO3, CKCW1, CKLT, CKNY, CKVR, CKY, COMDYE, COMDYW, COMGLD, CP 24, CTVNCH, DISCVY, DISSCI, DISWLD, E, ESPNCL, FASHN, HBO E, INVDIS, JUCBOX, M3, MLOUD, MRETRO, MTV2, MTVCAN, MUCH, MVIBE, NHLNET, SPACE, TMN EX, TMN FE, TMN FN, TMN HD, TMN M, TMNENC, TSN1, TSN2, TSN3, TSN4, TSN5
Bell Media Conventional	ACCESS, ASN, CFCF, CFCN1, CFCN2, CFCN3, CFCN4, CFPL, CFQC, CFRN1, CFRN2, CFRN3, CFRN4, CFRN5, CFTK, CFTO, CHBX, CHRO, CHWI, CICC, CICI, CICI2, CIPA, CITO, CIVI, CIVT, CJCB, CJCH, CJDC, CJOH, CKCK, CKCO1, CKCO2, CKCO3, CKCW1, CKLT, CKNY, CKVR, CKY
Bell Media Digital	ANIMAL, BOOK, COMGLD, CPOP, DISSCI, ESPNCL, FASHN, INVDIS, INVEST, JUCBOX, MLOUD, MRETRO, MTV2, MVIBE, NHLNET, RDSINF
Bell Media French	CANALD, CPOP, ECRAN, INVEST, RDS, RDS2, RDSINF, VIE, VRAKTV, Z
Bell Media Specialty	BNN, BRAVO, CANALD, COMDYE, COMDYW, CP 24, CTVNCH, DISCVY, DISWLD, E, M3, MTVCAN, MUCH, RDS, RDS2, SPACE, TSN1, TSN2, TSN3, TSN4, TSN5, VIE, VRAKTV, Z
CBC CV: CBC Conventional	CBAT, CBC N, CBCT, CBET, CBHT, CBKT, CBLT, CBMT, CBNT, CBOT, CBRT, CBUT, CBWT, CBXT
CBC DG: CBC Digital	DOCS
CBC SP: CBC Specialty /Pay	CBC NN
CBC+: CBC Maritimes	CBCT, CBHT, CBAT
CBC E: CBC English	CBAT, CBC N, CBC NN, CBCT, CBET, CBHT, CBKT, CBLT, CBMT, CBNT, CBOT, CBRT, CBUT, CBWT, CBXT, DOCS
CBCTOT: CBC Total	CBAT, CBC N, CBCT, CBET, CBHT, CBKT, CBLT, CBMT, CBNT, CBOT, CBRT,, CBUT, CBWT, CBXT, CFTK, CHEX1, CHEX2, CJDC, CKSA, CKWS
CBCSRC: CBC-SRC Ownership Group	ARTV, CBAFT, CBAT, CBC N, CBC NN, CBCT, CBET, CBFT, CBGAT, CBHT, CBKFT, CBKT, CBLFT, CBLT, CBMT, CBNT, CBOFT, CBOT, CBRT, CBST, CBUFT, CBUT, CBVT, CBWFT, CBWT, CBXFT, CBXT, CJBRT, CKSH, CKTM, CKTV, DOCS, EXPLOR, RDI
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	ABCSP, CARTE, CARTW, CHEX1, CHEX2, CKWS, CMT, COSMOE, COSMOW, ENCAVE, HBO W, MCTRAL, NICKEL, OWN, SUNDAN, TOON R, TOONEE, TOONEW, TREE, WMOVIE, WNET E, WNET W, YTVE, YTVW
CORS CV: Corus Conventional	CKWS, CHEX1, CHEX2
CORS DG: Corus Digital	ABCSP, CARTE, CARTW, COSMOE, COSMOW, NICKEL, SUNDAN, TOON R, TOONRF, WMOVIE
CORSSP: Corus Specialty/Pay	CMT, ENCAVE, HBO W, HISTFR, LATNOE, LATNOW, MCTRAL, OWN, SERIES, TOON F, TOONEE, TOONEW, TREE, UNIVIS, WNET E, WNET W, YTVE, YTVW
CORUS: Corus Ownership Group	ABCSP, CARTE, CARTW, CHEX1, CHEX2, CKWS, CMT, COSMOE, COSMOW, ENCAVE, HBO W, HISTFR, LATNOE, LATNOW, MCTRAL, NICKEL, OWN, SERIES, SUNDAN, TOON F, TOON R, TOONEE, TOONEW, TOONRF, TREE, UNIVIS, WMOVIE, 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	CFTO, CHBX, CICI, CICI2, CITO, CJOH, CKCO1, CKCO2, CKCO3, CKNY
CTVTOT: CTV Total	CFCF, CFCN1, CFCN2, CFCN3, CFCN4, CFQC, CFRN1, CFRN2, CFRN3, CFRN4, CFRN5, CFTO, CHBX, CICC, CICI, CICI2, CIPA, CITL, CITO, CIVT, CJCB, CJCH, CJOH, CKCK, CKCO1, CKCO2, CKCO3, CKCW1, CKLT, CKNY, CKPR, CKY, CJNT, CITY, CHMI, SCN, CKAL, CKEM, CKVU
CTYTOT: City TV Total	
GBLTOT: Global Total	CFRE, CFSK, CHAN, CHBC, CICT, CIHFNB, CIHFNS, CIII, CISA, CITV, CJBN, CKMI, CKND
CDNIND: Canadian Indep. Ownership Group	CFJC, CHAT, CHCH, CHEK, CHFD, CHNU, CIIT, CITS, CJIL, CJON, CKCS, CKES, CKPG
OMNTOT: OMNI Total	CFMT, CJMT, CJCO, CJEO, CHNM
QCOR: Québecor Ownership Group	ADDIK, ARGENT, CASA, CFCM, CFER, CFTM, CFTM E, CFTM O, CHEM, CHLT, CJPM, LCN, MOICIE, PRISE2, SUNNEW, TVASP2, TVASPO, YOOPA
QCOR F: Québecor French	ADDIK, ARGENT, CASA, CFCM, CFER, CFTM, CFTM E, CFTM O, CHEM, CHLT, CJPM, LCN, MOICIE, PRISE2, TVASP2, TVASPO, YOOPA
QCORCV: Québecor Conventional	CFCM, CFER, CFTM, CFTM E, CFTM O, CHEM, CHLT, CJPM
QCOR DG: Québecor Digital	ADDIK, ARGENT, CASA, MOICIE, PRISE2, SUNNEW, TVASP2, TVASPO, YOOPA
QCORSP: Québecor Specialty/Pay	LCN
RDS+: RÉSEAU DES SPORTS – Bell Media	RDS, RDS2
RMI: Rogers Ownership Group	BIO, CFMT, CHMI, CHNM, CITY, CJCO, CJEO, CJMT, CJNT, CKAL, CKEM, CKVU, FXCAN, FXXCAN, OLN, RTVSPT, SCN, SN360, SNTONE, SNTWRD, SPNEAS, SPNONT, SPNPAC, SPNWES, TECHTV
RMI E E: Rogers English	BIO, CFMT, CHMI, CHNM, CITY, CJCO, CJEO, CJMT, CJNT, CKAL, CKEM, CKVU, FXCAN, FXXCAN, OLN, RTVSPT, SCN, SN360, SNTONE, SNTWRD, SPNEAS, SPNONT, SPNPAC, SPNWES, TECHTV
RMI CV: Rogers Conventional	CFMT, CHMI, CHNM, CITY, CJCO, CJEO, CJMT, CJNT, CKAL, CKEM, CKVU, SCN
RMI DG: Rogers Digital	BIO, FXCAN, FXXCAN, RTVSPT, SNTONE, SNTWRD, TECHTV

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RMI SP: Rogers Specialty/ Pay	OLN, SN360, SPNEAS, SPNONT, SPNPAC, SPNWES
RS TOT: Rogers Sports Network	CBAT, CBCT, CBET, CBHT, CBKT, CBLT, CBMT, CBNT, CBOT, CBRT, CBUT, CBWT, CBXT, CFJC, CFTK, CHAT, CHEX1, CHEX2, CHMI, CHNM, CITY, CJCO, CJDC, CJEO, CJMT, CJNT, CKAL, CKEM, CKPG, CKSA, CKVU, CKWS, FXCAN, SCN, SN360, SNTONE, SPNEAS, SPNONT, SPNPAC, SPNWES
SHAW: Shaw Ownership Group	ACTION, BBCCA, BCNEWS, CFRE, CFSK, CHAN, CHBC, CICT, CIHFNB, CIHFNS, CIII, CISA, CITV, CJBN, CKMI, CKND, CRM+IN, DEJAVU, DIYNET, DTOUR, FOOD, FYI, H2, HGTV, HIST E, HIST W, IFC, LTIME, MOVJET, NATGE, NATGWD, SHWCSE, SLICE, XTREME
SHAWSP: Shaw Specialty	DTOUR, FOOD, HGTV, HIST E, HIST W, SHWCSE, SLICE
SHAWCV: Shaw Conventional	CFRE, CFSK, CHAN, CHBC, CICT, CIHFNB, CIHFNS, CIII, CISA, CITV, CJBN, CKMI, CKND
SHAWDG: Shaw Digital	ACTION, BBCCA, BCNEWS, CRM+IN, DEJAVU, DIYNET, FYI, H2, IFC, LTIME, MOVJET, NATGE, NATGWD, XTREME
SHAWSP: Shaw Specialty/Pay	DTOUR, FOOD, HGTV, HIST E, HIST W, SHWCSE, SLICE
SNET: Sportsnet	SPNEAS, SPNONT, SPNPAC, SPNWES
SRC: Société Radio-Canada	CBAFT, CBFT, CBGAT, CBKFT, CBLFT, CBOFT, CBST, CBUFT, CBVT, CBWFT, CBXFT, CJBRT, CKRN, CKRT, CKSH, CKTM, CKTV
SRC CV: SRC Conventional	CBAFT, CBFT, CBGAT, CBKFT, CBLFT, CBOFT, CBST, CBUFT, CBVT, CBWFT, CBXFT, CJBRT, CKSH, CKTM, CKTV
SRC F: SRC French	ARTV, CBAFT, CBFT, CBGAT, CBKFT, CBLFT, CBOFT, CBST, CBUFT, CBVT, CBWFT, CBXFT, CJBRT, CKSH, CKTM, CKTV, EXPLOR, RDI
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	TSN1, TSN3, TSN4, TSN5
TVA: TVA Total	CFCM, CFEM, CFER, CFTM, CFTM E, CFTM , CHAU, CHEM, CHLT, CHOT, CIMT, CJPM
TVA NB: TVA New Brunswick	CHAU, CIMT
V: V Total	CFAP, CFGS, CFJP, CFKM, CFKS, CFRS, CFTF, CFVS, CJPC

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TVB MEMBERS – By ownership group

TVB members only highlighted

BELL MEDIA	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	CBC
CJOH Ottawa	CBC (English) Toronto
CHBX Sault Ste. Marie	CBC News Network Toronto
CICI Sudbury	Documentary Toronto
CITO Timmins	
CFCF Montréal	
CFTO Toronto	Société Radio-Canada
CIPA Prince Albert	SRC (main channel) Montreal
CKCK Regina	ARV Montreal
CFQC Saskatoon	RDI Motreal
CICC Yorkton	
CFCN Calgary	
CFCN Lethbridge	
CFRN Edmonton	SHAW TELEVISION Ltd Partnership
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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ROGERS BROADCASTING INC.	SCORE MEDIA INC.
OMNI 1 (CFMT)Toronto	The Score
OMNI 2 (CJMT)Toronto	
OMNI AB (CJCO/CJEO) Alberta	MAPLE LEAF SPORTS & ENTERTAINMENT LTD.
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)	CROSSROADS TELEVISION INC.
CKEM Edmonton (City)	CITS Burlington (CTS)
Metro 14 Montréal	CKCS Calgary (CTS)
The Biography Channel	CKES Edmonton (CTS)
FX Canada	
G4 Tech TV	TORSTAR MEDIA GROUP TELEVISION
OLN	ShopTV Canada Toronto
SCN Saskatchewan (City)	
Sportsnet	ABORIGINAL PEOPLES TELEVISION NETWORK
Sportsnet One	APTN Winnipeg
Sportsnet World	
	ZOOMER MEDIA LIMITED, TELEVISION DIVISION
CHANNEL ZERO INC.	Joytv CHNU Fraser Valley
Movieola	Joytv CIIT Winnipeg
Silver Screen Classics	One Toronto
CHCH-TV Toronto/Hamilton	Vision TV Toronto
CORUS ENTERTAINMENT INC.	CHECK MEDIA GROUP
CKWS TV Kingston	CHEK-TV Victoria
CHEX TV 1 Peterborough	
CHEX TV 2 Oshawa	THE FIGHT NETWORK
	The Fight Network
STORNOWAY	
ichannel	BLUE ANT MEDIA
bpm:tv	Aux
Pet Network	Bite
	Cottage Life TV
	Travel & Escape
TELE-QUEBEC	
Télé-Québec Montréal (CIVM)	Independents
	GUSTO! Toronto
JIM PATTISON BROADCAST GROUP	
CKPG Prince George	
CFJC Kamloops	
CHAT Medicine Hat	
Quebecor Media Inc.	
Sun News	
Dougall Media	
CKPR Thunder Bay	
CHFD Thunder Bay	

