



## OUR MISSION

CBC/Radio-Canada expresses **Canadian** culture and enriches the life of all **Canadians** through a wide range of content that informs, enlightens and entertains.

The public space at the heart of our conversations and experiences as **Canadians**.



# Agenda

## IAB Advanced TV

July 21, 2020

1. About the CBC and Radio-Canada

1. Our Reach

1. About CBC GEM & Advertising Opportunities

1. About Radio-Canada TOU.TV & Advertising Opportunities

1. Key Takeaways

# CBC-RADIO-CANADA SITES REACH



**23,004,000**

Unique Visitors/Viewers

**72%** Reach

Unique Visitors/Viewers by  
Device:

Desktop: 9,347,000

Mobile: 19,012,000

Exclusive Mobile: 13,752,000

**455,828,000**

Monthly Views



**19,472,000**

Unique Visitors/Viewers

**61%** Reach

Unique Visitors/Viewers by  
Device:

Desktop: 6,727,000

Mobile: 15,400,000

Exclusive Mobile: 12,746,000

**322,036,000**

Monthly Views



**5,017,000**

Unique Visitors/Viewers

**16%** Reach

Unique Visitors/Viewers by  
Device:

Desktop: 1,798,000

Mobile: 3,597,000

Exclusive Mobile: 3,219,000

**68,208,000**

Monthly Views



In March 2020, CBC-Radio Canada sites  
reached close to

## 24.9 million

unique visitors\*

That's nearly **8 out of 10 digital users**

*(Unique visitors – mobile and desktop – unduplicated reach)*

Those are **CBC's and Radio-Canada's best unique visitors results** since we began using Comscore!

Unique  
visitors/viewers

**+19%**  
over March 2019

Visits

**+59%**  
over March 2019

Page/  
video views

**+76%**  
over March 2019

# In both Canada and Quebec during March 2020, CBC-Radio Canada is the #1 media group

## Canada

Rank	Top 15 Properties	Unique visitors* (000)
1	Google sites	31,453
2	Microsoft sites	27,940
3	Facebook	27,196
4	<b>CBC-Radio Canada Sites</b>	24,871
5	Bell Media**	24,311
6	Amazon Sites	23,380
7	Verizon Media	23,290
8	Government of Canada	19,768
9	Apple Inc.	19,589
10	WarnerMedia	19,307
11	Corus Entertainment	19,239
12	Postmedia Network Canada Corp.	18,680
13	Rogers Digital Media	18,274
14	eBay	16,638
15	Comcast NBCUniversal	16,022

## Quebec

Rank	Top 15 Properties	Unique visitors* (000)
1	Google sites	7,192
2	Microsoft sites	6,572
3	Facebook	6,542
4	<b>CBC-Radio Canada Sites</b>	6,097
5	Québecor Media**	5,770
6	La Presse	4,872
7	Bell Media**	4,782
8	Amazon Sites	4,695
9	Pelmorex Corp.	4,551
10	Verizon Media	4,494
11	Government of Canada	4,420
12	Desjardins Group	4,337
13	Apple Inc.	4,079
14	eBay	3,755
15	GOUV.QC.CA	3,657

## VIDEO CONTENT: OUR STRENGTH

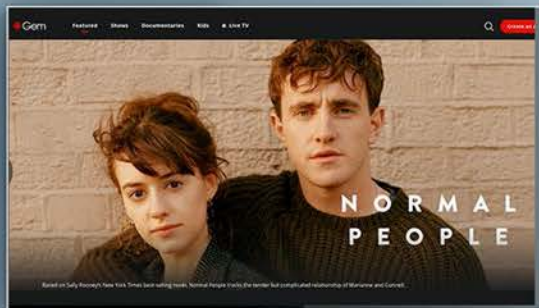
In the CBC/Radio-Canada ecosystem, video is available across all devices and on a multitude of platforms. In addition, the public broadcaster's program offering on CBC Gem and ICI TOU.TV is enhanced by on-demand video content from select domestic and international partners. Anywhere, anytime and on any screen, CBC/Radio-Canada's video platforms deliver an enormous variety of content that engages Canadians and speaks to their interests.







## CBC GEM IS THE TOP ON-DEMAND VIDEO STREAMING PLATFORM FOR CANADIAN CONTENT.



### Unique Canadian Content

- Live & On-Demand content, only available in Canada
- New episodes same day as TV
- New content added daily
- Exclusive series
- Award-winning documentaries
- Ad-Free Kids programming

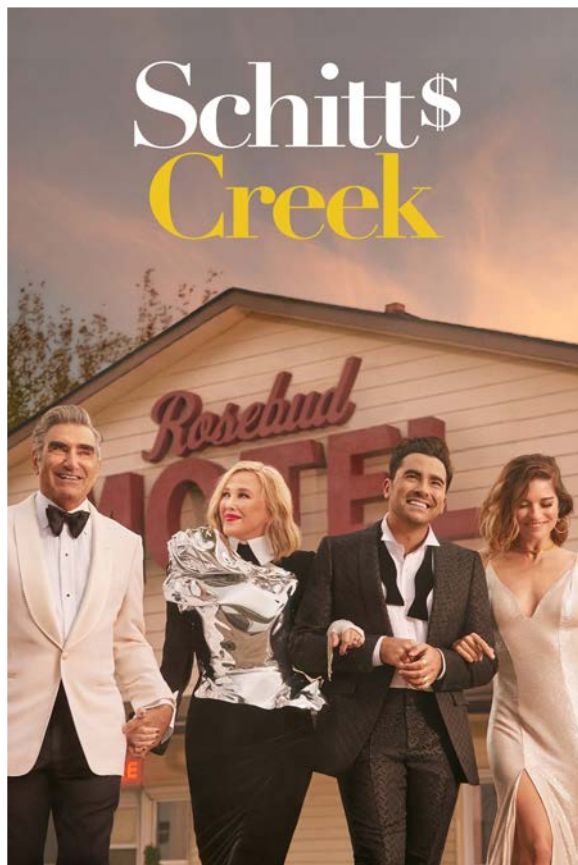
### A Distinctive Experience

- Continue watching across devices
- Enjoy anywhere
- Free on all platforms
- Available on Apple TV, Fire TV and Android TV
- Personalized experience with viewer authentication
- Closed Captioning and Described Video



CBC  
DRAMA









CBC

FACTUAL &  
UNSCRIPTED







CBC



NEWS & CURRENT  
AFFAIRS



# CBC GEM – TOP STREAM SHOWS BY SEASON

**Top 15 Stream Shows**  
Based on Total Video Content Starts  
(Dec 30 – April 5, 2020)

Rank	Stream Show	Total Video Content Starts
1	Coronation Street	2,296,588
2	Schitts Creek	2,150,797
3	Kims Convenience	1,173,802
4	Workin Moms	647,897
5	Family Feud Canada	575,451
6	Murdoch Mysteries	568,507
7	The Passionate Eye	409,538
8	The Nature of Things	389,580
9	The National	370,174
10	The Great British Baking Show	361,283
11	Coroner	357,894
12	Heartland	341,759
13	Burden of Truth	330,575
14	Escape to the Chateau DIY	269,797
15	Anne With An E	255,552

**Top 15 Stream Shows,**  
Based on Total Video Content Starts  
(Sept 9 – Dec 8, 2019)

Rank	Stream Show	Total Video Content Starts
1	Coronation Street	2,208,440
2	Anne with an E	1,061,602
3	Heartland	777,612
4	The Great British Baking Show	559,699
5	The Great Canadian Baking Show	513,555
6	Murdoch Mysteries	512,514
7	Still Standing	344,373
8	Baroness Von Sketch Show	288,020
9	The National	279,489
10	The Nature of Things	245,651
11	Films	235,603
12	Schitt's Creek	214,474
13	Frankie Drake Mysteries	210,861
14	Dragons' Den	197,100
15	The Passionate Eye	187,784



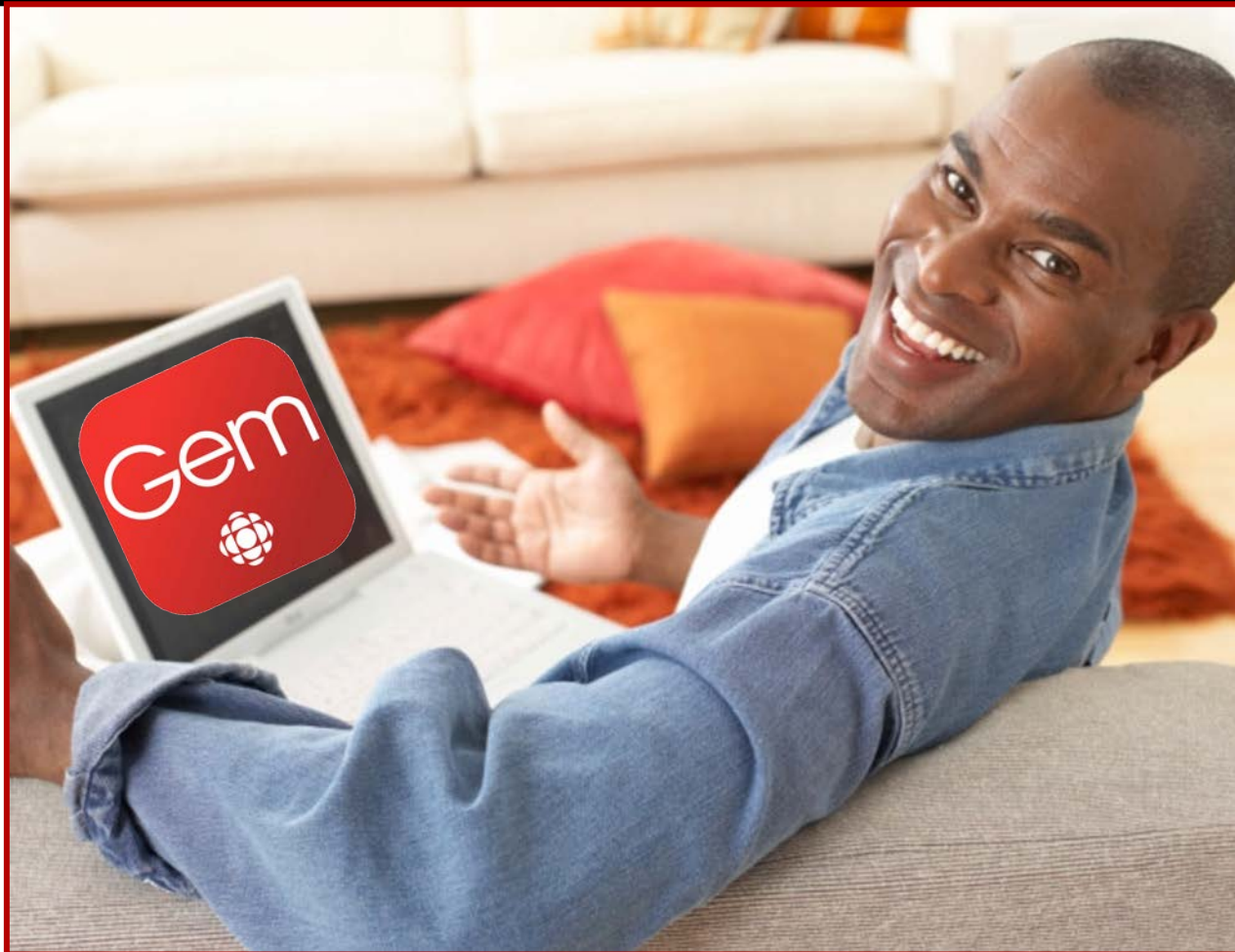
## **CBC GEM delivers strong results!**

During the Winter 2020  
broadcast season,  
CBC GEM generated

**25,358,000**

Total Video Content  
Starts

**~2.2 MILLION**  
downloads of the  
CBC GEM App to-  
date!



# CBC GEM

**57%**

of viewers A25-54 i: 122

**2.2 MILLION**

App Downloads

**8.5 MILLION**

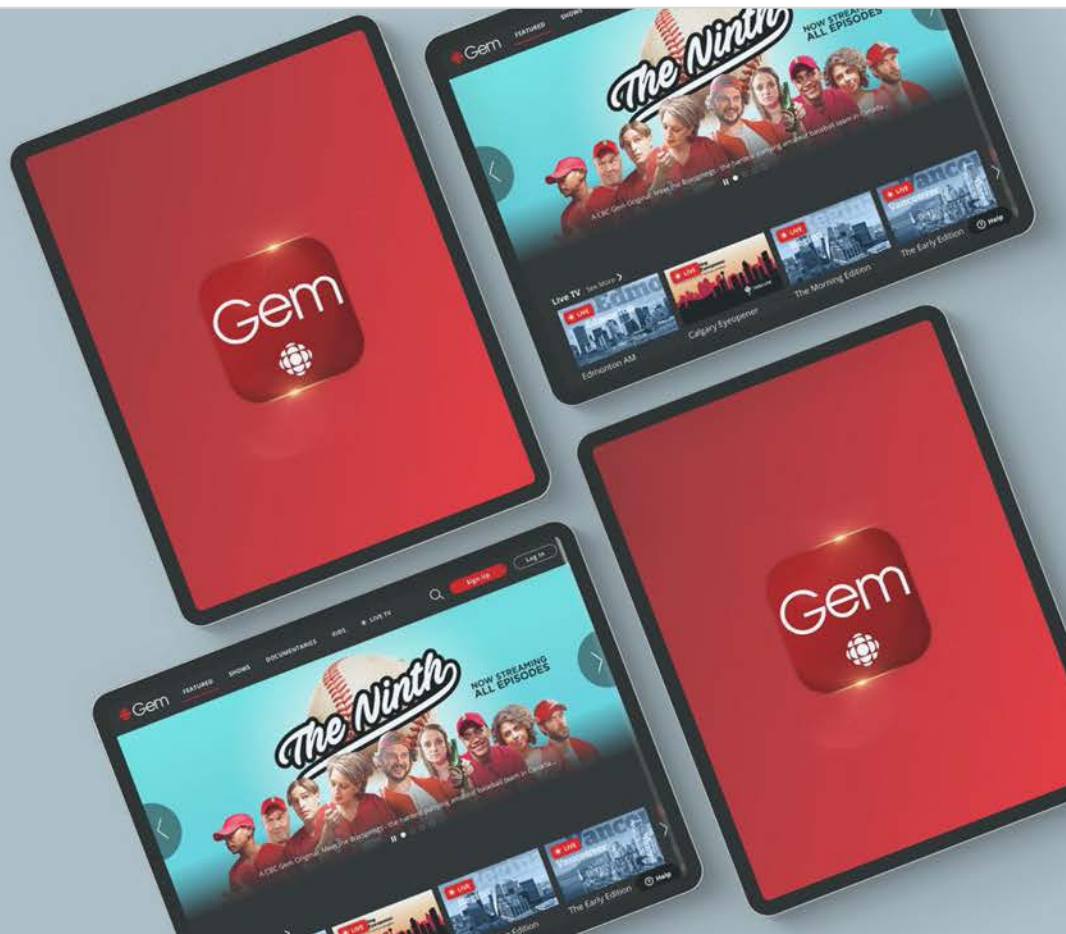
Average Monthly Video Views

**1.3 MILLION**

Unique Monthly Visitors

**4000+ HOURS**

Live & On-Demand Programming



Source: App Downloads App Annie as of April 28, 2020, Demographic Composition: Source: Comscore Media Metrix® Multi-Platform, Total Audience (desktop 2+, mobile 18+), Average Monthly Unique Visitors/Viewers January – March 2020, Canada



# DYNAMIC AD INSERTION (DAI)

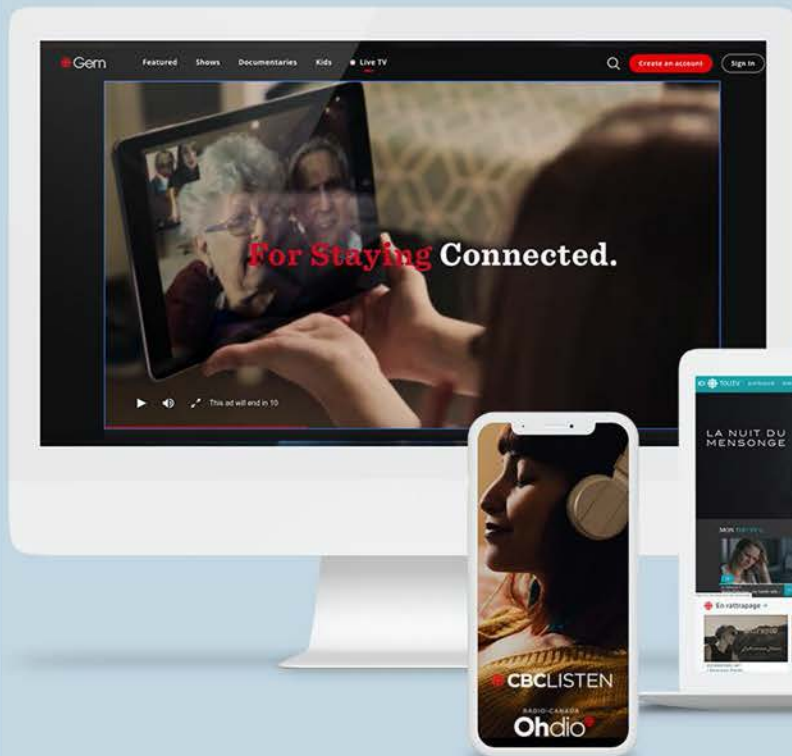


## DYNAMIC AD INSERTION

### MORE AD INVENTORY AVAILABLE FOR YOU IN LIVE FEEDS

- o Replaces TV ads with digital ads in live streams and podcasts
- o Also plays ads in Connected TV environments like Apple TV

- Ad length is variable, can be longer or shorter than standard length
- A great way to produce creative stunts
- DAI for ICI TOU.TV is only available in the Montreal market



## CONNECTED TV – CBC ONLY



**CONNECTED TV** IS CONTENT ACCESSED BY APPS AND STREAMED OVER SMART TV, MOBILE, OR OVER-THE-TOP (OTT) DEVICES.

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### **GREATER AD QUALITY**

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HD quality ads with stereo sound, delivered in full-screen

### **HIGH COMPLETION RATES**

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Connected TV's natural larger screens results in highly viewable ads because it imitates a classical TV experience

### **CAPTIVE AUDIENCES**

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Smart TV users choose the content, leading to a higher level of satisfaction while giving users a better perception and a more positive attitude toward ads

# How can your brand use CBC GEM?

## CONTENT COLLECTION SPONSORSHIPS

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Create a connection between your brand and special content collections on CBC GEM



Align with existing content themes



Leverage content that delivers against your objectives

## SHOW SPONSORSHIPS

---

Connect your brand with programs on CBC GEM that attract your target audience



Logo placement on the show's page



Targeted digital display



Video brandsell media

## BRANDED CONTENT NATIVE TILE

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Have your video content in front of an engaged audience



Leverage native tile placements on CBC's premium streaming service



Designed to meet our partners' business objectives

# COLLECTION SPONSORSHIP

Capture audiences with a digital opportunity available on CBC Gem; **Content Collection Sponsorship**.

***NEW high-visibility*** product!

**Leverage** CBC's content and our engaged audiences

Create a **connection** between your brand & special content collections

Your brand can align with **planned** content themes throughout the year.

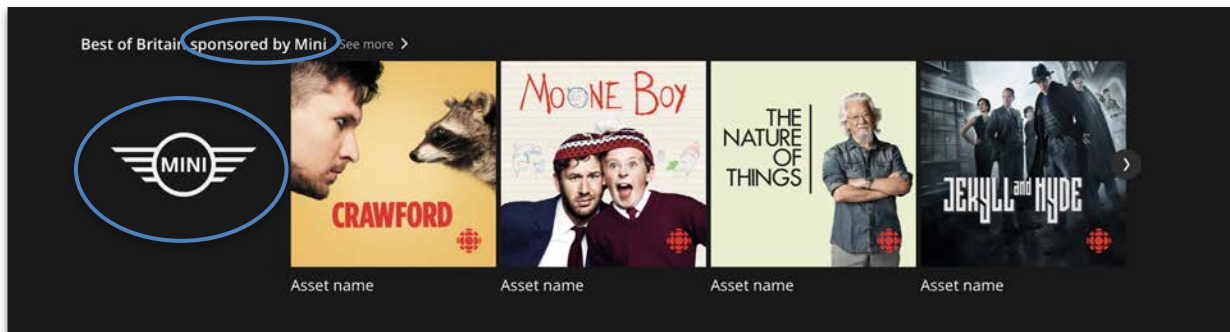
Have a brand sentiment you want to exploit? CBC can create a **custom** collection leveraging content that delivers against your needs.



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# HOW IT WORKS



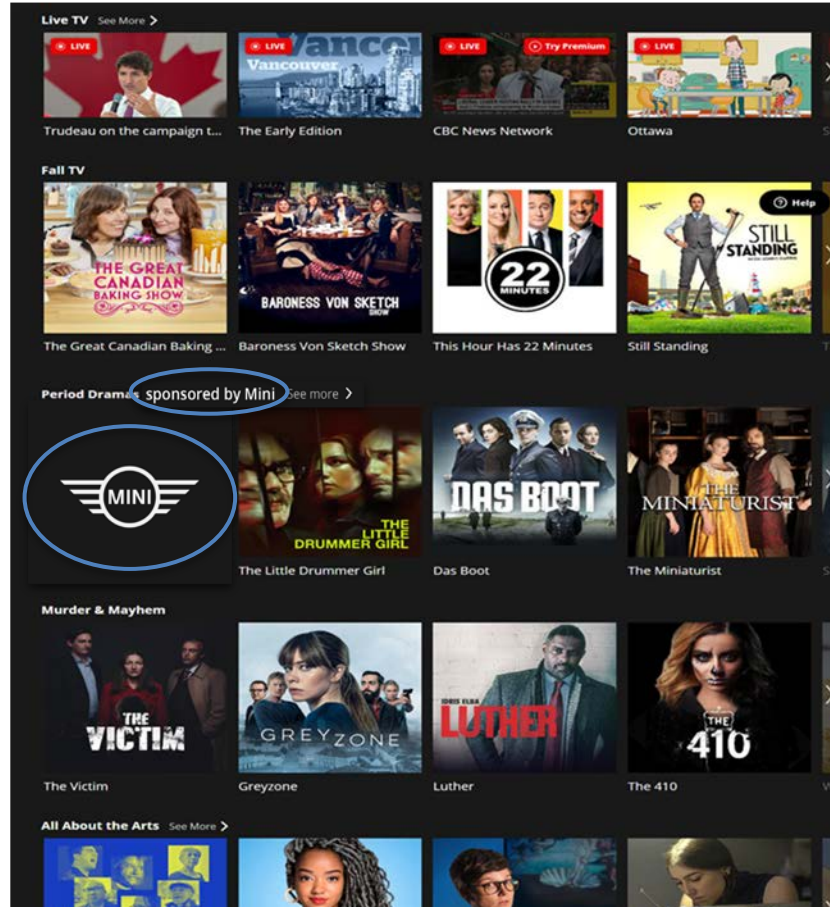
**Content Collection Sponsorship** aligns your brand with GEM content themes through:

- “Sponsored by *Brand*” reference in collection header
- Brand logo in **1<sup>st</sup> position tile** within the collection
  - Logo links out to your brand site/page (*trackable*)
    - Require white knock-out version of logo
  - Connected TV platforms will link to a graphic provided

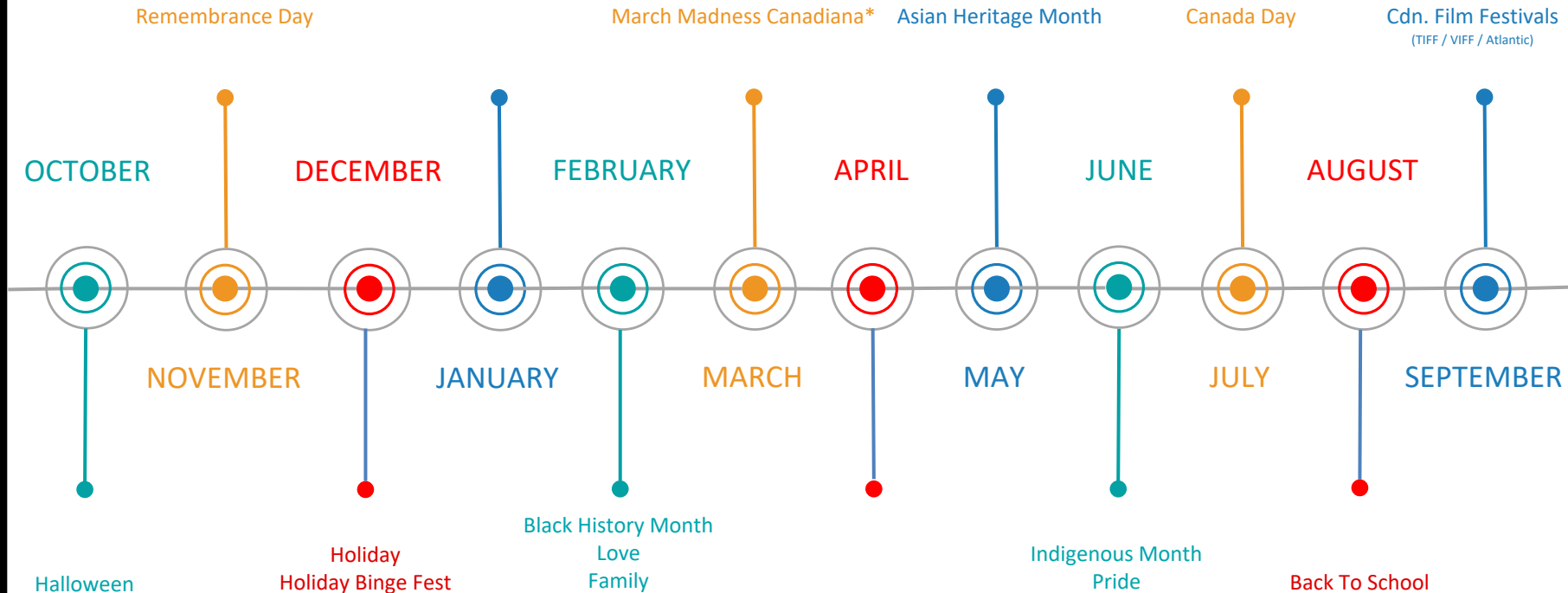


Connected TV Platform Click-Out Experience

# WITHIN CBC GEM ENVIRONMENT



# THEMED CONTENT COLLECTIONS

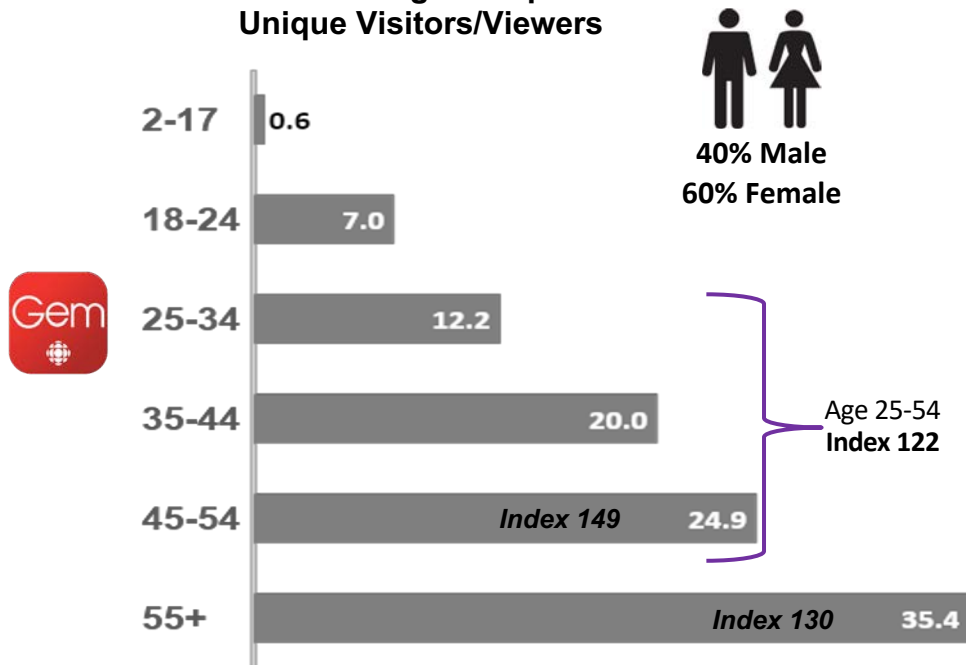


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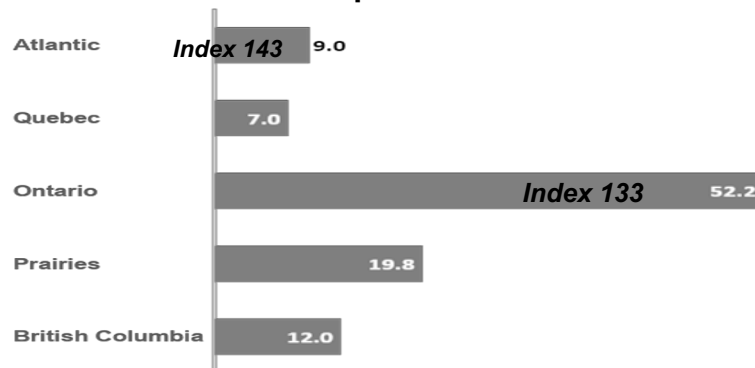
# CBC GEM PROFILE

**1.3 Million** Monthly Unique Visitors/Viewers

**CBC GEM % Age Composition  
Unique Visitors/Viewers**



**CBC GEM % Regional Composition  
Unique Visitors/Viewers**



**57%**

Almost 3 in 5 CBC GEM  
Unique Visitors/Viewers  
are Aged 25-54



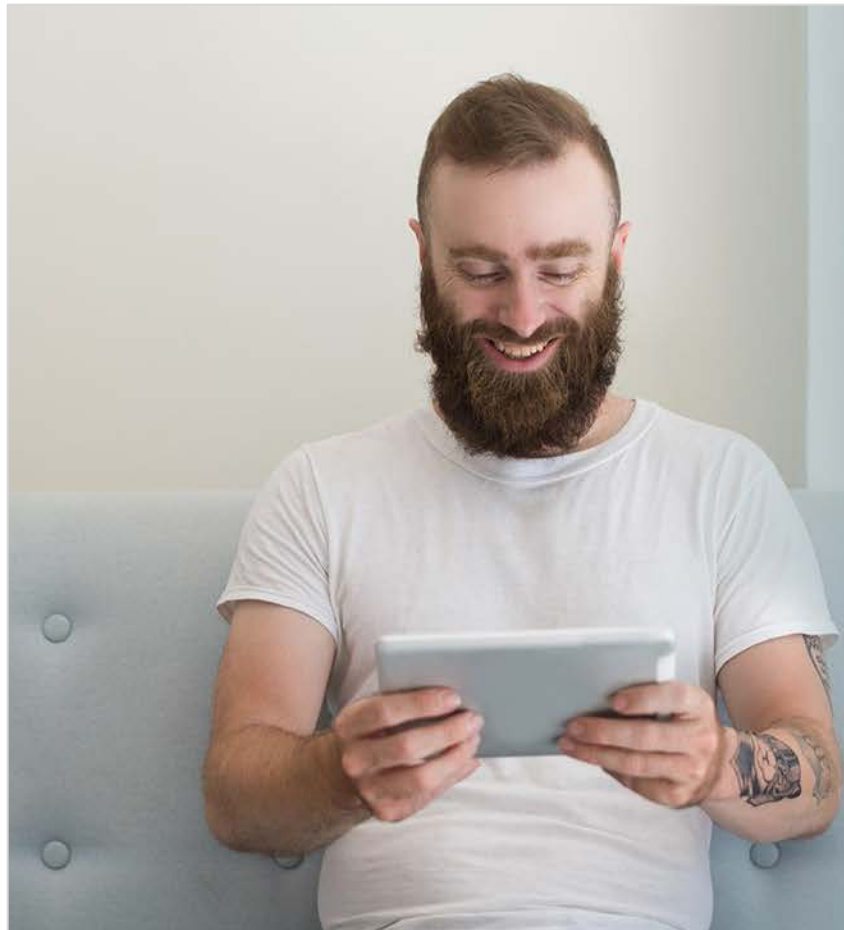




# GALA ADISO







## The #1 French-speaking platform for video-on-demand video in Canada !

- An abundance of content: TV series, web series, films, documentaries, and more
- TV offering from the entire Radio-Canada catalog
- Content from many national and international partners

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### Live or on-demand

- Automatic content chain
- Continuous viewing
- Content suggestions



## 332 MINUTES

Average Viewing  
(per user per month)

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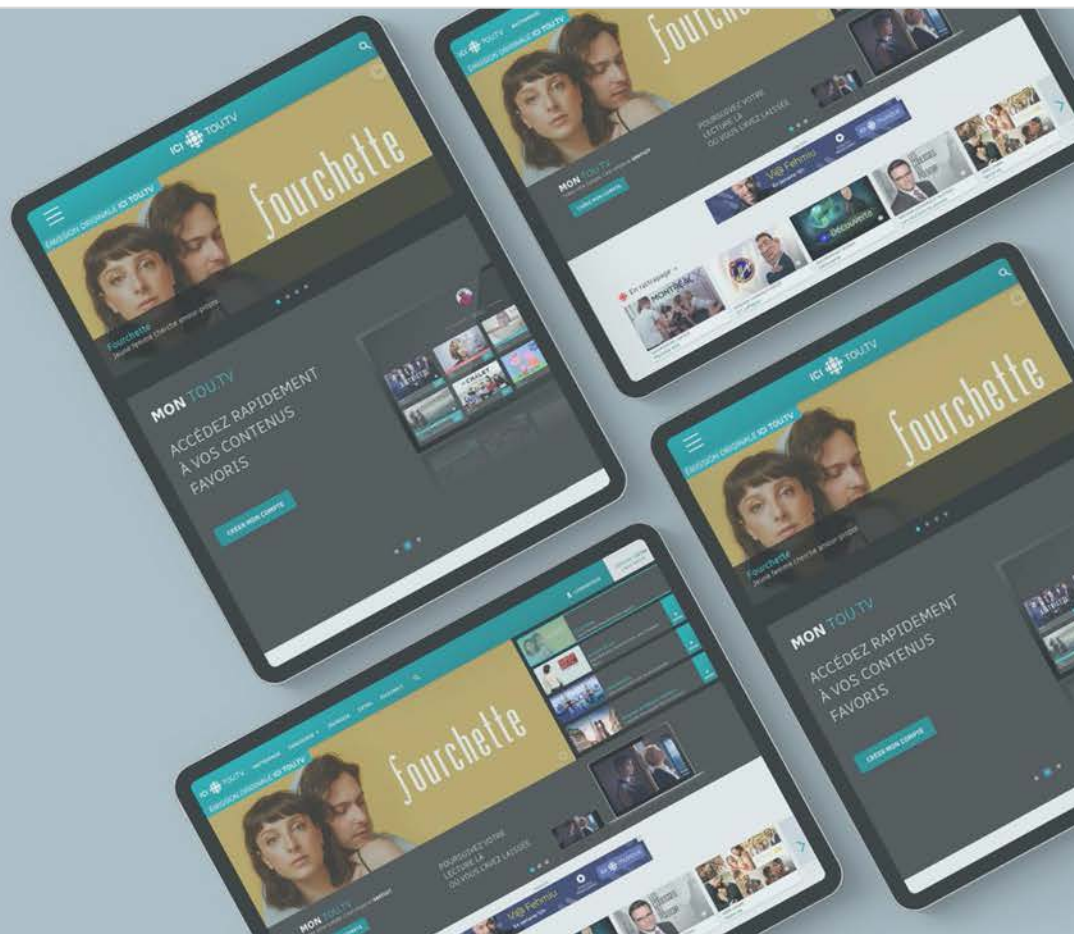
## 994 000

Monthly Unique Visitors

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## 11 MILLION

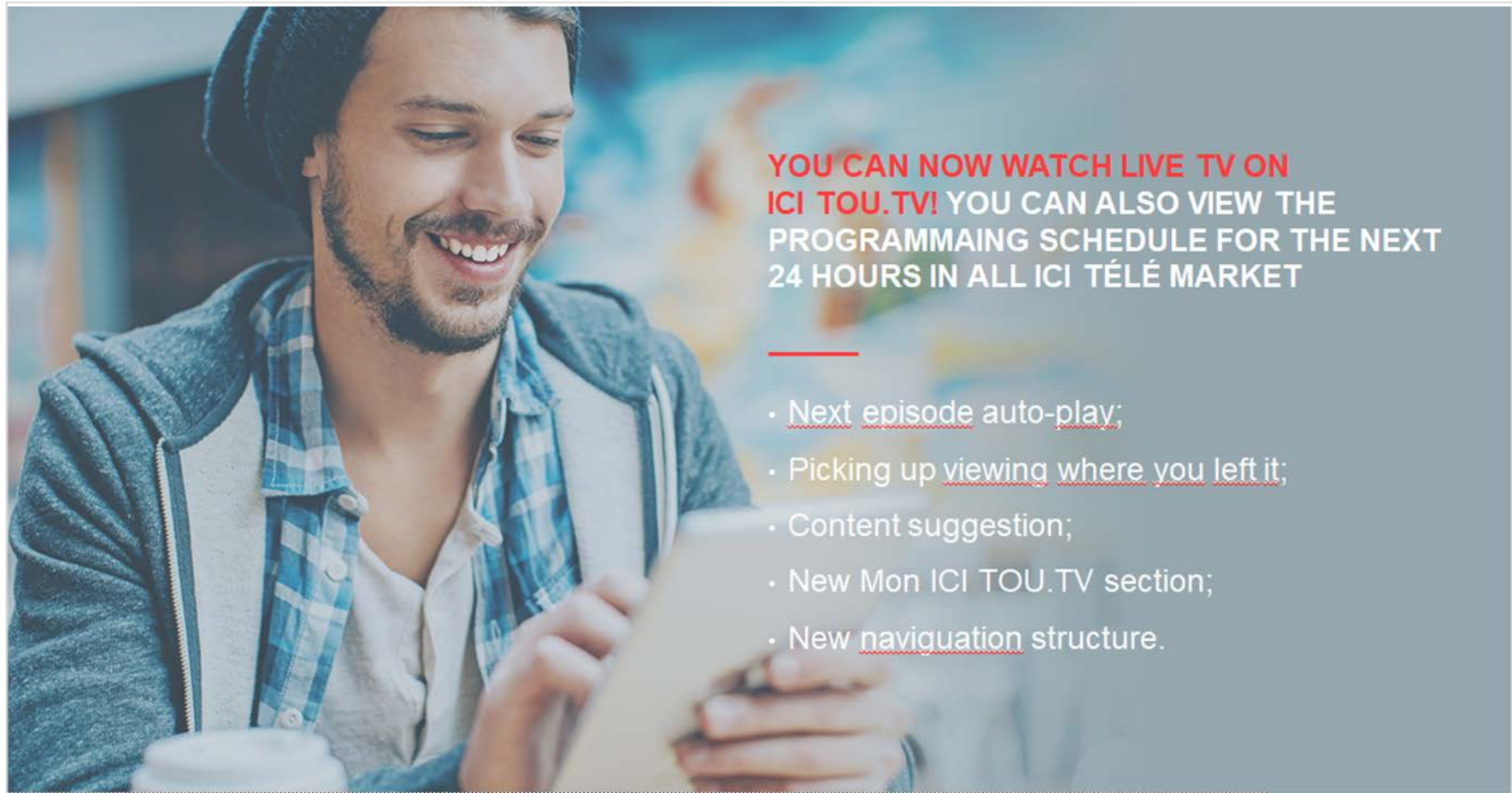
Monthly Video views



Research Department – UV Source: Comscore, Canada, Jan.–Feb. 2020, multi-platform. \*UV = unique visitors/viewers.

Source (Views): Adobe Analytics, Jan.–Feb. 2020 (monthly average), excluding March due to COVID-19, website and app (iOS, Android and Apple TV). Source (Age Profile): Comscore, Canada Franco, Jan.–Feb. 2020 (monthly average), multi-platform.

Source (Education, Profession and Revenue Profile): Vividata, spring 2020 survey, Canada Franco, A18+, has visited ICI TOU.TV (site/app) in past month. \*MOPEs = Managers, owners, professionals.

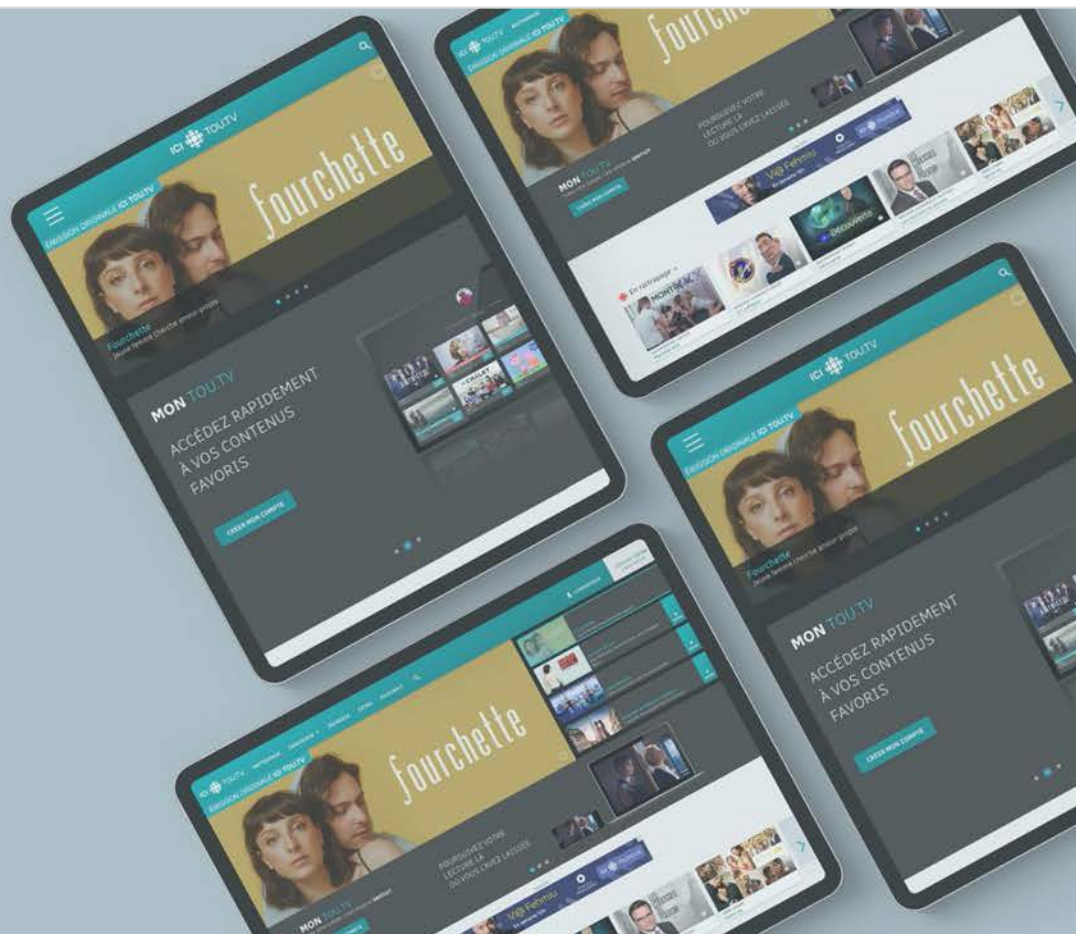


**YOU CAN NOW WATCH LIVE TV ON  
ICI TOU.TV! YOU CAN ALSO VIEW THE  
PROGRAMMAING SCHEDULE FOR THE NEXT  
24 HOURS IN ALL ICI TÉLÉ MARKET**

- 
- Next episode auto-play;
  - Picking up viewing where you left it;
  - Content suggestion;
  - New Mon ICI TOU.TV section;
  - New naviagation structure.

**994,000**  
UNIQUE VISITORS

**1,000**  
TV ADDITIONAL HOURS





# véro.tv

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- o Available on ICI TOU.TV EXTRA
- o Presented by Véronique Cloutier in collaboration with ICI TOU. TV
- o Inspired by her interests and personality
- o Diversified content for family, friends & couples, which includes wellness, beauty, trends and décor

**514 400**

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MONTHLY  
CONNECTIONS<sup>1</sup>

**73 400**

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UNIQUE VISITORS

**10 %**

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OF VIEWS  
ON ICI TOU.TV EXTRA<sup>2</sup>



# How can your brand use ICI TOU.TV?

## ORIGINAL SERIES SPONSORSHIPS

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Create a connection between your brand and our Original Series lineup



Align with French Canada's best Web series



Help your brand connect with a young demographic

## SHOW SPONSORSHIPS

---

Connect your brand with programs on ICI TOU.TV that attract your target audience



Logo placement on the show's page



Targeted digital display



Video brandsell media

## BRANDED CONTENT INITIATIVE

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Have your video content hosted on Canada's most important francophone OTT platform

Your Sponsored Content will be organically integrated into one of our content line-ups

✓ Catch-up

✓ Series

✓ New on ICI TOU.TV

# ICI TOU.TV: A COVETED PROFILE FOR ADVERTISERS

**994,000** monthly UVs in Canada (+4% over W10) (MULTI-PLATFORM TOTAL)



**401,000**

monthly UVs - **DESKTOP**



**683,000**

monthly UVs - **MOBILE**



**11,742,000**

monthly views  
**DESKTOP/MOBILE**

Profile of our Digital Users  
Canada Franco



A25-34 (**index: 116**)

A25-54 (**index: 118**)



\$75,000+ household income (**index: 111**)



MOPEs\* (**index: 115**)



University grads (**index: 110**)

# TOU.TV TOP STREAM SHOWS

## Top 5 – Winter 2020 (total views)

District 31

6,655,900

+4%  
over  
W19

5<sup>e</sup> rang

787,700

+2%  
over  
W19

Toute la vie

786,000

NEW  
in winter

Lâcher prise

785,100

+20%  
over  
W19

Cerebrum

773,900

NEW



# ICI TOU.TV app: Over 15.2 million views in winter 2020

**7,618,800**

monthly video views  
in winter 2020

**+19%**  
over  
W19

✓ Accounts for **65%** of all ICI TOU.TV views

✓ **703,800** average monthly UVs\*

**+16%**  
over  
W19

✓ Nearly **5.6 million** monthly visits –  
that's **8** visits per user\*

**+30%**  
over  
W19





# Key takeaways

- Canadian
- Massive Reach
- Premium Content
- Brand Trust
- Ad Innovation