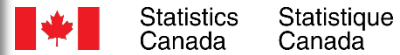
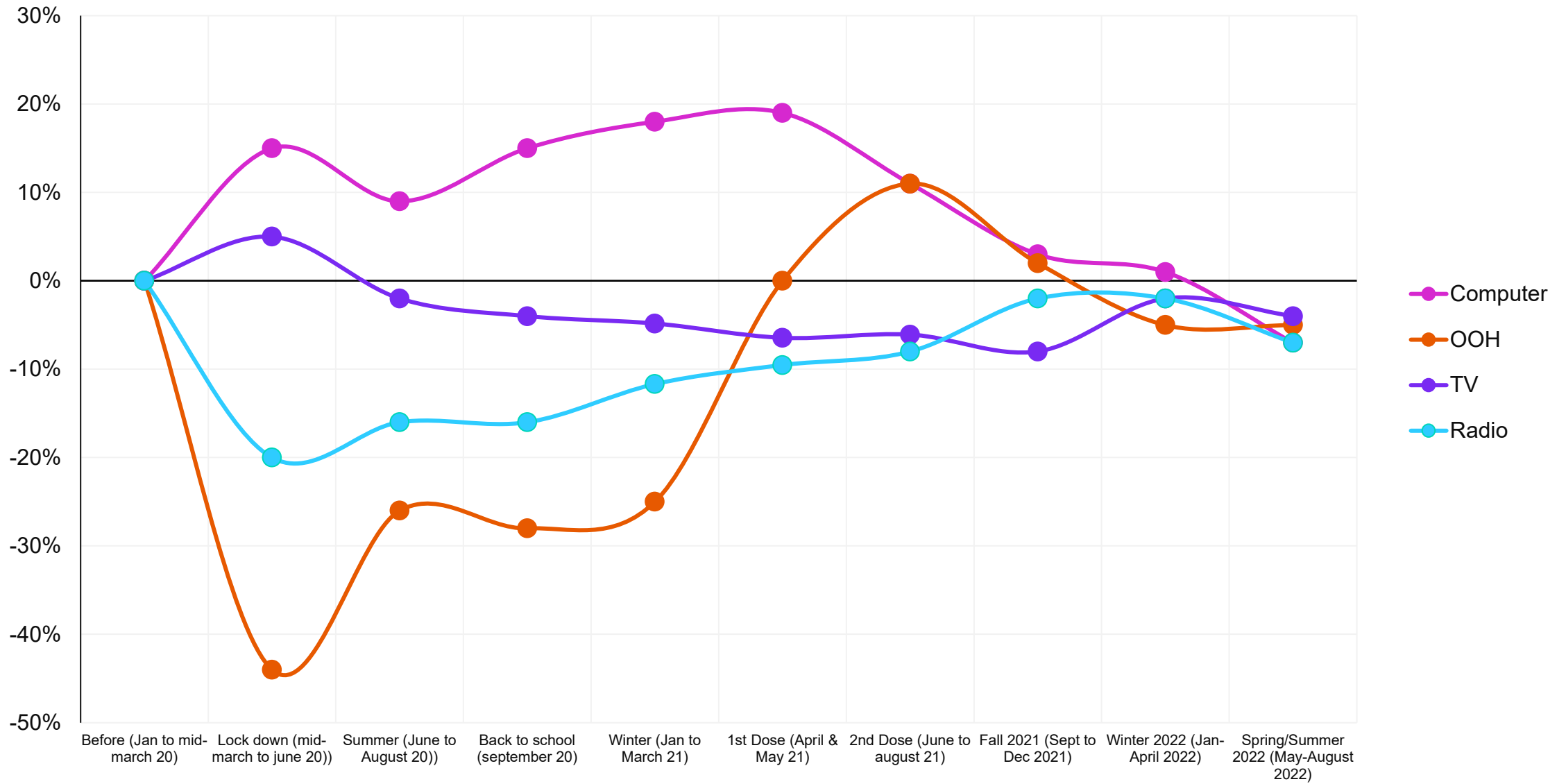




CMUST 2022

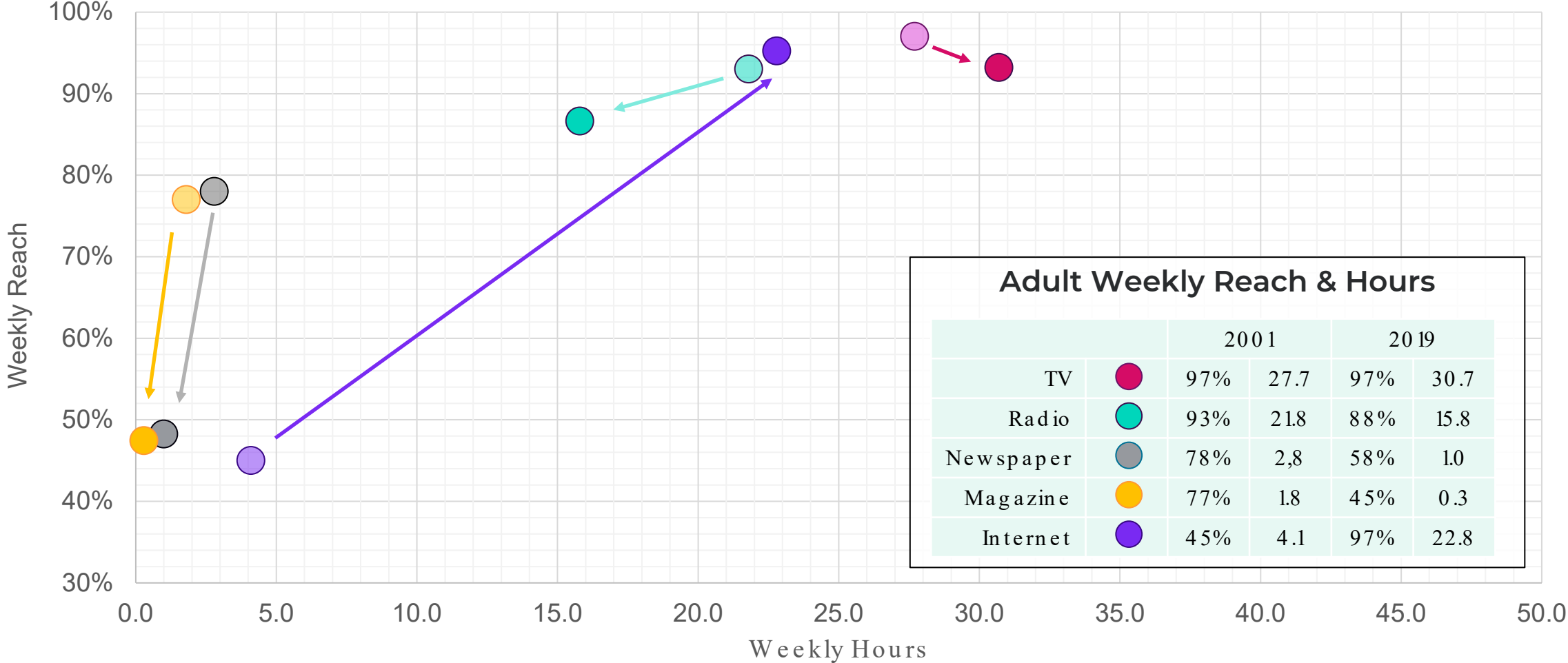
(Canadian Media Usage Study)





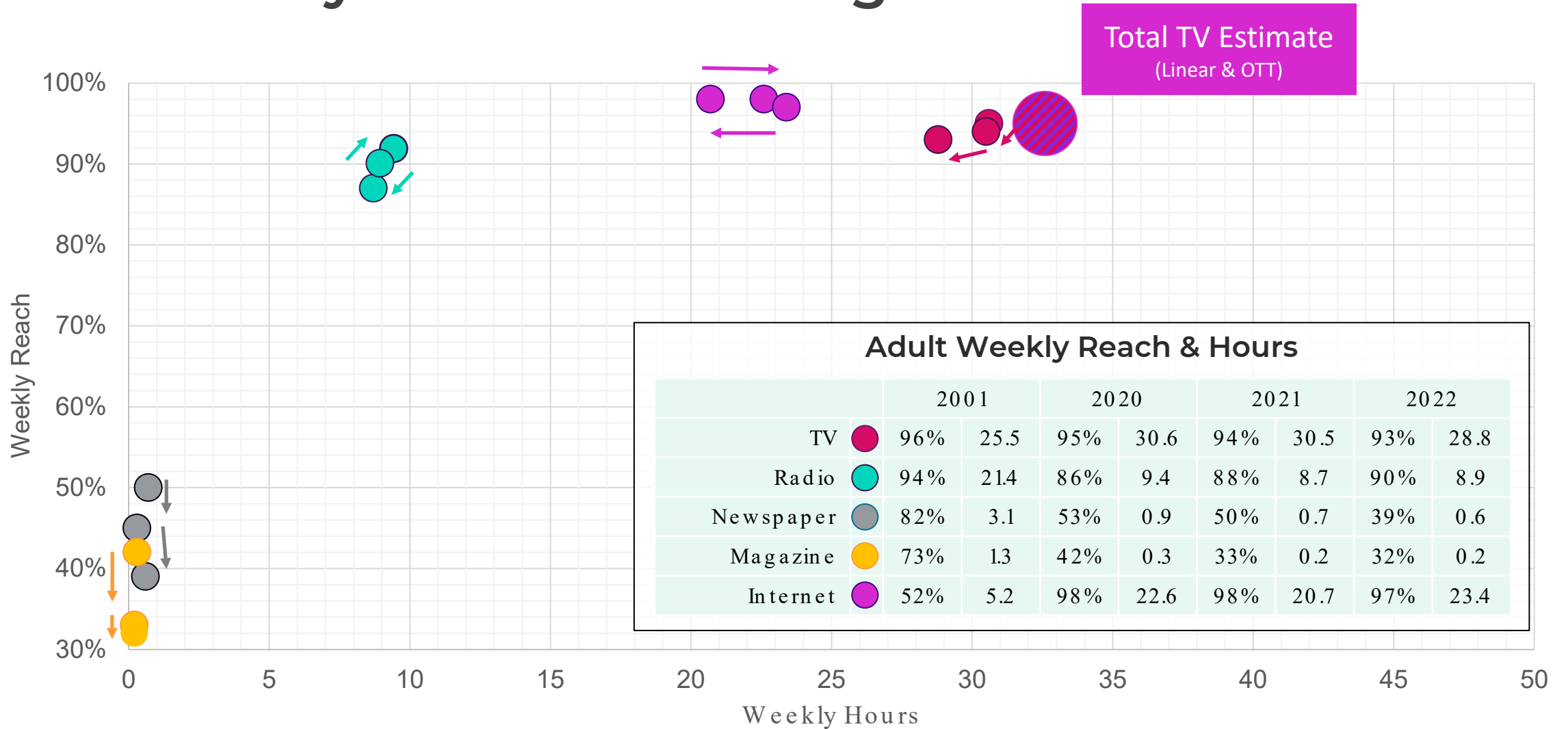
Sources: Numeris PPM TV & Radio AvHrsWk (Cap); OOH Pattison Outdoor Furthest range of movement (KM); Internet SimilarWeb visits per day & PHD Estimates from multiple sources, French canada

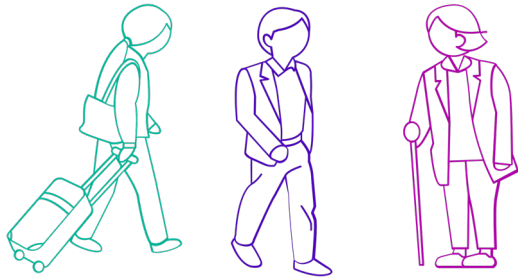
An 18-year trend



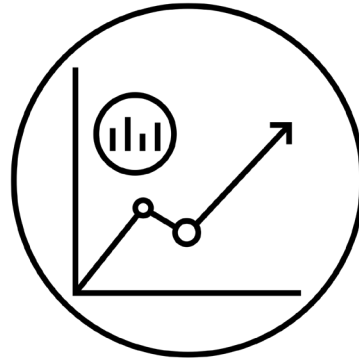
Sources: TV & Radio from Numeris PPM, Print from Vividata, Digital from Vividata and PHD Estimates, Franch Canada

The last 3 years: accelerating trends





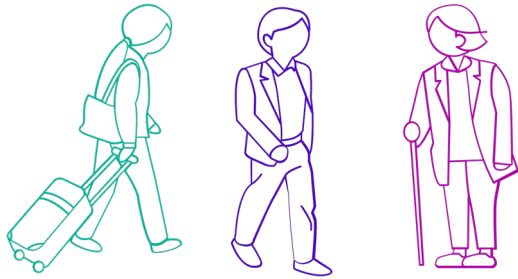
Broader Digital Adoption



Marketplace & Measurement



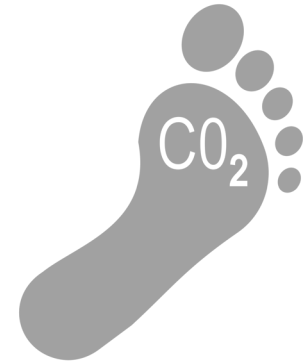
Carbon Footprint



Broader Digital Adoption

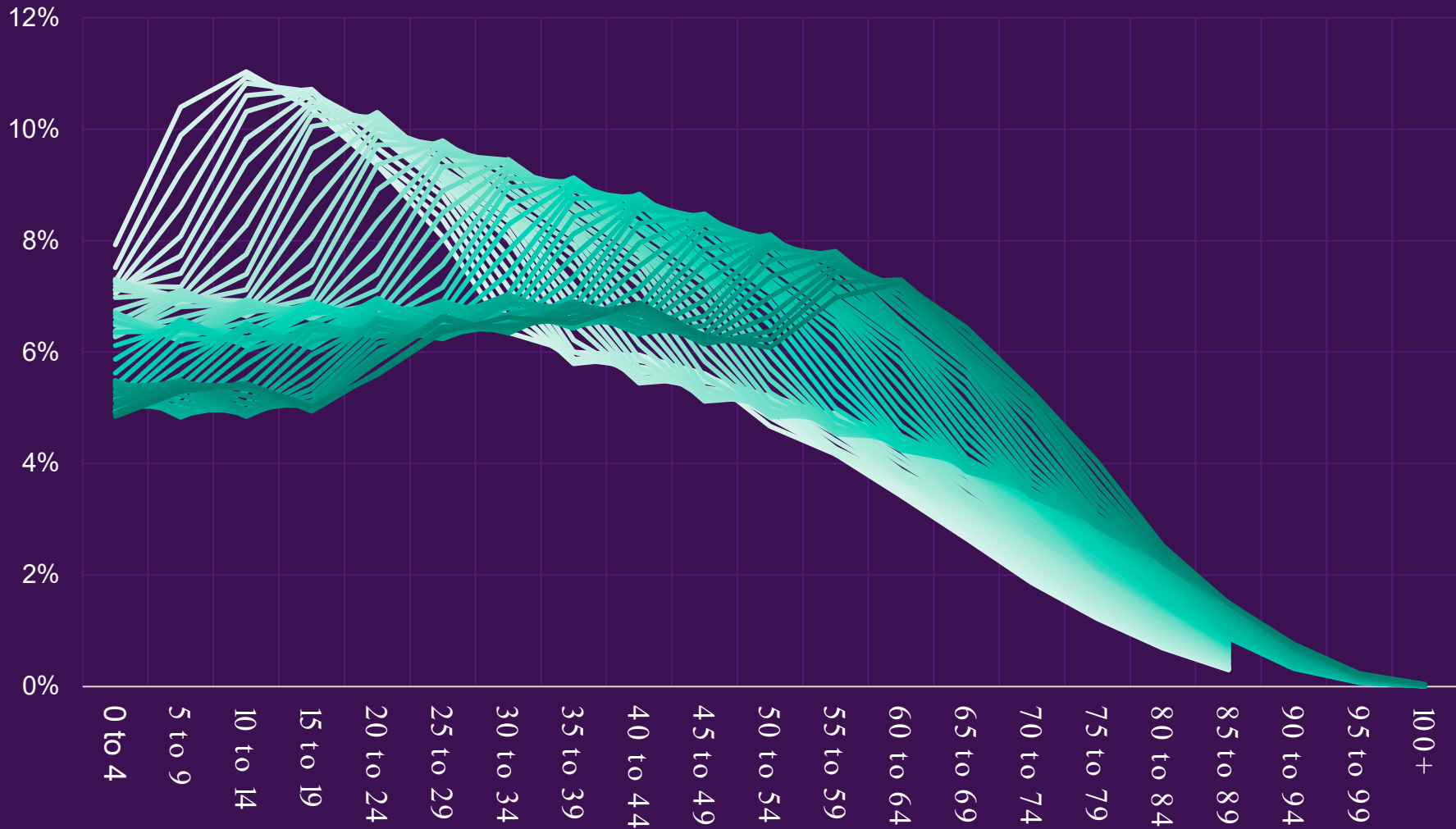


Marketplace & Measurement

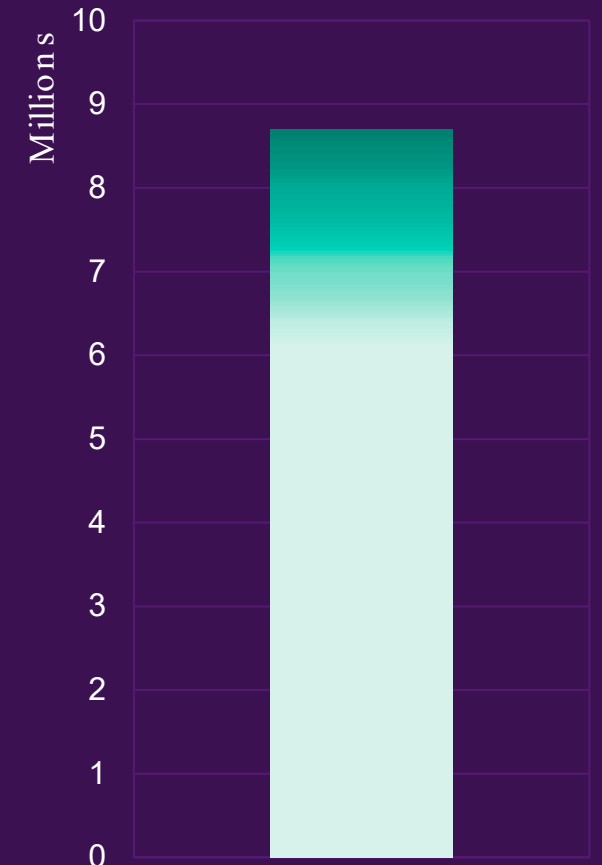


Carbon Footprint

Share of Population by 5 year Age Band



Total Population



1980

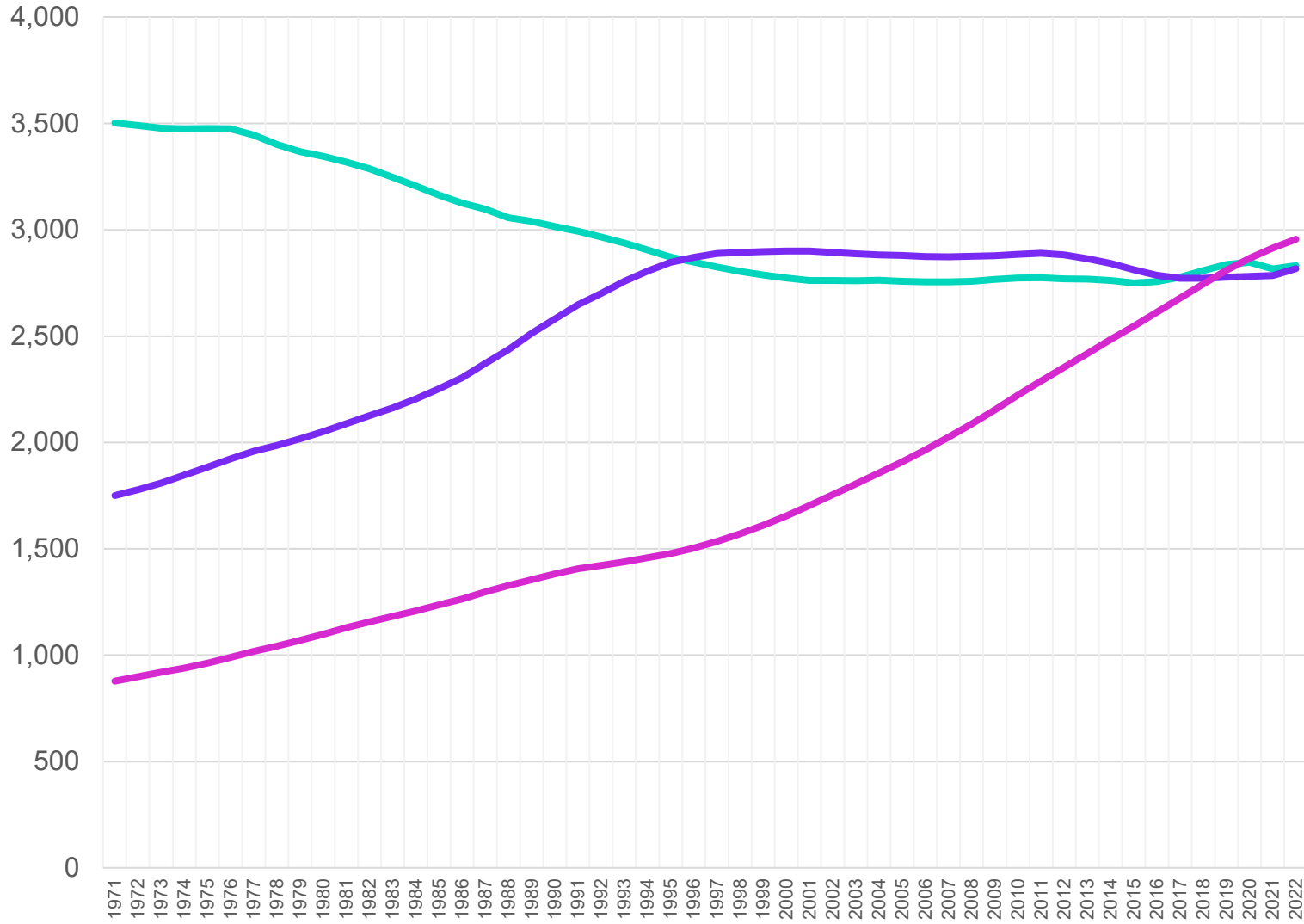
1990

2000

2010

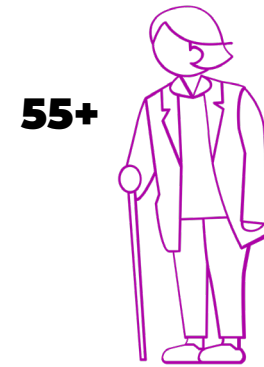
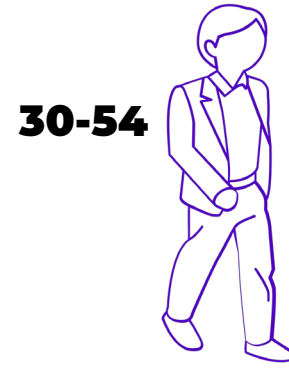
2020

Population by Age

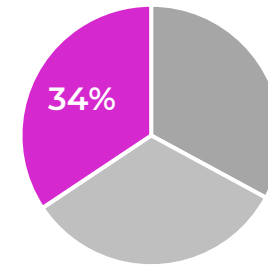
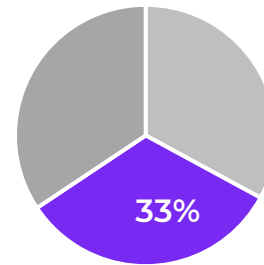
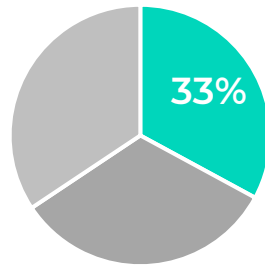


Under 30
30-54
55+

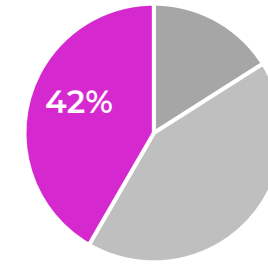
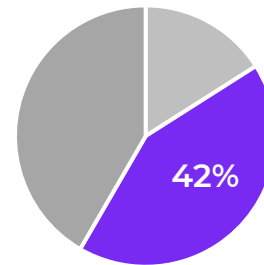
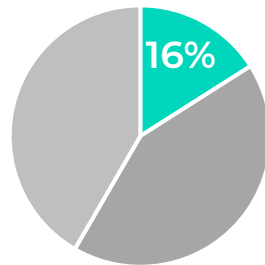




Share of Population

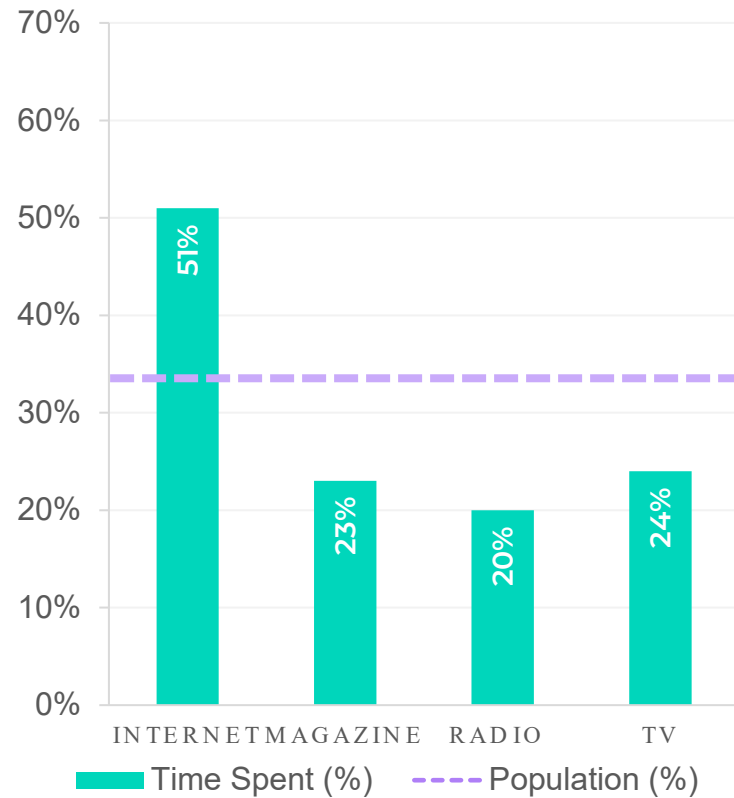


Share of Household Spend

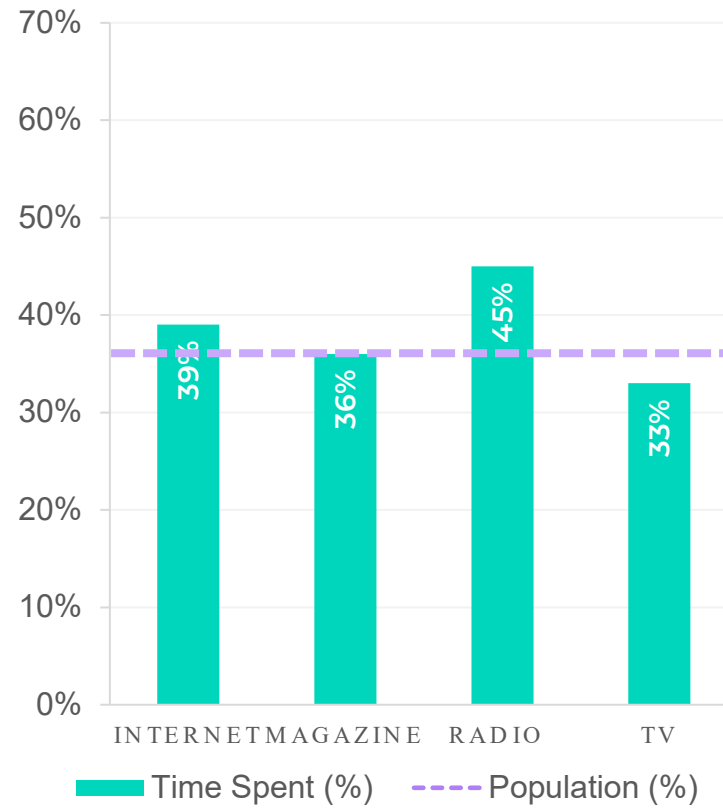


2012

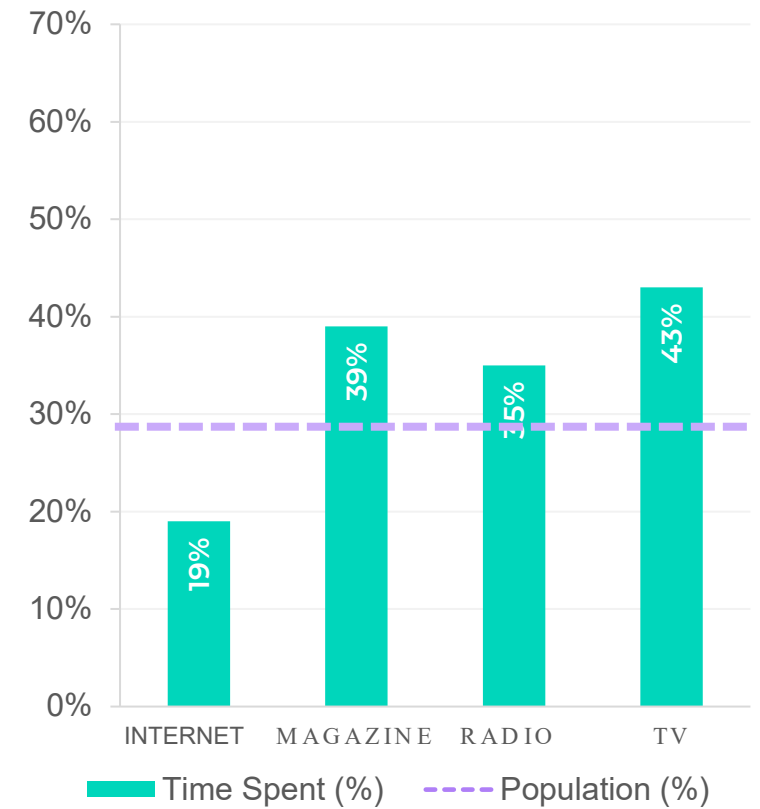
**Under
30**



30-54



55+



2022

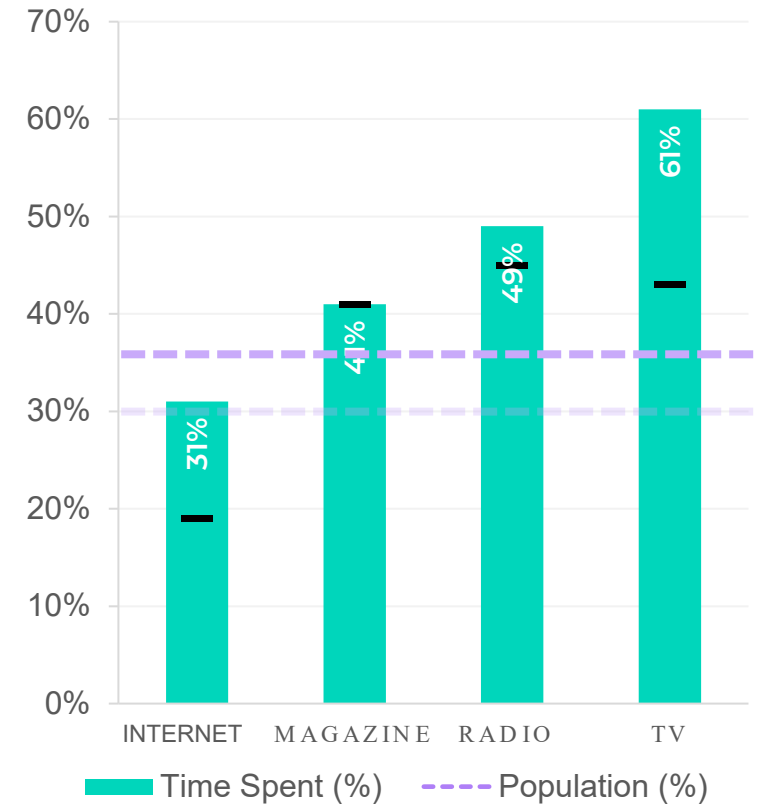
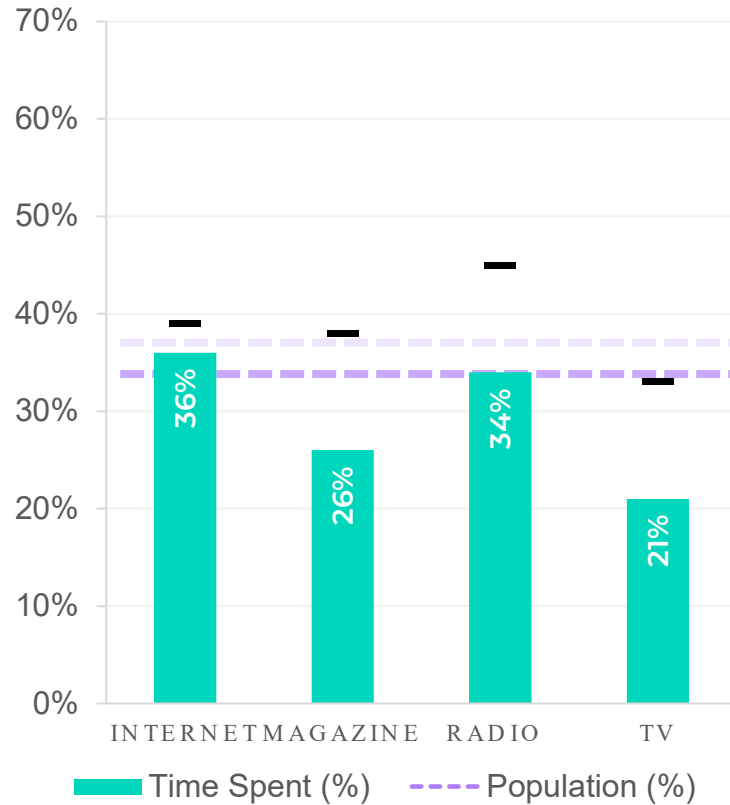
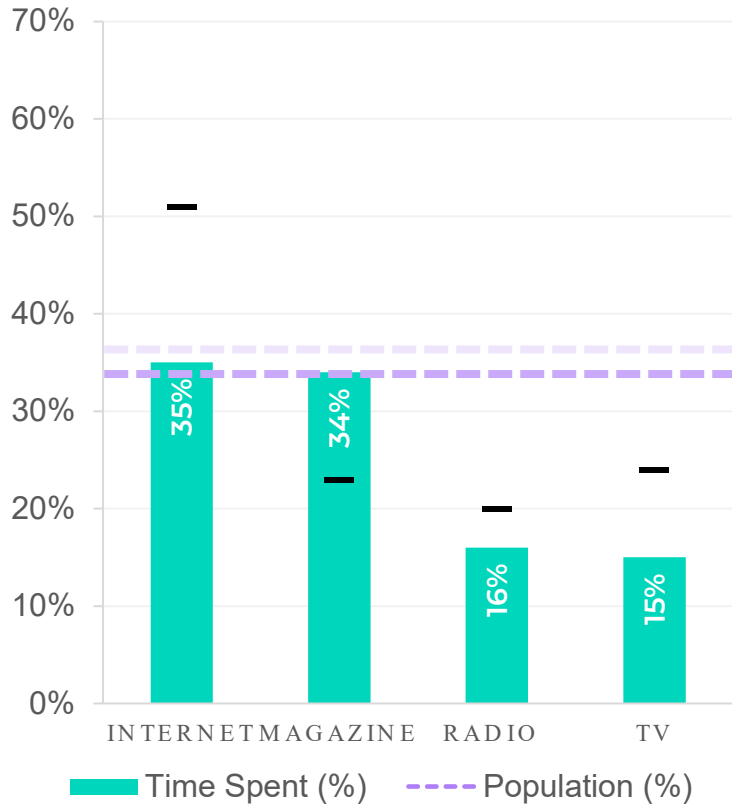
**Under
30**



30-54

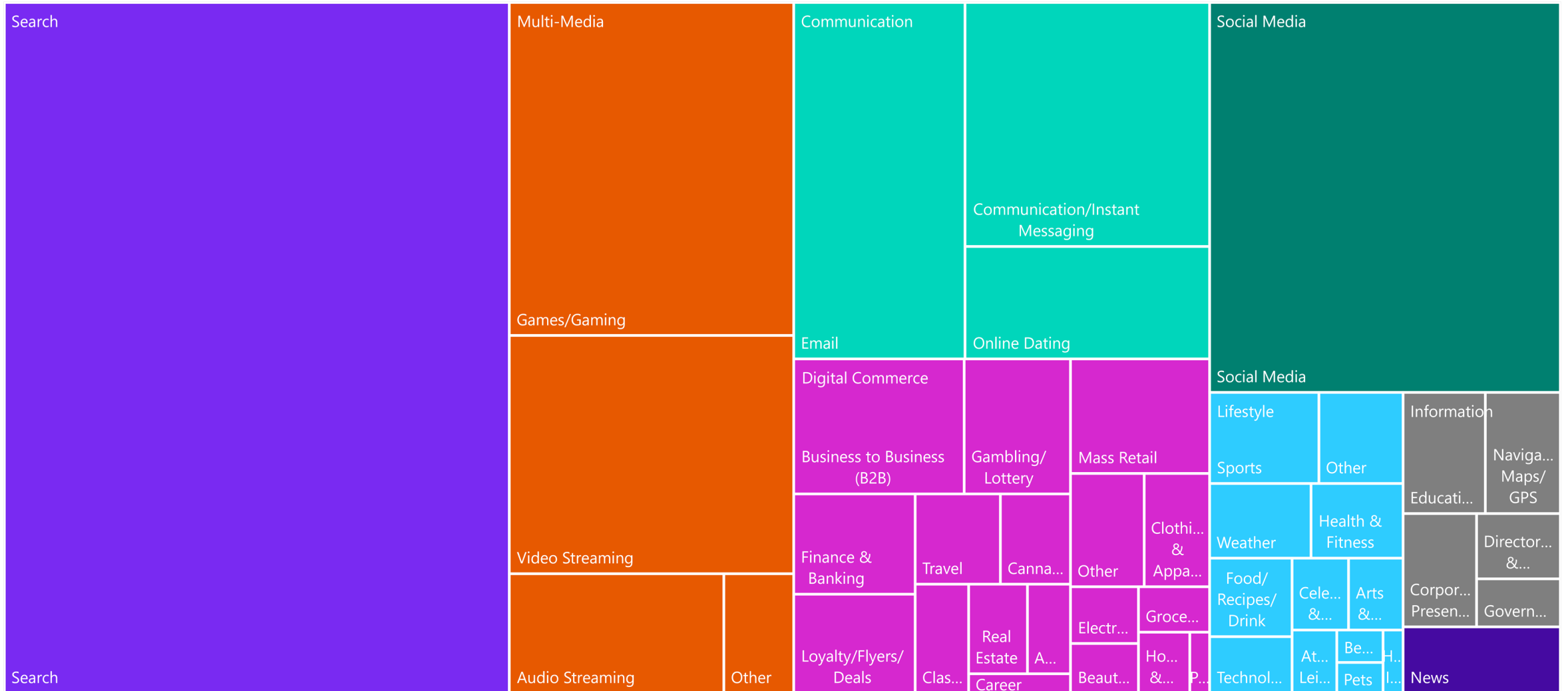


55+



Mobile & Desktop Time

Under
30

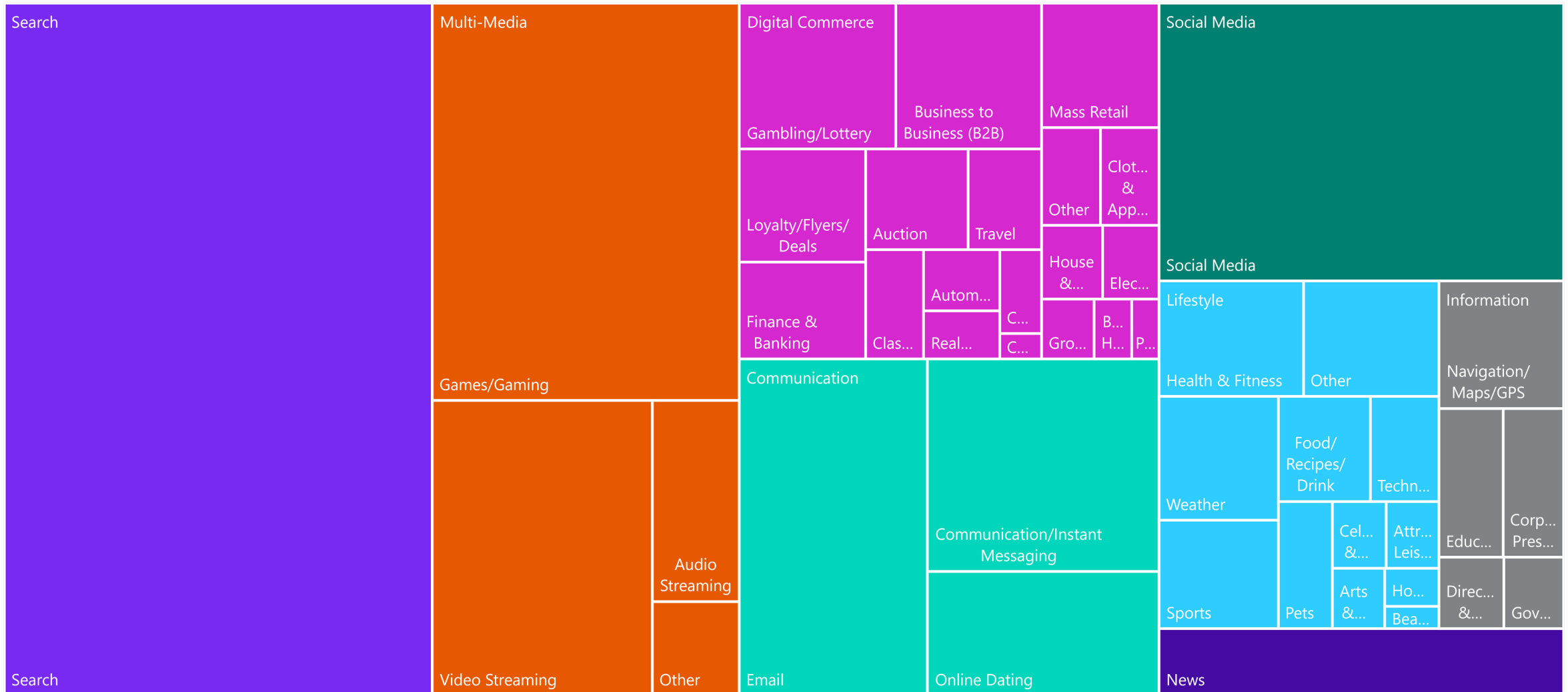


PHD Make the Leap

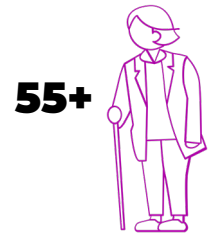
Source: VividataMetrica, French Canada

Mobile & Desktop Time

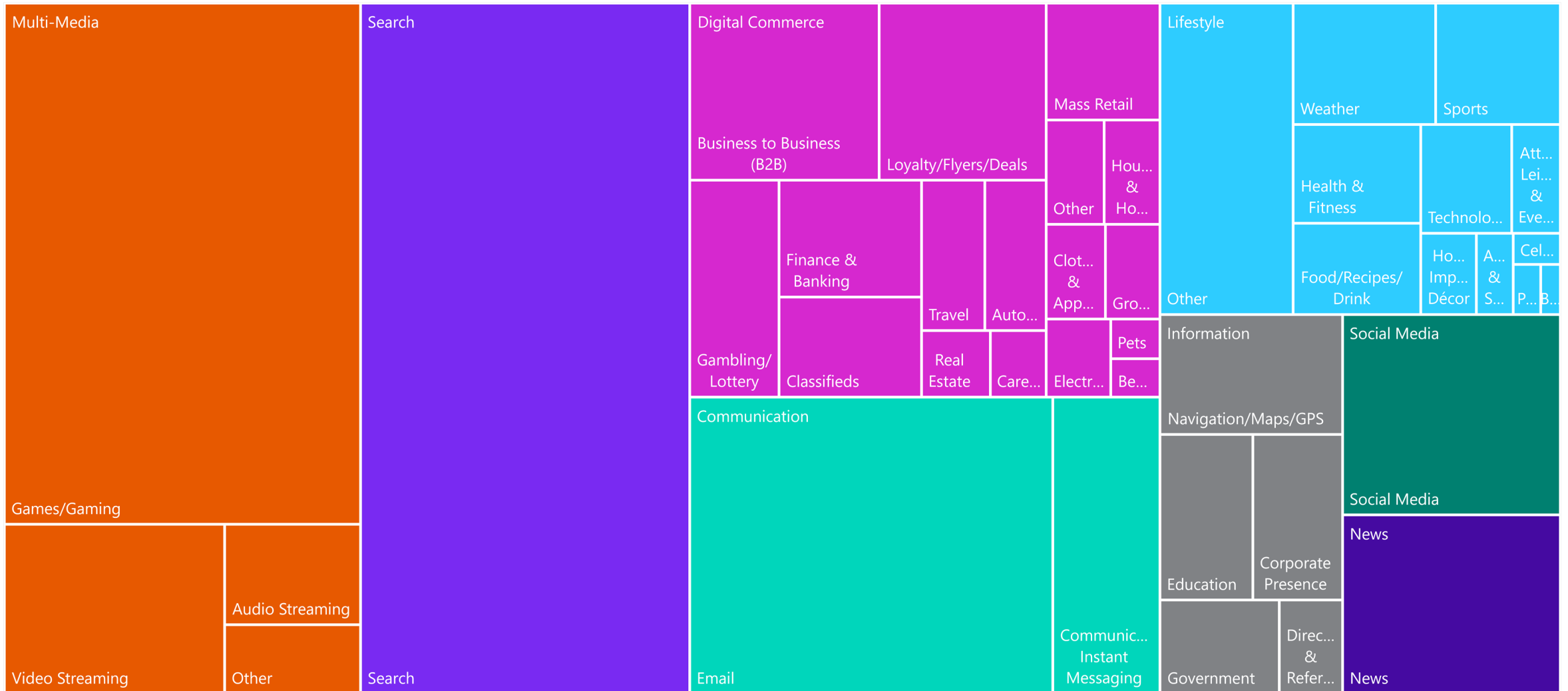
30-54



Mobile & Desktop Time



55+



**Under
30**



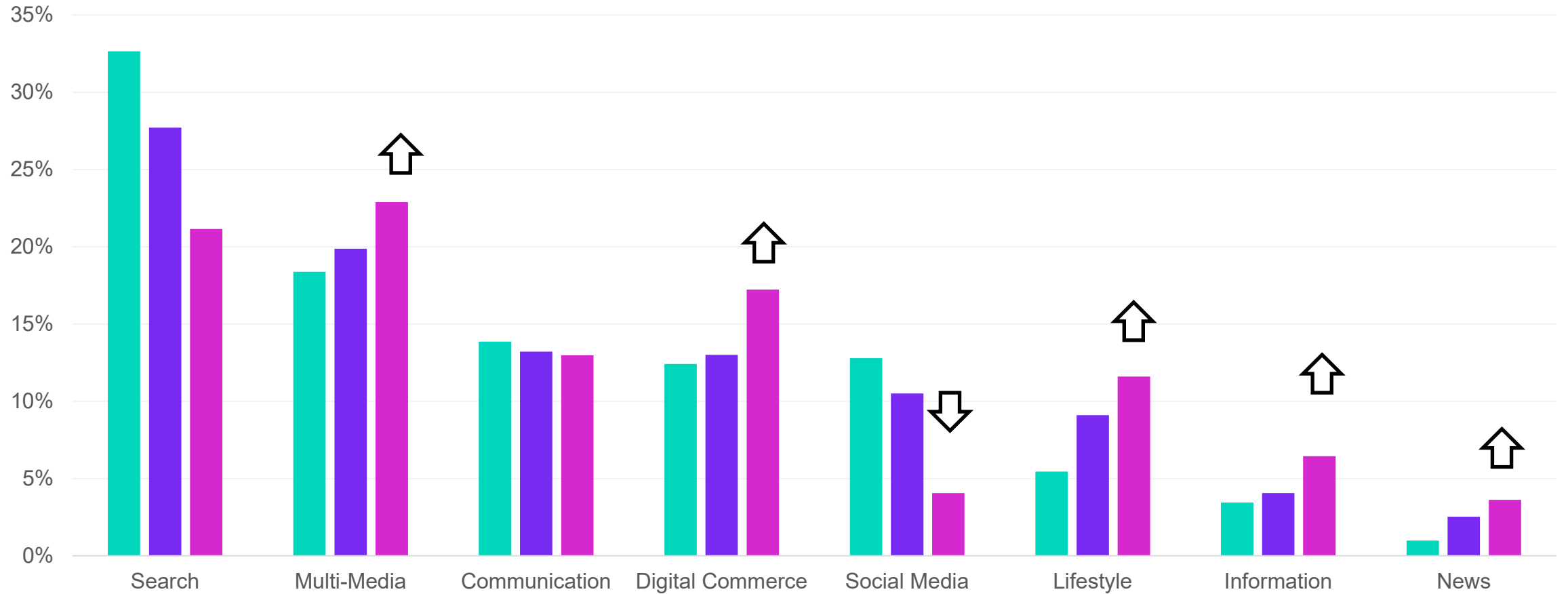
30-54



55+



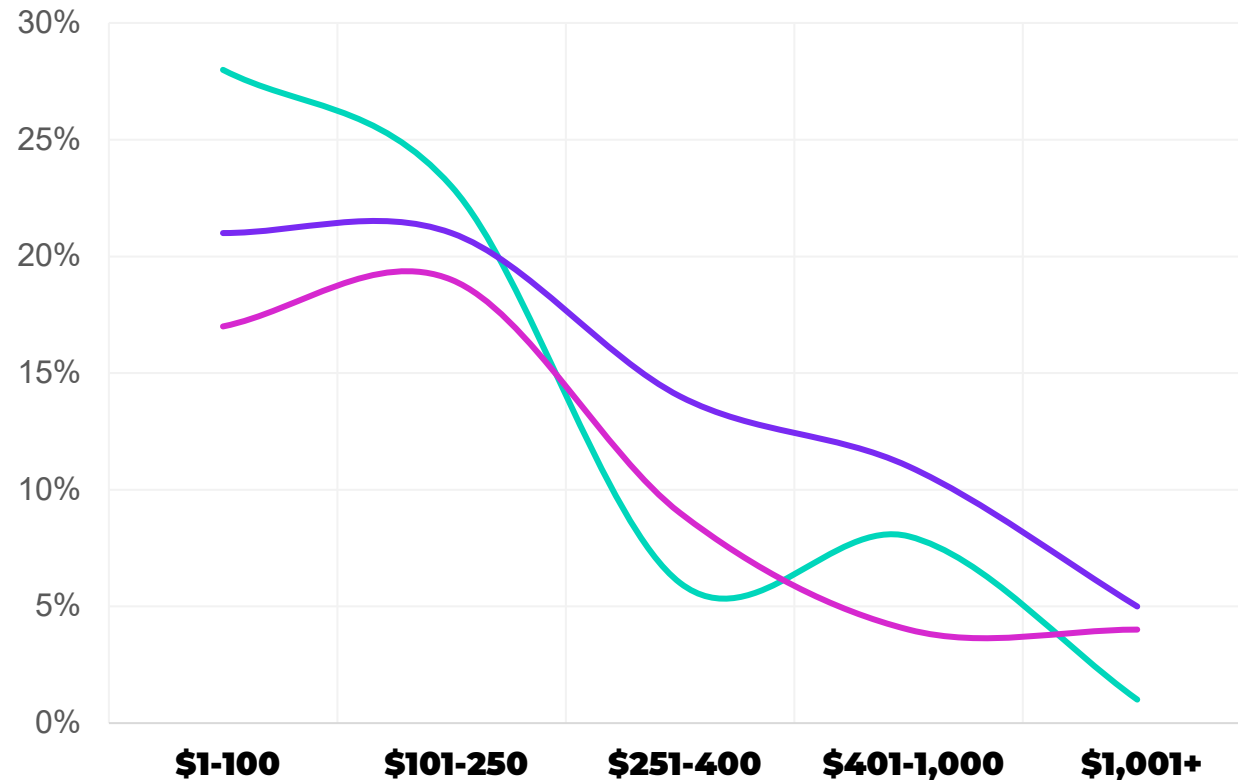
How the Cohorts Spend their Computer & Mobile Time



Source: VividataMetrica, French Canada

Digital Commerce Spends

Amount Spent Online Last Month



30-54



\$222

a vg

55+



\$148

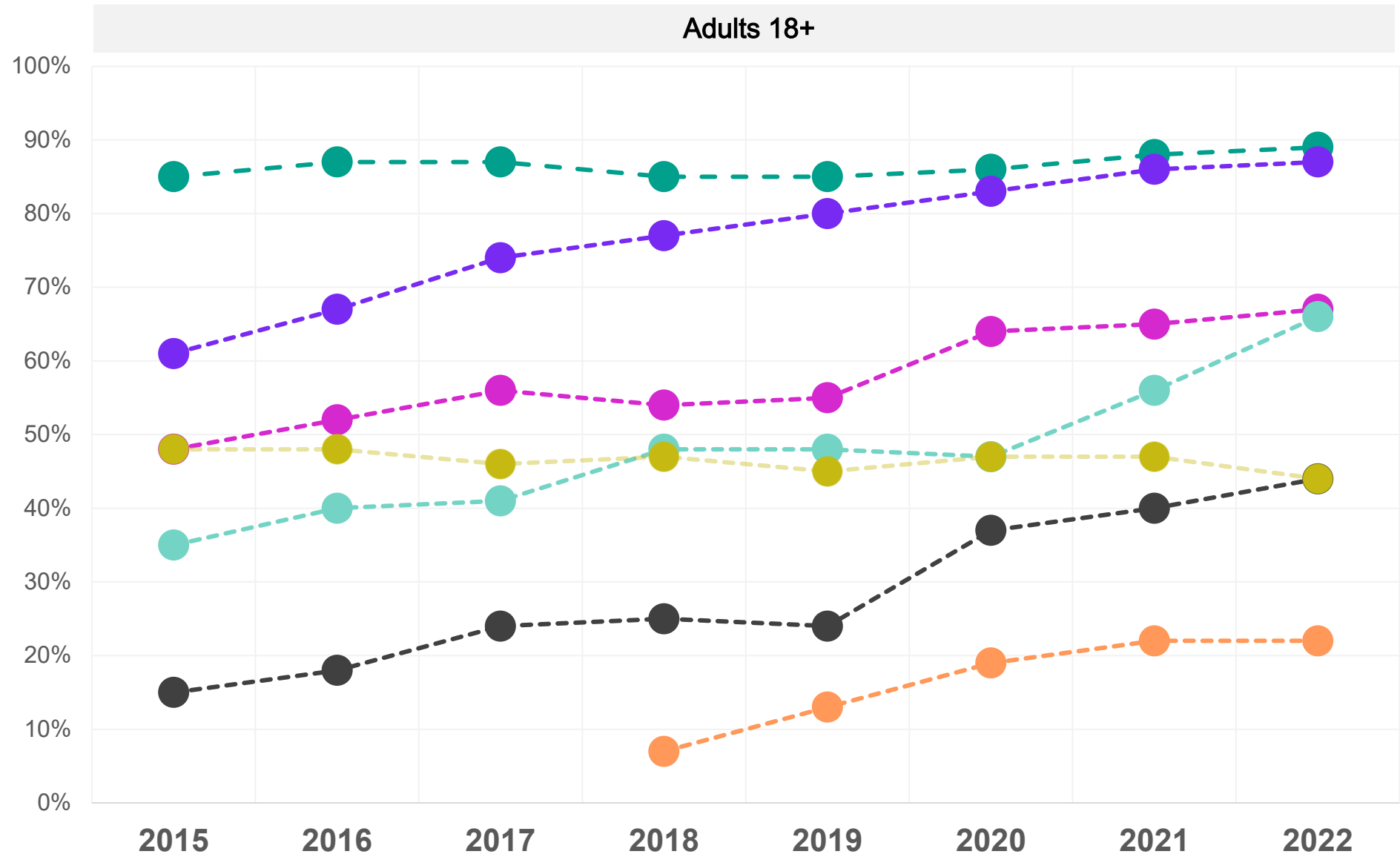
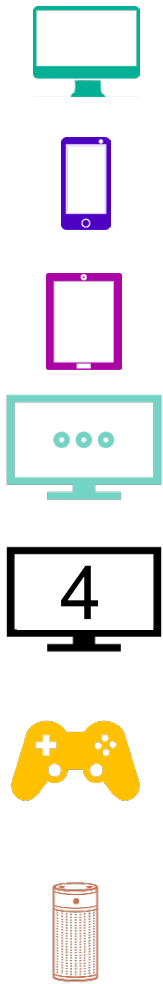
a vg

**Under
30**



\$140

a vg



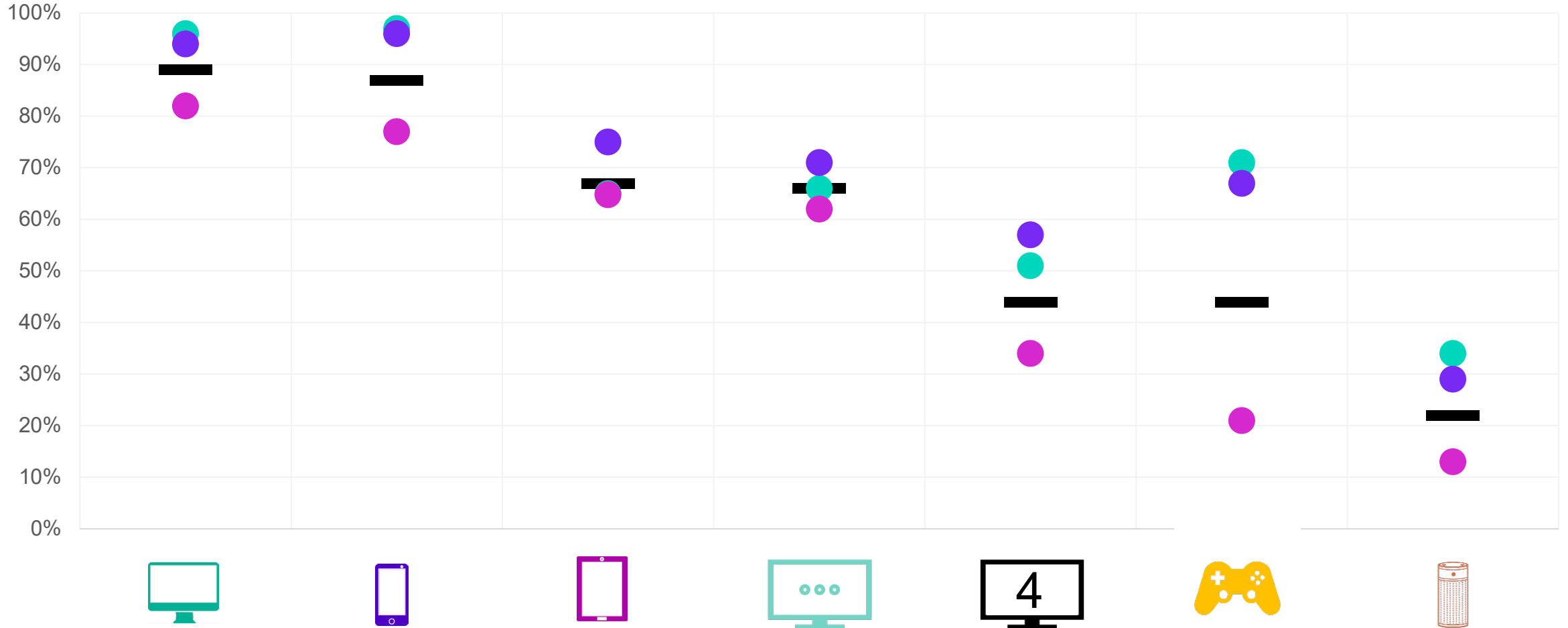
**Under
30**



30-54

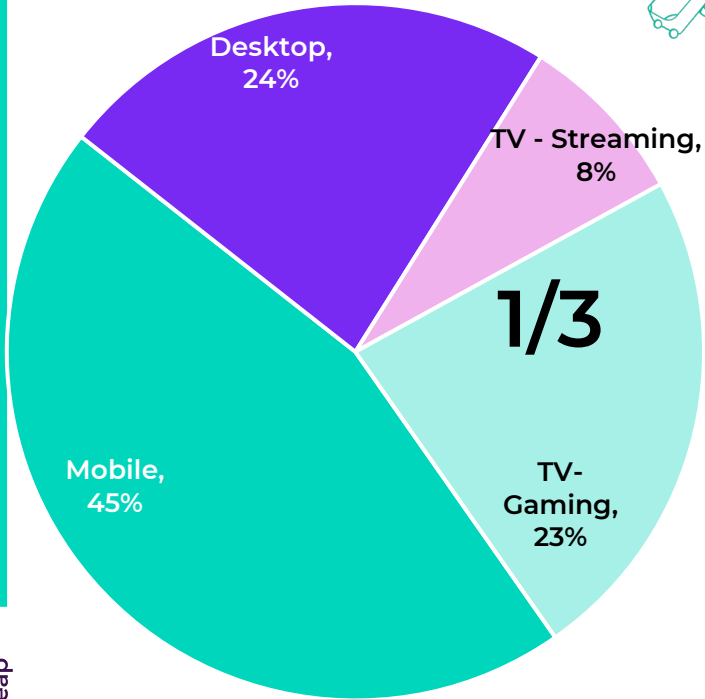


55+

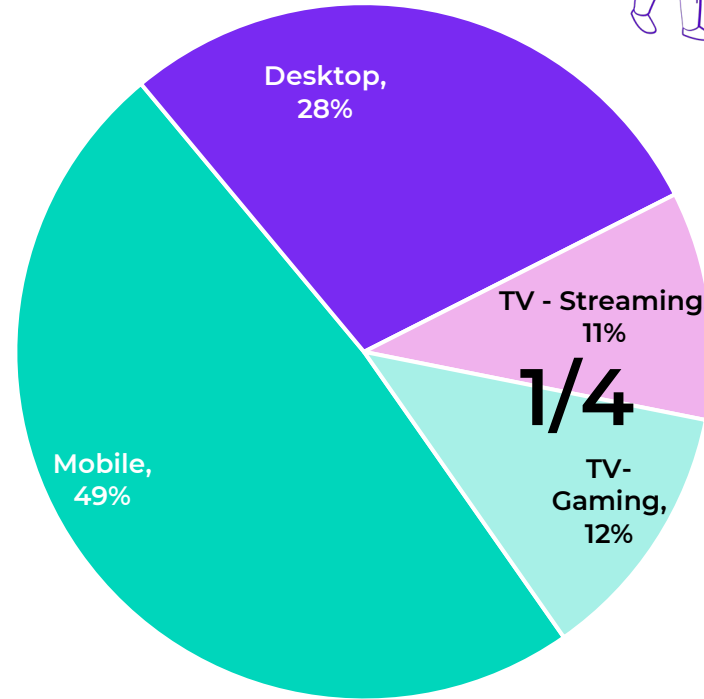


'Digital on TV' varies across the cohorts

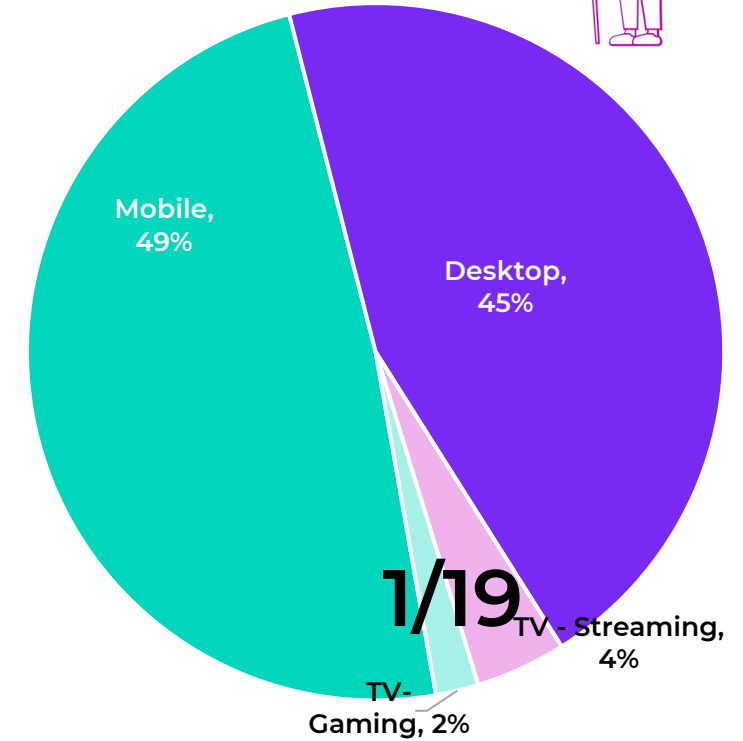
Under 30



30-54



55+



Video habits are evolving rapidly

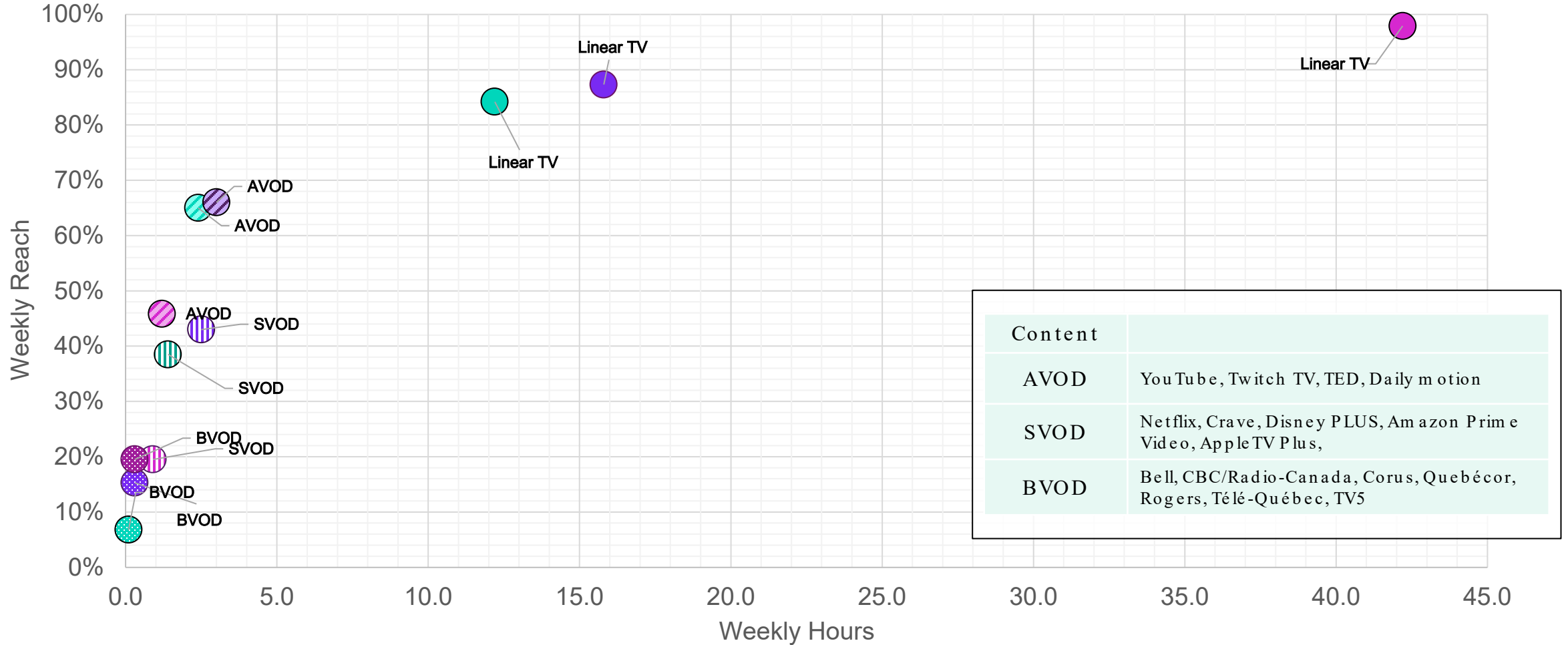
Under 30



30-54



55+



Content	
AVOD	YouTube, Twitch TV, TED, Daily motion
SVOD	Netflix, Crave, Disney PLUS, Amazon Prime Video, AppleTV Plus,
BVOD	Bell, CBC/Radio-Canada, Corus, Québecor, Rogers, Télé-Québec, TV5

**Under
30**



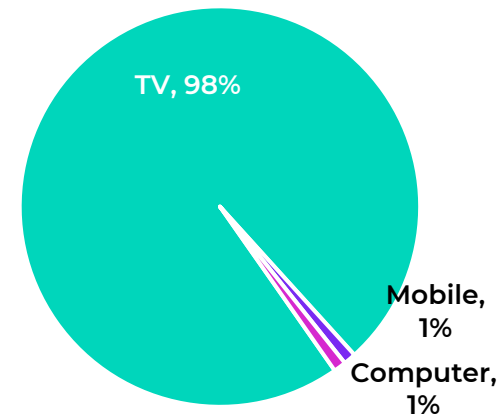
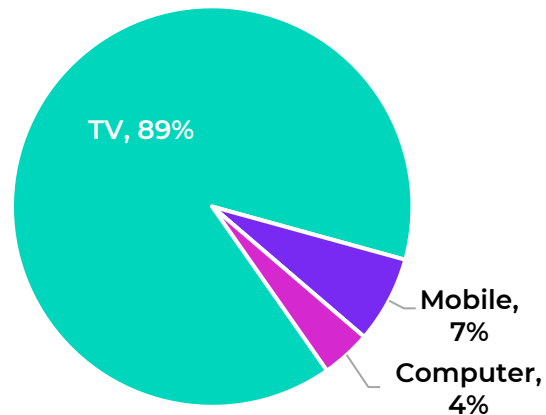
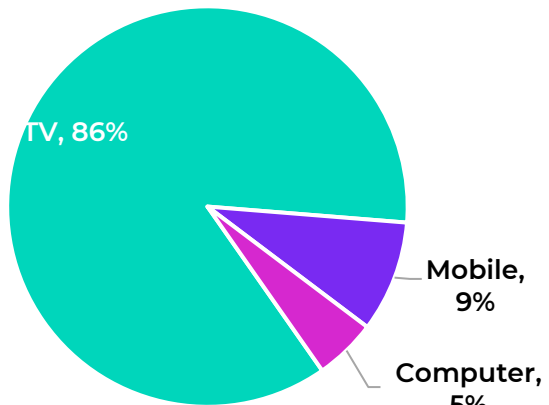
30-54



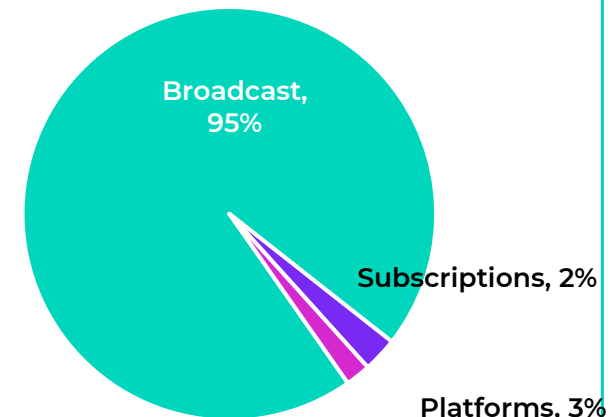
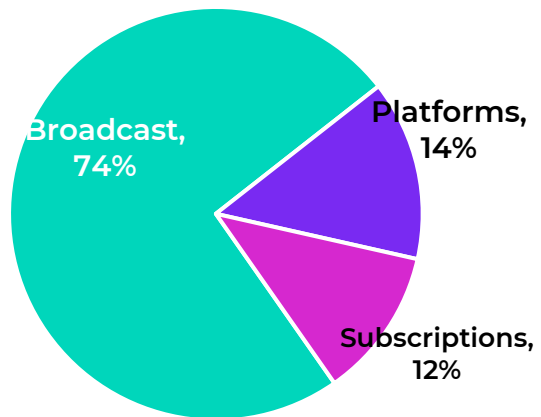
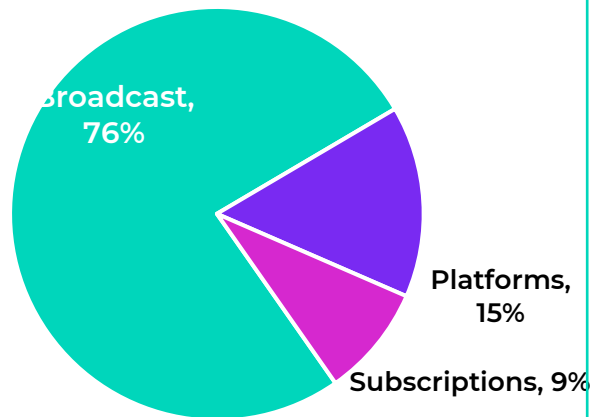
55+



Devices



Content



Source: NumerisPPM TV, VAM, Vividata Metrica, Quebec

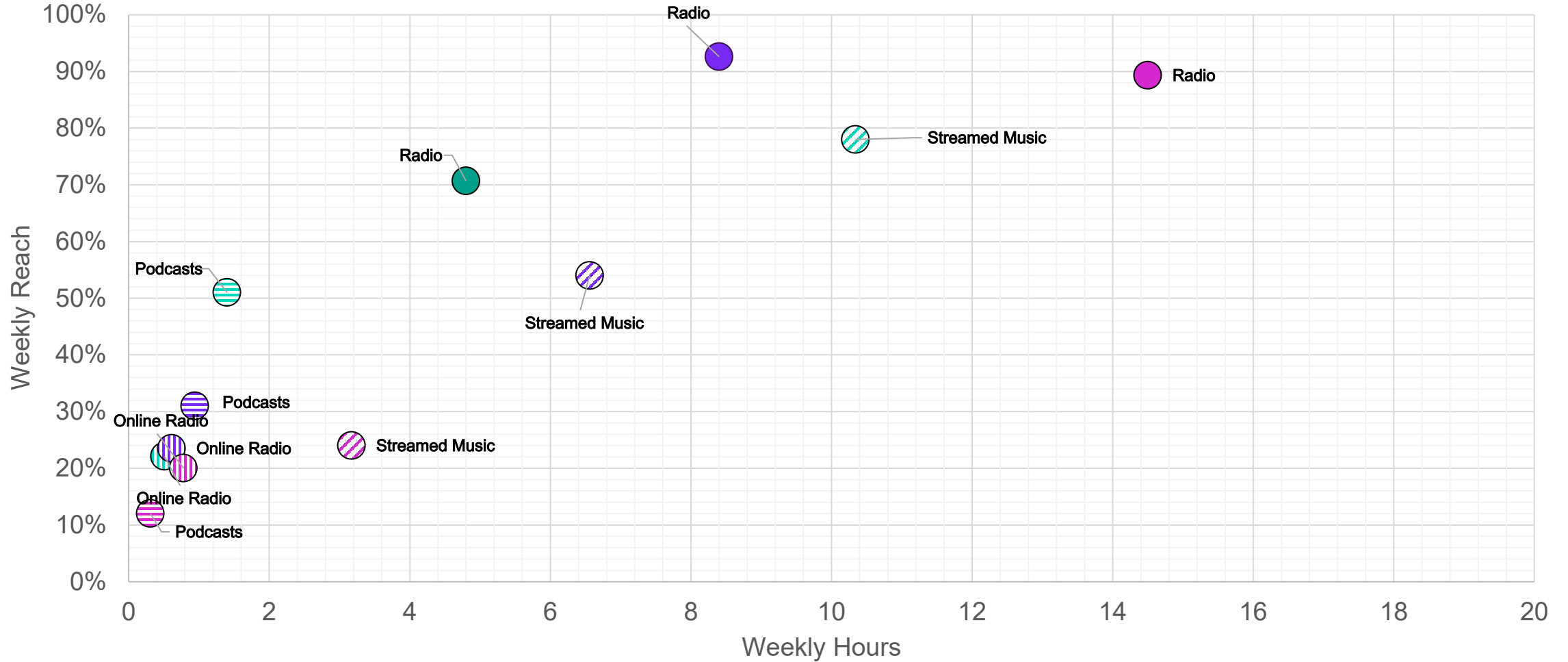
**Under
30**



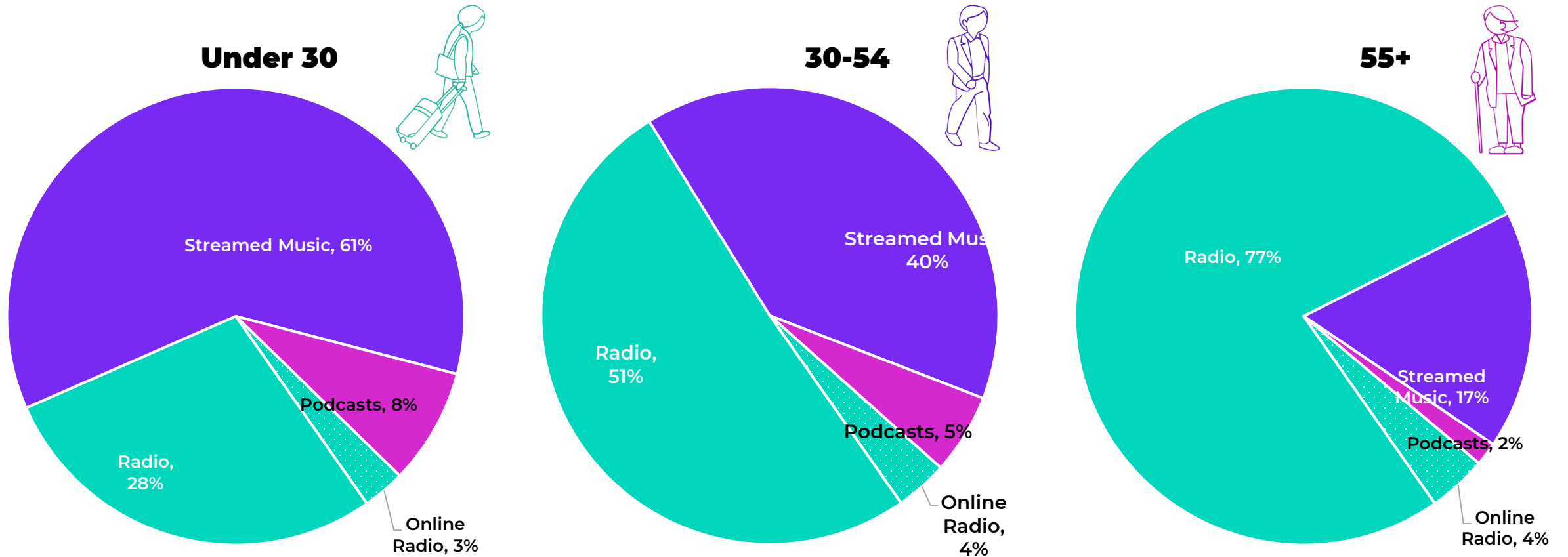
30-54



55+



Share of Audio Time



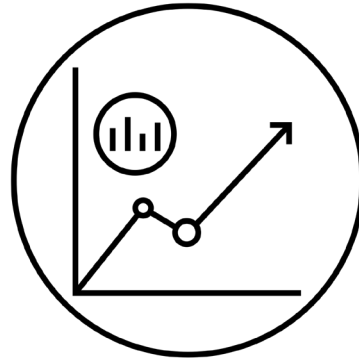


Broader Digital Adoption

1. Media habits are back to pre-pandemic trends
2. The 30-54 group's 'core' digital habits are quite similar to the youngest Canadians
3. Digital through TV represents a significant growth area
4. Digital Commerce is mainstream
5. 'New' content sources represent a major share of time for two thirds of the population



Broader
Adoption

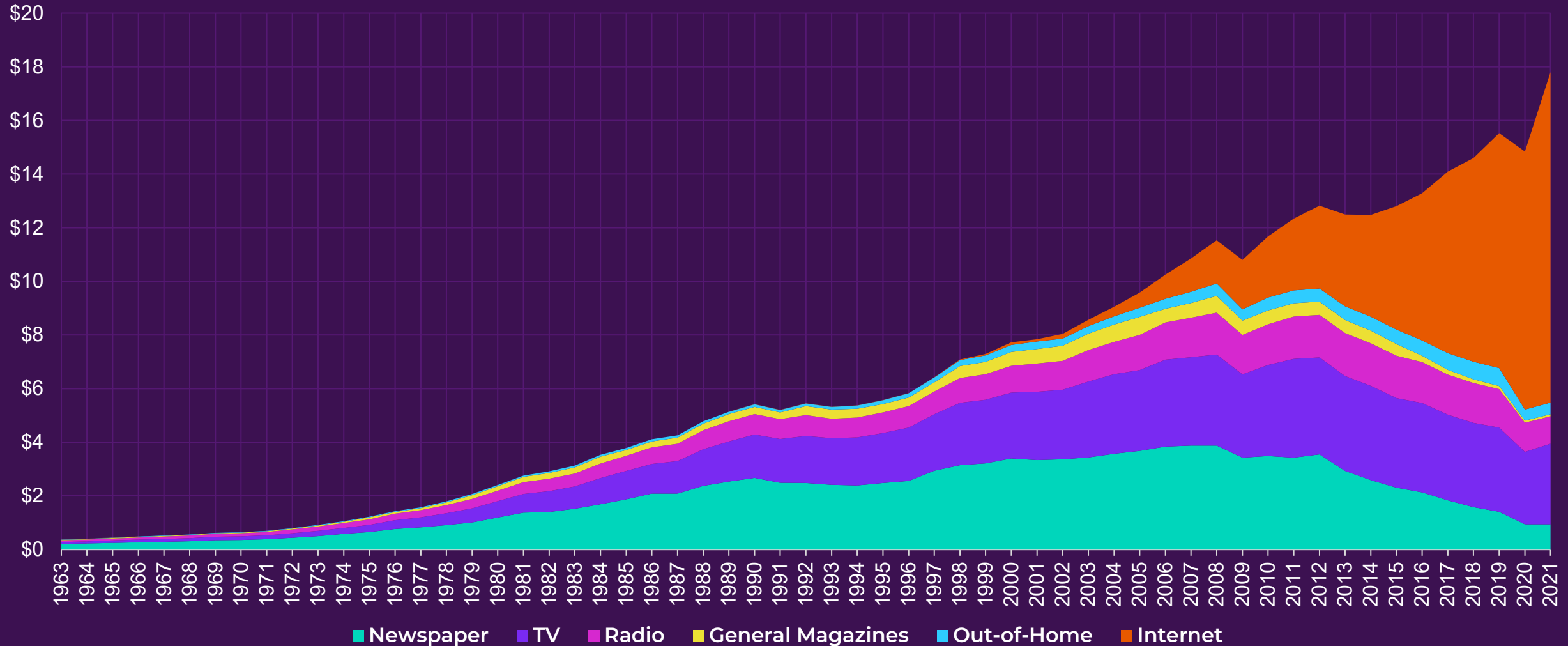


Marketplace &
Measurement



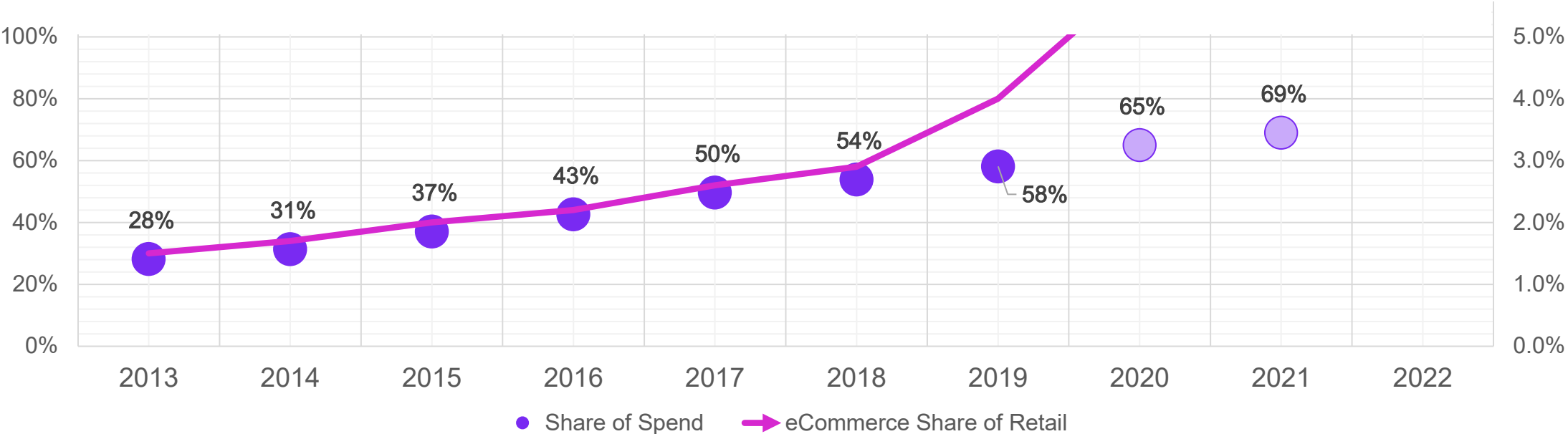
Carbon
Footprint

Canadian Media Investments Over Time



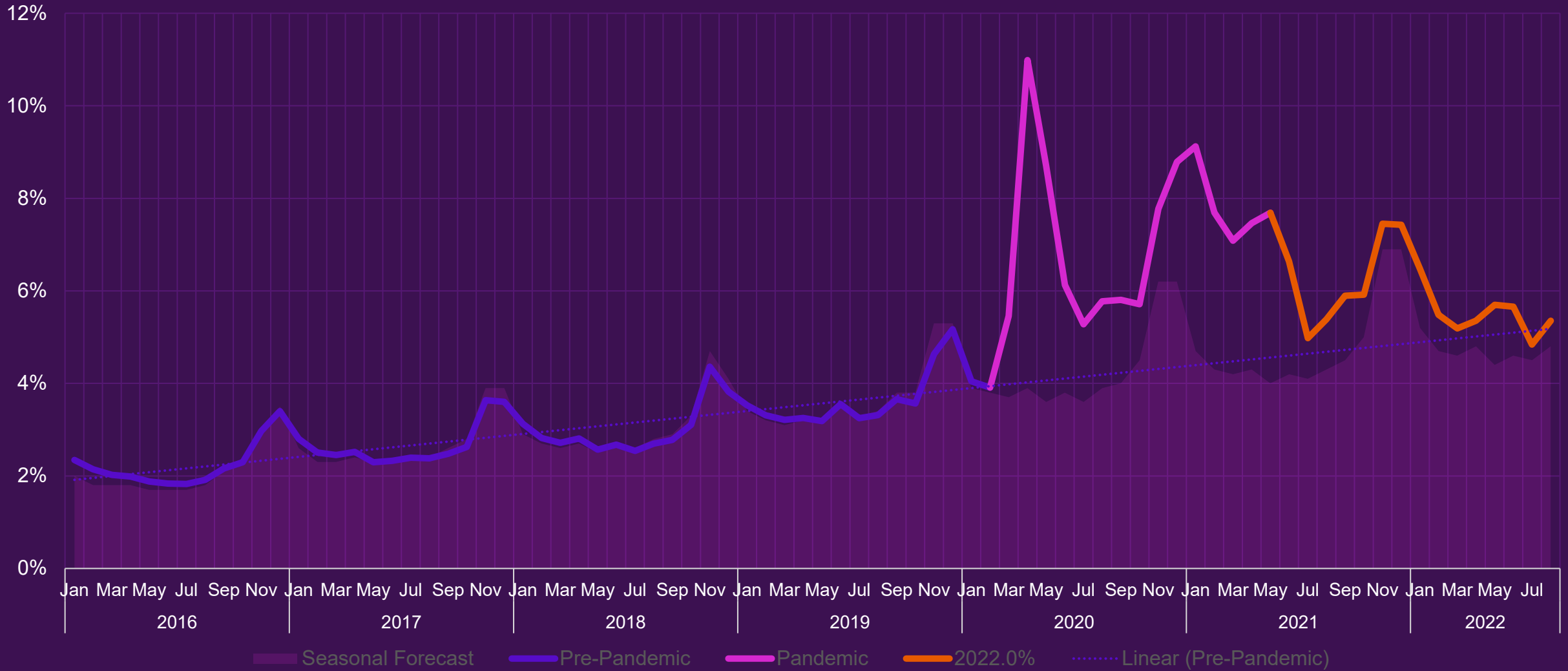
Digital Commerce Growth Strongly Linked to Digital Ad Growth

Internet Share of Spend vs eCommerce Share of Retail

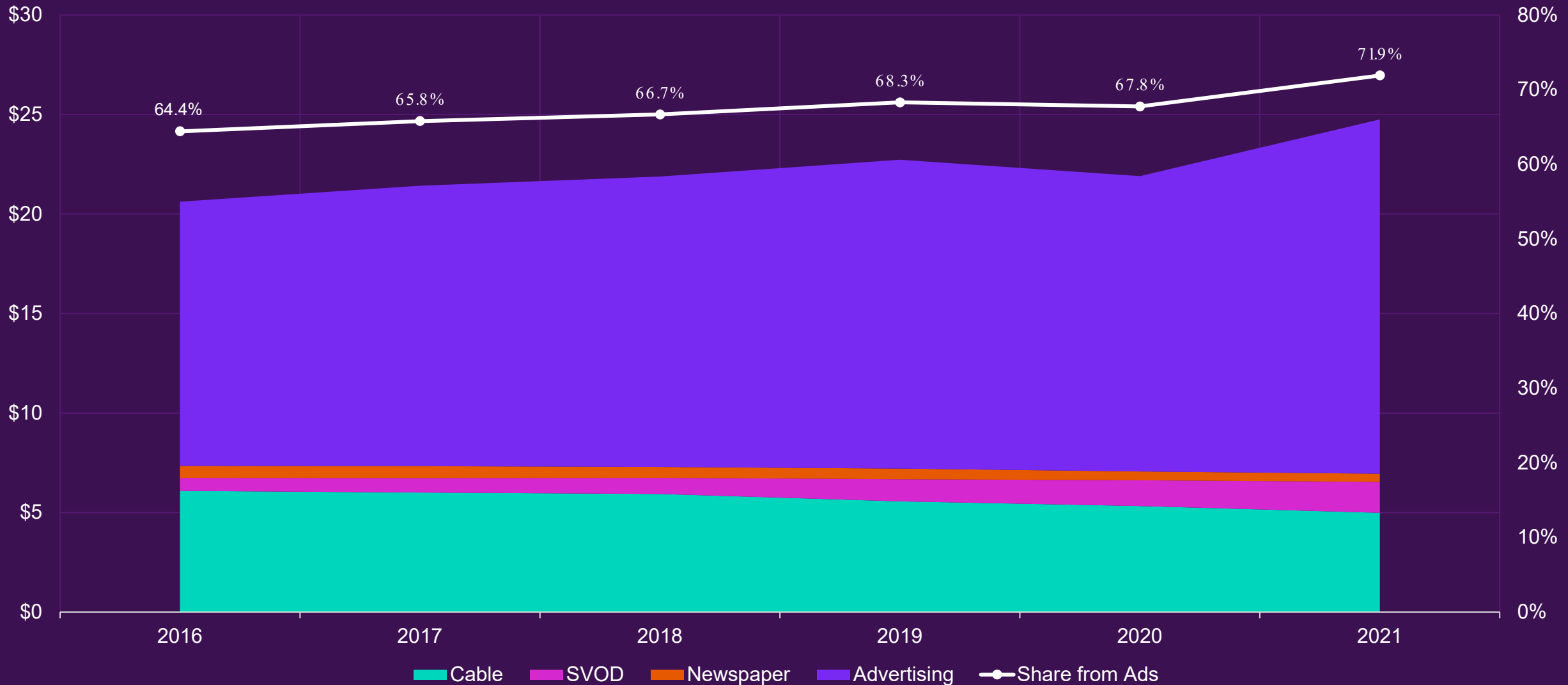


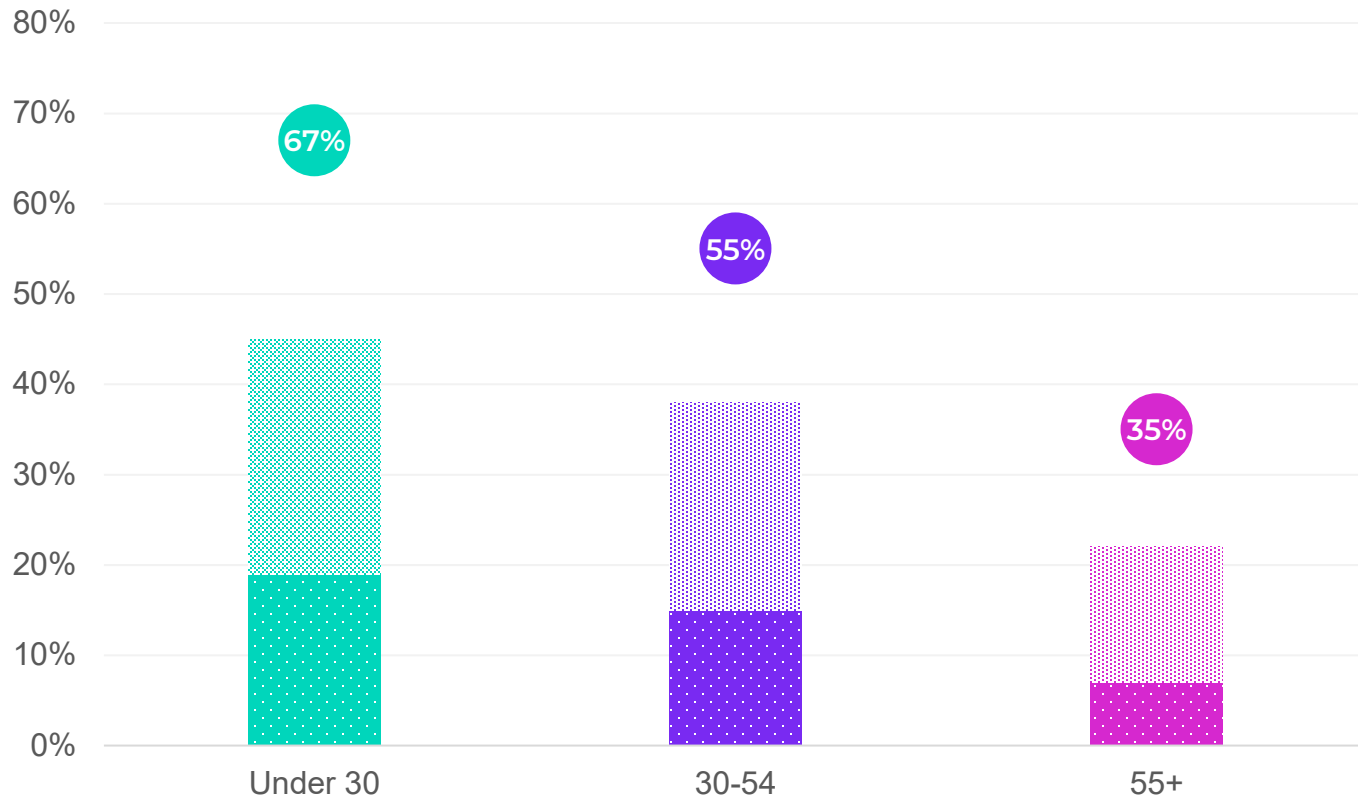
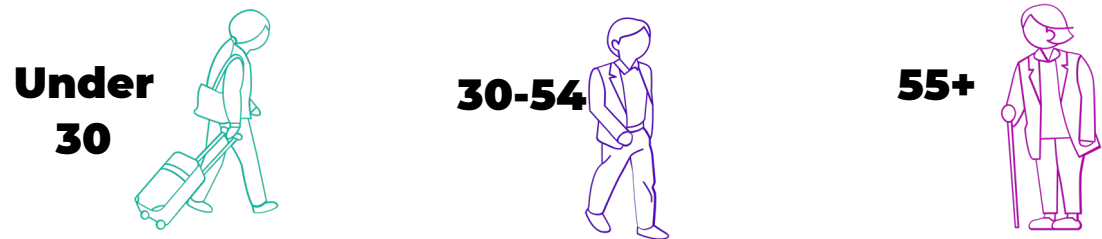
Source: Think TV compilation of Ad Spend data to 2019. Ad spend for 2020 and 2021 estimated using SMI trends. Statistics Canada
Table 20-10-0065-01 Retail trade, total sales and e-commerce sales, Table 20-10-0072-01 Retail e-commerce sales, unadjusted

Share of Retail Sales Occurring Online



Subscriptions vs Advertising Estimates





Subscribe to Netflix

How likely are you to subscribe to a TV/video streaming service with advertising if it saves you \$5 a month?

-  **Somewhat Likely**
-  **Very Likely**

Source: Vividata's + PHD Video Streaming Service Study, Canada 18+, n=1811, October 2022

What impact might Netflix have?

Estimated 'Ceiling' Based
on Current Parameters*

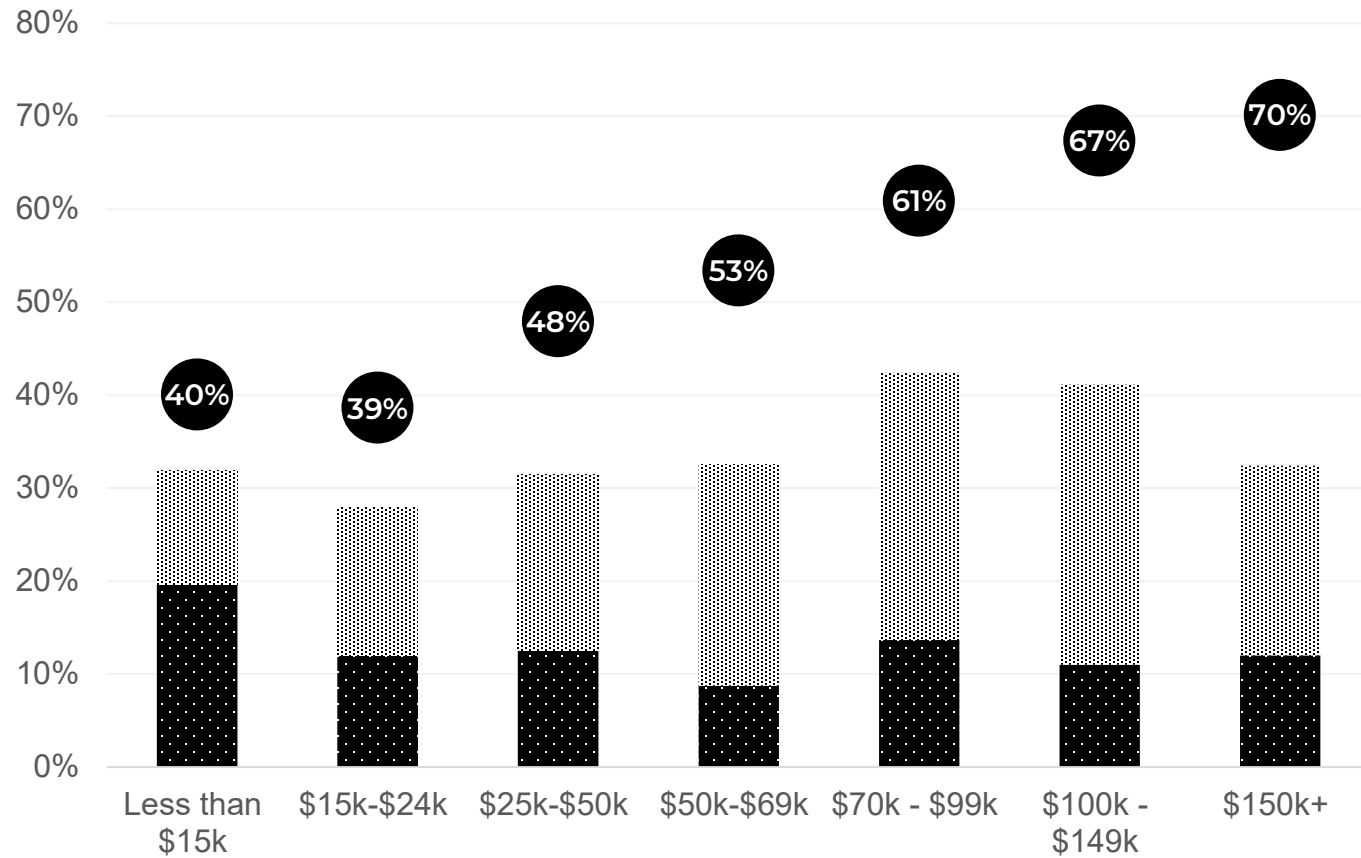
~15%
weekly reach

~\$170MM
annual revenue

*assumes 75% of 'very likely' and 25% of somewhat likely convert, 4 commercial minutes per hour at best estimate of current market CPMs and ad duration splits

Ad-Funded Streaming is Likely to Attract Affluent Viewers too

Interest by Household Income



 **Subscribe to Netflix**

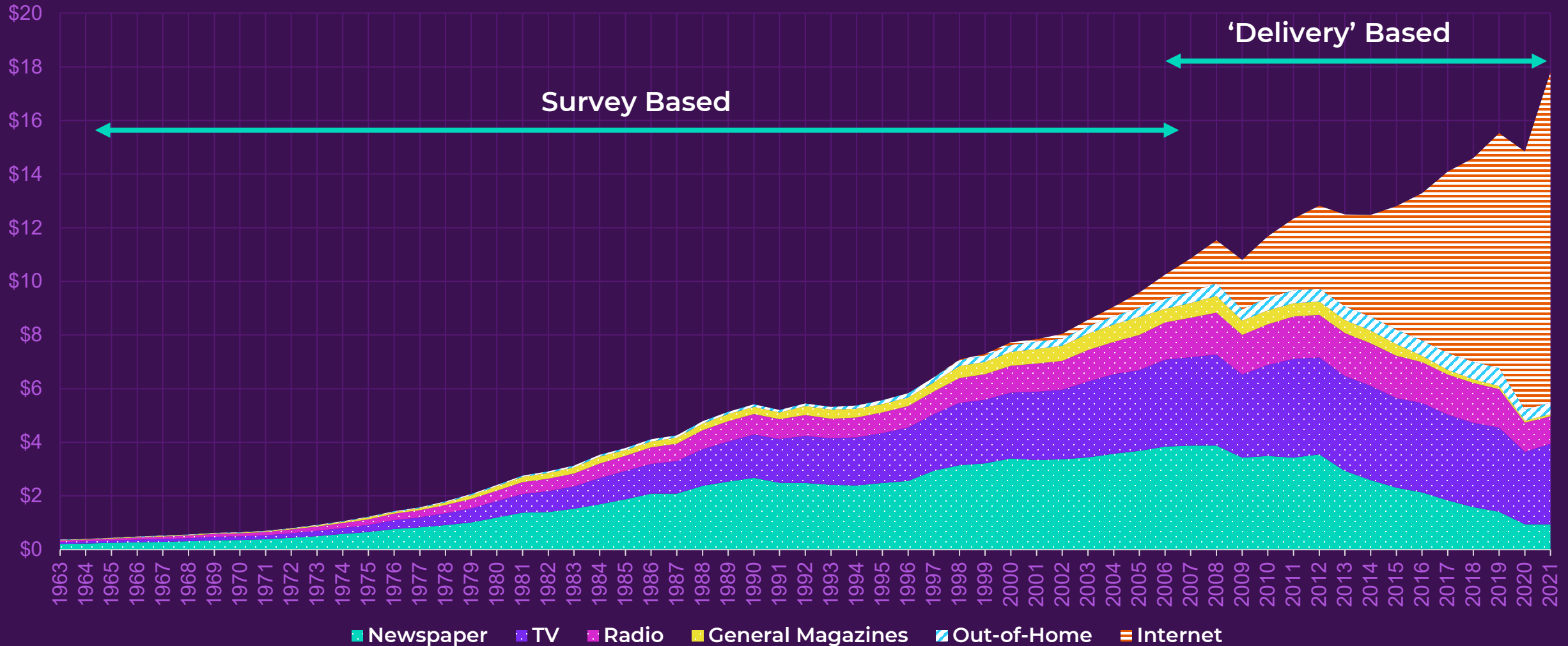
How likely are you to subscribe to a TV/video streaming service with advertising if it saves you \$5 a month?

 **Somewhat Likely**

 **Very Likely**

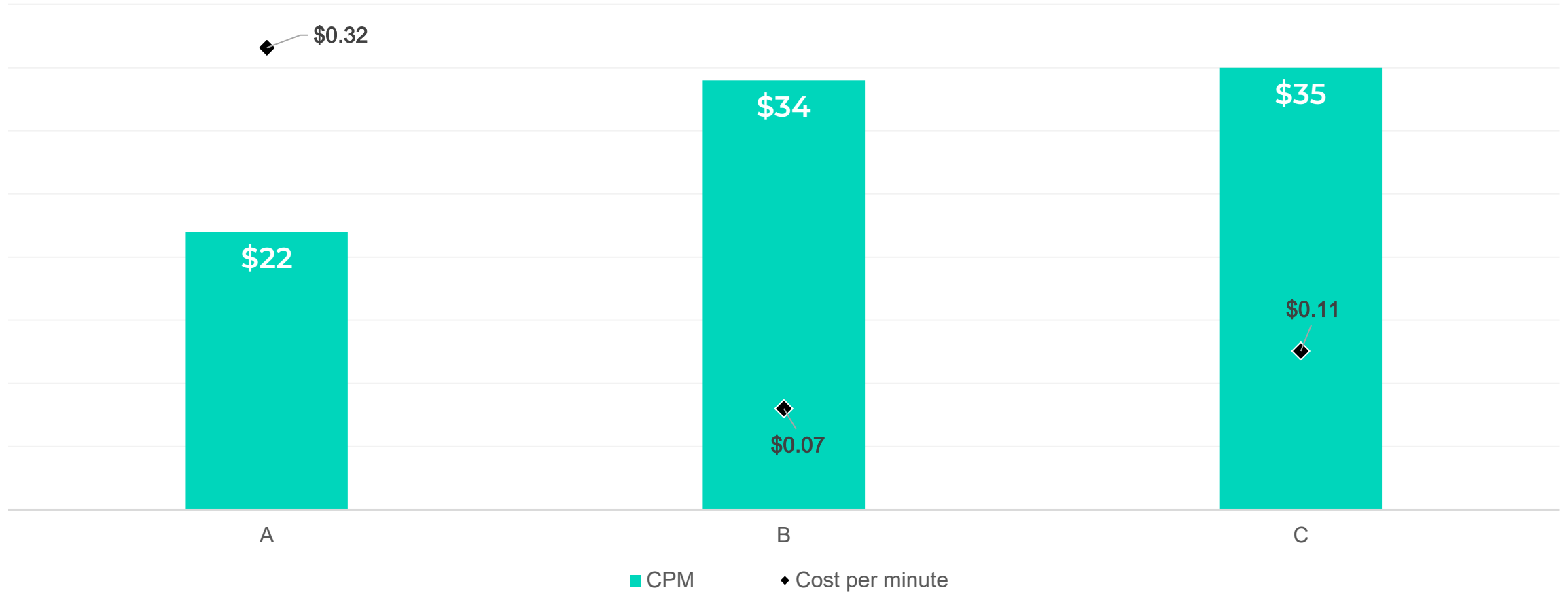
Source: Vividata's + PHD Video Streaming Service Study, Canada 18+, n=1811, October 2022

Canadian Media Investments Over Time



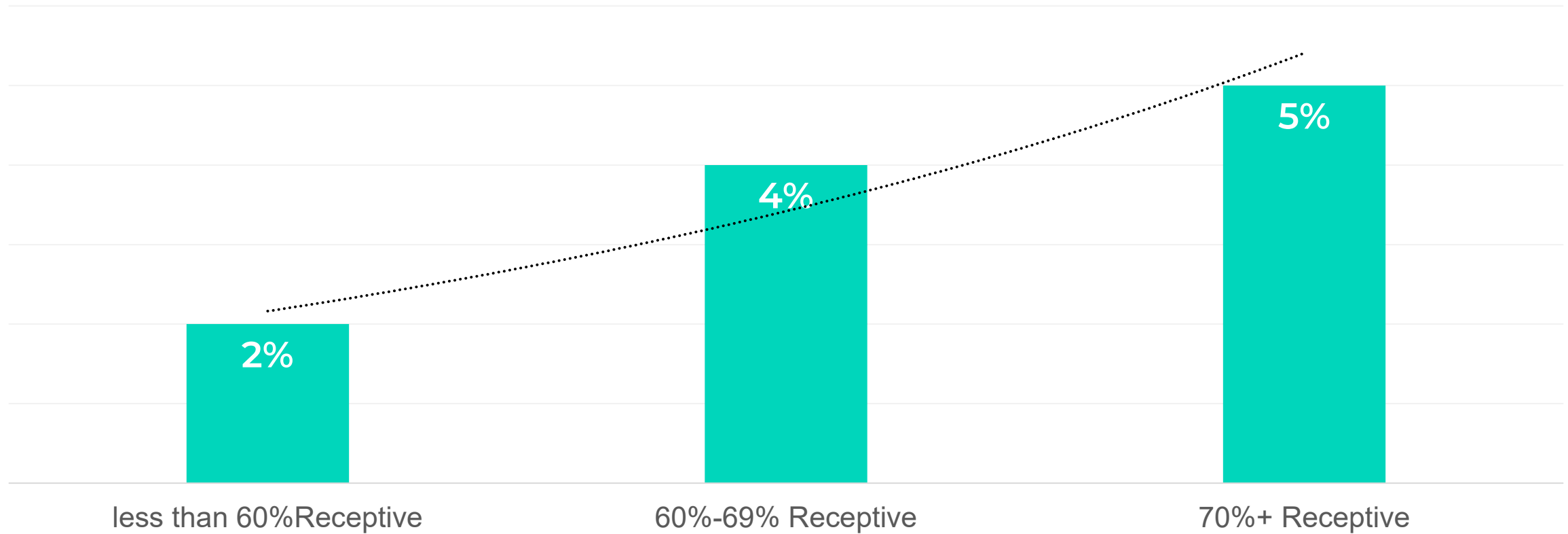
Not all impressions are equal...

CPM vs. Cost per Minute Viewed

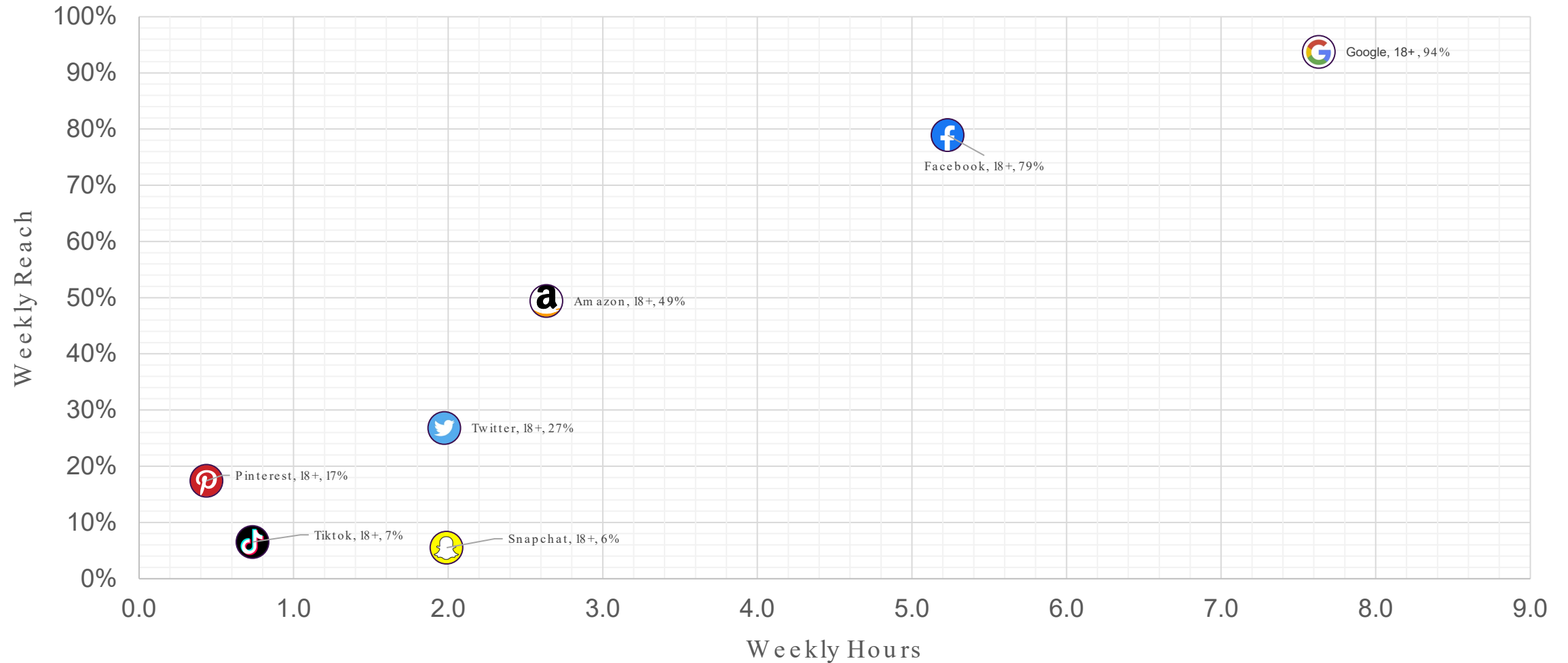


The results

Conversion Rate According to the receptivity of the placements



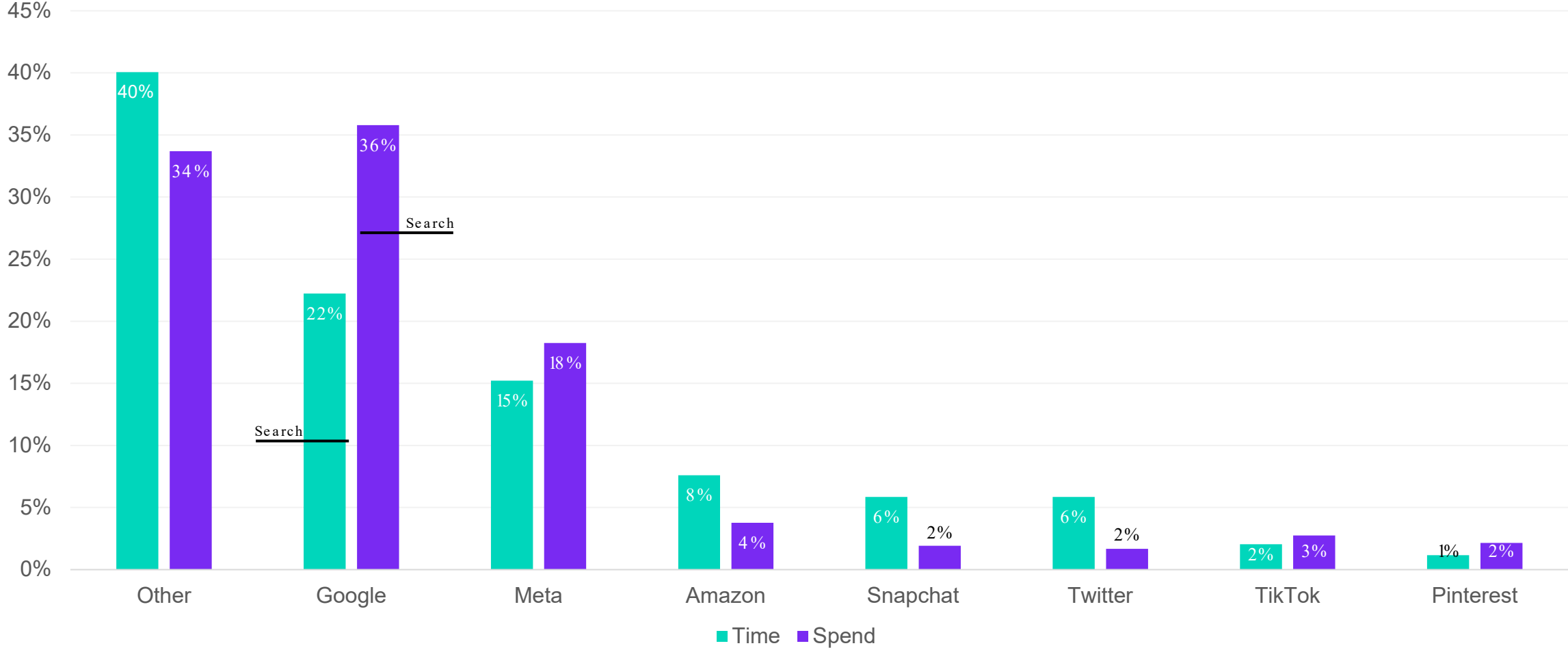
Walled Garden Reach & Time



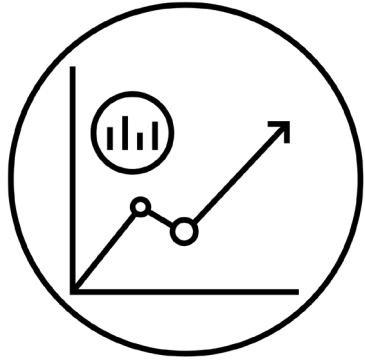
Source: Vividata Metrica Summer 2021, A18+

Time vs Investment

Share of Time (A18+ Mobile/Computer) vs Share of Spend (via Agency)



Source: Time from Vividata Metrica, Spend from SMI – YTD 2022



Marketplace & Measurement

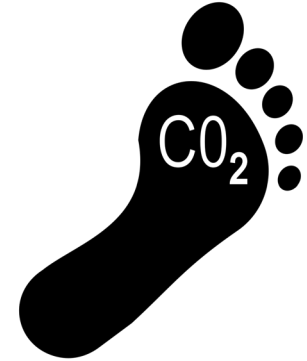
1. Digital Commerce growth has slowed. We are now about 1 year ahead of schedule
2. Advertising is growing relative to subscriptions
3. Positive signs that ad-funded offerings will be appealing alternative to subscriptions
4. Measurement continues to be a critical question



Broader
Adoption

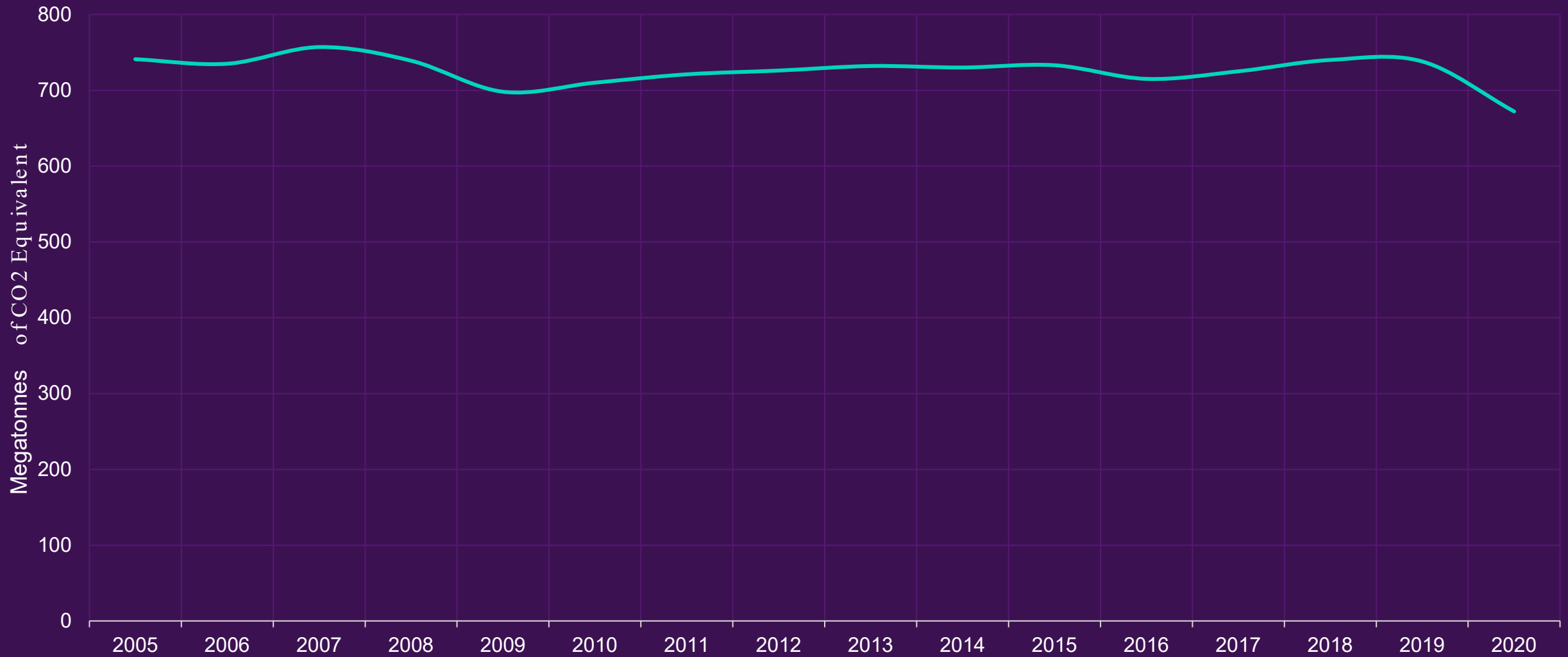


Marketplace &
Measurement



Carbon
Footprint

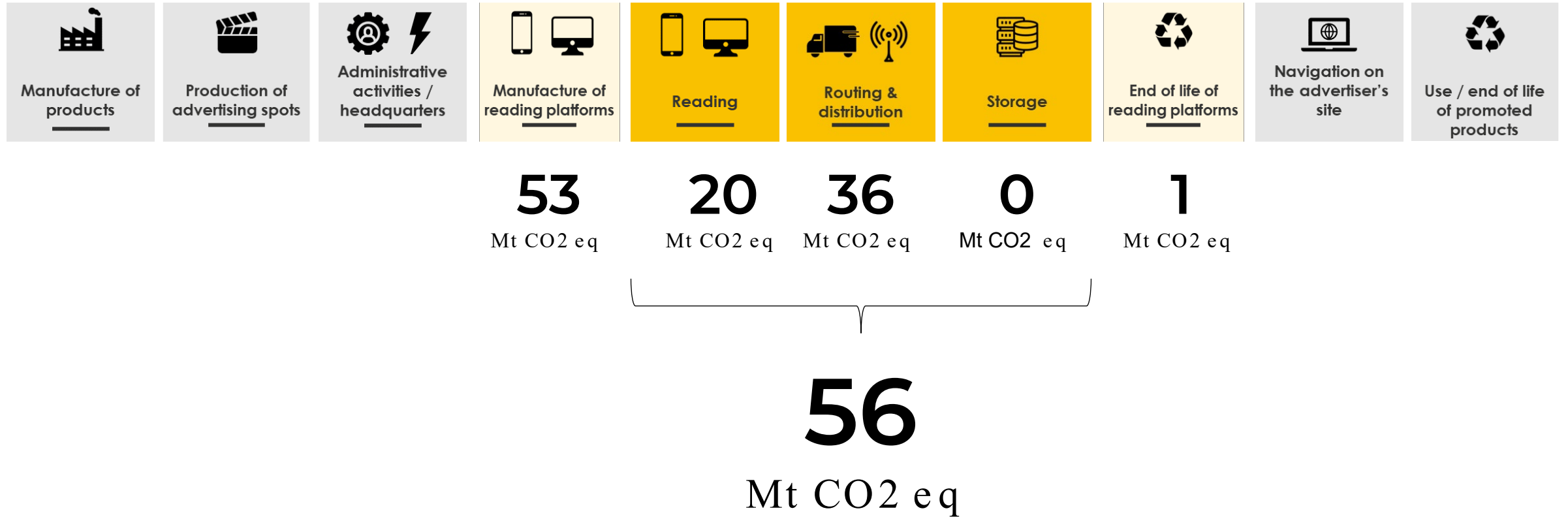
Canada's Emissions (Megatonnes of CO2 Equivalent)



A Complex Consumption Chain



The footprint of 20 Quebec- Targeted Campaigns:





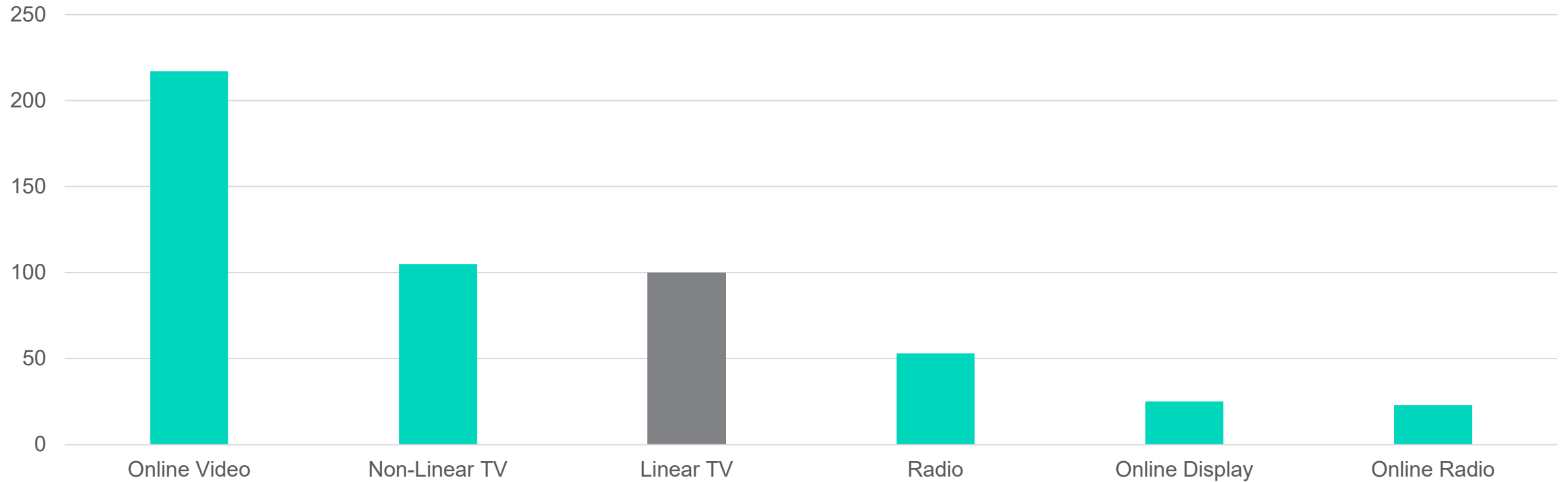
56

Mt CO₂ eq



Carbon Intensity Varies by Channel

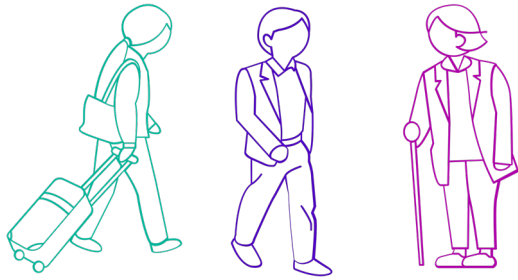
gCO2 /1,000 seconds (Index 100 = Linear TV)



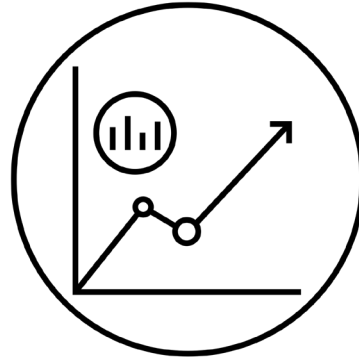


Carbon Footprint

1. Increasing momentum to measure
2. Opportunity to collaborate
3. Digital \neq low carbon



**Broader
Adoption**



**Marketplace &
Measurement**



**Carbon
Footprint**

**Under
30**



30-54



55+



Data	Source			
Share of Population	Statistics Canada	0-29	30-54	55+
Share of Household Spend	Statistics Canada			
Share of audio Time	MTM	18-34	35-49	50+
Share of Video	Numeris/VAM	2-29	30-54	55+
Share of Video	Metrica/SCC	18-29	30-54	55+

Sources

Device penetration	MTM Fall 2020/ Spring 2021 unless indicated otherwise as PHD estimated.
TV weekly time/reach, 2020	Numeris, Fall'20/Spring'21 PPM averaged.
Radio weekly time/reach , 2020	Numeris, Fall'20, Diary
Internet weekly time/reach , 2020	Vividata Spring 2021
Magazine weekly time/reach , 2020	Vividata Spring 2021, generic question.
Newspaper weekly time/reach , 2020	Vividata Spring 2021, 72 daily rollup.
TV (Linear+OTT), weekly time/reach, 2020	Numeris Fall'20/Spring'21, Numeris Vam September , Vividata Metrica, PHD estimates
Online audio weekly time/reach	Numeris PPM Fall 2020
Podcast weekly time/reach and tuning dynamics	The Canadian Podcast Listener, Audience Insights Inc., Ulster Media.
Streamed music weekly time/reach	MTM Fall 2020/Spring 2021, reduced by PHD estimate of respondent over claim.
Video Reach/Time	MTM Fall2020/Spring 2021, Vividata Metrica, PHD estimates, Numeris PPM
Share of Video Time	Numeris PPM TV, VAM, PHD estimates from multiple industry sources, Vividata Metrica
Momentum	Compiled from sources used throughout document
Share of Ad Spend	Think TV compilation from multiple sources, IAB Canada Revenue Report, PHD estimates
eCommerce sales	Statistics Canada Table 20-10-0065-01 Retail trade, total sales and e-commerce sales
	Time spent as summarized in CMUST 2020