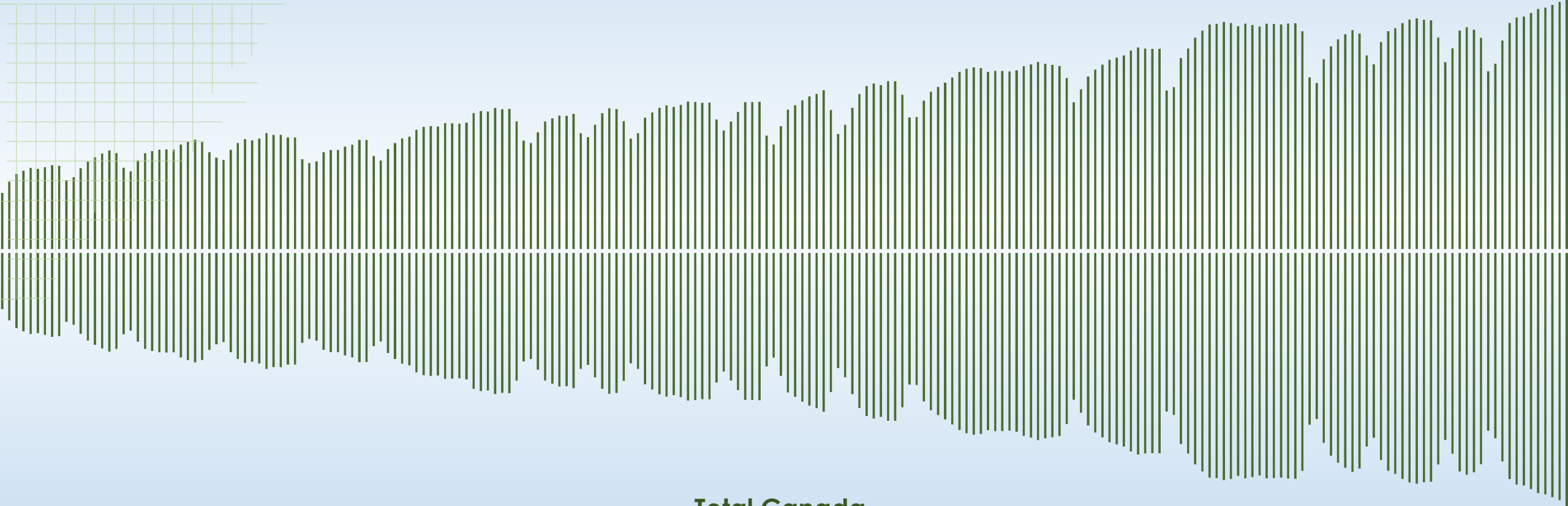


Canada's Media Landscape

Prepared For IAB



Total Canada Executive Summary

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WHAT'S CMUST?

Since its inception in 2004, IAB Canada's Canadian Media Usage Trends Study (CMUST) is the only Canadian study crossing all major media and combining each channel's research audience currency of record. The study documents consumers' changing media consumption across all media as digital technologies impact the lives of Canadians. The study focuses on how new devices and new types of content are triggering ways consumers devote ever growing time counts with the Internet. This includes simultaneous usage of TV and the Internet, Car Connectivity, new Multi-platform data from comScore, time spent with Internet video commercials and the impact of Ad Blocking.

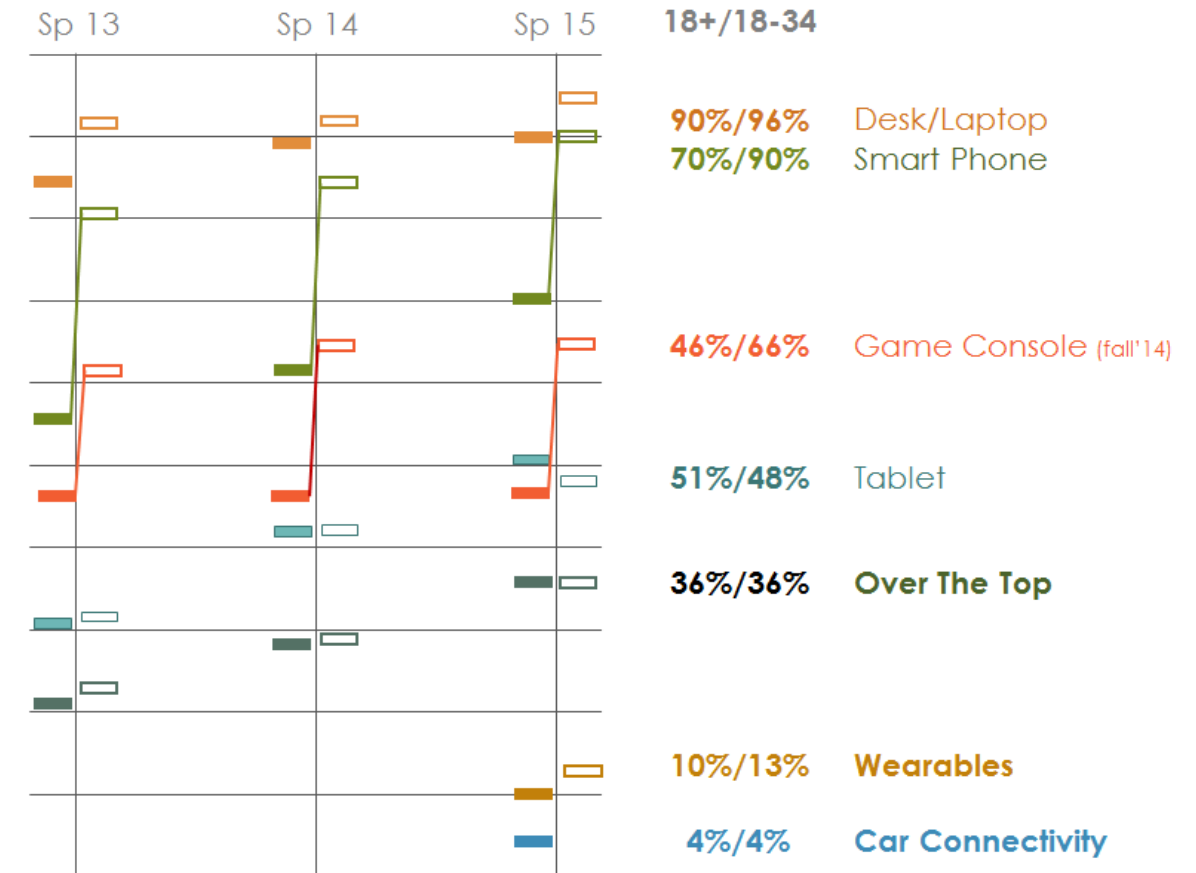
Devices
Reach Time
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Devices

This chart demonstrates how devices capable of accessing the Internet have grown over the last three years. Both adult 18+ and adult 18-34 percent penetration levels are shown. Currently in the market place, there is a wide range of consumer uptake of these devices ranging from levels of saturation, desktop/laptop at 90%, to the relatively new and growing car connectivity device at 4% penetration.

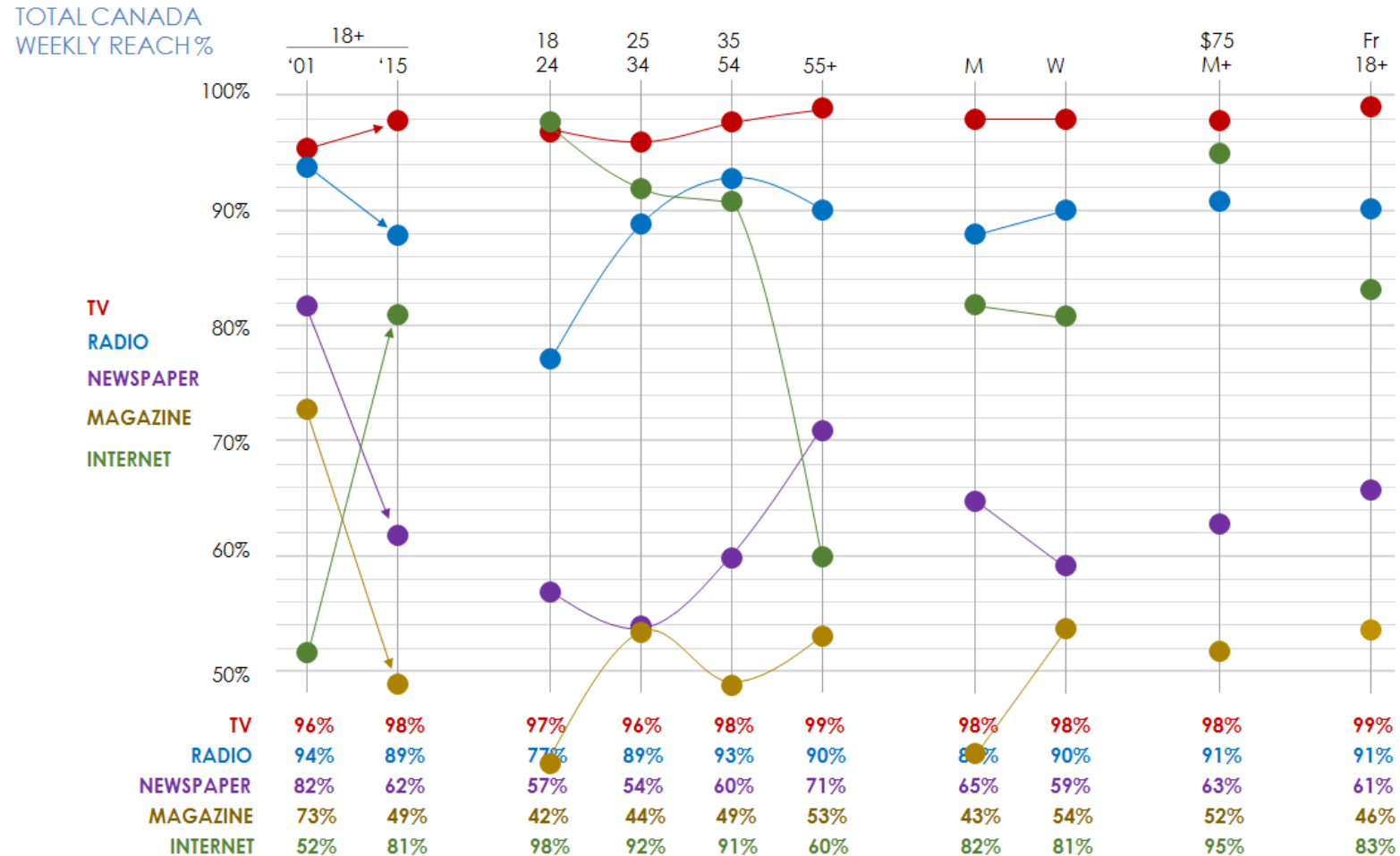
Wearables, Car Connectivity and OTT (smart TV) devices represent the Internet medium's source of future consumer time spent counts.

Total Canada, Adults 18+/18-34 Usage



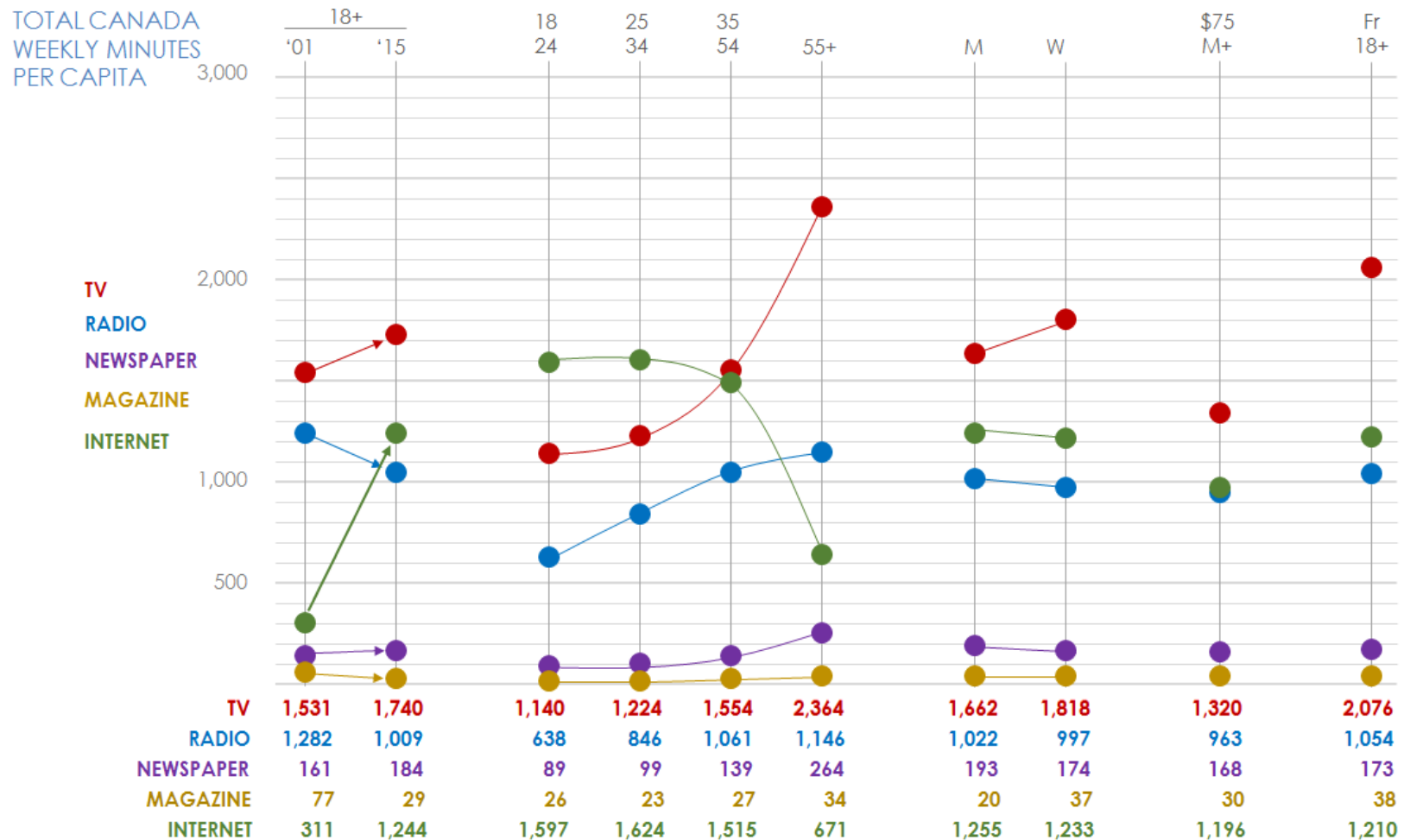
Reach Time

Offline media have experienced declines in their ability to generate weekly reach over the last 14 years. The TV medium is the exception, exhibiting an increase in weekly reach due to changes in survey methodology (move to PPM). The magazine medium experienced a particularly significant drop in reach due to the demise of the TV Guide segment of publishing. The Internet medium, on the other hand, is now utilized by just over 80% of adults in total Canada weekly, up dramatically from a 52% weekly reach level in 2001. These reach levels are as reported by each medium's survey of record (Numeris for broadcast, Vividata for print and comScore for Internet).



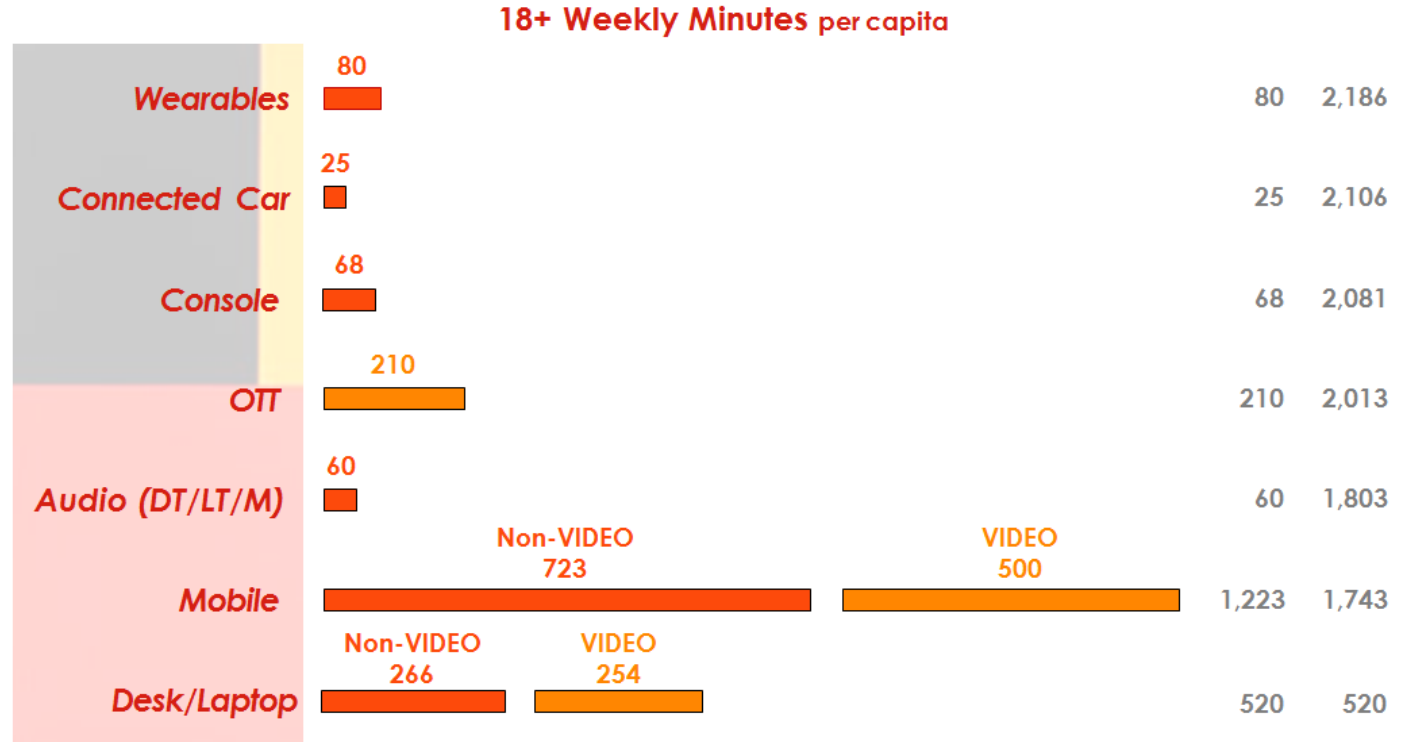
Reach Time

The Newspaper medium and TV medium have both experienced increases in weekly time counts (minutes per capita) over the last 14 years. The increase for TV comes as a result of changes in measurement technology. The newspaper medium has added new, youth skewed, Metro dailies over the 2001-2015 period. The Radio medium's decline in weekly minutes is due in large part to lower 18-24 time counts as this segment continues to search out and discover alternate sources of music. The Internet medium has out paced the offline media in terms of growth in minutes per week and this medium is the only medium that can boast an overall youth-skewed profile.



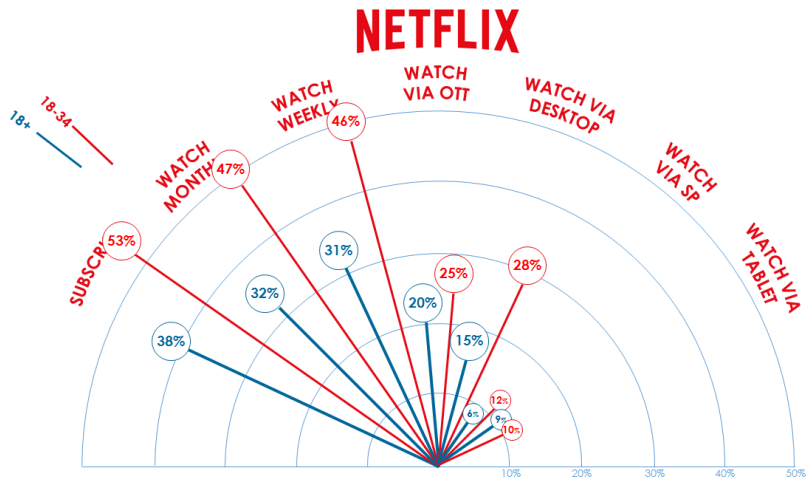
Unearthed Time

ComScore does not measure Internet consumption of many devices namely wearables, car connectivity, game consoles, OTT, audio and until recently mobile video. In 2015 publishers began to tag their mobile video content but as of fall 2015, comScore's mobile video time counts are still sparse. This section of the report provides estimates of minutes per capita per week for adults 18+ in order to determine Internet's **unearthed** time. The column on the far right hand side of the opposite chart aggregates the minute counts from bottom, up. The unearthed time count is 2,186 minutes per week compared to 1,244 minutes counted by comScore. Over 40% of the Internet medium's total consumed time is estimated to be "buried"; still unmeasured.



TV/Internet Intersection

Each new year finds the TV and Internet medium moving closer together, a phenomena referred to as “connected TV”. This section of the CMUST report examines five interesting new developments in the space where TV and Internet intersects.



MTM Survey Spring 2015

Probably the best example of the intersection of Internet and TV, Netflix now boasts subscriptions penetration of over 50% of adults 18-34 in Canada according to the Spring 2015 MTM survey. Netflix is now clearly positioned within the mainstream video entertainment marketplace.

Simulmedia

TOTAL CANADA, ADULTS 18+
WEEKLY MINUTES PER CAPITA

	2001	2014	2015
TV	1,531	1,758	1,740
Radio	1,282	1,065	1,009
Internet	311	1,017	1,244
Newspaper	161	189	184
Magazine	77	34	29
Total	3,362	4,063	4,206
TV/Internet		-725	-879
Total		3,338	3,327

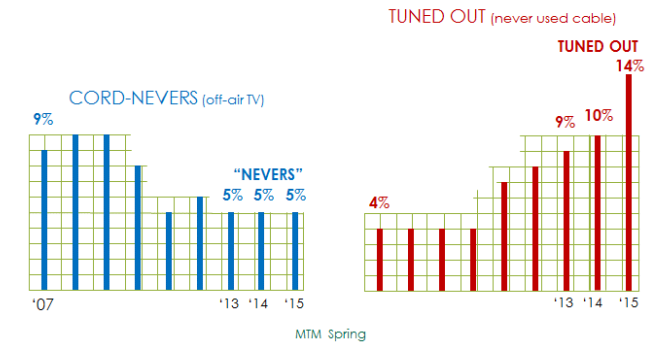
FLAT

The 2015 MTM survey found that 51% of TV viewing occurs simultaneously with Internet accessing. Once these duplicated, **simulmedia** minutes are removed from total media time counts we find very little change in the resultant unduplicated media time consumption year over year.

Cord Cutting

- 5% CORD-NEVERS (off-air TV)
- 14% TUNED OUT (never used cable)
- 19% CORD CUTTERS
- 15% CORD CUTTERS in 2014
- 11% CORD CUTTERS in French Canada

Proportion of Canadians 18+



Cord Cutters are those individuals who either watch live TV off air (in decline) or who never watch live TV at all (growing). The sum of these two groups stands at 19%; up from 2014. French Canada's Cord Cutting proportion is smaller than in English Canada because Pick and Pay cable options exist in Quebec.

TV/Internet Intersection

Video on Demand

On Demand Measurement Report

	VOD % of Linear
SITCOM	10.0%
DRAMA	5.5%
REALITY	5.5%

?

+2%
estimated

NUMERIS October 2015

In October 2015 Numeris published the results of a measurement *test* that ran between January and June of 2015. Three English language broadcasters encoded their Video on Demand content in a way which allowed for a separate PPM audience track to take place. These incremental “on demand” audiences were generated at the set top box VOD level and also included audiences tuning to streamed TV content on the broadcaster’s web sites. The programs were segmented in genres and this extra VOD tuning accounted for between 5.5% and 10% of the linear or live TV audience levels. We have estimated that only 25% of total TV time is impacted by VOD resulting in a time count “lift” of 2% for the TV medium.

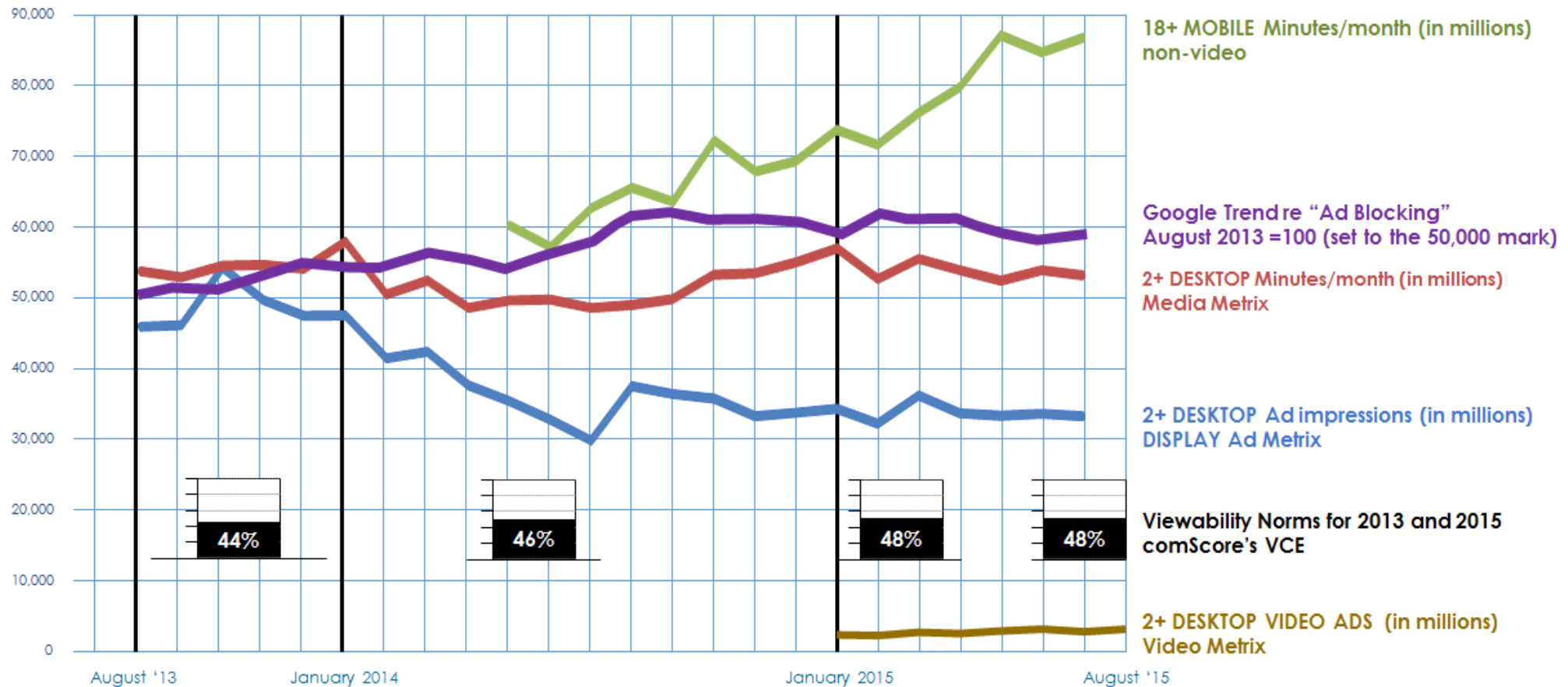
Time and Money Spent With Commercials

	Commercial Time	Commercial Revenue
TV	64%	65%
Radio	31%	30%
Internet	5%	5%
Newspaper		
Magazine		
Total	100%	100%

The minute per week time counts used in this CMUST report include time consumers spend with commercials (TV, Radio and Internet Video) and ads (Newspaper and Magazine). The industry does not measure time spent with ads but a time spent with commercials can be determined. TV and Radio channels that are commercial enterprises, dedicate fixed amounts of time per hour to the airing of commercials and in this way broadcast time counts can be estimated. ComScore measures, through their Ad Metrix service, video commercial time exposures. This chart adds up these commercial minutes, shows a time composition percentage and compares the time composition to the distribution of ad revenue for these three media forms above. The percentages line up suggesting that advertisers, who utilize these media forms, value them equally.

Ad Blocking

The **blue trend** line below tracks the number of display ad impressions that occurred on desktop/laptop between August 2013 and August 2015; a 30% downward trend. Why? Desktop/laptop time is steady (**the red line**), even as mobile time is on the upswing (**the green line**). Video ads, while growing, are not a significant explanation (**the brown line**) and viewability norms (**the black boxes**) have not altered enough to have caused the downward thrust of the display ad impressions. That leaves ad blocking as the most likely reason for the ad impression decline we've seen over the last two years, a suggestion reinforced by the Google Trend for searches against the term "**ad blocking**". A **Pagefair study** of ad blocking in Canada from 2015 puts ad blocking penetration at 20% and a **Sourcepoint/comScore** report (September 2015) places the penetration level at 16% providing suggesting that the ad blocking is responsible for less than 20% of the display impression declines since 2013.

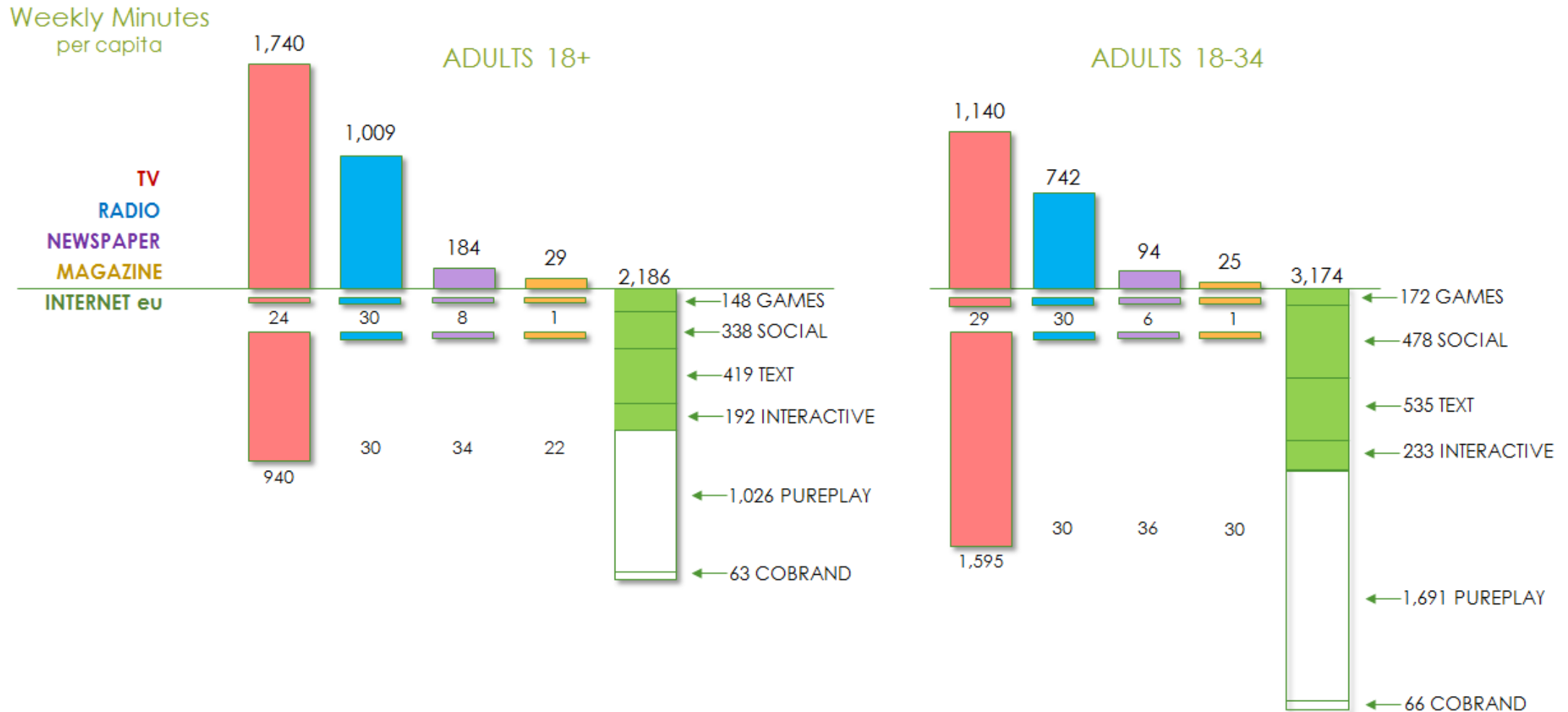


Ad Blocking Penetration
20%
Pagefair Ad Blocking Report 2015

Ad Blocking Penetration
16%
Sourcepoint/comScore September 2015

Internet Content

The chart below quantifies the amount of time (minutes per week per capita) adults 18+ and adults 18-34 spend with different genres of Internet content. Legacy media minutes are scaled above the line and Internet minutes are scaled below the line. Cobranded refers to Internet time spent with online extensions to legacy media channels (TheStar.ca) and Pureplay refers to time spent with Internet content that is off-line media-like but available only online (Huffington Post for example). Of note in this content review is the very large degree of time spent with video (the red boxes) be it on-line or off-line.



Revenue Development

Adults in Canada spend 23% and 17% of their total media time with Mobile Internet and Internet Video respectively. Marketers, on the other hand, spend only 8% and 2% of total ad budgets against these two media forms. Mobile and IVideo suffer from a high degree of revenue underdevelopment today. A listing of “Headwinds” and “Tailwinds” relating to this dynamic, suggests some of the forces at work that might explain this underdevelopment.

In the case of IVideo, target rating points (TRPs) which implies the need for a weight threshold as is the case with TV, has been met with resistance. On the other hand, the TRP provides a positive measurement commonality between TV and IVideo which can assist in merging the two channels into one weight generator.

	Time <small>(minutes per capita Ad 18+)</small>		Revenue <small>(millions)</small>	
Mobile	1,222	23%	\$903	8% ↓
IVideo	908	17%	\$266	2% ↓
Total	5,232	100%	\$10,986	100%

Headwinds



Mobile

Tailwinds

- Lack of mobile website design
- Unresponsive site design
- Small restrictive units
- Audio Disable
- Ad Blocking (Apple 6.0)

- Under-utilized (less cluttered)
- Reach Extension
- Rapid growth in time spent
- More focused messaging
- Evidence of highly response

Headwinds



IVideo

Tailwinds

- TRPs
- Undesirable content
- TV VOD, IPTV
- Ad Aversion
- Plan or buy decision?

- TRPs
- Less clutter
- Youth supplement
- Programmatic
- Multichannel Planners

In Summary...

Internet accessing devices are proliferating.

Car Connectivity and Wearables are now in the Internet “pipeline”.

Media measurement is in flux.

Offline media time is holding - Internet time is growing.

Offline skews old. Online skews young.

Mobile video is still effectively unmeasured.

40% of actual Internet time is still buried.

TV/Internet is intersecting. A battle for video attention is being waged.

- Netflix has a weekly reach 18-34 approaching 50%.

- Media time-spent increases are mostly due to “simulmedia”.

- Cord cutting growth in English Canada will slow with Pick + Pay.

- Numeris/comScore are both now measuring cobranded video.

- “Video on Demand” provides a youth TV tuning lift.

- TV, Radio, IVideo commercial time composition matches ad revenue composition.

Ad blocking has impacted display ad impressions over the last 2 years.

Ad blocking does not impact campaign delivery.

Pure Play video dominates the time 18-34 year olds spend with the Internet.

Young and old watch same amount of video but their channel mix is very different.

Relative to consumer time spent levels,

- Mobile ad revenue is very underdeveloped.

- IVideo ad revenue is extremely underdeveloped.