

TVBasics

2010-2011



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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. 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.

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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, 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

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 52,000 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.

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

- Television has the highest daily and weekly reach of any medium in Canada.
- Television is the best aggregator of high quality video programming
- Television can deliver narrow target audiences through selective placement of commercials in programs.
- Television offers a variety of placement strategies to build reach and frequency for brands and services.
- Television is the main source for news, sports, entertainment and general knowledge.
- Television is well suited to marketing products and services with broad appeal.
- Television is immediate and timely.
- There is a variety of creative executions available using television.
- Television is cost efficient for most target groups.
- Television can be purchased nationally, regionally or locally.
- Television has an aura of importance. It is a prestigious medium, enhancing advertisers' image by its use.
- Television is an emotionally engaging media that excites more of consumers' senses than any other medium.
- Television gets closer to one-to-one communication than any other mass medium.
- With television, a powerful, emotional impact can be created.
- Television can create high impact with viewers by offering dynamic and visual messages.

KEY STRENGTHS OF TELEVISION ADVERTISING IN CANADA (cont.)

- Moods and images can be created for brands.
- Television has the ability to reach target audiences quickly. This is particularly important for new product or service launches.
- Television is an effective direct response tool for many products and services.
- There is no faster way to deliver mass audiences to advertisers.
- Television is an awareness tool that drives further investigation with the internet.
- Television programs are talked about and have real social currency that enhances audience engagement.
- Television is great for sports and live events.
- Television is the spine that connects all other media.
- Television is a driver of social media and a catalyst for other media
- Television builds fame
- Television ads are response ads and can even be point-of-sale media when used with the internet

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 hours per week watching television (Source: BBM Canada 2010). According to 2009 Angus Reid Strategies 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)	*33,494,000	**294,650,000
2.	Households	13,731,000	116,170,000
3.	BBM Markets, TV Markets – DMAs	38	210
4.	TV Households	13,593,000	114,900,000
	% TV Households	99%	99%
5.	Cable + Satellite (% of TV Households)	92%	91%
6.	TV Households with digital capability	73%	79%
7.	PVR (% of TV Households)	21%	36%
8.	Multi-set (% of TV Households)	67%	84%
9.	Average Weekly Viewing (Hours:Minutes)		
	Persons 2+	27:42	33:55
	Men 18+	27:36	34:18
	Women 18+	30:12	38:34
	Teens (12-17)	22:42	24:01
	Children (2-11)	22:00	24:34
10.	Advertising Volume (2009) - millions (CDN\$); U.S. in CDN\$	13,462	162,796
11.	TV Volume (2009) - millions (CDN\$), U.S. in CDN\$	3,102	49,790
12.	TV Expenditure Per Capita (2009) (CDN\$), U.S. in CDN\$	92	185
13.	Number of TV Stations 2009 (Conventional + Specialty & Pay stations)	310	1,379
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 2010	1-8	The Nielsen Company, September 2010		
6	Media Stats, June 2010	9	The Nielsen Company, September 2010		
7	BBM Canada, June 2010	10-12	TVB Net Ad Volume 2009		
8	BBM Canada, January 2010	13-15	TVB U.S. 2009 VHF & UHF		
9	BBM Canada, 09-10, M-Su 2a-2a				
10-12	TVB Net Ad Volume 2009				
13-15	CRTC				

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NORTH AMERICAN TV MARKET RANKING

Nielsen January 2010 Population Estimates (2+), BBM Fall 2009 for CDN Markets

N.AM	U.S.	CDN	Market	Pop. (000)	N.AM	U.S.	CDN	Market	Pop. (000)
1	1		New York	20,093	57	52		Louisville	1,596
2	2		Los Angeles	17,036	58		6	Calgary	1,584
3	3		Chicago	9,381	59	53		Providence-New Bedford	1,513
4	4		Philadelphia	7,445	60	54		Buffalo	1,495
5		1	Toronto-Hamilton	7,350	61		7	Ottawa-Gatineau	1,422
6	5		Dallas-Ft. Worth	6,786	62	55		Wilkes Barre-Scranton	1,401
7	6		San Francisco-Oak-San Jose	6,719	63	56		Little Rock-Pine Bluff	1,346
8	7		Atlanta	6,317	64	57		Richmond-Petersburg	1,335
9	8		Boston (Manchester)	5,984	65	58		Mobile-Pensacola (Ft. Walt)	1,304
10	9		Washington, DC (Hagrstwn)	5,936	66	59		Albany-Schenectady-Troy	1,294
11	10		Houston	5,883	67	60		Tulsa	1,286
12	11		Phoenix (Prescott)	4,982	68	61		Knoxville	1,280
14	12		Detroit	4,758	69	62		Honolulu	1,215
13		2	Montréal	4,666	70	63		Lexington	1,179
15	13		Seattle-Tacoma	4,493	71	64		Harlingen-Wslco-Brnsvl-McA	1,175
16	14		Minneapolis-St. Paul	4,283	72	65		Charleston-Huntington	1,159
17	15		Tampa-St. Pete (Sarasota)	4,178	73	66		Ft. Myers-Naples	1,158
18	16		Miami Ft. Lauderdale	4,104	74	67		Tuscon (Sierra Vista)	1,143
19	17		Denver	3,839	75	68		Dayton	1,142
20	18		Sacramnto-Stkton-Modesto	3,838	76	69		Wichita-Hutchinson Plus	1,119
21	19		Cleveland-Akron (Canton)	3,669	77	70		Flint-Saginaw-Bay City	1,113
			Montréal French	3,685	78	71		Green Bay-Appleton	1,061
22	20		Orlando-Daytona Bch-Melbrn	3,561	79		8	Québec City	1,057
23		3	Vancouver	3,404	80	72		Roanoke-Lynchburg	1,047
24	21		St. Louis	3,048	81	73		Spokane	1,031
25	22		Portland, OR	2,994	82	74		Des Moines-Ames	1,030
26	23		San Diego	2,889	83	75		Toledo	1,011
27	24		Charlotte	2,828	84	76		Omaha	1,007
28	25		Salt Lake	2,827	85	77		Springfield, MO	996
29	26		Raleigh-Durham (Fayetvll)	2,726				Montreal (Non-French)	981
30	27		Baltimore	2,720	86	78		Rochester, NY	956
31	28		Indianaopolis	2,704	87	79		Columbia, SC	953
32	29		Pittsburgh	2,663	88	80		Shreveport	945
33	30		Nashville	2,484	89	81		Portland-Auburn	942
34	31		Hartford & New Haven	2,472	90		9	Winnipeg	941
35	32		Kansas City	2,298	91	82		Huntsville-Decatur (Flor)	937
36	33		Cincinnati	2,261	92	83		Syracuse	924
37	34		San Antonio	2,259	93	84		El Paso (Las Cruces)	920
38	35		Milwaukee	2,184	94	85		Paducah-C.Gird-Harbg-Mt VN	920
39	36		Coumbus, OH	2,179	95	86		Madison	898
40	37		Greenvll-Spar-Ashevll-And	2,040	96	87		Champaign&Sprngfld-Decatur	891
41		4	Kitchener-London	1,960	97	88		Chattanooga	883
42	38		Las Vegas	1,889	98	89		Waco-Temple-Bryan	875
43	39		Grand Rapids-Kalamazoo-b.Crk	1,879	99	90		Jackson, MS	852
44	40		Harrisburg-Lncstr-Leb-York	1,820	100	91		South Bend-Elkhart	848
45	41		West Palm Beach-Ft. Pierce	1,820	101	92		Colorado Springs-Pueblo	842
46	42		Fresno-Visalia	1,818	102	93		Baton Rouge	830
47	43		Birmingham (Ann and Tusc)	1,764	103	94		Cedar Rapids-Wtrlo-IWC&Dub	818
48	44		Norfolk-Porstmth-Newpt Nws	1,761	104	95		Savannah	797
49	45		Albuquerque-Santa Fe	1,747	105	96		Burlington-Plattsburgh	782
50	46		Austin	1,743	106	97		Tri-Cities, TN-VA	755
51	47		Memphis	1,676	107	98		Charleston, SC	752
52	48		Jacksonville	1,674	108	99		Ft. Smith-Fay-Sprngfld-Rgrs	749
53	49		Oklahoma City	1,662	109		10	East Central Ontario	734
54	50		Greensboro-H. Point-W. Salem	1,644	110	100		Davenport-R. Island-Moline	733
55		5	Edmonton	1,640	111	101		Myrtle Beach-Florence	692
56	51		New Orleans	1,613	112	102		Johnstown-Altoona-St Colge	962

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N AM	U.S.	CDN	Market	POP 2+ (000)	N. AM	U.S.	CDN	Market	POP 2+ (000)
113	103		Bakersfield	687	163	145		Duluth-Superior	392
114	104		Evansville	686	164	146		Sioux City	381
115	105		Greenville-N. Bern-Washington	686	165	147		Joplin-Pittsburg	381
116	106		Boise	683	166	148		Erie	379
117	107		Reno	682	167	149		Salsibury	373
118	108		Ft. Wayne	680	168	150		Wichita Falls & Lawton Salisbury	372
119	109		Monterey-Salinas	671	169	151		Odessa-Midland	371
120	110		Tallahassee-Thomasville	671	170		18	Prince George Kamloops	345
121	111		Tyler-Longview (Lfkn&Ncgd)	671	171	152		Rochestr-Mason City-Austin	345
122	112		Lincoln & Hastings-Krny	669	172	153		Terre Haute	345
123		11	Halifax	654	173	154		Idaho Falls-Pocatillo (Jcksn)	345
124	113		Springfield-Holyoke	637	174	155		Yuma-El Centro	345
125	114		Augusta-Aiken	634	175		19	Kelowna	340
126	115		Youngstown	632	176	156		Panama City	337
127	116		Santa Barbra-SanMar-SanLuOb	628	177	157		Bangor	324
128	117		Sioux Fall (Mitchell)	627	178	158		Binghamton	321
129	118		Lansing	615	179	159		Minot-Bismarck-Dickinson	320
130		12	Saint-John Moncton	609	180	160		Bluefield-Beckley-Oak Hill	319
131	119		Yakima-Pasco-RchInd-Knnwck	609	181		20	Saskatoon	315
132	120		Macon	593	182	161		Sherman-Ada	311
133	121		Peoria-Bloomington	592	183	162		Biloxi-Gulfport	311
134	122		Lafayette, LA	583	184	163		Wheeling-Steubenville	301
135	123		Montgomery (Selma)	584	185		22	Regina/Moose Jaw	299
136	124		Traverse City-Cadillac	576	186	164		Gainesville	299
137	125		Eugene	571	187	165		Albene-Sweetwater	278
138		13	Sherbrooke	565	188	166		Hattiesburg-Laurel	278
139	126		Fargo-Valley City	553	189	167		Missoula	271
140	127		Corpus Christi	531	190		23	Saguenay	268
141		14	Sud.-Timm.-N. Bay/S.S.M.	521	191	168		Billings	255
142	128		La Crosse-Eau Claire	517	192	169		Clarksbug-Weston	253
143	129		Columbus, GA (Opelika, AL)	514	193	170		Utica	246
144		15	Barrie	510	194	171		Laredo	254
145	130		Chico-Redding	492	195	172		Quincy-Hannibal-Keokuk	241
146	131		Amarillo	488	196	173		Dothan	240
147	132		Rockford	477	197	174		Rapid City	237
148	133		Columbus-Tupelo-West Point-Ho	461	198	175		Lake Charles	236
149		16	St. John's-Corner Brook	446	199	176		Jackson, TN	231
150	134		Palm Springs	442	200	177		Elmira (Corning)	229
151	135		Wausau-Rhineland	436	201	178		Watertown	228
152	136		Monroe-El Dorado	434	202	179		Harrisonburg	225
153	137		Topeka	429	203		24	Rim.-Mat.-Sept-Iles	220
154	138		Wilmington	426	204	180		Alexandria, LA	220
155	139		Columbia-Jefferson City	421	205	181		Marquette	200
156	140		Beaumont-Port Arthur	417	206	182		Jonesboro	194
157		17	Windsor	416	207	183		Bowling Green	193
158	141		Medford-Klamath Falls	410	208	184		Greenwood-Greenville	184
159	142		Anchorage	398	209	185		Grand Junction-Montrose	181
160	143		Albany, GA	397	210	186		Charlottesville	179
161	144		Lubbock	396	211	187		Lima	175
162	144		Duluth-Superior	391	212	188		Meridian	178

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N AM	U.S.	CDN	Market	POP 2+ (000)
213	189		Twin Falls	169
214	190		Bend, OR	163
215	191		Lafayette, IN	157
216	192		Great Falls	157
217	193		Butte-Bozemann	156
218		25	Thunder Bay	152
219	194		Parkersburg	148
220		26	Carleton	146
221	195		Eureka	144
222		27	Rouyn-Noranda	142
223		28	Sydney-Glace Bay	139
224		29	Rivière-du-Loup	135
225		30	Charlottetown	135
226	196		Casper-Riverton	132
227	197		San Angelo	131
228	198		Cheyenne-Scottsbluff	129
229	199		Mankato	124
230	200		Ottumwa-Kirksville	119
231	201		St. Joseph	112
232		31	Prince Albert	106
233		32	Pembroke	101
234	202		Fairbanks	95
235		33	Lloydminster	89
236	203		Victoria	83
237		34	Yorkton	81
238	204		Zanesville	81
239		35	Medicine Hat	81
240		36	Terrace-Kitimat	70
241	205		Presque Isle	68
242		37	Dawson Creek	63
243	206		Juneau, AK	64
244	207		Helena	63
245	208		Alpena	39
246		38	Kenora	38
247	209		North Platte	35
248	210		Glendive	9
Total Populations				
CANADA				33,494
United States				291,963
Total				325,457

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SEASONAL VIEWING TRENDS

BBM Canada (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		
09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	09/10	08/09	
09/10 Aug. 31/09	08/09 Sep. 1/08⇒	1	24.8	26.0	23.0	26.8	20.9	25.1	20.8	16.5
		2	26.1	26.0	24.8	26.7	22.5	24.5	20.9	16.0
		3	25.9	25.2	24.6	25.9	22.2	23.4	20.1	15.7
		4	26.5	26.3	25.7	27.4	22.9	25.1	19.8	17.0
		5	27.1	26.5	26.1	27.8	23.6	25.0	20.3	16.9
		6	27.4	25.4	25.6	26.6	23.8	24.2	21.3	16.7
		7	28.1	27.3	26.9	28.3	24.8	26.6	21.8	17.4
		8	27.5	27.0	26.0	28.0	24.2	25.5	20.6	17.4
		9	28.1	27.1	26.5	28.0	24.1	26.4	21.5	16.0
		10	28.5	27.9	27.1	29.1	24.5	26.5	22.1	16.6
		11	29.0	28.3	27.9	29.2	25.1	27.7	23.2	16.7
		12	28.1	27.7	26.5	28.8	24.3	26.1	20.6	17.2
		13	27.8	27.3	26.4	28.0	24.1	26.1	20.9	15.7
		14	27.6	27.6	26.4	27.8	23.8	26.5	20.8	16.6
		15	27.9	27.5	26.5	27.6	23.7	26.3	20.9	16.6
		16	27.5	28.2	25.9	28.0	23.8	27.4	21.6	17.2
09/10 Jan. 4/10	08/09 Jan. 05/09⇒	17	27.9	27.8	26.1	27.0	25.0	28.7	25.0	18.6
		18	31.7	31.3	30.2	31.8	28.9	32.5	26.8	21.0
		19	28.5	29.3	26.6	29.4	24.8	28.4	21.2	17.1
		20	28.1	28.9	26.6	29.7	23.9	27.5	20.8	16.3
		21	28.4	29.0	26.9	29.2	24.2	26.9	22.0	17.7
		22	28.5	28.7	27.0	29.8	24.3	26.6	23.1	18.7
		23	29.0	28.2	27.0	29.4	24.6	26.2	23.0	16.5
		24	31.5	27.9	30.3	29.0	27.0	26.2	24.7	16.5
		25	34.8	29.2	32.5	29.8	30.2	27.7	27.1	16.2
		26	36.3	28.8	34.6	29.9	32.4	26.7	28.5	16.4
		27	29.6	28.2	28.1	29.5	25.0	26.3	23.3	17.5
		28	29.7	28.0	28.0	28.4	24.8	26.0	22.9	17.0
		29	28.7	27.5	27.0	28.2	24.4	25.3	23.5	16.6
		30	28.5	27.3	26.6	28.4	23.7	25.2	22.3	16.3
		31	27.4	27.6	25.7	28.4	23.0	25.7	21.7	16.0
		32	29.1	27.2	27.5	27.3	24.7	26.0	22.8	16.3
09/10 May 31/10	08/09 June 01/09⇒	33	28.2	26.6	26.6	27.2	23.8	25.1	22.8	16.4
		34	27.7	26.4	25.9	26.8	23.9	24.9	23.2	15.6
		35	28.0	25.6	26.2	25.6	23.6	24.4	22.0	15.4
		36	28.3	26.0	26.5	26.3	24.0	25.2	22.2	15.8
		37	27.5	25.0	26.3	25.7	23.4	24.0	22.3	14.7
		38	26.6	24.3	24.8	25.1	22.3	22.8	21.7	15.0
		39	26.1	24.3	24.1	25.3	22.1	22.4	21.6	14.8
		40	26.3	24.0	24.6	25.1	21.9	22.1	20.9	14.6
		41	26.3	23.7	24.6	24.3	22.5	21.9	20.9	15.2
		42	26.3	23.9	24.3	23.9	22.4	22.3	23.1	15.3
		43	27.5	23.8	25.4	24.2	23.5	21.8	25.5	16.7
		44	27.0	24.5	25.0	24.6	22.5	22.8	25.7	17.0
		45	26.7	24.4	24.4	25.3	21.8	21.9	26.3	17.8
		46	26.4	24.2	24.1	24.2	21.5	22.5	26.2	17.8
		47	26.7	24.0	25.1	23.9	21.8	22.0	26.2	17.3
		48	26.2	23.1	23.9	22.8	21.8	20.8	25.8	16.8
49	27.3	24.1	25.6	23.7	23.1	22.1	26.4	17.3		
50	26.7	23.5	25.1	23.1	21.8	21.7	26.0	17.2		
51	27.0	24.2	25.8	24.0	22.3	22.4	26.2	18.4		
52	27.0	24.6	25.5	24.9	22.2	22.3	25.8	17.7		
52 WK AVG		28.0	26.5	26.4	27.0	23.9	25.0	23.0	16.7	

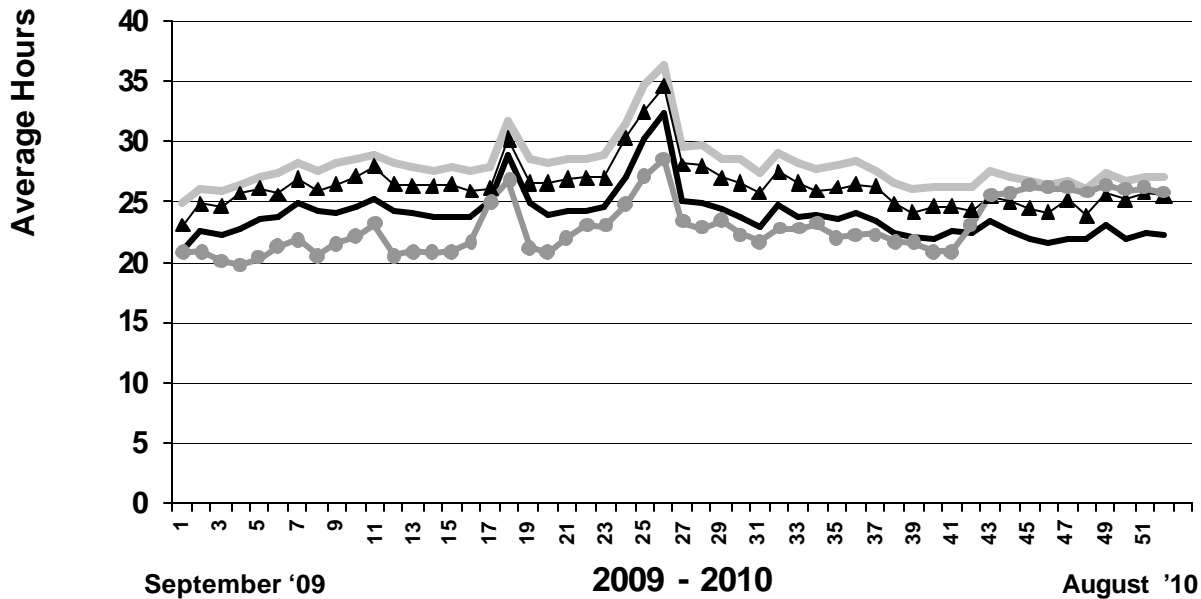
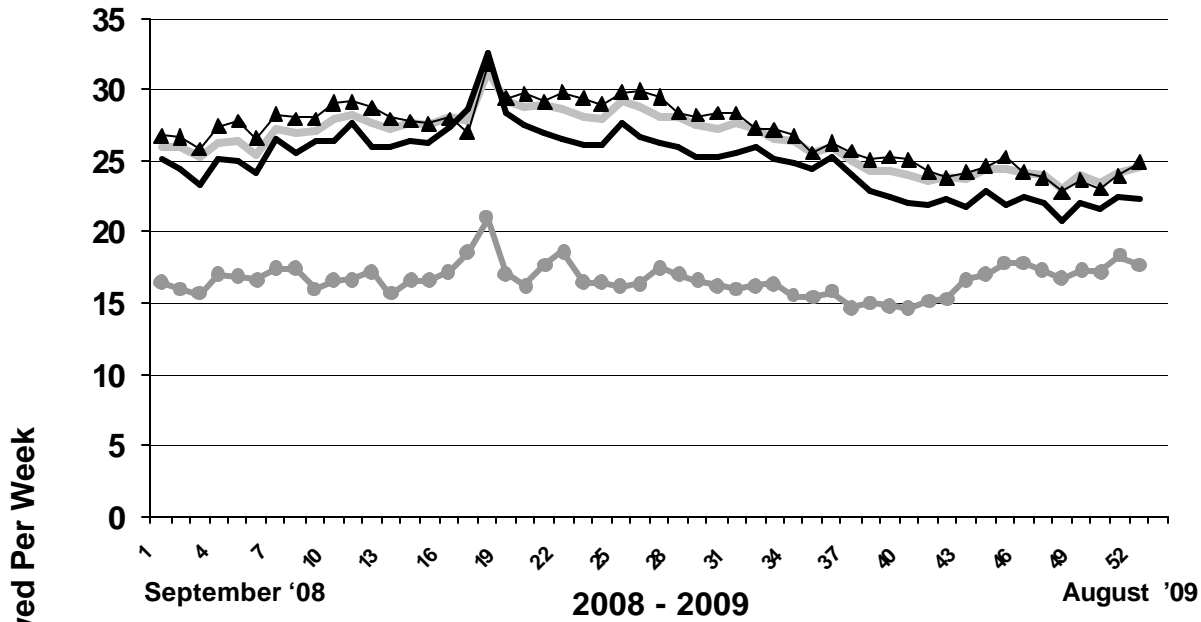
SEASONAL VIEWING TRENDS

BBM Canada

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

ONE-YEAR VIEWING TRENDS - CANADA

— All 2+ ▲ Women 25-54 — Men 25-54 ● Teens 12-17



TVBasics 2010-2011

COMMERCIAL LENGTHS

Source: TVB Canada, TVB U.S.

Canadian Commercial Lengths

	% of Total						
	05s	10s	15s	30s	60s	120s	Other
2010	0.9	2.5	29.3	51.5	5.7	4.7	5.4
2009	1.2	1.9	29.0	52.6	6.8	5.2	3.2
2008	0.4	1.5	29.1	57.8	6.9		4.2
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+
2009	1.1	39.1	0.4	50.9	0.1	7.0	1.3
2008	0.7	39.8	0.4	51.3	0.2	7.0	0.6
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+
2009	3.6	20.4	0.6	65.9	0.1	7.7	0.2
2008	3.4	17.0	0.4	71.2	0.1	7.6	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	-

Ad Receptivity Survey

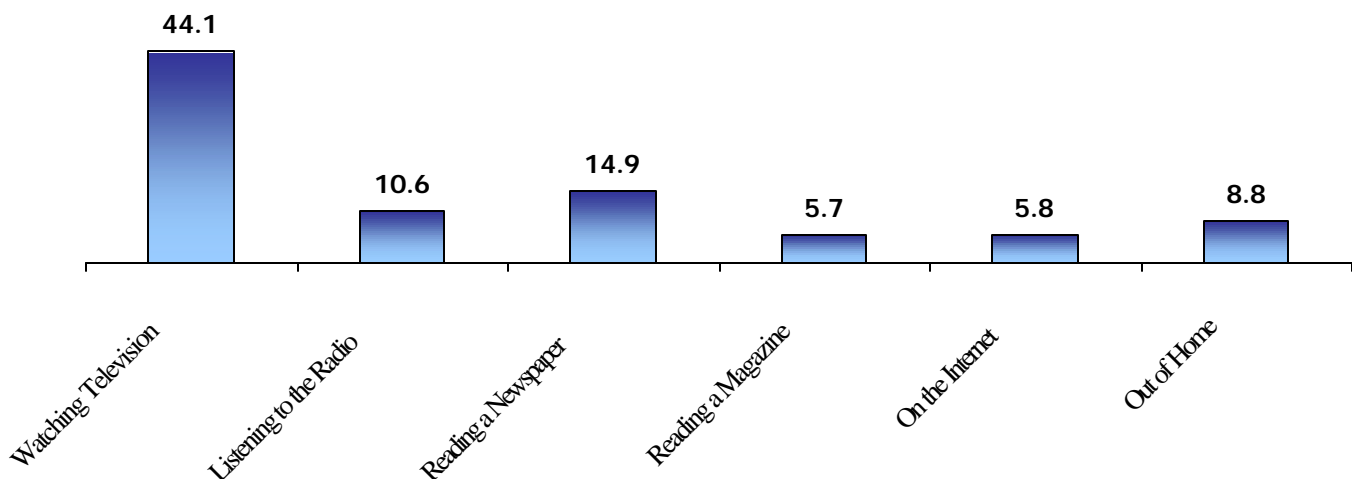
In a survey conducted by BBM Analytics in June 2010, respondents were asked a series of questions regarding their response to advertising delivered by the various media channels. The following questions were posed:

- 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

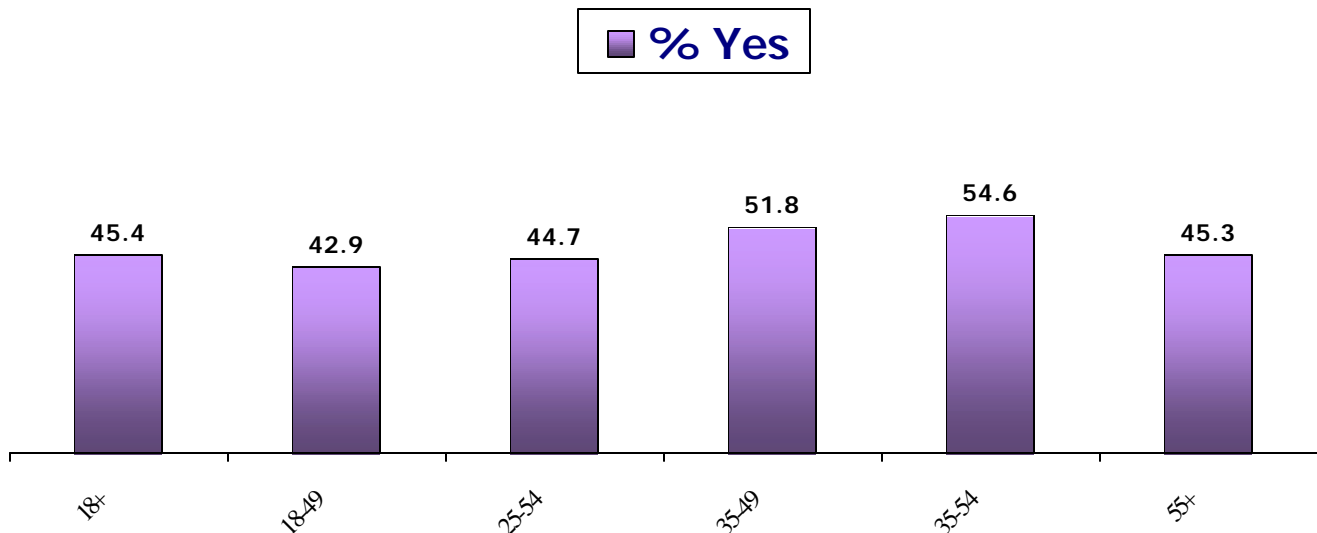
For the relatively few Canadians who use a PVR to view programs in playback mode and fast forward through commercials, roughly half of them stop to watch TV ads that are of interest to them, according to a July 2010 survey conducted on behalf of TVB by BBM Analytics. The survey, which polled 1,000 people, also found that the vast majority of those who fast forward commercials report awareness of the advertisers in the ads they are skipping.

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

The vast majority of those who view programs in playback and fast forward commercials report awareness of the advertisers in the commercials they are fast forwarding. For the relatively few Canadians who use a PVR to view programs in playback mode and fast forward commercials, roughly half reported stopping to watch a commercial. The two primary reasons they stop:

- 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?



Innerscope Research: Media Effectiveness Study

This study found that **television was the most effective medium at delivering high emotional and cognitive responses to advertising.**

Innerscope observed 100 male and female participants aged 18-49 as they experienced the advertising of 24 national brands within the following media environments:

- TV ads were viewed within a 30-minute episode of *Two and a Half Men*
- Radio ads were heard while listening to 15 minutes of Toronto's CHUM FM during a virtual drive
- Online ads were viewed while surfing msn.ca for 15 minutes
- Newspaper ads were viewed while reading the Vancouver Sun's Life section for 30 minutes

The study biometrically measured consumers' unconscious emotional responses. These measures were captured with a lightweight wireless vest that monitors skin sweat, heart rate, respiration and movement. Eye tracking and measures of intensity and synchrony were condensed and analyzed to determine moment-by-moment, as well as overall, emotional engagement.

The study found that television spots were more effective at generating high emotional engagement and aided next-day recall than online video, online display, radio and newspaper.

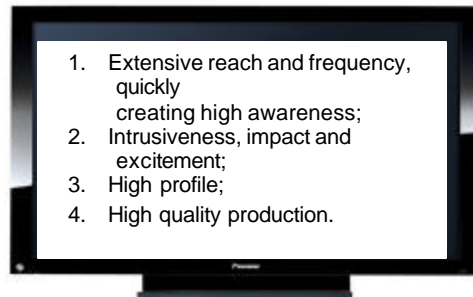
Results showed that television ads delivered:

- Three times higher emotional engagement and three times higher aided next-day recall than radio ads.
- 1.8 times higher emotional engagement and 1.4 times higher aided next-day recall than online video ads.
- Five times higher aided next-day recall than online display ads.
- 5.5 times more total emotional engagement and comparable aided next-day recall than newspaper ads.

MAJOR MEDIA COMPARISON

Consumer Attitudes towards Advertising

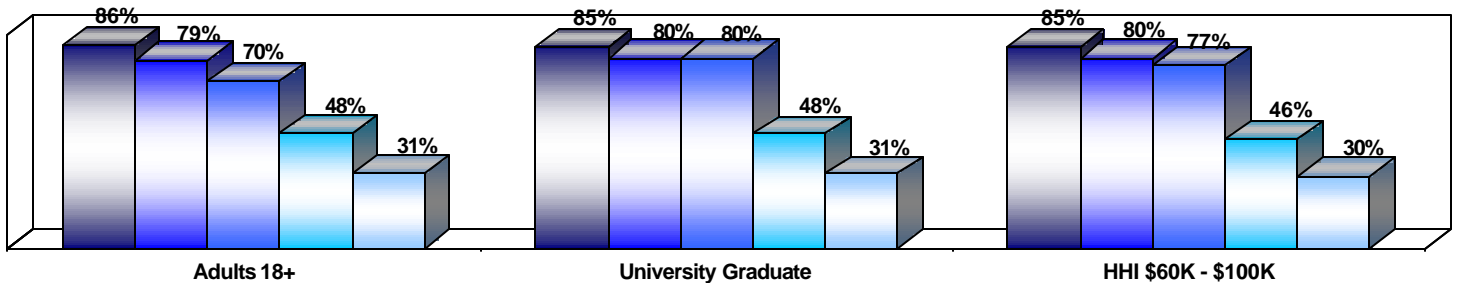
The following pages compare Television to Radio, Internet, Newspapers and Magazines.



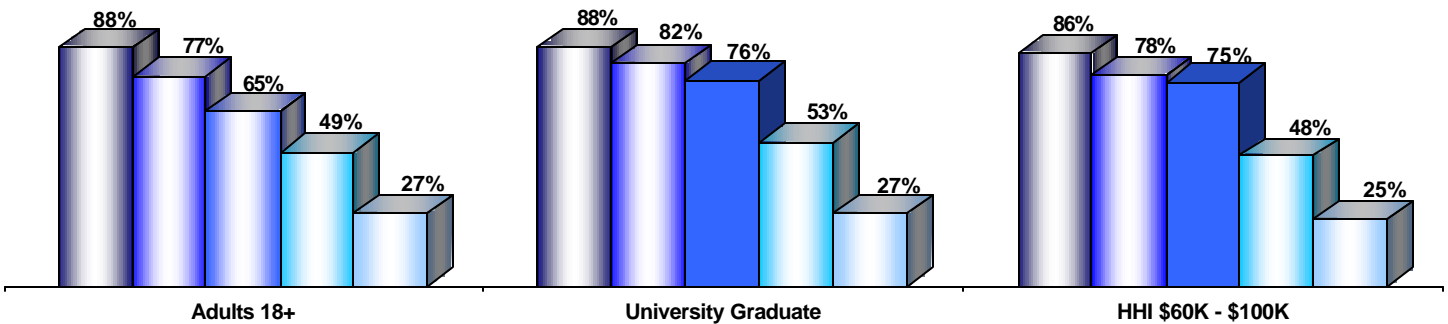
HOW DO CONSUMERS USE THE OTHER MEDIA?

TV has a higher reach than Newspapers, Radio, Magazines or the Internet. (Source: BBM Analytics RTS Spring 2010)

REACHED "YESTERDAY" - ADULTS 18+ TOTAL CANADA



REACHED "YESTERDAY" - ADULTS 18+ QUEBEC (French)








Television
 Radio
 Internet
 Newspaper
 Magazine

TVBasics 2010-2011

MAJOR MEDIA COMPARISON

Where is the Time Spent? - Adults 18+

Canadians spend more time with television than with any other medium.

	TIME SPENT WEEKLY PER CAPITA HOURS	TOTAL CANADA	QUEBEC (French)
	Adults 18+	23.9	23.9
	Adults 18-34	19.8	20.5
	Adults 25-54	22.4	22.5
	Adults 55+	28.6	28.0
	Adults 18+	18.3	19.0
	Adults 18-34	14.5	15.3
	Adults 25-54	18.3	19.3
	Adults 55+	20.8	20.3
	Adults 18+	15.9	12.6
	Adults 18-34	23.5	19.9
	Adults 25-54	17.3	14.1
	Adults 55+	9.3	7.5
	Adults 18+	2.5	2.6
	Adults 18-34	0.9	0.9
	Adults 25-54	1.5	1.6
	Adults 55+	4.8	4.8
	Adults 18+	0.4	0.4
	Adults 18-34	0.2	0.2
	Adults 25-54	0.3	0.3
	Adults 55+	0.6	0.6

Source: BBM Analytics RTS Spring 2010






*Note: Time Spent with Community Newspaper is on a per issue basis

TVBasics 2010-2011

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	34.9%	34.9%
	Most Influential	59.6%	69.0%
	Most Effective	56.2%	63.7%
	Most Persuasive	59.8%	64.5%
	Most Authoritative	8.0%	9.0%
	Most Influential	5.7%	4.8%
	Most Effective	7.4%	8.6%
	Most Persuasive	7.0%	9.6%
	Most Authoritative	10.4%	8.4%
	Most Influential	11.9%	10.8%
	Most Effective	13.0%	11.0%
	Most Persuasive	7.4%	5.9%
	Most Authoritative	26.1%	23.5%
	Most Influential	13.1%	7.7%
	Most Effective	13.5%	10.4%
	Most Persuasive	13.1%	9.5%
	Most Authoritative	7.2%	5.2%
	Most Influential	3.8%	2.9%
	Most Effective	3.2%	1.5%
	Most Persuasive	5.5%	4.6%

Source: BBM Analytics May 2010

TVBasics 2010-2011

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 (%)+
2010					34,108	99	
2009	310	141	169	139	33,873	99	67.0*
2008	312	146	166	122*	33,091	99	65.0
2007	311	148	163	126*	32,730	99	65.0
2006	302	143	159	121*	32,623	99	65.6
2005	287	146	141	109*	32,299	99	65.0
2004	267	152	115	101*	31,989	99	62.9
2003	263	151	112	100	31,629	99	61.2
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, ⁺Statistics Canada, ^{*}BBM Canada

CABLE IN CANADA							
Year	Operating Systems	Subscribers (000)	Digital (000)	HDTV Subs (000)	DTH (000)	Telco (000)	*Cable Penetration
2010 [^]	2,145	8,465	5,359	1,291	2,884	358	
2009 [^]	1,940	8,352	4,779		2,774	306	66%
2008 [^]	1,941	8,316	3,783		2,647	201	65%
2007 [^]	1,943	8,167	3,348		2,701	170	65%
2006 [^]	1,955	8,033	2,973		2,658	134	64%
2005 [^]	2,097	7,984	2,784		2,597	105	64%
2004	1,958	7,319	2,054		2,291		66%
2000	2,001	8,285	500		1,167		73%
1995	1,915	8,102					76%

Source: Canadian Cable and Television Association, ^{*}BBM Fall Surveys, [^]Media Stats

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

WEEKLY TELEVISION REACH							
Demographic	1995	2000	2005	2006	2007	2008	2009
All Persons 2+	96%	96%	97%	96%	95%	94%	95%
Adults 18+	96%	96%	98%	96%	95%	95%	95%
Women 18+	97%	97%	98%	97%	96%	96%	96%
Men 18+	96%	95%	97%	95%	94%	93%	94%
Teens 12-17	93%	95%	95%	93%	92%	91%	90%
Children 2-11	96%	96%	98%	96%	94%	95%	97%

Source: BBM Fall Surveys - diary

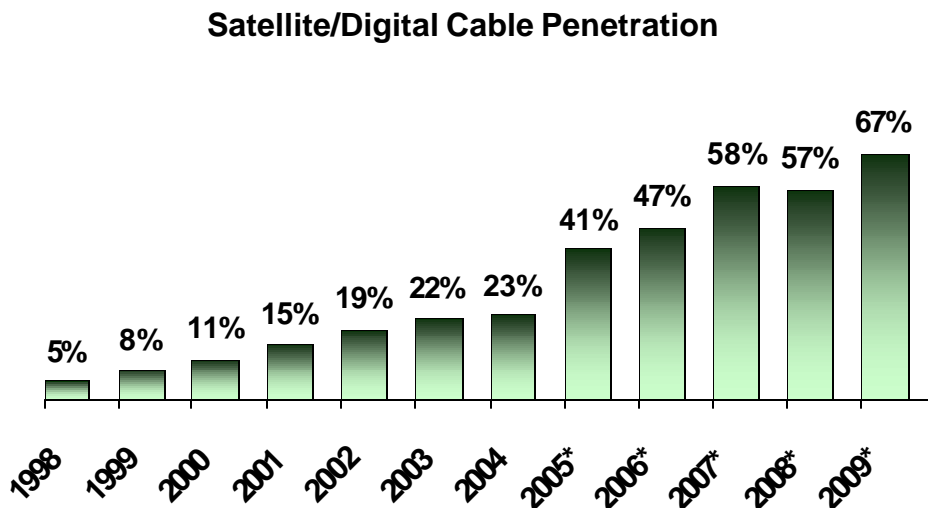
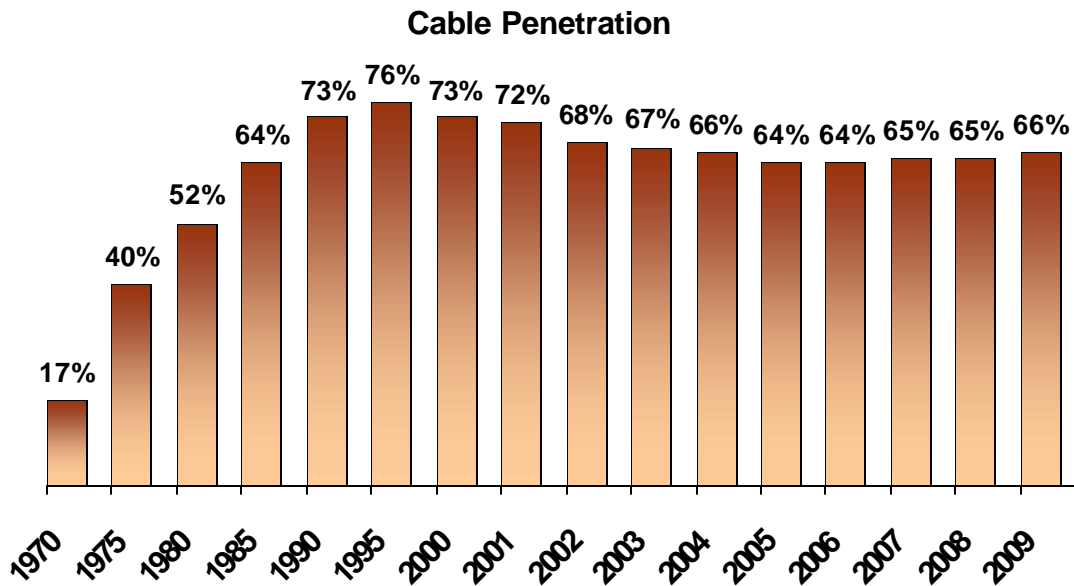
AVERAGE WEEKLY HOURS TUNED PER CAPITA							
Demographic	1995	2000	2005	2006	2007	2008	2009
All Persons 2+	24:36	21:30	24:12	21:30	20:30	20:30	20:48
Adults 18+	26:06	23:15	26:15	23:30	22:24	22:24	22.42
Women 18+	28:24	25:28	28:54	25:48	24:54	24:36	25.06
Men 18+	23:48	20:56	23:36	21:12	19:54	20:12	20.18
Teens 12-17	18:55	14:04	13:42	12:36	11:24	11:00	11.24
Children 2-11	19:36	15:27	13:48	12:48	12:18	12:30	12.54

Source: BBM Fall Surveys - diary

TVBasics 2010-2011

VCR, DVD, CABLE, SATELLITE PENETRATION TRENDS

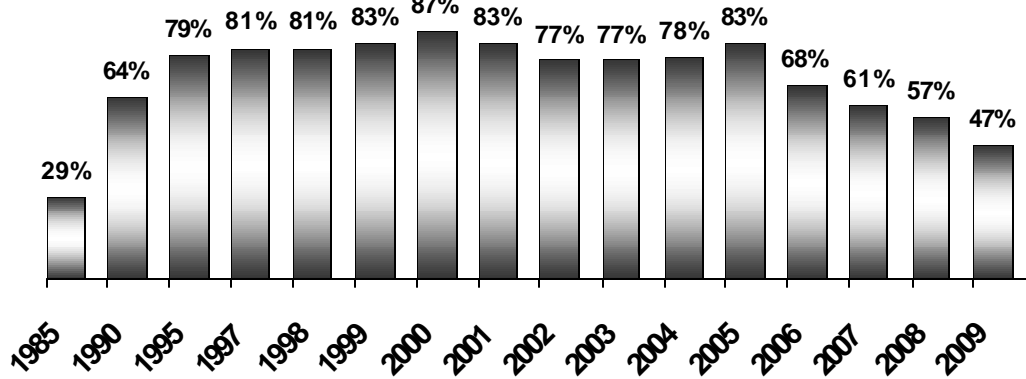
Source: BBM Canada – Fall Surveys



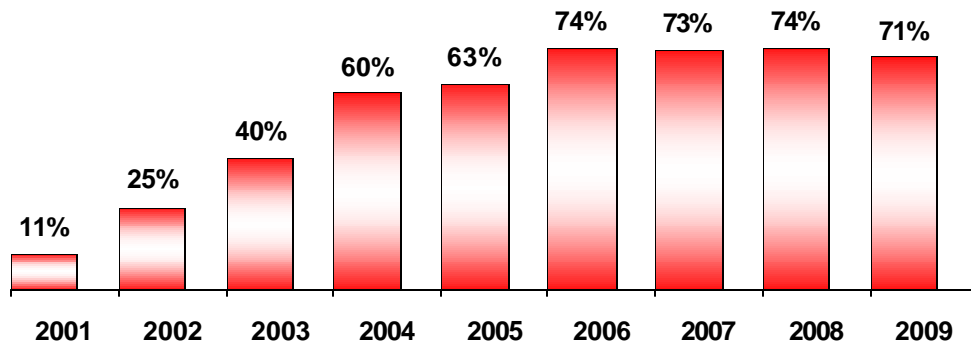
*Note – '05-'09 figure = Digital Cable/ Satellite

TVBasics 2010-2011

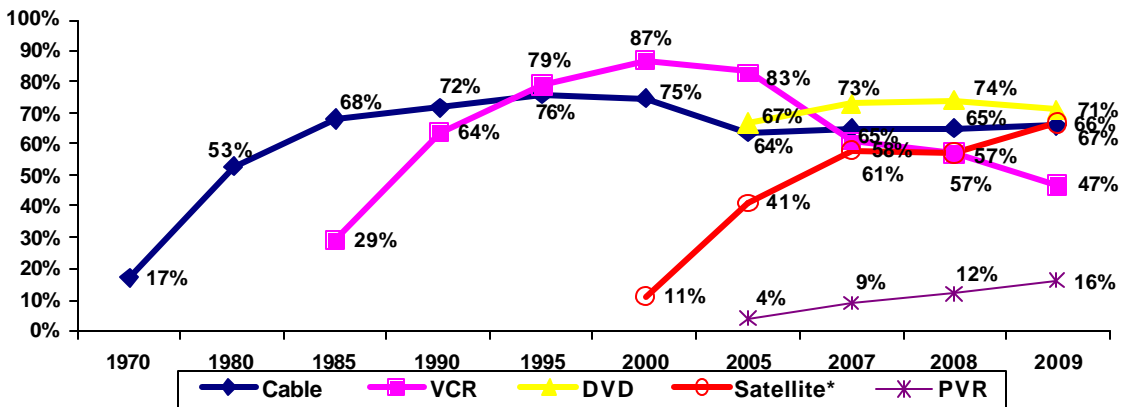
VCR Penetration



DVD Penetration



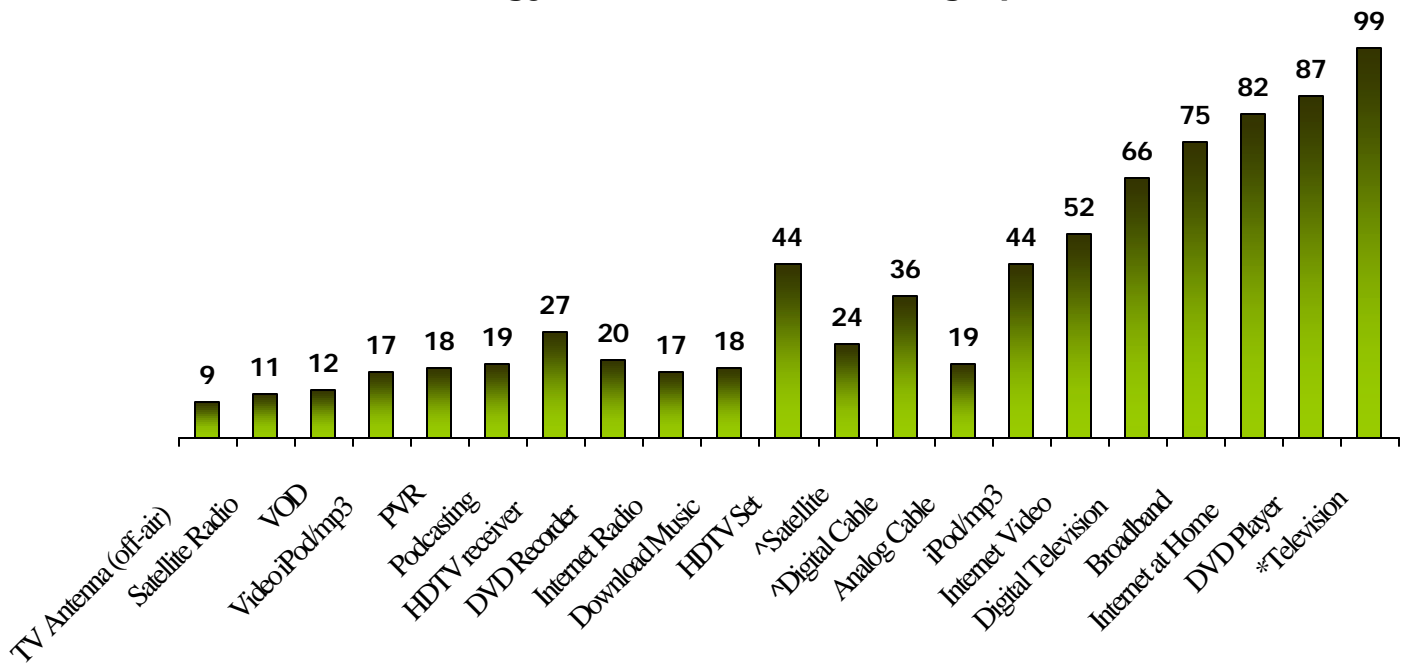
VCR, DVD, Cable, Satellite, PVR penetration



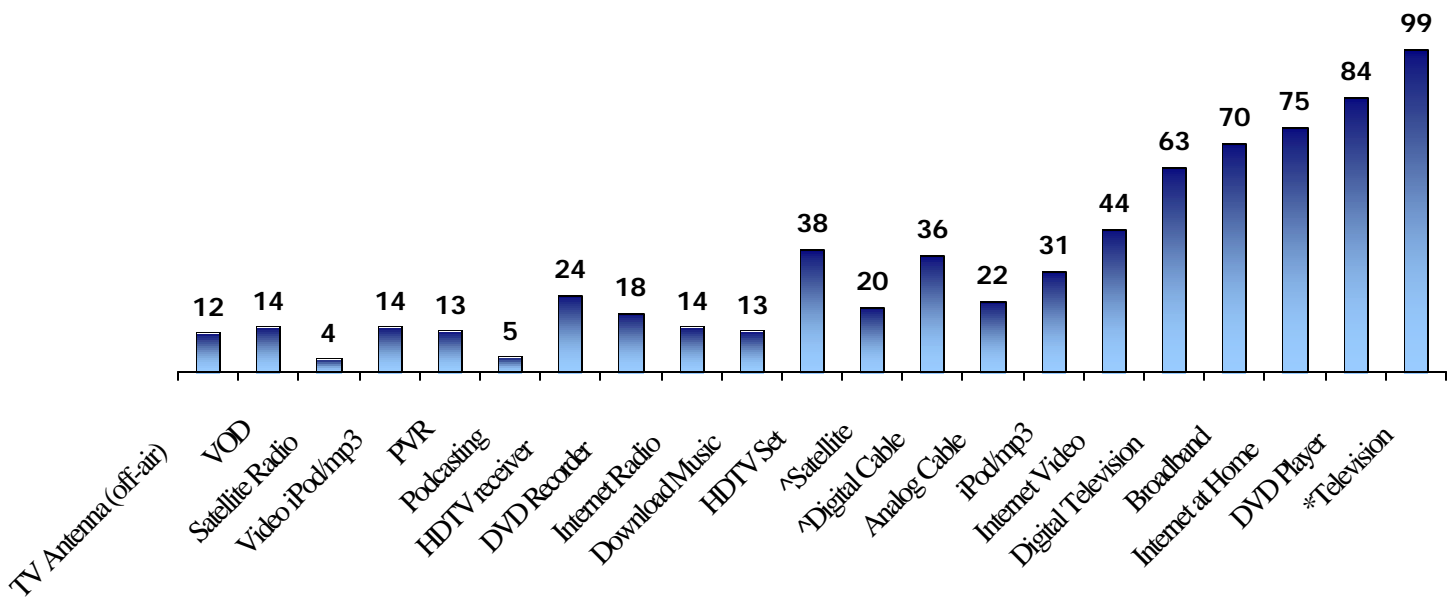
Source: BBM Canada, *05-09 satellite data includes access to digital cable or satellite (BBM)

TVBasics 2010-2011

Media Technology Penetration (%) Anglophones 18+



Media Technology Penetration (%) Francophones 18+



Source: MTM 2009 – Anglophone Media Technology Adoption , MTM 2009 – Francophone Media Technology Adoption;
 *Statistics Canada
 ^BBM Canada 2008-2009 TVMeter Databook

TVBasics 2010-2011

BBM Extended Market Area - All Persons 2+ (Mo-Su 6a-2a, Fall 2009)

Markets	2+ Pop (000)	2+ Total Wkly Hrs (000)	Cable (%)	Satellite (%)	PVR (%)	VCR (%)	DVD (%)	Wkly 2+ Hrs/Capita*
St John's-Corner Brook	446	10,076	69	27	7	41	65	22.6
Charlottetowr	135	2,670	46	47	10	45	69	19.8
Sydney-Glace Bay	139	3,244	54	39	7	49	69	23.3
Halifax	654	13,596	65	30	16	48	73	20.8
Saint John-Moncton	609	13,023	51	41	11	45	68	21.4
Carleton	146	3,753	49	47	5	40	60	25.7
Rim-Mat-Sept Iles	220	6,096	66	31	9	47	63	27.7
Rivière du Loup	135	3,891	55	39	9	47	60	28.8
Saguenay	268	7,642	70	28	15	42	65	28.5
Québec	1,057	24,365	66	26	15	48	67	23.3
Sherbrooke	565	14,215	60	33	12	47	70	25.1
Montréal Anglo	980	19,295	57	35	17	48	70	19.7
French Canada	7,005	163,900	67	25	13	44	66	23.4
Trois Rivières	303	8,341	66	28	11	47	67	27.5
Rouyn-Noranda	142	3,557	58	37	7	51	68	25.0
Ottawa-Gatineau	1,422	27,410	60	33	21	45	71	19.3
Ottawa-Gatineau Anglo	992	18,245	57	35	25	46	72	18.4
Ottawa-Gatineau Franco	430	9,165	66	28	14	44	71	21.3
Pembroke (CM)	101	2,112	14	80	9	48	70	20.9
Kingston	266	5,590	36	58	15	49	73	21.0
East Central Ont.	734	15,711	33	62	14	48	71	21.4
Peterborough	304	6,403	33	63	11	48	69	21.1
Barrie	510	10,444	51	44	19	47	71	20.5
Kitchener-London	1,960	39,289	57	32	16	54	73	20.1
Kitchener	1,016	19,527	58	30	14	54	73	19.2
London	833	17,727	60	32	18	52	74	21.2
Windsor	416	9,432	52	24	10	51	74	22.7
Sudbury-Timmins-North Bay/S.S. Marie	521	12,278	45	50	13	52	68	23.6
Thunder Bay	152	3,325	56	38	13	51	75	21.9
Kenora	36	749	43	51	7	47	71	20.8
Winnipeg	941	19,081	70	23	17	54	74	20.3
Yorkton	81	1,852	26	66	11	51	64	22.9
Regina-Moose Jaw	299	6,646	66	30	28	47	68	22.2
Saskatoon	315	6,037	56	38	18	49	72	19.2
Prince Albert	106	2,077	26	64	8	55	71	19.6
Medicine Hat	81	1,595	54	41	20	49	71	19.7
Lloydminster	89	1,788	27	72	13	47	73	20.1
Edmonton	1,640	32,405	60	34	24	45	74	19.8
Dawson Creek	63	1,097	36	52	16	52	74	17.4
Kelowna	340	7,278	69	26	19	52	73	21.4
P. George-Kamloops	345	7,536	53	41	14	58	77	21.8
Terrace Kitimat	70	1,314	43	42	8	53	73	18.6

Total Canada 33,503 697,702 66 30 16 47 71 20.8

2009-10 Meter Universe Estimates

			Analogue Cable	Digital Cable	Satellite	PVR	
Montreal	4,666	100,592	26.1	40.4	22.7	20	21.5
Toronto	7,350	144,809	24.2	49.0	21.1	25	19.7
Calgary	1,584	30,255	28.7	37.2	26.6	28	19.1
Vancouver	3,404	67,170	37.7	44.2	12.6	24	19.7
Total Canada			24.8	37.2	30.1		20.5

Source: BBM TV EM Statistics, Fall 2009

TVBasics 2010-2011

Share of Hours Tuned by Station Group

STATION GROUP	FALL					
	2004	2005	2006	2007	2008	2009
CBC O&O	4.2	4.6	4.8	4.5	4.6	4.7
CBC Affiliates	0.7	0.7	0.5	0.6	0.7	0.6
CBC TOTAL	5.1	5.5	5.5	5.1	5.3	5.4
CTV	13.1	13.4	13.7	12.7	11.8	10.9
Independent English	8.8	8.3	8.8	8.3	8.2	7.7
Global	7.2	7.4	7.6	7.2	6.2	6.6
Radio Canada O&O	3.8	3.4	2.9	3.1	3.3	3.7
Radio Canada Affiliates	0.8	0.7	0.7	0.6	0.6	0.1
RADIO CANADA TOTAL	4.6	4.2	3.6	3.7	3.9	3.8
TVA	8.1	7.9	7.1	8.1	8.2	8.0
Télé-Québec	0.7	0.7	0.7	0.6	0.7	0.6
Quatre Saisons	3.1	2.9	3.3	2.7	1.2	1.3
Total CDN Conventional	50.7	50.6	50.3	48.4	45.5	44.3
US: ABC Affiliates	1.7	1.7	2.0	1.5	1.5	1.5
NBC Affiliates	2.0	2.0	1.7	1.2	1.3	1.2
CBS Affiliates	2.1	2.1	2.3	2.2	2.5	2.0
FOX Affiliates	1.7	1.5	1.4	1.7	1.6	1.4
PBS	1.0	0.9	1.0	0.9	1.0	0.9
Independent/UPN/WB	1.2	2.4	2.0	1.9	1.7	1.5
Total U.S. Conventional	9.7	9.3	10.4	9.4	9.6	8.5
Cable/Prov.	1.7	1.8	1.9	0.4	0.4	0.3
International	0.1	0.2	0.3	0.4	0.4	0.6
VCR	4.9	4.7	4.6	4.3	3.9	3.8
PVR	0.1	0.3	0.6	1.1	1.8	3.1
Demand	n/a	n/a	n/a	0.3	0.4	0.5
CDN. Specialty/Pay	23.7	25.8	25.4	28.0	30.8	32.1
U.S. Specialty/Pay	7.1	4.7	5.3	5.4	6.1	5.6
Others	1.9	1.2	1.2	0.8	0.8	0.8
Total Hours (Millions)	666.5	678.7	659.4	657.8	668.5	697.7

Source: BBM Fall 2009 Surveys (Mon-Sun 6A-2A), Television Audience by Station Groups All Persons 2+ Canada

TVBasics 2010-2011

TOP PROGRAMS

Top 10 Regularly Scheduled Network Programs in Canada				
Rnk.	Ntwk.	Program	No. of Telecasts	A 18+ (000)
1.	RDS	Hcky Can élim rd2	7	1,637
2.	TSN	NHL Playoffs rnd1	7	1,504
3.	TSN	CFL Playoffs	4	1,315
4.	RDS	Hcky Can élim rd1	7	1,279
5.	Global	Survivor: Hero/Villn	14	1,103
6.	Global	Survivor: Samoa	15	1,090
7.	CTV	Olympic Prime Time	21	1,010
8.	TSN	NHL Playoffs rnd2	12	954
9.	CTV	Grey's Anatomy	21	922
10.	TVA	Le Banquier	17	916

Top 10 Specials in Canada				
Rnk.	Ntwk.	Program	No. of Telecasts	A 18+ (000)
1.	TSN	CFL Grey Cup	1	4,489
2.	TSN	WJC: Playoffs	1	3,566
3.	CTV	Olympic CL Ceremony	1	3,530
4.	CTV	Olympic OP Crmny	1	3,009
5.	CTV	NFL Super Bowl	1	2,449
6.	CTV	Academy Awards	1	2,449
7.	CBC	FIFA World Cup	1	2,139
8.	SRC	SP Petite vie Noël	1	1,450
9.	TVA	Banquier affronte ...	1	1,311
10.	Global	Grammy Awards	1	1,309

Source: BBM Canada 2009-2010

Top 10 Network Programs in U.S.		
	Program	HH Rating
1.	American Idol	13.7
2.	Dancing With The Stars	12.6
3.	NCIS	11.4
4.	NBC Sunday Night Football	11.3
5.	The Mentalist	10.5
6.	Undercover Boss	9.8
7.	CSI	9.7
8.	NCIS: Los Angeles	9.7
9.	The Bachelor	9.3
10.	Two And A Half Men	8.9

Top 10 Syndicated Programs in U.S.		
	Program	HH Rating
1.	Wheel of Fortune	6.5
2.	Jeopardy	5.5
3.	Two And A Half Men	4.7
4.	Judge Judy	4.4
5.	Oprah Winfrey Show	4.3
6.	Entertainment Tonight	4.2
7.	Family Guy	3.3
8.	Made in Hollywood	3.3
9.	CSI New York	3.2
10.	Inside Edition	3.0

Source: Nielsen 2009-2010

TVBasics 2010-2011

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

Market	Station	Network Affiliation	Regional Affiliation	Fall 2008			Fall 2009		
				Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
British Columbia									
Dawson Creek	CJDC-TV	Astral		122	80	1.5	75	42	1.8
Kamloops	CFJC-TV	Jim Pattison Group	BCI-TV	265	191	1.4	378	239	1.6
Kelowna	CHBC-TV	Canwest	BCI-TV	443	130	3.4	406	109	3.7
Prince George	CKPG-TV	Jim Pattison Group	Great West TV	131	89	1.5	154	101	1.5
Terrace/Kitimat	CFTK-TV	Astral		174	89	1.9	125	73	1.7
Vancouver	CBUFT	SRC		304	183	1.7	351	185	1.9
Vancouver	CBUT	CBC		4,693	1,931	2.4	5107	1,804	2.8
Vancouver	CHAN-TV	Canwest	Global BC	13,051	2,943	4.4	14,512	2,918	5.0
Vancouver	CHNU	S-VOX		434	311	1.4	421	282	1.5
Vancouver	CKVU-TV	Rogers		1,866	1,100	1.7	1,941	1,087	1.8
Vancouver	CHNM (OMNI Van.)	Rogers		853	504	1.7	851	444	1.9
Vancouver	CIVT	CTV		6,898	2,268	3.0	6,690	2,313	2.9
Victoria	CHEK-TV	Indep.	BCTV	1,908	983	1.9	979	376	2.6
Victoria	CIVI	CTV		2,090	1,249	1.7	1,681	968	1.7
Alberta									
Calgary	CBRT	CBC		1,870	915	2.0	1,590	812	2.0
Calgary	CKAL	Rogers		1,149	579	1.9	880	498	1.8
Calgary/Lethbridge	CFCN-TV	CTV		4,550	1,319	3.4	4,367	1,261	3.5
Calgary/Lethbridge	CICT/CISA	Canwest		3,298	1,098	3.0	3,765	1,078	3.5
Edmonton	ACCESS	CTV		945	767	1.2	956	748	1.3
Edmonton	CBXFT	SRC		98	68	1.4	124	74	1.7
Edmonton	CBXT	CBC		1,442	510	2.8	1,383	491	2.8
Edmonton	CFRN-TV	CTV		4,553	1,168	3.9	4,537	1,240	3.7
Edmonton	CITY-TV	Canwest		4,712	1,377	3.4	4,823	1,325	3.6
Edmonton	CKEM	Rogers		906	575	1.6	1,107	649	1.7
Lloydminster	CITL-TV	Indep.		283	164	1.7	254	136	1.9
Lloydminster	CKSA-TV	Indep.		270	164	1.6	218	150	1.5
Medicine Hat	CHAT-TV	Jim Pattison Group		41	22	1.9	49	23	2.1
Saskatchewan									
Prince Albert	CIPA-TV	CTV	CTV SASK.	272	37	7.4	180	28	6.5
Regina	CBKFT	SRC		5	2	2.5	4	2	2.4
Regina	CBKT-TV	CBC		335	104	3.2	621	186	3.3
Regina	CFRE-TV	Canwest		336	111	3.0	286	97	2.9
Regina	CKCK-TV	CTV	CTV SASK.	2,832	975	2.9	2,544	874	2.9
Saskatoon	CFQC-TV	CTV	CTV SASK.	895	160	5.6	738	130	5.7
Saskatoon	CFSK-TV	Canwest		1,056	686	1.5	912	535	1.7
Yorkton	CICC-TV	CTV	CTV SASK.	245	30	8.2	190	24	8.1
Manitoba									
Winnipeg	CBWFT	SRC		422	277	1.5	349	242	1.4
Winnipeg	CBWT	CBC		1,902	920	2.1	2,348	1,072	2.2
Winnipeg	CKND-TV	Canwest		1,966	943	2.1	2,075	862	2.4
Winnipeg	CKY-TV	CTV		4,908	1,304	3.8	4,818	1,293	3.7
Winnipeg/Portage	CHMI-TV	Rogers		796	516	1.5	949	534	1.8
Winnipeg	Joytv (CIIT)	S-VOX		101	73	1.4	94	81	1.2

Source: BBM Canada Fall surveys

TVBasics 2010-2011

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

Market	Station	Network Affiliation	Regional Affiliation	Fall 2008			Fall 2009		
				Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
Ontario									
Barrie	CKVR	CTV	A Channel	3,769	2,040	1.8	4,842	2,021	1.9
Kenora	CJBN-TV	Shaw		214	163	1.3	280	184	1.5
Kingston	CKWS-TV	Corus		648	267	2.4	759	251	3.0
Kitchener	CKCO-TV	CTV	CTV ONT	4,822	977	4.9	4,839	974	5.0
London	CFPL	CTV	A Channel	2,615	956	2.7	2,484	913	2.7
North Bay	CKNY-TV	CTV	MCTV/CTVONT	258	27	9.6	229	29	7.9
Ottawa	CBOT	CBC		1,589	675	2.4	1,885	725	2.6
Ottawa/Hull	CBOFT	SRC		1,258	244	5.2	1,344	298	4.5
Ottawa	CJOH-TV	CTV	CTV ONT	4,538	1,020	4.4	4,408	1,011	4.4
Pembroke	CHRO	CTV	A Channel	1,571	753	2.1	1,478	676	2.2
Peterborough	CHEX-TV	Corus		1,283	562	2.3	1,179	516	2.3
Sault Ste. Marie	CHBX-TV	CTV	MCTV/CTVONT	381	55	6.9	281	39	7.4
Sudbury	CICI-TV	CTV	MCTV/CTVONT	2,000	531	3.8	2,854	605	4.7
Thunder Bay	CHFD-TV	Dougall Media		545	214	2.5	510	202	2.5
Thunder Bay	CKPR-TV	Dougall Media		371	127	2.9	431	165	2.6
Timmins	CITO-TV	CTV	MCTV/CTVONT	276	40	6.9	248	31	8.0
Toronto	CBLFT	SRC		168	31	5.4	290	58	5.0
Toronto	CBLT	CBC		9,736	3,747	2.6	11,837	4,437	2.7
Toronto	OMNI.1 (CFMT)	Rogers		2,763	1,841	1.5	2,337	1,636	1.4
Toronto	OMNI.2 (CJMT)	Rogers		2,225	1,217	1.8	2,360	1,313	1.8
Toronto	CFTO-TV	CTV	CTV ONT	23,528	5,245	4.5	21,702	5,378	4.0
Toronto	Citytv	Rogers		7,727	3,192	2.4	11,624	4,169	2.8
Toronto	CKXT Sun TV	Sun Media		1,575	1,256	1.3	1,403	1,076	1.3
Toronto/Hamilton	CHCH-TV	Channel Zero		5,479	2,679	2.0	4,291	1,446	3.0
Windsor	CBEFT	SRC		8	2	4.0	6	1	8.6
Windsor	CBET	CBC		432	142	3.0	405	128	3.2
Windsor	CHWI	CTV	A Channel	664	177	3.8	582	152	3.8
ONTARIO	CIII-TV	Canwest		14,475	5,353	2.7	15,243	5,560	2.7
Quebec									
Carleton	CHAU-TV	CHAU		1,306	127	10.3	1,114	117	9.6
Carleton	CIVK-TV	TQ		62	26	2.4	46	19	2.4
Chicoutimi/Jonquière	CFRS-TV	V		405	145	2.8	399	142	2.8
Chicoutimi/Jonquière	CIVV-TV	TQ		127	53	2.4	135	56	2.4
Chicoutimi/Jonquière	CJPM-TV	TVA		2,456	225	10.9	2,590	222	11.7
Chicoutimi/Jonquière	CKTV-TV	RC		733	125	5.9	800	119	6.7
Hull/Ottawa	CFGS-TV	Radio Nord		247	111	2.2	264	100	2.6
Hull/Ottawa	CHOT-TV	Radio Nord		2,128	258	8.2	1,954	257	7.6
Hull/Ottawa	CIVO-TV	TQ		163	68	2.4	173	65	2.6
Matane	CBGAT	RC		338	53	6.4	336	47	7.2
Matane	CIVF-TV	TQ		14	7	2.0	24	10	2.4
Montréal	CBFT	RC		14,210	2,748	5.2	14,411	2,773	5.2
Montréal	CBMT	CBC		2,264	971	2.3	2,680	1,066	2.5
Montréal	CFCF-TV	CTV		6,642	1,722	3.9	7,478	1,701	4.4

Source: MicroBBM Fall surveys

TVBasics 2010-2011

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

Market	Station	Network Affiliation	Regional Affiliation	Fall 2008			Fall 2009		
				Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
Quebec Continued									
Montréal	CFJP-TV	V		4,506	1,709	2.6	5,522	1,810	3.1
Montréal	CFTM-TV	TVA		27,370	3,052	9.0	28,001	3,289	8.5
Montréal	CIVM-TV	TQ		3,193	1,274	2.5	4,436	1,778	2.5
Montréal	CJNT-TV	Channel Zero		404	251	1.6	50	32	1.6
Montréal	CKMI-TV	Canwest		1,159	583	2.0	1,530	713	2.1
Quebec City	CBVT	SRC		4,109	778	5.3	3,674	708	5.2
Quebec City	CFAP-TV	V		1,219	454	2.7	1,160	416	2.8
Quebec City	CFCM-TV	TVA		8,391	890	9.4	8,431	865	9.8
Quebec City	CIVQ-TV	TQ		522	235	2.2	534	242	2.2
Rimouski	CFER-TV	TVA		2,103	151	13.9	1,929	159	12.1
Rimouski	CIVB-TV	TQ		36	15	2.4	30	12	2.4
Rimouski	CJBRT	SRC		250	41	6.1	800	126	6.3
Rimouski	CJPC-TV	V		62	24	2.6	56	19	2.9
Rivière-du-Loup	CFTF-TV	V		434	140	3.1	452	138	3.3
Rivière-du-Loup	CIMT-TV	TVA		1,856	174	10.7	1,777	154	11.5
Rivière-du-Loup	CIVB-TV 1	TQ		36	15	2.4	46	18	2.5
Rivière-du-Loup	CKRT-TV	Télé Inter-Rives		343	61	5.6	317	49	6.5
Rouyn	CFEM-TV	Radio Nord		1,255	112	11.2	1,127	101	11.1
Rouyn	CKRN-TV	Radio Nord		323	60	5.4	282	48	5.9
Sept Iles	CBAT	RC		664	178	3.7	682	181	3.8
Sept Iles	CIVG-TV	TQ		56	16	3.5	33	16	2.1
Sherbrooke	CFKS-TV	V		713	258	2.8	912	535	1.7
Sherbrooke	CHLT-TV	TVA		5,185	495	10.5	6,277	525	12.0
Sherbrooke	CIVS-TV	TQ		337	123	2.7	292	109	2.7
Sherbrooke	CKSH-TV	SRC		1,614	356	4.5	1,986	383	5.2
Trois-Rivières	CFKM-TV	V		315	108	2.9	326	103	3.2
Trois-Rivières	CHEM-TV	TVA		2,427	187	13.0	2,479	206	12.1
Trois-Rivières	CIVC-TV	TQ		157	59	2.7	142	61	2.3
Trois-Rivières	CKTM-TV	RC		999	167	6.0	1,103	174	6.3
Val-d'Or	CFVS-TV	Radio Nord		118	42	2.8	109	35	3.1
Val-d'Or	CIVA-TV	TQ		72	31.4	2.3	59	23	2.8
Atlantic									
ASN (Atlantic Satellite Network)	ASN	CTV		2,217	1,218	1.8	2,080	1,072	1.9
Charlottetown, PEI	CBCT	CBC		361	82	4.4	347	76	4.6
Halifax, NS	CBHT	CBC		2,275	947	2.4	2,742	1061	2.6
Halifax, NS	CJCH-TV	CTV	ATV	4,541	891	5.1	4,238	863	4.9
Halifax, Dartmouth, NS	CIHFNS	Canwest		1,187	705	1.7	1,620	809	2.0
Moncton, NB	CBAFT	SRC		962	219	4.4	850	212	4.0
Moncton, NB	CKCW-TV	CTV	ATV	4,838	1,172	4.1	4,882	1,195	4.1
Saint John, NB	CBAT	CBC		664	178	3.7	682	181	3.8
Saint John, NB	CIHFNB	Canwest	MITV	436	239	1.8	558	203	2.8
Saint John, NB	CKLT	CTV		3,697	1,011	3.7	3,814	1,039	3.7
St. John's, NFLD	CBNT	CBC	TV NFLD	1,117	294	3.8	1,326	321	4.1
St. John's, NFLD	CJON-TV	NB	NFLD TV	4,008	1,306	3.1	4,344	1,274	3.4
Sydney, NS	CBIT	CBC		161	40	4.0	NA	NA	NA
Sydney, NS	CJCB-TV	CTV	ATV	766	87	8.8	836	88	9.5

Source: MicroBBM Fall surveys

TVBasics 2010-2011

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

Station	Group Ownership	Major Market Sales Representative
B.C.		
CJDC-TV	Astral Media	Airtime Television Sales/Brydson Media Sales Int. Inc./Astral Media Broadcast Sales
CFJC-TV	Jim Pattison Broadcast Group	Western Media Group Sales Company Inc/WTR Media Sales Inc.
CHBC-TV	Canwest Television	CanWest Media Sales Inc./Impulse Media Sales
CKPG-TV	Jim Pattison Broadcast Group	Airtime Television Sales/Telerep Inc./Robert Cole Media/WTR Media Sales
CFTK-TV	Astral Media	Airtime Television Sales/Astral Media Broadcast Sales/Robert Cole Media
CBUFT	SRC	SRC Media Sales
CBUT	Canadian Broadcasting Corp.	Canadian Television Sales
CHAN-TV	Canwest Television	Impulse Media Sales
CHNU	S-VOX	S-VOX Media Sales
CKVU	Rogers Broadcasting Ltd.	Rogers Media Sales
CHNM	Rogers Broadcasting Ltd.	Rogers Media Sales
CIVT	CTVglobemedia	CTV Media Sales
CHEK-TV	Independent	CHEK Media Sales
CIVI	CTVglobemedia	RNC Media Sales
Alberta		
CBRT	Canadian Broadcasting Corp.	Canadian Television Sales
CKAL	Rogers Broadcasting Ltd.	Rogers Media Sales
CFCN-TV	CTVglobemedia	CTV Media Sales
CICT/CISA	CanWest Television	CanWest Media Works Inc./Impulse Media Sales
ACCESS	CTVglobemedia	CTV Media Sales
CBXFT	SRC	SRC Media Sales
CBXT	Canadian Broadcasting Corp.	Canadian Television Sales
CFRN-TV	CTVglobemedia	CTV Media Sales
CITV-TV	Canwest Television	Impulse Media Sales
CKEM	Rogers Broadcasting Ltd.	Rogers Media Sales
CITL-TV	Newcap Broadcasting	Airtime Television Sales/Telerep Inc./Astral Media Broadcast Sales/Robert Cole Media
CKSA-TV	Newcap Broadcasting	Airtime Television Sales/Telerep Inc./Astral Media Broadcast Sales/Robert Cole Media
CHAT-TV	Jim Pattison Broadcast Group	Airtime Television Sales/Telerep Inc./Astral Media Broadcast Sales/Robert Cole Media/WTR Media Sales Inc.
Saskatchewan		
CIPA-TV	CTVglobemedia	CTV Media Sales
CBKFT	SRC	Radio-Canada Television Sales
CBKT-TV	Canadian Broadcasting Corp.	Canadian Television Sales
CFRE-TV	Canwest Television	Canwest Media Sales./Impulse Media Sales
CKCK-TV	CTVglobemedia	CTV Media Sales
CFQC-TV	CTVglobemedia	CTV Media Sales
CFSK-TV	Canwest Television	Canwest Media Sales/Impulse Media Sales
CICC-TV	CTVglobemedia	CTV Media Sales
Manitoba		
CBWFT	SRC	Radio-Canada Television Sales
CBWT	Canadian Broadcasting Corp.	Canadian Television Sales
CKND-TV	Canwest Television	Canwest Media Sales/Impulse Media Sales
CKY-TV	CTVglobemedia	Telerep Inc.
CHMI-TV	Rogers Broadcasting Ltd.	RNC Media Sales
OMNI 11	S-VOX	Rogers

TVBasics 2010-2011

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

Station	Group Ownership	Major Market Sales Representative
Ontario		
CKVR	CTVglobemedia	CTV Media Sales
CJBN-TV	Shaw Communications Inc.	Airtime Television Sales
CKWS-TV	Corus Entertainment	Airtime Television Sales/Telerep Inc.
CKCO-TV	CTVglobemedia	CTV Media Sales
CFPL	CTVglobemedia	CTV Media Sales
CKNY-TV	CTVglobemedia	CTV Media Sales
CBOT	Canadian Broadcasting Corp.	Canadian Television Sales
CBOFT	Radio-Canada	Radio-Canada Television Sales
CJOH-TV	CTVglobemedia	Telerep Inc.
CHRO	CTVglobemedia	RNC Media Sales
CHEX-TV	Corus Entertainment	Airtime Television Sales/Astral Media Broadcast Sales/Robert Cole Media
CHBX-TV	CTVglobemedia	CTV Media Sales
CICI-TV	CTVglobemedia	CTV Media Sales
CHFD-TV	Dougall Media	Canwest Media Sales/Impulse Media Sales
CKPR-TV	Dougall Media	Canwest Media Sales/Impulse Media Sales
CITO-TV	CTVglobemedia	CTV Media Sales
CBLFT	Radio-Canada	Radio-Canada Television Sales
CBLT	Canadian Broadcasting Corp.	Canadian Television Sales
CFMT (OMNI.1)	Rogers Broadcasting Ltd.	Rogers Media Sales
CJMT (OMNI.2)	Rogers Broadcasting Ltd.	Rogers Media Sales
CFTO-TV	CTVglobemedia	Telerep Inc.
CITY-TV	Rogers Broadcasting Ltd.	RNC Media Sales
CKXT (Sun TV)	Sun Media Inc.	Airtime Television Sales
CHCH-TV	Channel Zero Inc.	Airtime Television Sales/Impulse Media Sales/Western Media Group Sales Inc.
CBEFT	Radio-Canada	Radio-Canada Television Sales
CBET	Canadian Broadcasting Corp.	Canadian Television Sales
CHWI	CTVglobemedia	CTV Media Sales
CIII-TV	Canwest Television	Canwest Media Sales
Quebec		
CHAU-TV	CHAU-TV Communications Ltee.	TVA Sales and Marketing
CIVK-TV	Télé-Québec	Airtime Television Sales
CFRS-TV	V	V Media Sales
CIVV-TV	Télé-Québec	Airtime Television Sales
CJPM-TV	Groupe TVA Inc.	TVA Sales and Marketing
CKTV-TV	Radio-Canada	Radio-Canada Television Sales
CFGS-TV	Radio North Communications Inc.	RNC Media Sales
CHOT-TV	Radio Nord Communications Inc.	TVA Sales & Marketing
CIVO-TV	Télé-Québec	Airtime Television Sales
CBGAT	Radio-Canada	Radio-Canada Television Spot Sales
CIVF-TV	Télé-Québec	Airtime Television Sales
CBFT	Radio-Canada	Radio-Canada Television Spot Sales
CBMT	Canadian Broadcasting Corp.	Canadian Television Sales
CFCF-TV	CTVglobemedia	Telerep Inc.

TVBasics 2010-2011

STATION/MARKET STATISTICS

Weekly Hours Tuned & Weekly Reach - Viewers 2+

Station	Group Ownership	Major Market Sales Representative
Quebec		
CFJP-TV	V	V Sales & Marketing
CFCM-TV	Groupe TVA Inc.	TVA Sales and Marketing
CIVM-TV	Télé-Québec	Télé-Québec Media Sales
CJNT-TV	Channel Zero Inc.	Robert Cole Media/Airtime Television Sales/Impulse Media Sales
CKMI-TV	Canwest Television	Impulse Media Sales
CBVT	Radio-Canada	Radio-Canada Television Spot Sales
CFAP-TV	V	V Sales and Marketing
CFCM-TV	Groupe TVA Inc.	TVA Sales and Marketing
CIVQ-TV	Télé-Québec	Télé-Québec Media Sales
CFER-TV	Groupe TVA Inc.	TVA Sales and Marketing
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	Groupe TVA Inc.	TVA Sales and Marketing
CIVB-TV	Télé-Québec	TQ Media Sales
CKRT-TV	Télé Inter-Rives Ltée	N/A
CFEM-TV	Radio Nord Communications Inc.	TVA Sales and Marketing
CKRN-TV	Radio Nord Communications Inc.	Radio Nord Communications Media Sales
CBAT	Radio-Canada	Radio-Canada Television Spot Sales
CIVG-TV	Télé-Québec	TQ Media Sales
CFKS-TV	V	V Sales and Marketing
CHLT-TV	Groupe TVA Inc.	TVA Sales and Marketing
CIVS-TV	Télé-Québec	TQ Media Sales
CKSH-TV	Radio-Canada	Radio-Canada Media Sales
CFKM-TV	V	V Sales and Marketing
CHEM-TV	Groupe TVA Inc.	TVA Sales and Marketing
CIVC-TV	Télé-Québec	TQ Media Sales
CKTM-TV	Radio-Canada	RC Media Sales
CFVS-TV	Radio Nord Communications	Radio Nord Communications Media Sales
CIVA-TV	Télé-Québec	TQ Media Sales
Atlantic		
ASN	CTV Atlantic Inc.	CTV Media Sales
CBCT	Canadian Broadcasting Corp.	Canadian Television Sales
CBHT	Canadian Broadcasting Corp.	Canadian Television Sales
CJCH-TV	CTV Atlantic	CTV Media Sales
CIHFNS	Canwest Television	Canwest Media Sales
CBAFT	Radio-Canada	Radio-Canada Television Sales
CKCW-TV	CTVglobemedia	CTV Media Sales
CBAT	Canadian Broadcasting Corp.	CBC Television Spot Sales
CIHFNB	Canwest Television	Canwest Media Sales
CKLT	CTVglobemedia	CTV Media Sales
CBNT	Canadian Broadcasting Corp.	Canadian Television Sales
CJON-TV	Newfoundland Broadcasting Co. Ltd.	Impulse Media Sales/CMS Vancouver
CBIT	Canadian Broadcasting Corp.	CBC Television Spot Sales
CJCB-TV	CTV Atlantic Inc.	CTV Media Sales

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COMMERCIAL SPECIALTY NETWORKS

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

SPECIALTY	Fall 2008			Fall 2009		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
Aboriginal Peoples Television Network (APTN+)	698	456	1.5	750	481	1.6
Animal Planet (ANIMAL)	794	420	1.9	616	357	1.7
Argent (ARGENT)	207	51	4.1	77	12.2	6.3
ARTV (ARTV)	1,336	612	2.2	1,530	620	2.5
Asian Television Network (ATN)	230	36	6.4	52	8	6.2
BBC Canada (BBCCA)	925	407	2.3	769	102	7.6
BBC Kids (BBCKID)	257	129	2.0	81	84	1.0
Biography Channel, The (BIO)	215	161	1.3	195	27	7.2
BITE TV (BITETV)	4	0.7	5.7	3	4	0.9
Report on Business Telev. Business News Network (BNN)	1,989	561	3.5	2,380	491	4.9
Book Television (BOOK)	67	42	1.6	87	56	1.5
BPM TV (BMPTV)	19	9	2.1	24	13	1.8
Bravo! (BRAVO)	3,529	1,672	2.1	3,599	1,672	2.2
Canadian Learning Television (CLT)	438	315	1.4	NA	NA	NA
Canal D (CANALD)	2,286	993	2.3	2,044	998	2.0
Canal Evasion (EVASN)	425	321	1.3	645	466	1.4
Canal Vie (VIE)	3,336	1,269	2.6	3,251	1,284	2.5
CBC Newsworld (NWSWD)	6,149	2,552	2.4	6,410	2,504	2.6
Comedy Network, The (COMEDY)	3,063	2,138	1.4	2,883	1,942	1.5
Country Music Television (CMT)	2,658	1,377	1.9	2,822	1,520	1.9
Court TV (COURT)	257	123	2.1	168	71	2.4
CP24 (CP 24)	3,463	1,183	2.9	4,059	1,377	2.9
CTV NewsNet (CTVNCH)	2,789	1,229	2.3	2,625	1,216	2.2
DejaView (DEJAVU)	1,056	416	2.5	670	327	2.0
Discovery Channel (DISCVY)	6,136	3,438	1.8	6,224	3,430	1.8
Discovery Civilization (DSCIV)	302	239	1.3	282	201	1.4
Discovery Health Channel (HEALTH)	270	171	1.6	228	168	1.4
Discovery Kids (DISKID)	130	85	1.5	252	144	1.7
Documentary Channel	94	78	1.2	67	57	1.2
Drive-In Classics (DRV IN)	309	137	2.3	171	89	1.9
ESPN Classic (ESPNCL)	54	49	1.1	38	31	1.2
Fairchild Television (FAIR TV)	1,825	150	12.2	841	73	11.5
Family Channel, The (FAMILY)	10,407	2,878	3.6	11,073	2,948	3.8
FashionTelevisionChannel (FASHN)	62	49	1.3	62	40	1.5
Fine Living (FINELV)	85	84	1.0	254	281	1.9
Food Network Canada (FOOD)	3,760	1,871	2.0	3,979	1,969	2.0
Fox Sports World Canada (FOXSWC)	175	87	2.0	255	95	2.7
G4 Tech TV (TECHTV)	121	71	1.7	255	184	1.4
Golf (GOLF)				1,774	508	3.5
Hard TV (HRDPRD)	N/A	N/A	N/A	1	0	3.3
HGTV Canada (HGTV)	5,491	2,639	2.1	6,717	2,780	2.4
Historia (HISTFR)	1527	718	2.1	1,902	751	2.5
History Television (HISTTV)	7,182	2,803	2.6	6,576	2,738	2.4
Ichannel (ICHANN)	26	22	1.2	24	20	1.2
Independent Film Channel (IFC)	436	248	1.8	524	244	2.1
Leafs TV (LEAFS)	133	75	1.8	274	166	1.6
Men TV (MENTV)	68	59	1.2	75	77	1.0
Movieola: The Short Film Channel (MVIOLA)	3	3	1.0	8	8	1.0
MTV Canada (MTVCAN)	830	576	1.4	715	555	1.3
MuchLOUD (MUL)	284	86	3.3	47	25	1.9
MuchMoreMusic (MMORE)	1,279	929	1.4	865	611	1.4
MuchMoreRetro (MRETRO)	18	7.2	2.5	5	2	2.5

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	Hours-'08	Reach-'08	Avg. Hrs.-'08	Hours-'09	Reach-'09	Avg. Hrs.-'09
COMMERCIAL SPECIALTY NETWORKS						
MuchMusic (MMUSIC)	1,632	1,070	1.5	2,125	1,160	1.8
MuchVibe (MVICE)	10	13	0.8	27	15	1.8
Musimax (MUSMAX)	253	193	1.3	191	165	1.2
Musique Plus (MUSIQU)	321	262	1.2	391	274	1.4
Mystery (MYS E)	1,371	492	2.8	1,233	437	2.8
Mystère (MSTERE)	469	205	2.3	451	228	2.0
National Geographic Channel (NATION)	17	11	1.5	46	26	1.8
NHL Network (NHLNET)	325	124	2.6	247	96	2.6
Odyssey Television Network (ODYSEY)	63	4	15.8	657	38	17.4
OLN: Outdoor Life Network (OLN)	1,282	834	1.5	1,709	1,019	1.7
One: The Body, Mind & Spirit Channel (ONE)	54	47	1.1	45	50	0.9
OUTv	17	8	2.0	16	11	1.5
Pet Network, The (PETNET)	5	2	2.5	1	1	0.9
Prise2 (PRISE2)	252	143	1.8	424	140	3.0
PunchMuch (PUNCHM)	18	11	1.6	41	21	1.9
Raptors NBA TV (RAPNBA)	201	105	1.9	219	129	1.7
Razer (MTV2)	80	69	1.2	69	73	0.9
RDI (RDI)	5,261	1,311	4.0	4,673	1,253	3.7
RDS - Le Reseau des Sports (RDS)	9,981	2,370	4.2	10,389	2,374	4.4
RIS (RIS)	378	173	2.2	291	144	2.0
Rogers SportsNet (ROGRSP)	11,635	3,985	2.9	13,266	4,299	3.1
Score Television Network, The (SCORE)	1,720	896	1.9	2,102	1,093	1.9
Dusk (DUSK) formerly SCREAM	536	231	2.3	642	250	2.6
Series + (SERIES)	3,484	856	4.1	4,051	926	4.4
SexTV (SEXTV)	65	26	2.5	18	12	1.5
Showcase (SHWCSE)	2,500	1,603	1.6	3,916	1,997	2.0
Showcase Action (ACTION)	1,010	506	2.0	2,080	859	2.4
Showcase Diva (DIVA)	1,342	593	2.3	2,037	882	2.3
Silver Screen Classics (SLVSCR)	56	23	2.4	160	265	2.5
Space (SPACE)	3,106	1,278	2.4	4,548	1,556	2.9
Star! TV (STAR)	714	609	1.2	1,052	766	1.4
Telelatino (LATINO)	1,227	410	3.0	1,219	470	2.6
Teletoon English (TOON E)	3,396	1,596	2.1	4,228	1,927	2.2
Teletoon French (TOON F)	2,079	790	2.6	2,210	754	2.9
Travel + Escape (TRAVEL)	121	105	1.2	169	134	1.3
Treasure (TREASR)				44	42	1.1
Treehouse (TREE)	7,366	1,814	4.1	7,389	1,985	3.7
TSN (TSN)	18,190	5,082	3.6	19,676	5,165	3.8
TV5 (TV5)	1,527	540	2.8	1,663	622	2.7
TV Land (TVLAND)	290	128	102	229	117	2.0
TVTropolis (TVTROP), SLICE (Fall '09)	2,613	1,822	1.4	1,707	1,1127	1.5
Vision TV (VISION)	3,038	1,321	2.3	3,147	1,279	2.5
VRAK TV (VRAKTV)	2,358	792	3.0	2,333	796	2.9
W Network (WNET+)	4,861	2,367	2.1	5,850	2,672	2.2
Weather Network, The (WEATHR)	2,743	1,959	1.4	2,719	1,727	1.6
YTV	6,892	2,653	2.6	7,657	2,870	2.7
Ztélé (ZTELE)	1,344	654	2.0	1,643	760	2.2

Source: BBM Canada

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COMMERCIAL SPECIALTY NETWORKS

SPECIALTY	GROUP OWNERSHIP	MAJOR MARKET SALES REPRESENTATIVE
Aboriginal Peoples Television Ntwk	APTN	APTN Media Sales
Animal Planet	CTVglobemedia Inc.	Telerep Inc.
ARTV	Société Radio-Canada	SRC Media Sales
Asian Television Network	ATN International Ltd.	ATN Media Sales
BBC Canada	Canwest Media Inc.	Global Television Network/Canwest Broadcast Communications/CMS Vancouver
BBC Kids	Canwest Media Inc.	Global Television Network/Canwest Broadcast Communications/CMS Vancouver
Biography Channel, The	Rogers Broadcasting Ltd.	Rogers Media Sales
Bold	CBC Corp.	Canadian Media Sales
Book Television The Channel	CTVglobemedia Inc.	CTV Media Sales
Business News Network	CTVglobemedia Inc.	CTV Media Sales
Bpm:tv	Stornoway Communications	Stornoway Media Sales
Bravo!	CTVglobemedia Inc.	CTV Media Sales
Canal D	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales
Canal Evasion	Canal Evasion	Canal Evasion Media Sales
Canal Vie	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales
CBC Newsworld	CBC Corp.	Canadian Television Sales
Comedy Network, The	CTVglobemedia Inc.	Telerep Inc.
Cosmopolitan TV	Corus Entertainment Inc.	Corus Media Sales
Country Music Television	Corus Entertainment Inc.	Corus Media Sales
Court TV	CTVglobemedia Inc.	CTV Media Sales
CP24	CTVglobemedia Inc.	CTV Media Sales
CTV News Channel	CTVglobemedia Inc.	CTV Media Sales
DejaView	Canwest Television Ltd.	Canwest Media Sales
Discovery Channel	CTVglobemedia Inc.	Telerep Inc.
Discovery Civilization	CTVglobemedia Inc.	Telerep Inc.
Discovery Health Channel	Canwest Media Inc.	Global Television Network/Canwest Broadcast Communications/CMS Vancouver
Discovery Kids	Corus Entertainment Inc.	Corus Media Sales
DIY Network	Canwest Media Inc.	Canwest Media Sales
Documentary	CBC Corp.	Canadian Television Sales
Drive-In Classics	Corus Entertainment Inc.	Corus Media Sales
Dusk	Corus Entertainment Inc.	Corus Media Sales
Fairchild Television	Fairchild Media Group	Fairchild Television Media Sales
FashionTelevisionChannel	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
Food Network Canada	Canwest Media Inc.	CanWest Media Sales
Fox Sports World Canada	Canwest Television Ltd.	CanWest Media Sales
G4 Tech TV	Rogers Broadcasting L td.	Rogers Media Sales
HGTV Canada	Canwest Media Inc.	Global Television Network/Canwest Broadcast Communications/CMS Vancouver
Historia	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales
History Television	Canwest Media Inc.	Global Television Network/CanWest Broadcast Communications/CMS Vancouver
ichannel	Stornoway Communications	Stornoway Communications Media Sales
Independent Film Channel (IFC)	Canwest Media Inc.	CanWest Broadcast Communications
Leafs TV	Maple Leafs Sports & Entertainment Ltd.	Impulse Media Sales/PDA Agency
Men TV	Canwest Media Inc.	CanWest Media Sales
MovieTime	Canwest Media Inc.	Canwest Media Sales
Movieola: The Short Film Channel	Channel Zero Inc.	Channel Zero Media Sales
MTV Canada	CTVglobeMedia Inc.	CTV Sales/Telerep Inc.
MuchLOUD	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
MuchMoreMusic	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
MuchMoreRetro	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
MuchMusic	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
MuchVibe	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
MusiMax	Astral Media Inc.	Astral Media Radio Inc./Astral Media TVPlus
MusiquePlus	Astral Media Inc.	Astral Media TVPlus
Mystery	Canwest Television Ltd.	CanWest Media Sales
National Geographic Channel	Canwest Media Inc.	CanWest Broadcast Communications/CMS Vancouver

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SPECIALTY	GROUP OWNERSHIP	MAJOR MARKET SALES REPRESENTATIVE
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: The Body Mind & Spirit Chnnl	S-Vox	One: The Body Mind & Spirit Channel Media Sales
Pet Network	Stornoway Communications	Stornoway Communications Media Sales
OUTtv	6166954 Canada Inc.	OUTtv sales
Prise 2	Groupe TVA nc.	TVA Sales & Marketing
Punch Much	CTVglobemedia Inc.	CTV Media Sales/Telerep Inc.
Raptors NBA TV	Maple Leaf Sports & Entertainment Ltd.	Impulse Media Sales/PDA Agency
RDI – Le Réseau de L'information	Société Radio-Canada	SRC Media Sales
RDS	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
RIS Info Sports	CTVglobemedia Inc.	CTV Sales/Telerep Inc.
Rogers SportsNet	Rogers Broadcasting Ltd.	Rogers Media Sales
Score Television Network, The	Score Media Inc.	Score Media Sales
Séries+	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales.
SexTV	Corus Entertainment Inc.	Corus Media Sales
ShopTV	TorStar Media Group Television	TorStar Media Sales
Showcase	Canwest Media Inc.	Impulse Media Sales
Showcase Action	Canwest Media Inc.	Impulse Media Sales
Showcase Diva	Canwest Media Inc.	Impulse Media Sales
Silver Screen Classics	Channel Zero Inc.	Channel Zero Media Sales
Slice	Canwest Media Inc..	Canwest Media Sales
Space	CTVglobemedia Inc.	CTV Media Sales
Star TV!	CTVglobemedia Inc.	CTV Media Sales
Talentvision	Fairchild Media Group	Fairchild Television Media Sales
Telelatino (TLN)	Corus Entertainment	Corus Media Sales
Teletoon	Corus Entertainment	Corus Media Sales
Travel + escape	CTVglobemedia Inc.	Telerep Inc.
TSN	CTVglobemedia Inc.	Telerep Inc.
TVTropolis	Canwest Television Ltd.	Global Television Network/CanWest Broadcast Communications/CMS Vancouver
Vision TV	S-VOX	S-VOX Media Sales
Viva	Corus Entertainment Inc.	Corus Media Sales
VRAK-TV	Astral Media Inc.	Astral Media TVPlus/Canadian Television Sales
W Network	Corus Entertainment	Corus Media Sales
Weather Network, The	Pelmorex Communications Inc.	Pelmorex Communications Broadcast Sales
YTV Canada	Corus Entertainment Inc.	Corus Media Sales
Ztélé	Astral Média Inc.	Astral Media TVPlus/Canadian Television Sales

Source: CARD November 2010, CRTC – Broadcast Policy Monitoring Report

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NETWORK/STATION GROUPS*

Network/Station Groups	Fall 2008			Fall 2009		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
AONT	8817	3794	2.3	8386	3596	2.3
ASTL E: Astral Media English	15225	4201	3.6	15741	4466	3.5
ASTL F: Astral Media French	20968	4168	5.0	21153	3783	5.6
ASTLDG: Astral Media Digital	1441	623	2.3	673	257	2.6
ASTLSP: Astral Media Specialty/Pay	34752	7755	4.5	36221	8095	4.5
ASTRAL: Astral Media Ownership Group	36193	8107	4.5	36894	8144	4.5
ATOT: 'A' Total	14070	6379	2.2	13103	5865	2.2
ATV+: Atlantic Television Network	10145	2143	4.7	9955	2137	4.7
BCTV: British Columbia (Vancouver/Victoria)	14960	3251	4.6	14512	2918	5.0
CBC CV: CBC Conventional	32155	10982	2.9	34547	11089	3.1
CBC DG: CBC Digital	194	144	1.3	134	104	1.3
CBC SP: CBC Specialty	6149	2552	2.4	5410	2504	2.6
CBC+: CBC Maritimes	2798	1047	2.7	3084	1122	2.7
CBC E: CBC English	38499	11834	3.3	41090	11942	3.4
CBCSRC: CBC-SRC Ownership Group	67410	15923	4.2	73383	16348	4.5
CBC: Total	35216	11599	3.0	37333	11613	3.2
CECO: East Central Ontario	1931	799	2.4	1,983	737	2.6
CFCN+: CTV Calgary	4550	1319	3.4	4367	1261	3.5
CFRN+: CTV Edmonton	4553	1168	3.9	4537	1240	3.7
CGM: CTV GlobeMedia Ownership Group	152521	22040	6.9	153322	22496	6.8
CGM CV: CTV GlobeMedia Conventional	92070	16358	5.6	88402	16195	5.2
CGM DG: CTVGLOBEMEDIA DIGITAL	3106	1480	2.1	2531	1248	2.0
CGM E: CTV GlobeMedia English	141860	20359	7.0	142360	20081	6.8
CGM F: CTV GlobeMedia French	10359	2395	4.3	10680	2389	4.5
CGM SP: CTV GlobeMedia Specialty/Pay	57291	14702	3.9	62390	15007	4.2
CHBC+: E! Okanagan-Kamloops	708	321	2.2	NA	NA	NA
CHEX+: Peterborough	1283	562	2.3	1179	516	2.3
CICI+: CTV Sudbury, Timmins, North Bay	2976	667	4.5	2854	605	4.7
CIHF: Maritimes	1624	943	1.7	2178	1011	2.2
CITY: City TV Network (National)	7728	3192	2.4	11624	4169	2.8
CIVM+: Télé-Québec Montréal	4789	1924	2.5	4436	1778	2.5
CJBRT+: Rimouski, Matane, Sept Iles	770	128	6.0	800	126	6.3
CKCO+ : CTV Kitchener	4822	977	4.9	4839	974	5.0
CKCW+: CTV Moncton	4838	1172	4.1	4822	1195	4.1
CKPG+: Prince George, Terrace/Kitimat	305	172	1.8	NA	NA	NA
COGE F: Cogeco French	10568	2908	3.6	NA	NA	NA
COGECO: Cogeco Ownership Group	10568	2908	3.6	NA	NA	NA

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Network/Station Groups	Fall 2008			Fall 2009		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
COGECV: Cogeco Conventional	10568	2908	3.6	NA	NA	NA
COMEDY: The Comedy Network	3063	2138	1.4	2883	1942	1.5
CORS E: Corus English	31764	9268	3.4	37289	10219	3.6
CORSCV: Corus Conventional	1931	799	2.4	1938	737	2.6
CORSDG: Corus Digital	1081	590	1.8	2670	1284	2.1
CORSSP: Corus Specialty/Pay	28752	8481	3.4	32682	9276	3.5
CORUS: Corus Ownership Group	31764	9268	3.4	37289	10219	3.6
CTV SK: CTV Saskatchewan	4244	1192	3.6	3652	1046	3.5
CTVTOT: CTV Total	78848	15103	5.2	76342	15016	5.1
CTVONT: CTV Ontario	35865	7526	4.8	33802	7,551	4.5
CITYTOT: CITY TV Total	12446	5405	2.3	16500	6159	2.7
CWST: CanWest Ownership Group	82725	17051	4.9	81906	16843	4.9
CWST E: CanWest English	83028	17076	4.9	82188	16860	4.9
CWSTCV: CanWest Conventional	50201	13459	3.7	45729	12363	3.7
CWSTDG: CanWest Digital	9294	3192	2.9	10960	3790	2.9
CWSTSP: CanWest Specialty	23230	8246	2.8	25217	8581	2.9
GBLTOT: Global Ownership Group	41679	12196	3.4	45729	12363	3.7
INDEP: Independent Ownership Group	7839	3505	2.2	12375	4396	2.8
OMNTOT: Omni Total	6110	3393	1.8	5799	3233	1.8
QCOR: Québecor Ownership Group	54473	6319	8.6	56483	6317	8.9
QCOR E: Québecor English	1643	1311	1.3	1478	1145	1.3
QCOR F: Québecor French	52830	5015	10.5	55005	5184	10.6
QCORCV: Québecor Conventional	49892	5965	8.4	51111	5979	8.5
QCORDG: Québecor Digital	1173	468	2.5	1281	507	2.5
QCORSP: Québecor Specialty	3409	1069	3.2	4091	1033	4.0
ROGERS: Rogers Ownership Group	30526	10012	3.0	36015	11040	3.3
ROGR E: Rogers English	30526	10012	3.0	36015	11040	3.3
ROGRCV: Rogers Conventional	18556	7357	2.5	22299	8298	2.7
ROGRSP: Rogers Specialty	11635	3985	2.9	13266	4299	3.1
ROGRDG: Rogers Digital	335	230	1.5	449	337	1.9
SHWCSE: Showcase	2500	1603	1.6	3916	1997	2.0
SNET: Sportsnet	10353	3334	3.1	11557	3510	3.3
SRC: Société Radio-Canada	26329	4785	5.5	26688	4772	5.6
SRC CV: SRC Conventional	22315	4161	5.4	26089	4689	5.6
SRC F: SRC French	28912	4583	6.3	32293	4947	6.5
SRC SP: SRC Specialty/Pay	6596	1675	3.9	6204	1622	3.8

TVBasics 2010-2011

Network/Station Groups	Fall 2008			Fall 2009		
	Hours (000)	Reach (000)	Avg Hrs	Hours (000)	Reach (000)	Avg Hrs
STV+: Global Saskatchewan	1392	796	1.7	1198	632	1.9
TQ: Tele-Quebec	4789	1924	2.5	4436	1778	2.5
TVA: TVA Ownership Group	54862	5283	10.4	55680	5429	10.2
TVA NB: TVA New Brunswick	3162	299	10.6	NA	NA	NA
V: Montréal	8020	2908	2.8	8826	2873	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*

Network	Station List
AONT: 'A' ONT	CKVR, CFPL, CHRO, CHWI
ASTL E: Astral Media English	FAM OD, M PIX, PHDSNY, FAMLYE, FAMLYW. HBO E, TMN EX, TMN FE, TMN FN, TMN N, TMN HD
ASTL F: Astral Media French	CANALD, CPOP, ECRAN, HISTFR, MUSIQU, MUSMAX, SERIES, TOON F, TOON RF, VIE, VRAKTV, ZTELE
ASTLDG: Astral Media Digital	CPOP, TOON RF
ASTLSP: Astral Media Specialty/Pay	CANALD, ECRAN, FAM OD, HISTFR, M PIX, MUSIQU, MUSMAX, PHDSNY, SERIES, TOON F, VIE, VRAKTV, ZTELE, FAMLYE, FAMLYW, HBO E, TMN EX, TMN FE, TMN FN, TMN M, TMN HD
ASTRAL	CANALD, CPOP, ECRAN, FAM OD, HISTFR, M PIX MUSIQU, MUSMAX, PHDSNY, SERIES, TOON F, TOONRF, VIE, VRAKTV, ZTELE, PAMLYE, FAMLYW, HBO E, TMN EX, TMN FE, TMS FN, TMN M, TMN HD
ATOT	ASN, CKVR, CFPL, CHRO, CHWI, ACCESS, CIVI
ATV+: Atlantic Television System	CJCB, CJCH, CKCW1, CKLT
BCTV: Vancouver/Victoria	CHAN,
CBC CV: CBC Conventional	CBNT, CBCT, CBHT, CBAT, CBMT, CBOT, CBLT, CBET, CBWT, CBKT, CBRT, BCXT, CBC N, CBUT
CBC DG: CBC Digital	BOLD, DOCS
CBC SP: CBC Specialty /Pay	NEWSWD
CBC+: CBC Maritimes	CBCT, CBHT
CBC E: CBC English	CBNT, CBCT, CBHT, CBAT, CBMT, CBLN, CBLT, CBET, CBWT, CBKT, CBRT, CBXT, CBUT, BOLD, DOCS, NEWSWD, CBC N,
CBCTOT: CBC Total	CBNT, CBCT, CBHT, CBAT, CBMT, CKWS, CBOT, CKPR, CBLT, CBET, CBWT, CBKT, CBRT, CBXT, CKSA, CJDC, CFTK, CBC N, CBUT, CHEX1, CHEX2
CBCSRC: CBC-SRC Ownership Group	CBNT, CBCT, CBHT, CBAFT, CBAT, CKTV, CBFT, CBMT, CBVT, CKSH, CKTM, CBOFT, CBOT, CBLT, CBEFT, CBET, CBWFT, CBWT, CBKFT, CBKT, CBRT, CBXFT, CBXT, CBUT, ARTV, BOLD, CCAN,DOCS, NEWWD, RDI, CBC N, CBLFT, CBUFT, CBGAT, CBST, CJBRT
CECO: East Central Ontario	CKWS, CHEX1, CHEX2
CFCN+: CTV Calgary	CFCN1/2/3/4
CFRN+	CFRN1/2/3/4/5
CGM: CTV GlobeMedia Ownership Group	ASN, CJCH, CJCB, CFCF, CKVR, CFPL, CJOH, CHRO, CFTO, CHWI, CKY, CIPA, CKCK, CFQC, CICC, ACCESS, CIVT, CIVI, ANIMAL, BNN, BOOK, BRAVO, CTVNCH, CLT, COURT, CP24, DISCIV, DRV IN, DSCVRY, ESPNCL, FASHN, MLOUD, MMORE, MMUSIC, MRETRO, MTV2, MTVCAN, MVIBE, NHLNET, PUNCHM, RDS, RIS, SEXTV, SPACE, STAR, TRAVEL, TVLAND, CFCN1/2/3/4, CFRN1/2/3/4/5, CHBX, CICI, CICI2, CITO, CKCO1/2/3, CKCW1, CKLT, CKNY, COMDYE, COMDYW, TSN TSN2
CGM CV: CTV GlobeMedia Conventional	ASN, CJCH, CJCB, CFCF, CKVR, CJOH, CHRO, CFTO, CHWI, CKX, CKY, CIPA, CKCK, CFQC, CICC, ACCESS, CIVT, CIVI, CFCN1/2/3/4, CFPL, CFRN1/2/3/4/5, CHBX, CICI, CICI2, CITO, CKCO1/2/3, CKCW1, CKLT, CKNY
CGM: CTV GlobeMedia Ownership Group	ASN, CJCH, CJCB, CFCF, CKVR, CJOH, CHRO, CFTO, CHWI, CKY, CIPA, CKCK, CKQC, CICC, ACCESS, CIVT, CIVI, CTVNNT, OLN, RDS, TSN, ANIMAL, BNN, BOOK, BRAVO, CLT, COURT, CP24, DISCIV, DRV IN, DSCVRY, ESPNCL, FASHN, MLOUD, MMM, MMUSIC, MRETRO, MTVCAN, MVIBE, NHLNET, PUNCHM, RAZER, RIS, SEXTV, SPACE, STAR, TRAVEL, TVLAND, CFCN1/2/3/4, CFPL, CFRN1/2/3/4/5, CHBX, CICI, CICI2, CITO, CKCO1/2/3, CKCW1, CKLT, CKNX, CKNY, COMDYE, COMDYW
CGM DG: CTV GlobeMedia Digital	ANIMAL, BOOK, COURT, DISCIV, DRV IN, ESPNCL, FASHN, MLOUD, MRETRO, MTV2, MVIBE, NHLNET, PUNCHM, RIS, SEXTV, TRAVEL, TVLAND

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Network	Station List
CGM E: CTV GlobeMedia English	ASN, CJCH, CJCB, CFCF, CKVR, CJOH, CHRO, CFTO, CHWI, CKY, CIPA, CKCK, CFQC, CICC, ACCESS, CIVT, CIVI, CTVNCH, TSN, TSN2, ANIMAL, BNN, BOOK, BRAVO, COURT, CP 24, DRV IN, DCSVRY, ESPNCL, FASHN, MLOUD, MMORE, MMUSIC, MRETRO, MVIBE, MTV2NHLNET, PUNCHM, SEXTV, SPACE, STAR, TRAVEL, TVLAND, CFCN1/2/3/4, CFPL, CFRN1/2/3/4/5, CHBX, CICI, CICI2, CITO, CKCO1/2/3, CKCW1, CKLT,CKNY, COMDYE, COMDYW
CGM F: CTV GlobeMedia French	RDS, RIS
CGM SP: CTV GlobeMedia Specialty/Pay	CTVNCH, RDS, TSN, BNN, BRAVO, CP24, DSCVRY, MMORE, MMUSIC, MTVCAN, SPACE, STAR, COMDYE, COMDYW, TSN, TSN2
CHEX+: Peterborough	CHEX1, CHEX2
CICI+: CTV Sudbury, Timmons, North Bay	CHBX, CICI, CICI2, CITO, CKNY
CIHF: Maritimes	CIHFNS, CIHFNB
CITYNL: City TV Network (National)	CITY, CHMI, CKAL, CKEM, CKVU
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
CKPG+: Prince George, Terrace/Kitimat	CFTK, CKPG
COGE F: Cogeco French	CFRS, CKTV, CFAP, CFKS, CKSH, CFKM, CKTM, CFJP, CJPC
COGECO: Cogeco Ownership Group	CFRS, CKTV, CFAP, CFKS, CKSH, CFKM, CKTM, CFJP, CJPC
COGECV: Cogeco Conventional	CFRS, CKTV, CFAP, CFKS, CKSH, CFKM, CKTM, CFJP, CJPC
COMEDY: Comedy Network	COMDYE, COMDYW
CORS E: Corus English	CKWS, CMT, COSMO, DKID, DUSK, ENCAVE, EO TV, MCTRAL, TREE, CHEX1, CHEX2, TOONEE, TOONEW, TOON R, VIVA, WNET E, WNET W, YTVE, YTVW
CORSCV: Corus Conventional	CKWS, CHEX1, CHEX2
CORSDG: Corus Digital	COSMO, DISKID, DUSK, TOON R
CORSSP: Corus Specialty/Pay	CMT, ENCAVE, MCTRAL, TREE, TOONEE, TOONEW, WNET E, WNET W, YTVE, YTVW
CORUS: Corus Ownership Group	CKWS, CMT, COSMO, DISKID, DUSK, ENCAVE, EO TV, MCTRAL, TREE, CHEX1, CHEX2, TOONEE, TOONEW, VIVA, WNET E, WNET W, YTVE, YTVW
CTV SK: CTV Saskatchewan	CFQC, CICC, CIPA, CKCK
CTVTOT: CTV total	CJCH, CJBC, CFCF, CJBN, CJOH, CHFD, CFTO, CKY, CIPA, CKCK, CFQC, CICC, CITL, CIVT, CFCN1/2/3/4, CFRN1/2/3/4/5, CHBX, CICI, CICI2, CKCO1/2/3, CKCW1, CKLT, CKNY
CTVONT: CTV Ontario	CFTO, CHBX, CICI, CICI2, CITO, CJOH, CKCO1/2/3, CKNY1
CTYTOT: City TV Total	CITY, CHMI, CKAL, CKEM, CKVU
CWST: CanWest Ownership Group	CIFNS, CHIFNB, CKMI, CIII, CKND, CFRE, CFSK, CICT, CITV, CHAN, ACTION, BBCCA, BBCKID, DEJAVU, DIVA, FINELV, FOOD, FOXSWC, HEALTH, HGTV, HISTV, IFC, MOVIET, NATGE, SLICE, MYS E, XTREME, CHBC, SHWEAS, SHWWES, TVTRPE, TVTRPW
CWST E: CanWest English	CHIFNS, CHIFNB, CKMI, CIII, CKND, CFRE, CFSK, CICT, CITV, CHAN, ACTION, BBCCA, BBCKID, DEJAVU, DIVA, FINELV, FOOD, HEALTH, HGTV, HISTTV, IFC, MOVIET, NATG, SLICE, FOXSWC, MYS E, XTREME, DISCIV, CHBC, SHWES, SHWWES, TVTRPE, TVTRPW
CWSTCV: CanWest Conventional	CHIFNS, CHIFNB, CKMI, CIII, CKND, CFRE, CFSK, CICT, CITV, CHBC, CHAN
CWSTDG: CanWest Digital	ACTION, BBCCA, BBCKID, DEJAVU, DIVA, FINELV, FOXSWC, HEALTH, MOVIET, MYS E, NATG, XTREME

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Network	Station List
CWSTSP: CanWest Specialty	FOOD, HGTV, HISTTV, SLICE, SHWEAS, SHWWES, TVTRPE, TVTRPW
GBLTOT: Global Ownership Group	CFRE, CFSK, CHAN, CICT, CICHFNB, CIHFNS, CIII, CITV, CKMI, CKND, CHBC
INDEP: Independent Ownership Group	CJON, CKXT, CHCH, CIIT, CKES, CKXT, CHAT, CFTV, CKPG, CHNU, CITS, CJIL, CKCS, CFJC
OMNTOT: OMNI Total	CFMT, CJMT, CJCO, CJEO, CHNM
QCOR: Québecor Ownership Group	CJPM, CFCM, CFER, CHLT, CHEM, CKXT, ARGENT, LCN, MENTV, MSTERE, IDEES, PRISE2, CFTM, CFTM E, CFTM O
QCOR E: Québecor English	CKXT, MENTV
QCOR F: Québecor French	CJPM, CFCM, CFER, CHLT, CHEM, ARGENT, IDEES, LCN, MSTERE, PRESE2, CFTM, CFTM E, CFTM O
QCORCV: Québecor Conventional	CJPM, CFCM, CFER, CHLT, CHEM, CKXT, CFTM, CFTM E, CFTM C
QCORDG: Québecor Digital	ARGENT, MSTERE, PRISE2, MENTV, IDEES
QCORSP: Québecor Specialty/Pay	LCN
ROGERS: Rogers Ownership Group	CFMT, CITY, CJMT, CHMI, CHNM, CJCO, CJEO, CKAL, CKEM, CKVU, BIO, OLN, TECHTV, SPNEAS, SPNONT, SPNPAC, SPNWES
ROGR E: Rogers English	CFMT, CITY, CJMT, CHMI, CJCO, CJEO, CKAL, CKEM, CKVU, BIO, OLN, TECHTV, SPNEAS, SPNONT, SPNPAC, SPNWES
ROGRCV: Rogers Conventional	CFMT, CITY, CJMT, CHMI, CJCO, CJEO, CHNM, CKAL, CKEM, CKVU
ROGRDG: Rogers Digital	BIO, TECHTV
ROGRSP: Rogers Specialty/ Pay	OLN, SPNEAS, SPNONT, SPNPAC, SPNWES
SHWCSE: Showcase Television	SHWEAS, SHWWES
SNET: Sportsnet	SPNEAS, SPNONT, SPNPAC, SPNWES
SRC: Société Radio-Canada	CBAFT, CKTV, CBFT, CBVT, CKRT, CKRN, CKSH, CKTM, CBOFT, CBEFT, CBWFT, CBKFT, CBXFT, CBLFT, CBUFT, CBGAT, CBST, CJBRT
SRC CV: SRC Conventional	CBAFT, CBFT, CBVT, CBOFT, CBEFT, CBWFT, CBKFT, CBXFT, CBLFT, CBUFT, CBGAT, CBST, CJBRT
SRC F: SRC French	CBAFT, CBFT, CBVT, CBOFT, CBEFT, CBWFT, CBKFT, CBXFT, ARTV, RDI, CBLFT, CBUFT, CBGAT, CBST, CJBRT, CKSH, CKTM
SRC SP: SRC Specialty/Pay	ARTV, RDI
STV+: Global Saskatchewan	CFRE, CFSK
TQ: Télé-Québec	CIVA, CIVB, CIVB1, CIVC, CIVF, CIVG, CIVK, CIVM, CIVO, CIVQ, CIVS, CIVV
TVA: TVA Ownership Group	CFCM, CFEM, CFER, CHAU, CHEM, CHLT, CHOT, CIMT, CJPM, CFTM O, CFTM E, CFTM
TVA NB: TVA New Brunswick	CHAU, CIMT

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TVB MEMBERS – By ownership group (as of January 2011) TVB members only highlighted

CTV GLOBEMEDIA INC.		PunchMuch
CTV Television Network		RDS
ASN		RIS
ATV-CJCH	Halifax	Space
ATV-CJCB	Sydney	TSN
ATV-CKCW	Moncton	TSN2
ATV-CKLT	Saint John/Fredericton	
CKCO	Kitchener	SHAW TELEVISION LTD. PARTNERSHIP
CKNY	North Bay	CIHF Halifax
CJOH	Ottawa	CKMI Montréal
CHBX	Sault Ste. Marie	CIII Ontario
CICI	Sudbury	CKND Winnipeg
CITO	Timmins	CFRE Regina
CFCF	Montréal	CFSK Saskatoon
CFTO	Toronto	CICT Calgary
CIPA	Prince Albert	CITV/CITV 1 Edmonton
CKCK	Regina	CISA Lethbridge
CFQC	Saskatoon	CHBC Kelowna
CICC	Yorkton	CHAN Vancouver
CFCN	Calgary	Deja View
CFCN	Lethbridge	Fox Sports World Canada
CFRN	Edmonton	MovieTime
CIVT	Vancouver	Mystery
CKY	Winnipeg	TVTropolis
Access	Edmonton	BBC Canada
CKVR	Barrie ('A' Toronto)	BBC Kids
CFPL	London ('A' London)	DIY Network
CHRO	Pembroke ('A' Ottawa)	Food Network
CIVI	Victoria ('A' Victoria)	Global Reality Channel
CHWI	Windsor ('A' Windsor)	HGTV
Animal Planet		History
BNN (Business News Network)		IFC
Book Television		National Geographic
Bravo!		Showcase Action
CP24		Showcase Diva
Comedy Gold		Showcase
CTV News Channel		Slice
Discovery Channel		Twist TV
Discovery Science		
Discovery World HD		ROGERS BROADCASTING INC.
E!		OMNI.1 (CFMT) Toronto
ESPN Classic		OMNI.2 (CJMT) Toronto
Investigation Discovery		OMNI AB (CJCO/CJEO) Alberta
Fashion Television Channel		OMNI BC (CHNM) Vancouver
MTV Canada		CITY-TV Toronto (Citytv)
MTV2		CKVU Vancouver (Citytv)
MuchLoud		CHMI Portage La Prairie (Citytv Winnipeg)
MuchMoreMusic		CKAL Calgary (Citytv)
MuchMoreRetro		CKEM Edmonton (Citytv)
MuchMusic		The Biography Channel
MuchVibe		G4 Tech TV
NHL Network		Sportsnet

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Sportsnet One	Dougall Media
OLN (Outdoor Life Network)	CKPR Thunder Bay
	CHFD Thunder Bay
<u>CBC Television</u>	
CBAT Moncton	<u>SCORE MEDIA INC.</u>
CBCT Charlottetown	The Score
CBET Windsor	
CBHT Halifax	<u>MAPLE LEAF SPORTS & ENTERTAINMENT LTD.</u>
CBIT Sydney	Leafs TV
CBKST Saskatoon	NBA TV Canada
CBKT Regina	GOL TV
CBLN Kitchener/London	
CBLT Toronto	<u>CROSSROADS TELEVISION INC.</u>
CBMT Montreal	CITS Burlington (CTS)
CBNT St. John's	CKCS Calgary (CTS)
CBOT Ottawa	CKES Edmonton (CTS)
CBRT Calgary	
CBUT Vancouver	<u>TORSTAR MEDIA GROUP TELEVISION</u>
CBWT Winnipeg	TSTV Toronto (ShopTV Canada)
CBXT Edmonton	
CBC Newsworld	<u>ABORIGINAL PEOPLES TELEVISION NETWORK</u>
	APTN Winnipeg
<u>CHANNEL ZERO INC.</u>	
Movieola	<u>ZOOMER MEDIA LIMITED, TELEVISION</u>
Silver Screen Classics	Joytv CHNU Vancouver
CHCH-TV Toronto/Hamilton	Joytv CIIT Winnipeg
CJNT-TV Montréal	One
	Vision TV
<u>CORUS ENTERTAINMENT INC.</u>	
CKWS TV 1 Kingston	<u>TORONTO ONE</u>
CKWS TV 2 Kingston	CKXT (Sun TV News)
CKWS TV 3 Kingston	
CHEX TV Peterborough	<u>INSIGHT SPORTS</u>
CHEX TV2 Oshawa	WFN
	GAMETV
<u>STORNOWAY</u>	
ichannel	<u>INDEPENDENT</u>
bpm:tv	CHEK-TV Victoria
The Pet Network	
	<u>SALES REPRESENTATIVES</u>
<u>TELE-QUEBEC</u>	Airtime Television Sales & Marketing
Télé-Québec Montréal (CIVM)	Shaw Media Sales
	CTV National Sales
<u>JIM PATTISON BROADCAST GROUP LP</u>	Inflight Media Sales
CKPG Prince George	Rogers Sales & Marketing
CFJC Kamloops	SunTV Sales & Marketing
CHAT Medicine Hat	
<u>ASTRAL MEDIA</u>	
CJDC Dawson Creek	
CFTK Terrace/Kitimat	

