



TELEVISION BUREAU OF CANADA
BUREAU DE LA TÉLÉVISION DU CANADA

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**Where have all the 18-24 year old viewers gone?
PPM has found them, and they have been watching TV!**

TORONTO (February 3, 2010) — As presented at TV Day on January 28th (the Television Bureau of Canada's event at Advertising Week), the new PPM system, which measures television audiences in Canada, has found all the younger viewers who were reported missing a few years ago.

PPMs (Portable People Meters), which were launched across Canada on August 31st, 2009 by BBM Canada, are now the standard for measuring national television audiences. This pager-like device replaces the old set-top meters, and makes life a lot easier for participants in the measurement panel.

This leap in technology has eliminated the compliance issues which were problematic with the set-top meters, and resulted in younger participants often opting out of the research. Rather than interacting with a device attached to their television set, PPM panel members only have to wear the device which "listens" for any encoded television signal that is audible to the wearer.

Since the launch of PPMs, on average national television audiences are 18% higher than the same period last year, explained TV Day presenters Kathy Gardner, Senior Vice President, Strategic Insight – Research at Canwest Broadcasting and BBM Chair, and Rob Dilworth, Vice President, Research at CTV Television Inc. These new viewers did not simply materialize, they are viewers which the old system could not capture.

In addition to capturing the elusive 18-24's, an audience which is 66% higher than the same period last year, PPMs also record viewing out of home, such as in someone else's home, at the bar, restaurant, work, school, cottage, etc. So, there is no escaping the PPM.

Also presented by Gardner and Dilworth, PVR usage has not been detrimental to television and its advertisers. PPM allows users of the data to distinguish between the viewing of live TV and viewing recorded TV. PPM measurement indicates that more than 96% of all viewing in Canada has been to live TV, and anyone who owns a PVR knows, live TV cannot be skipped or fast forwarded and neither can the commercials.

PPM also has the potential for many future applications. All forms of video content (VOD, online, mobile) could be encoded, allowing advertisers to measure their multi-screen video campaigns (as well as radio). Commercials, music, or any medium with an audio component could carry unique codes allowing advertisers to build PPM panels of their customers. And PPM data could be fused to product usage studies already in existence allowing advertisers to match their customers with specific stations or programs.

To access the material presented at TV Day please visit the TVB.ca website at the following link <http://www.tvb.ca/pages/tv+day+presentation+summaries.htm>.

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