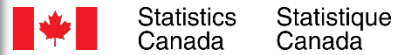
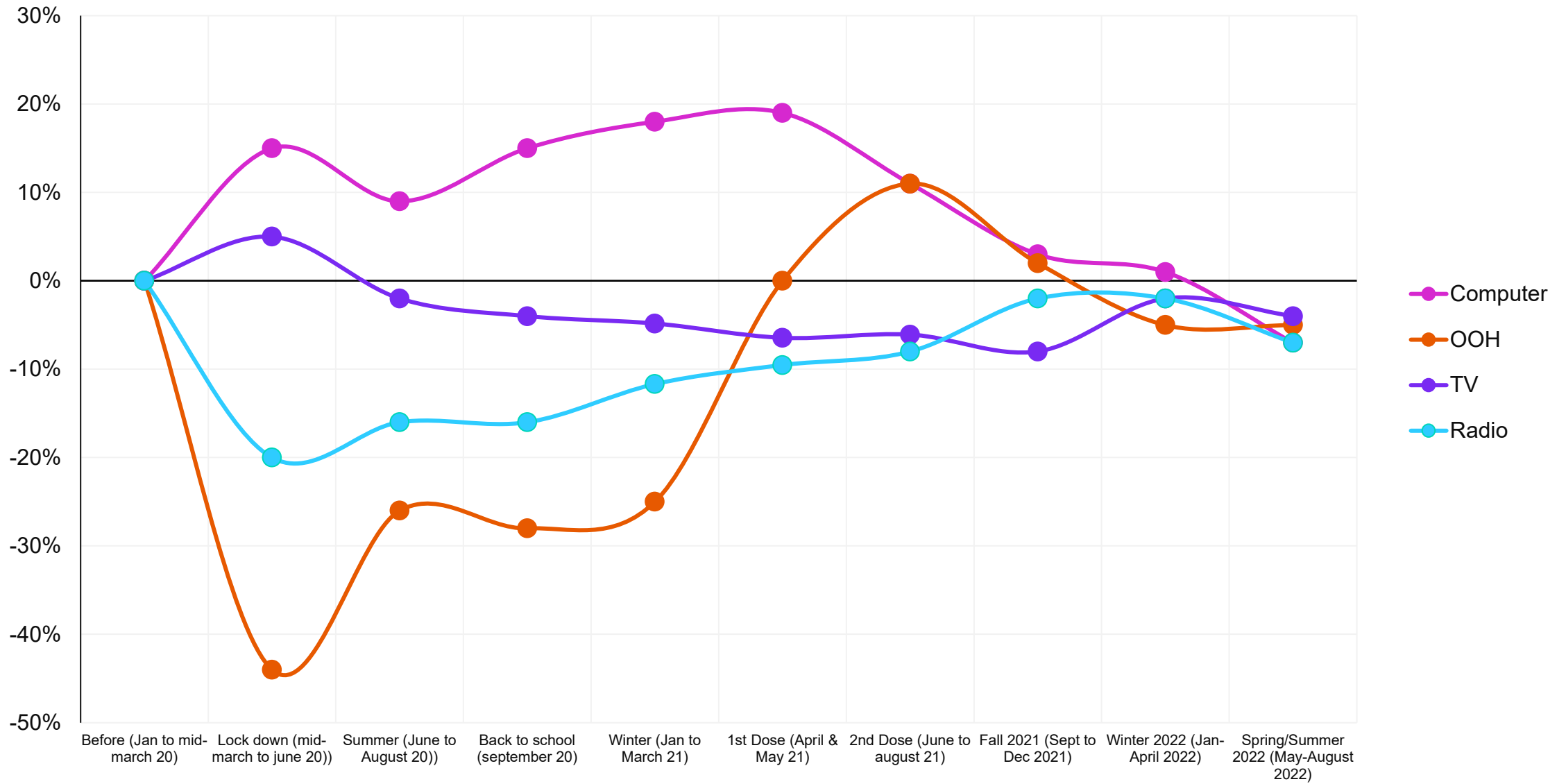




CMUST 2022

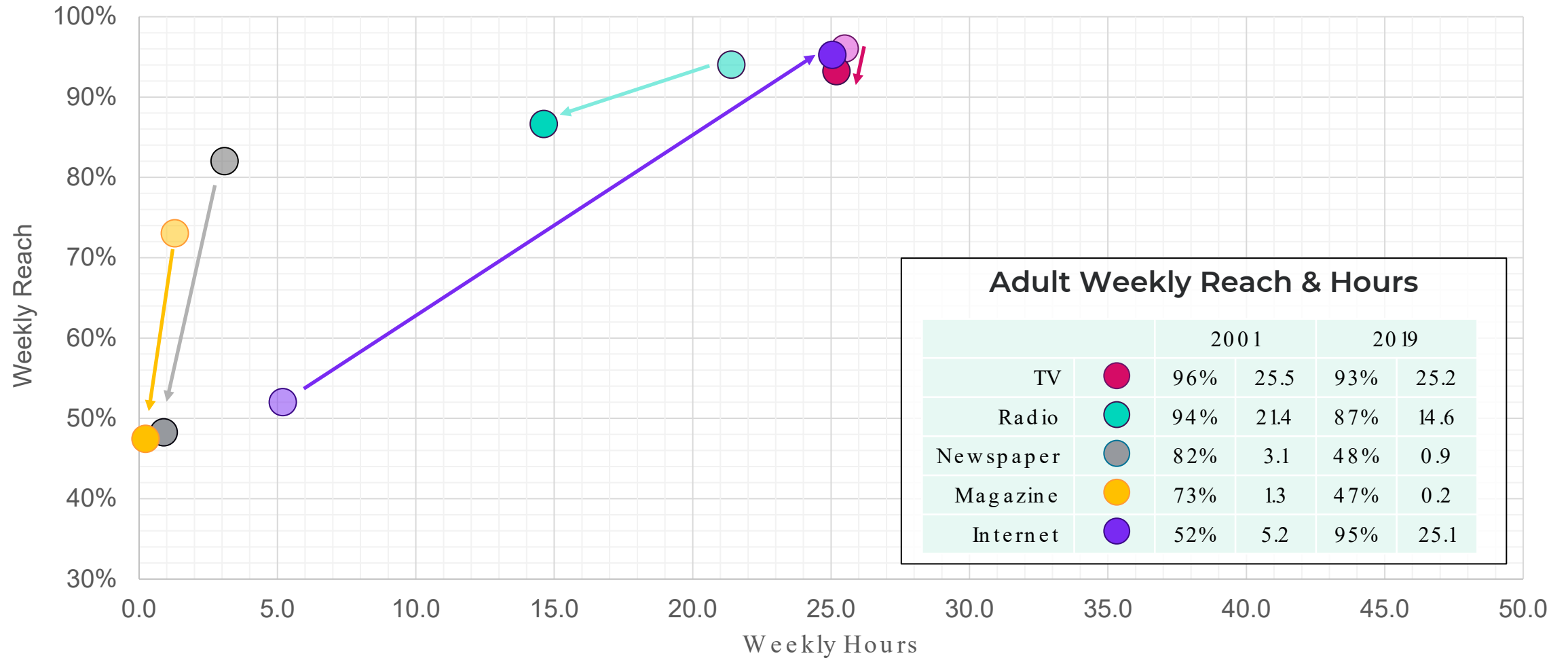
(Canadian Media Usage Study)





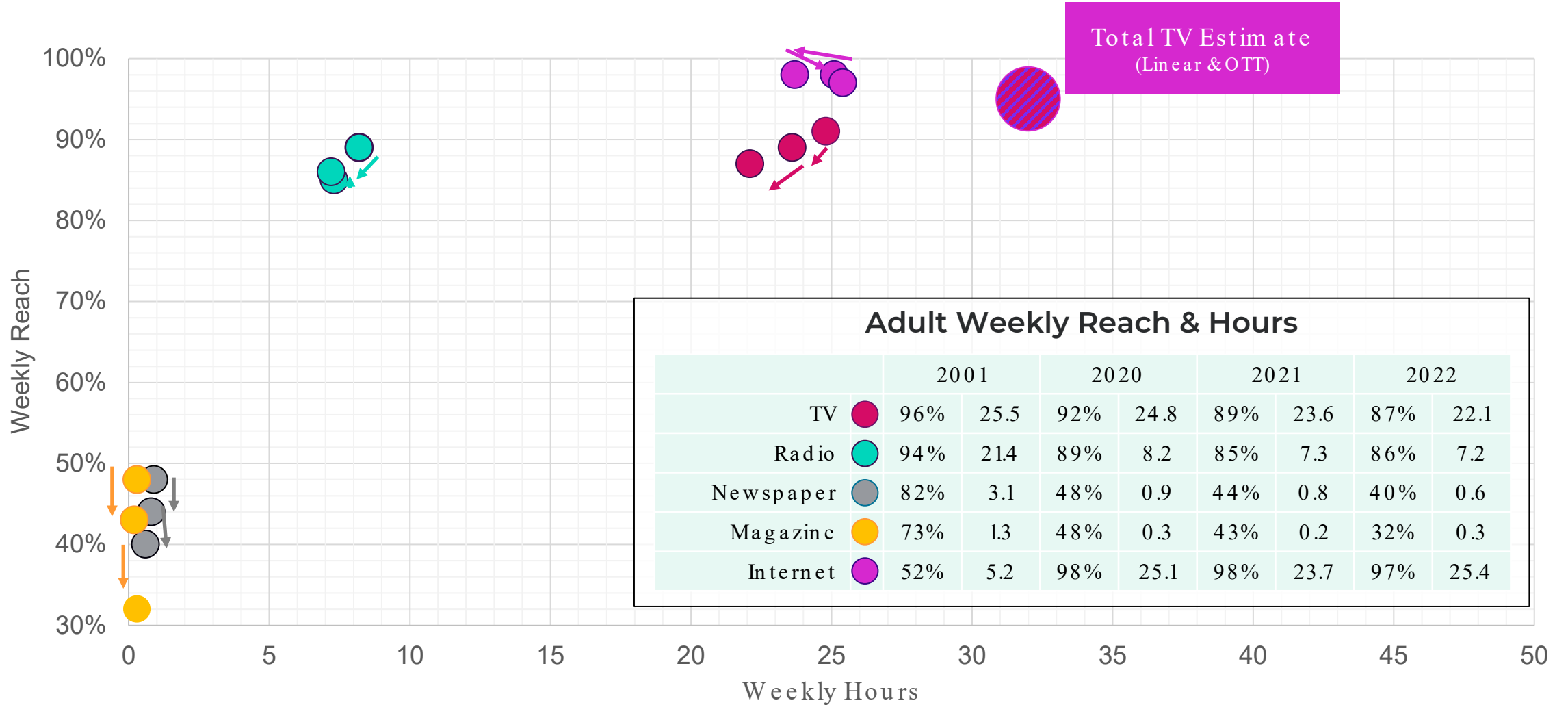
Sources: Numeris PPM TV & Radio AvHrsWk (Cap); OOH Pattison Outdoor Furthest range of movement (KM); Internet SimilarWeb visits per day & PHD Estimates from multiple sources

An 18-year trend

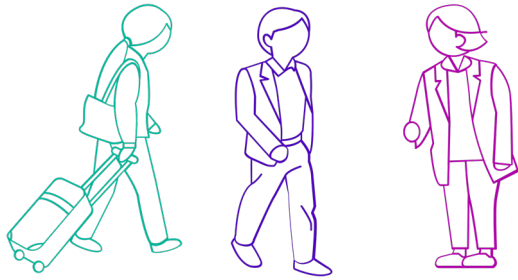


Sources: (Linear) TV & Radio from Numeris PPM, Print from Vividata, Internet from Vividata

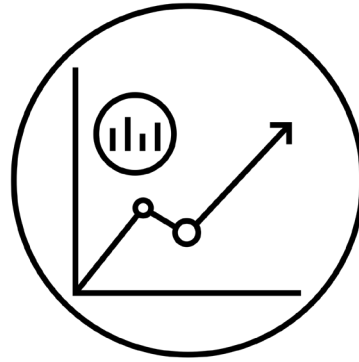
The last 3 years: accelerating trends



Sources: (Linear) TV & Radio from Numeris PPM, Print from Vividata, Digital from Vividata and PHD Estimates



Broader Digital Adoption

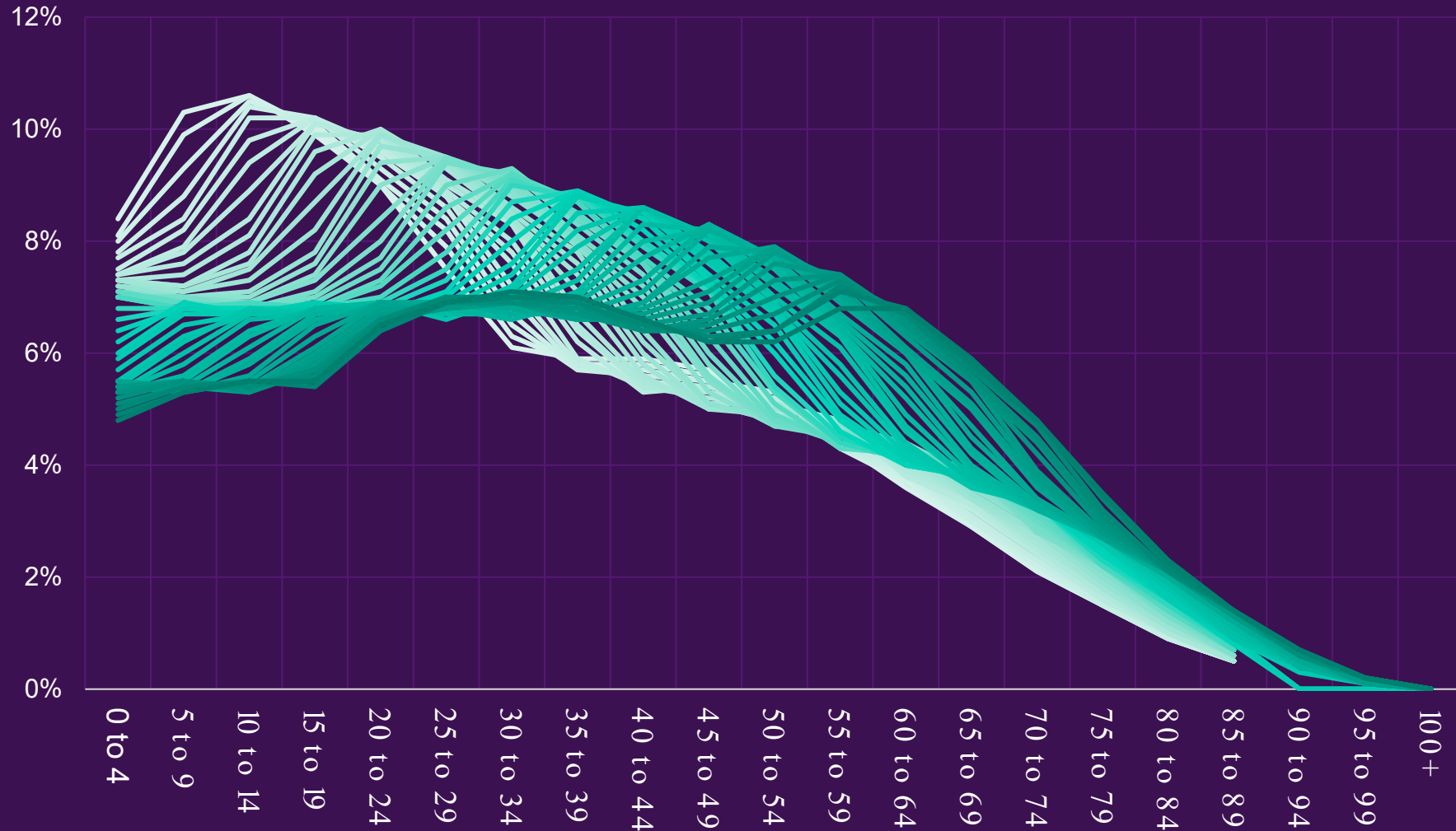


Marketplace & Measurement

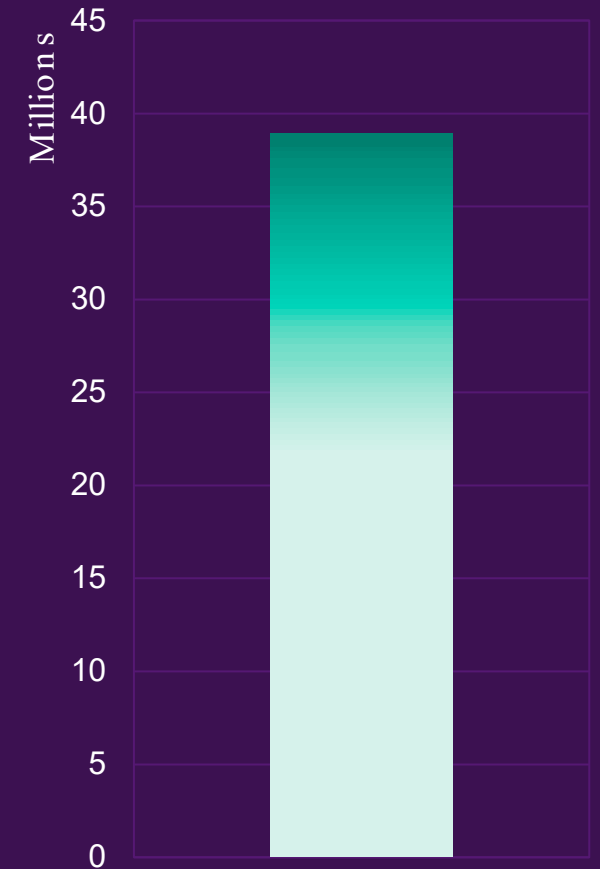


Carbon Footprint

Share of Population by 5 year Age Band



Total Population



1980

1990

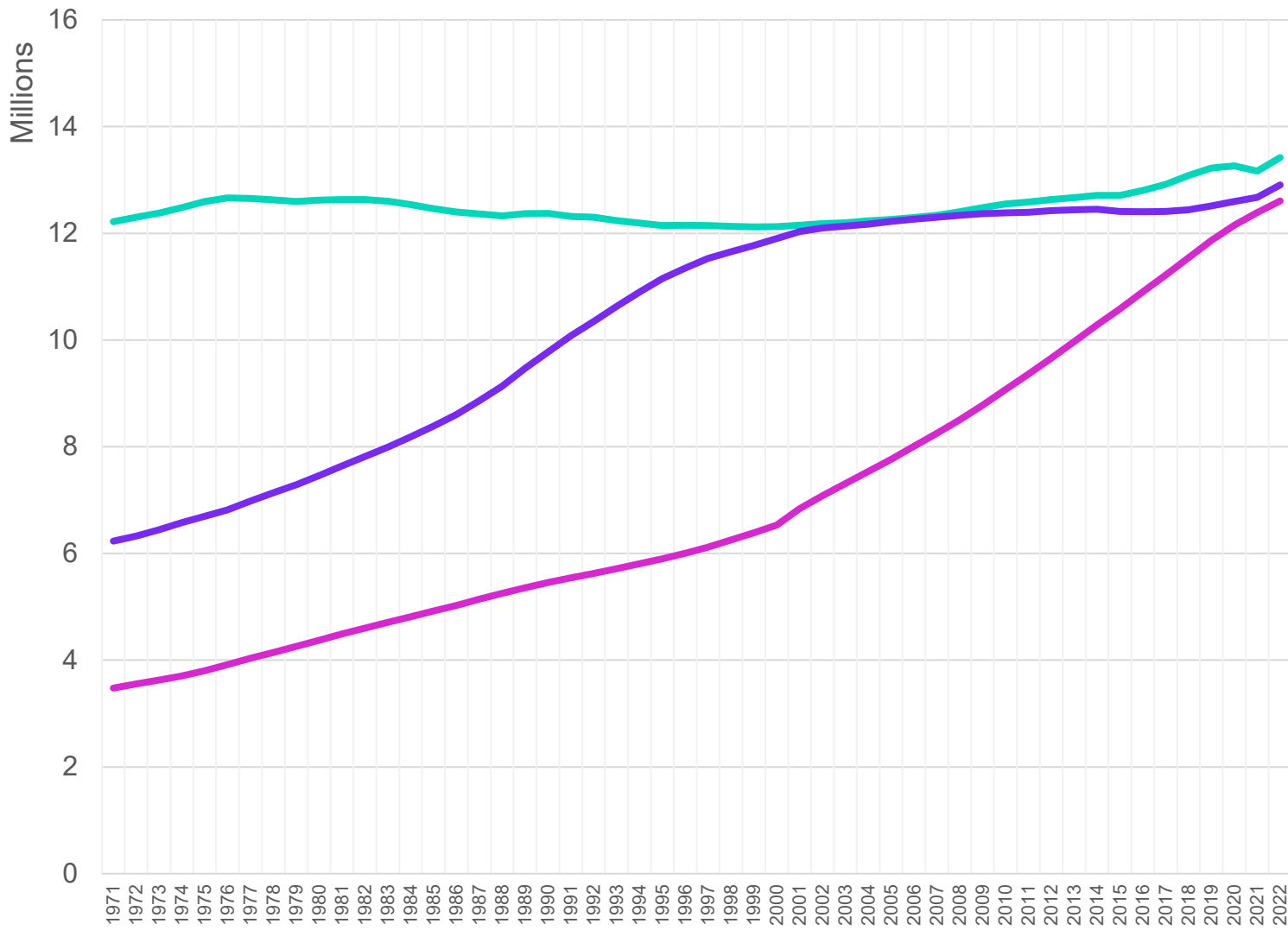
2000

2010

2020

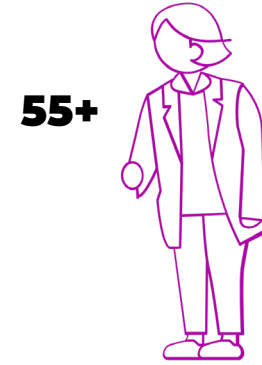
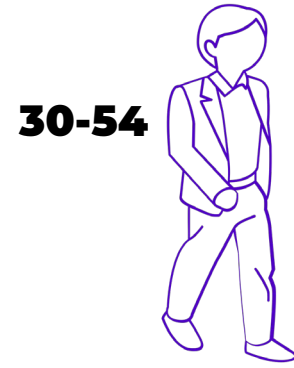


Population by Age

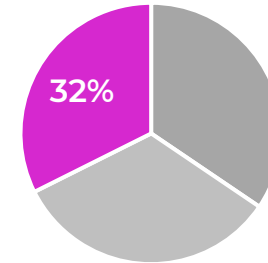
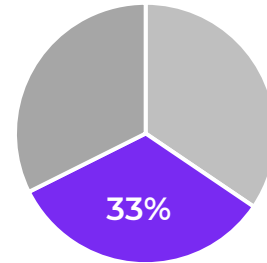
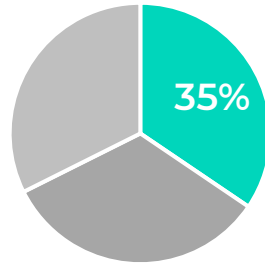


- Under 30
- 30-54
- 55+

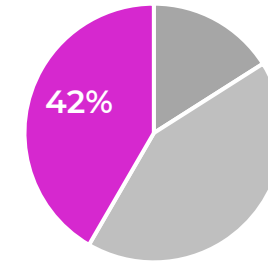
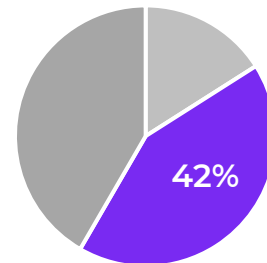
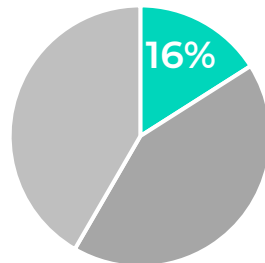




Share of Population



Share of Household Spend



2012

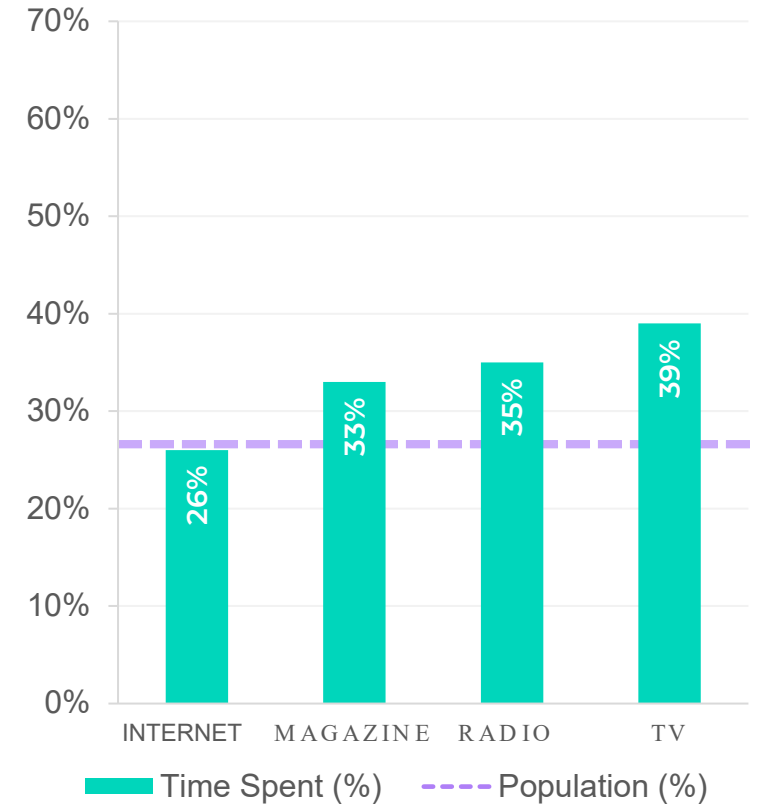
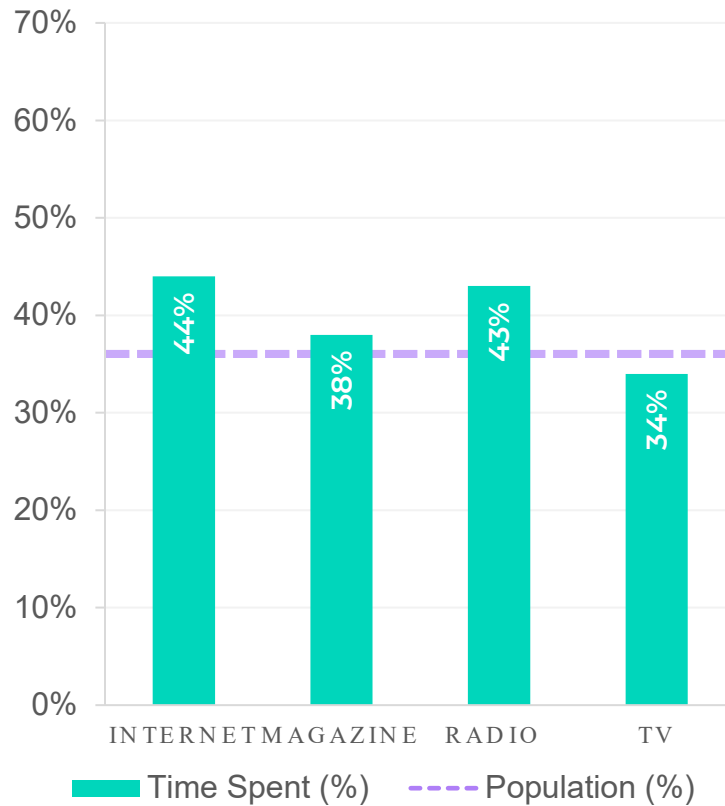
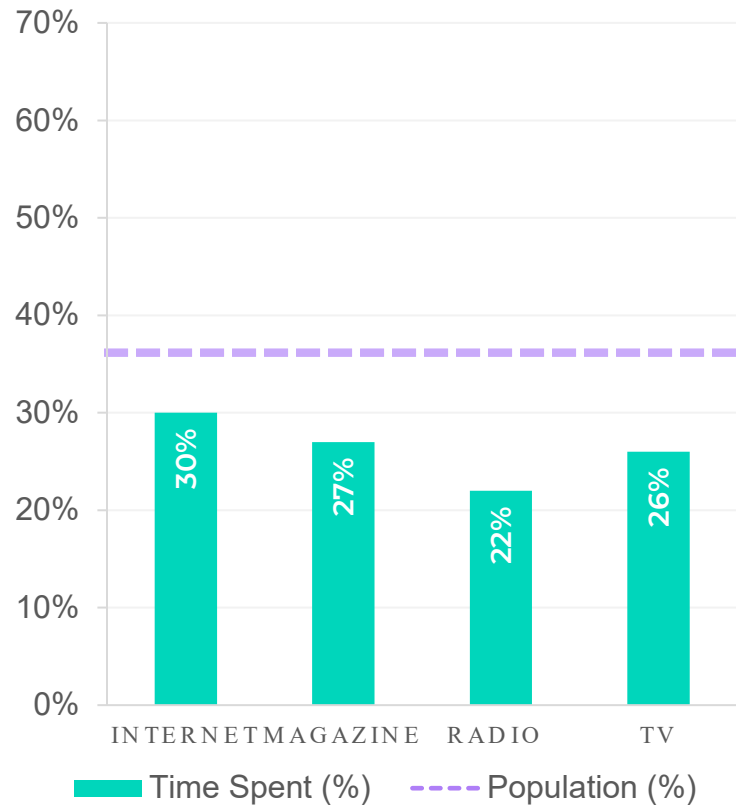
**Under
30**



30-54



55+



2022

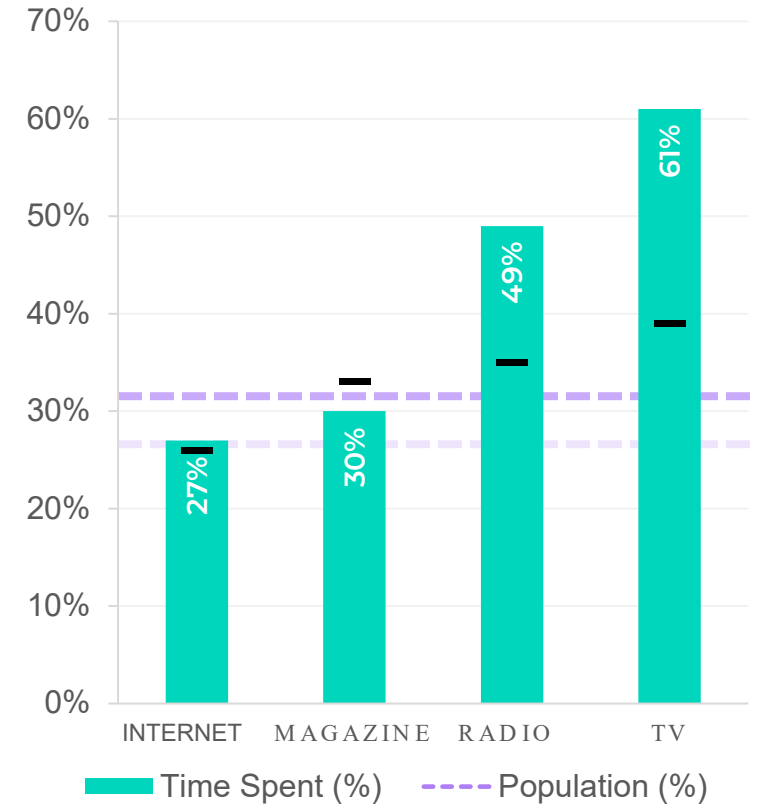
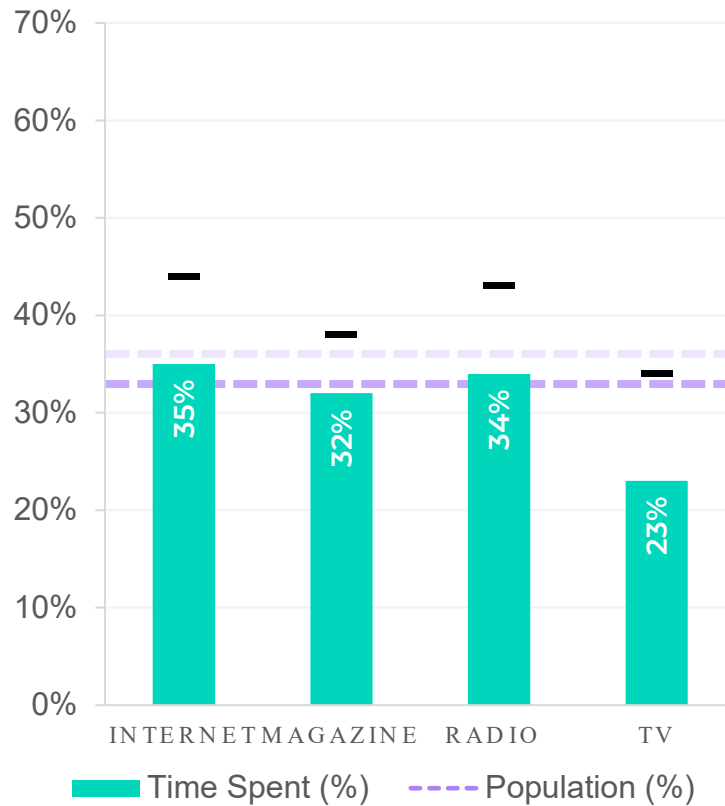
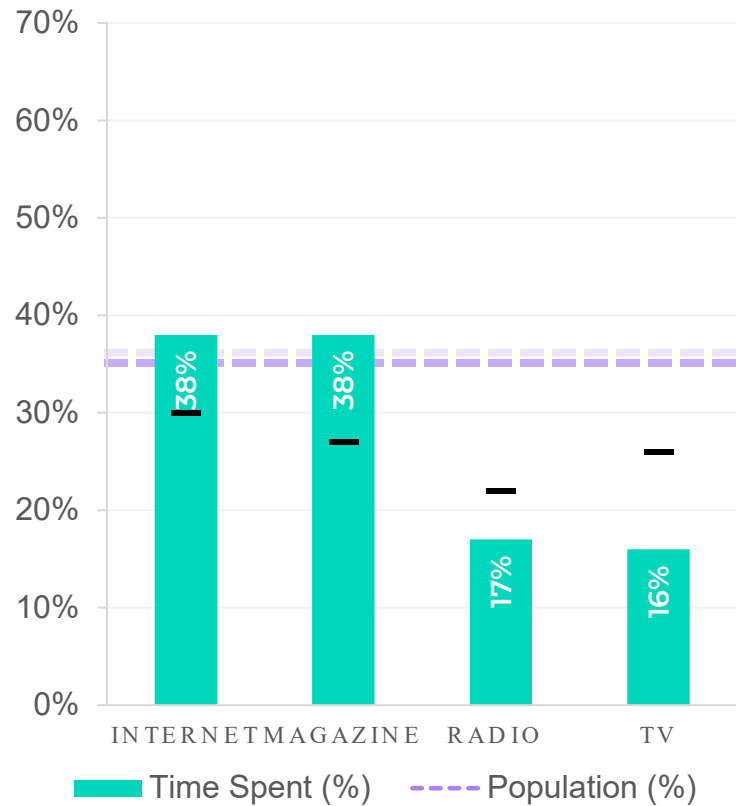
**Under
30**



30-54

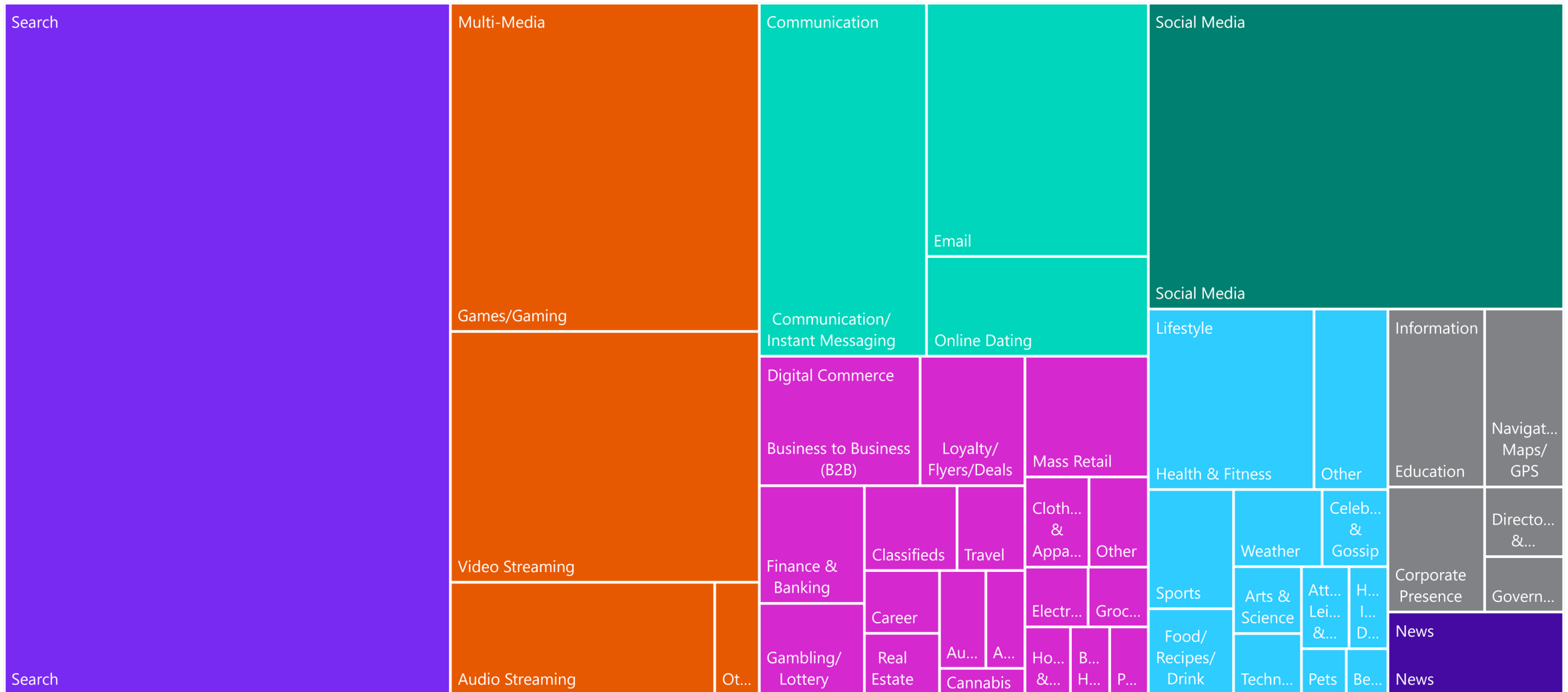


55+



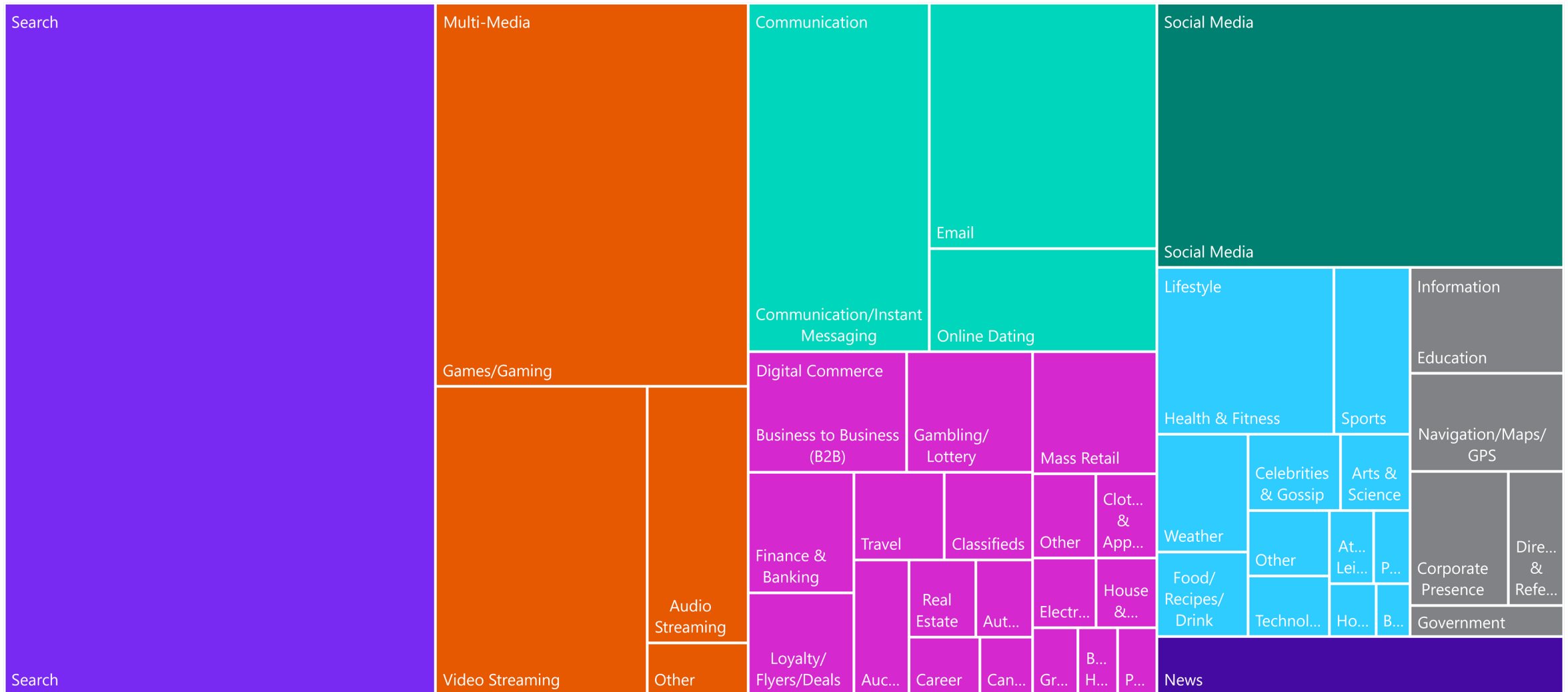
Mobile & Desktop Time

**Under
30**



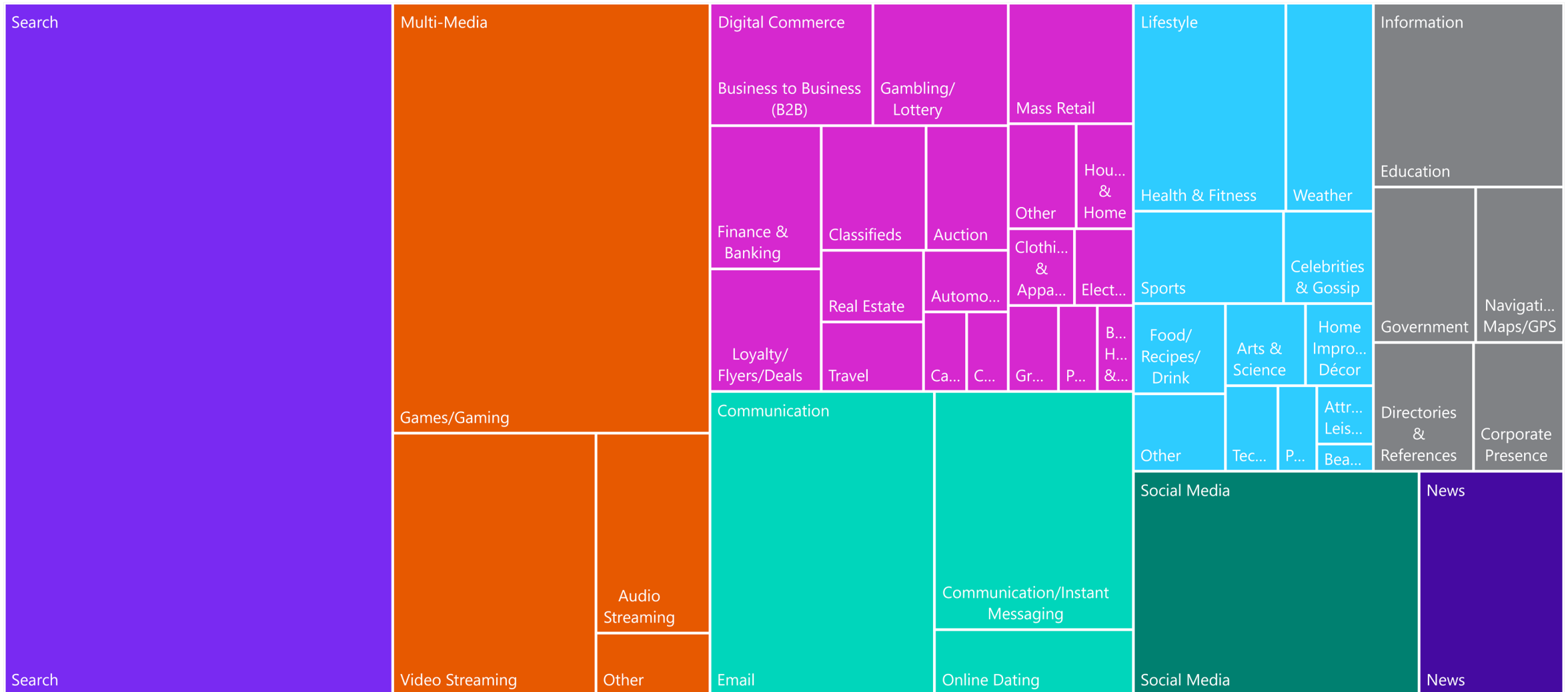
Mobile & Desktop Time

30-54



Mobile & Desktop Time

55+





**Under
30**



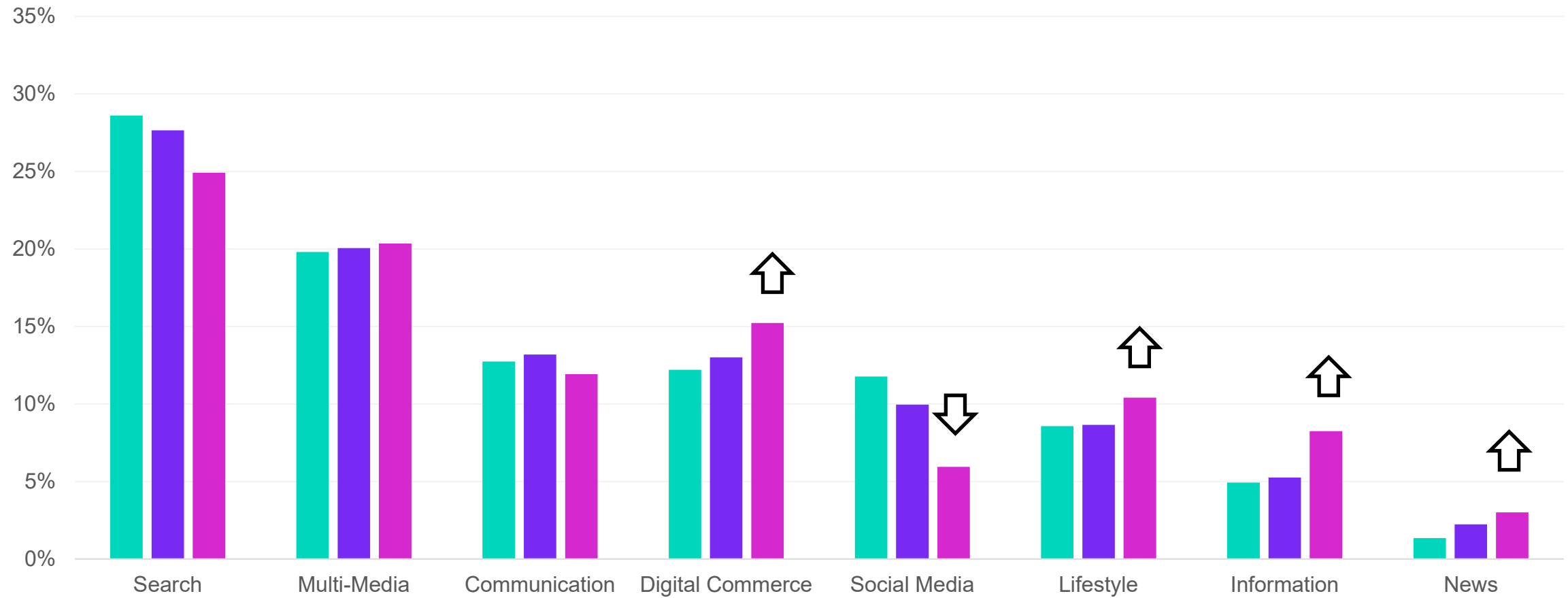
30-54



55+

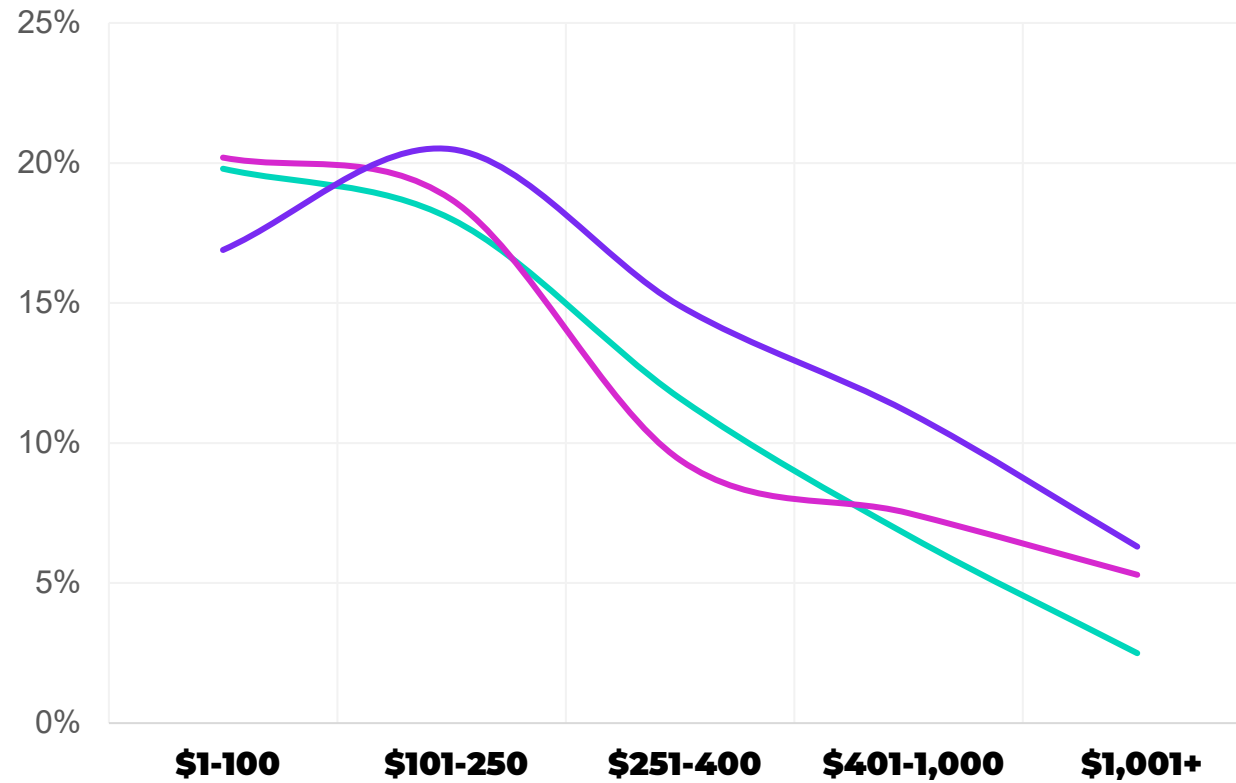


How the Cohorts Spend their Computer & Mobile Time




Digital Commerce Spends

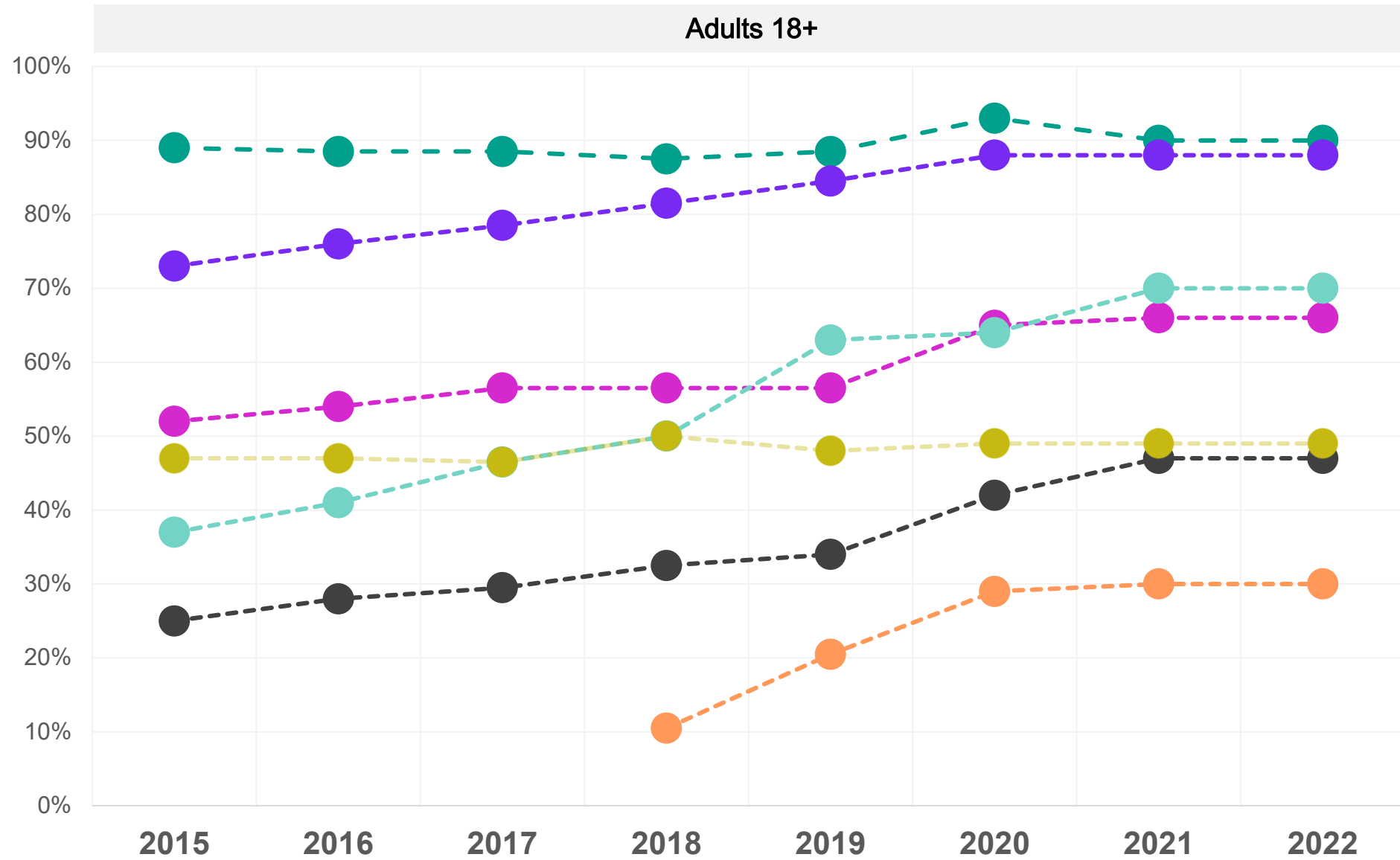
Amount Spent Online Last Month



30-54  **\$240**
a vg

55+  **\$184**
a vg

Under 30  **\$153**
a vg



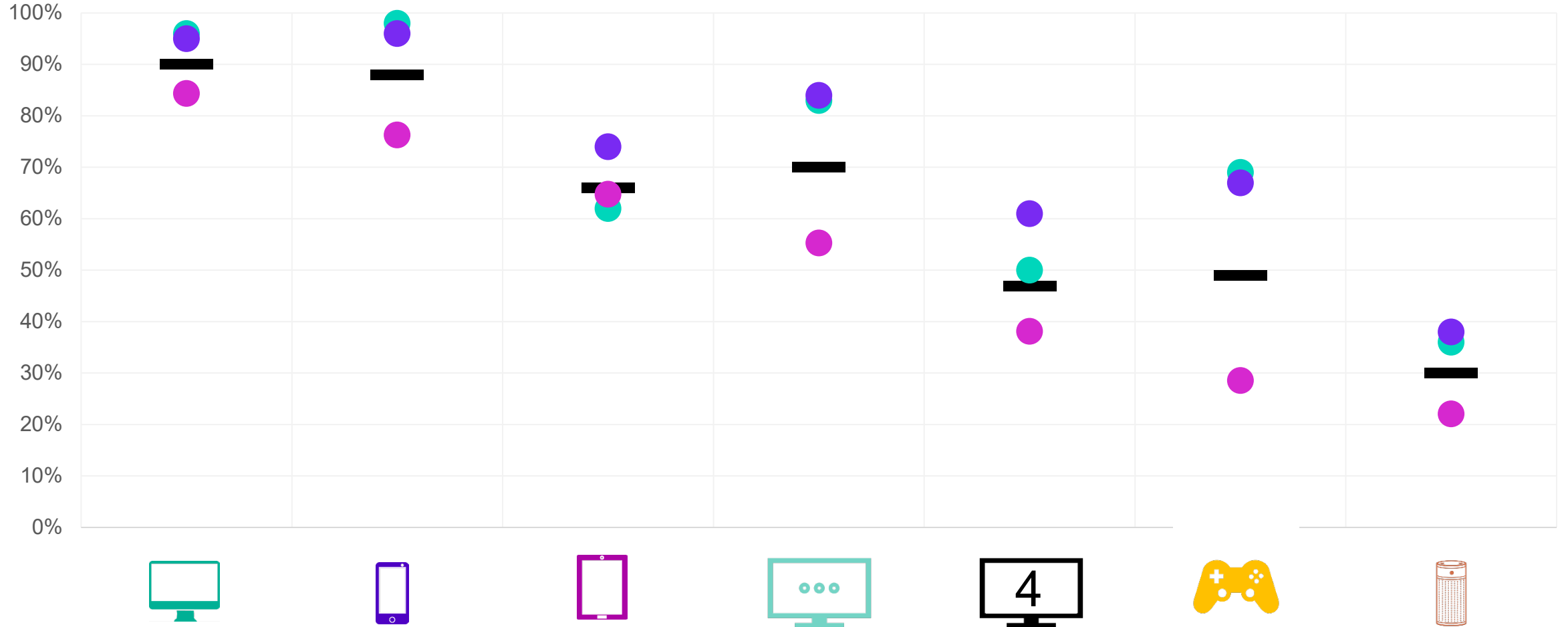
**Under
30**



30-54

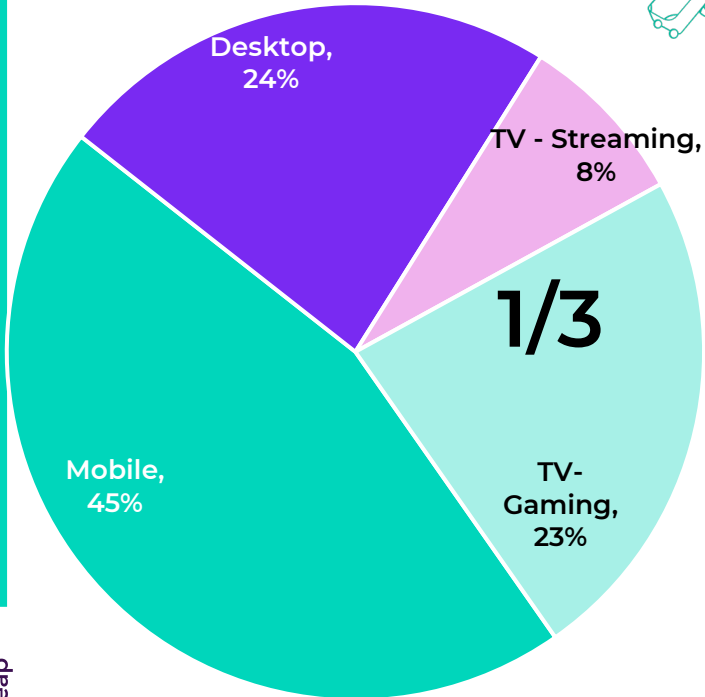


55+

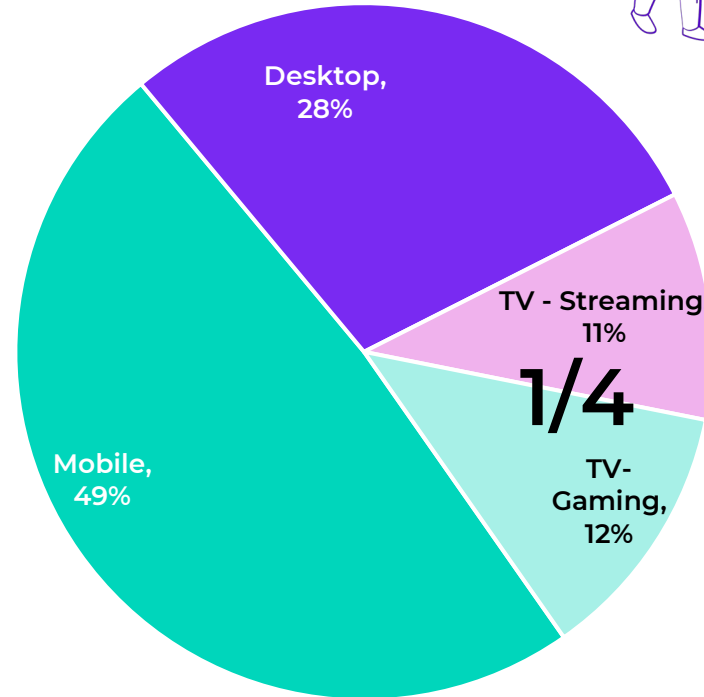


'Digital on TV' varies across the cohorts

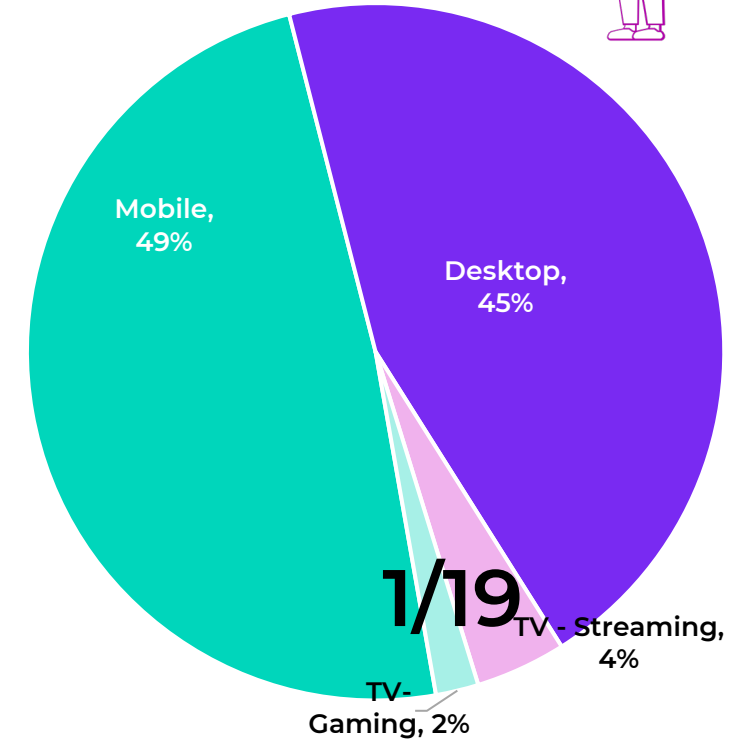
Under 30



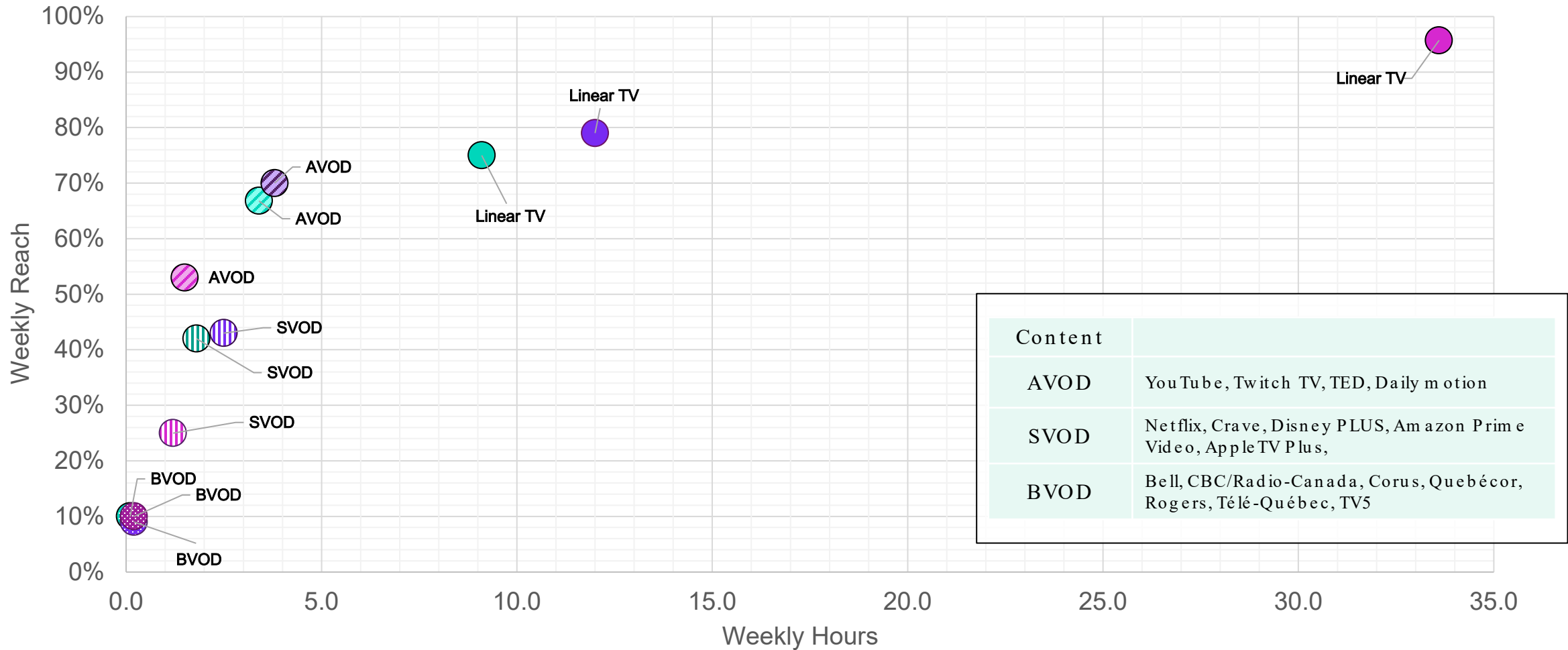
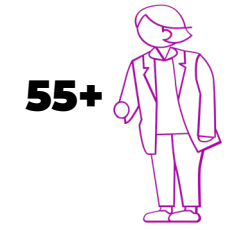
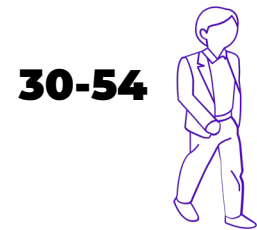
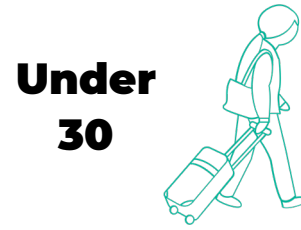
30-54



55+



Video habits are evolving rapidly



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

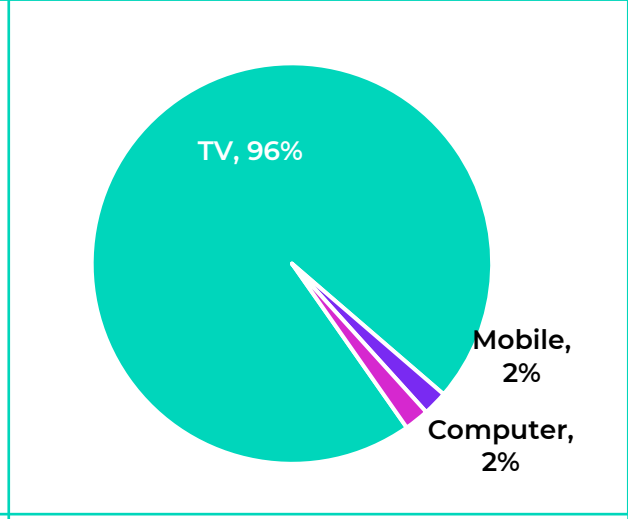
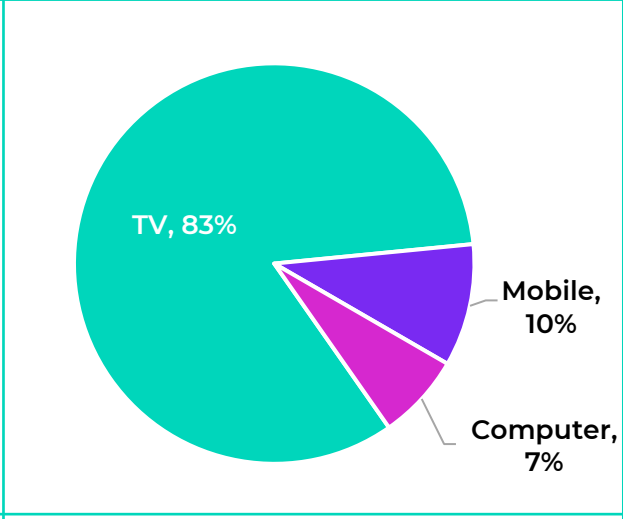
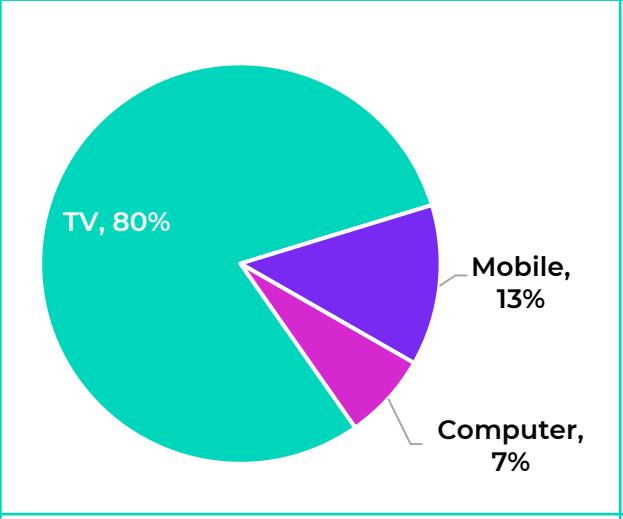


Under 30

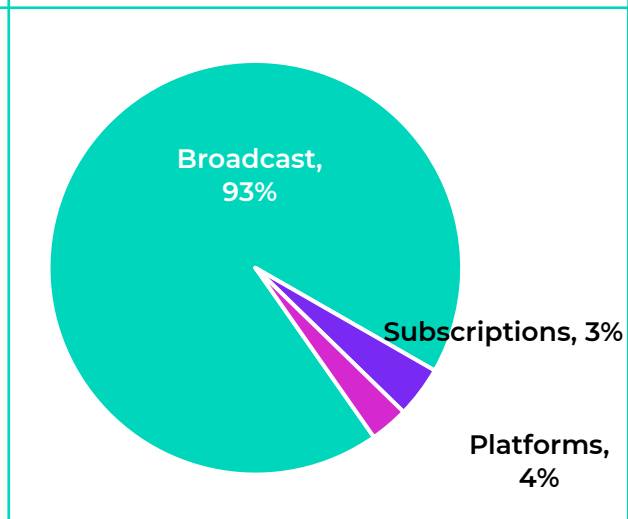
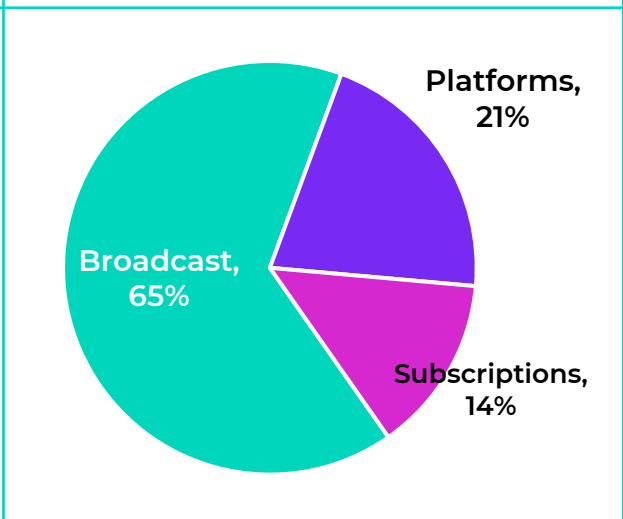
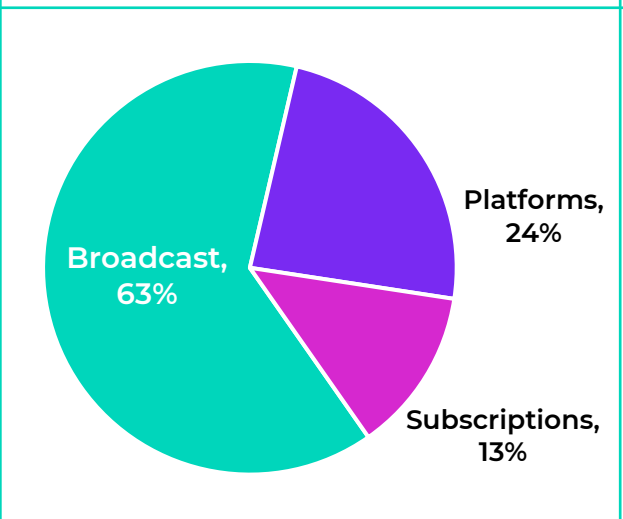
30-54

55+

Devices



Content



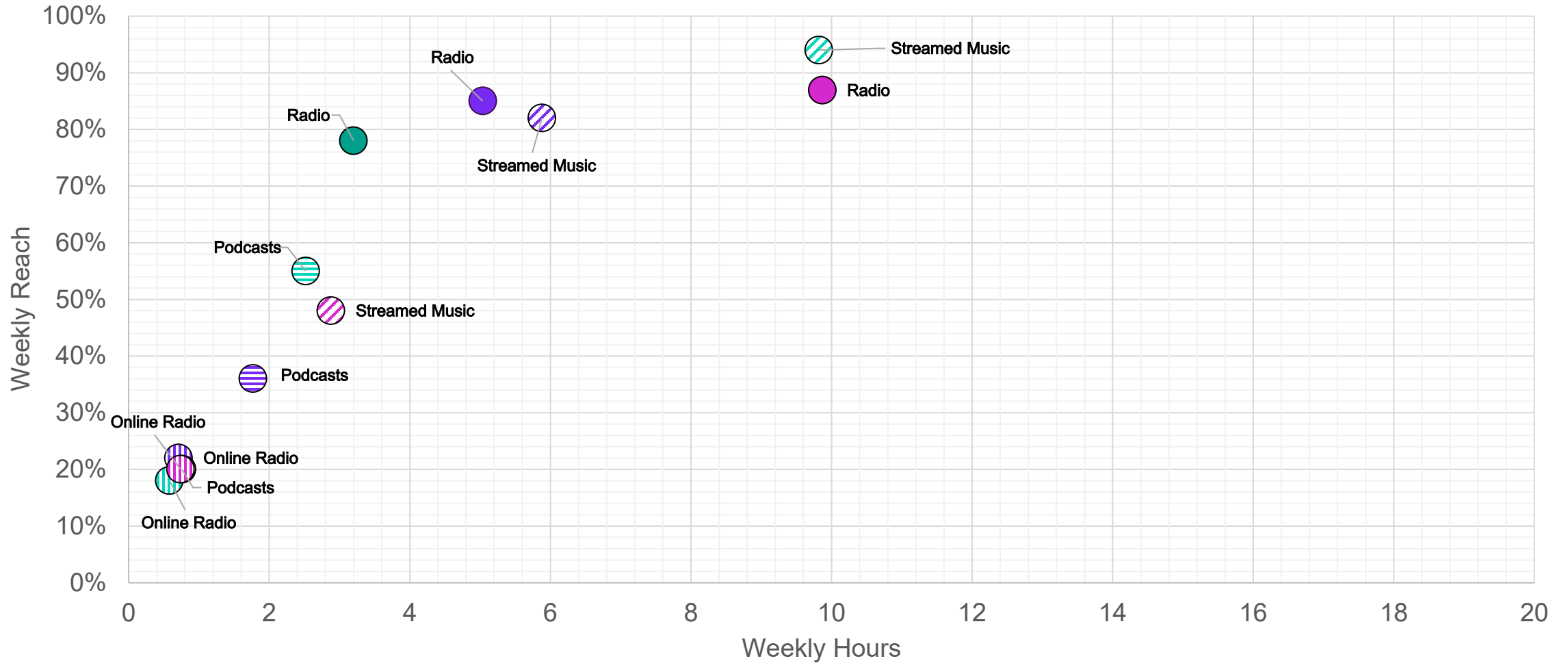
**Under
30**



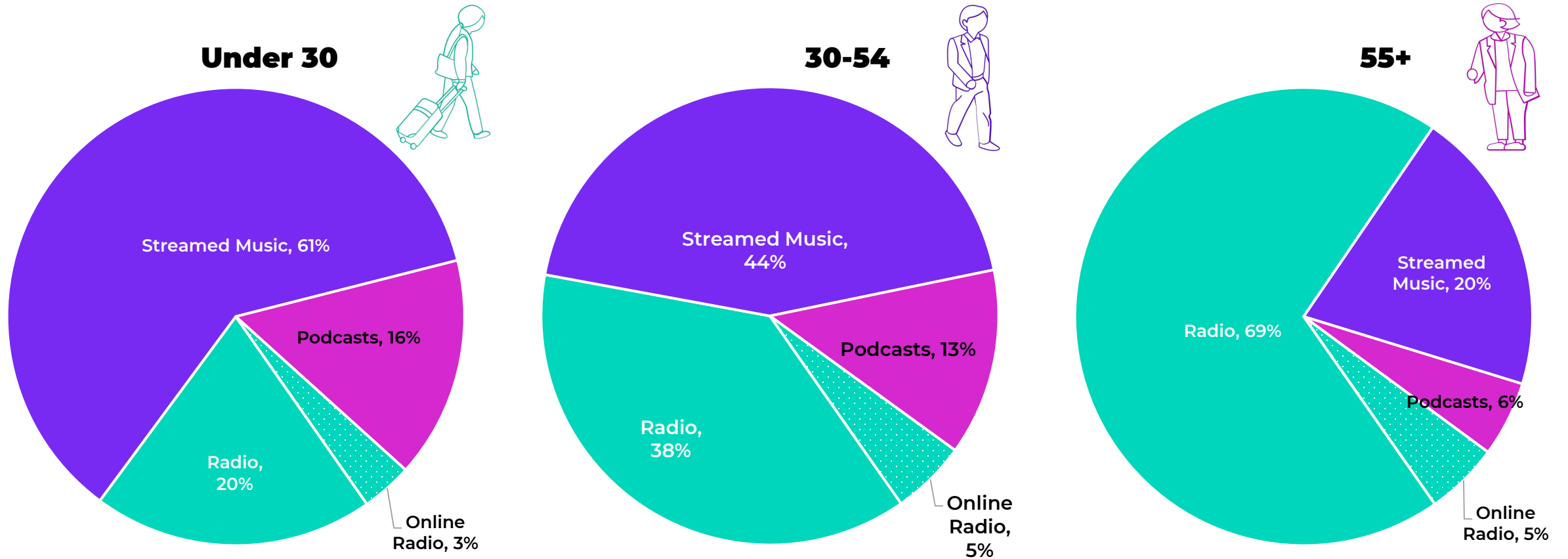
30-54

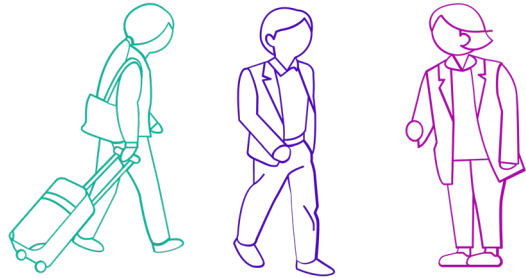


55+



Share of Audio Time

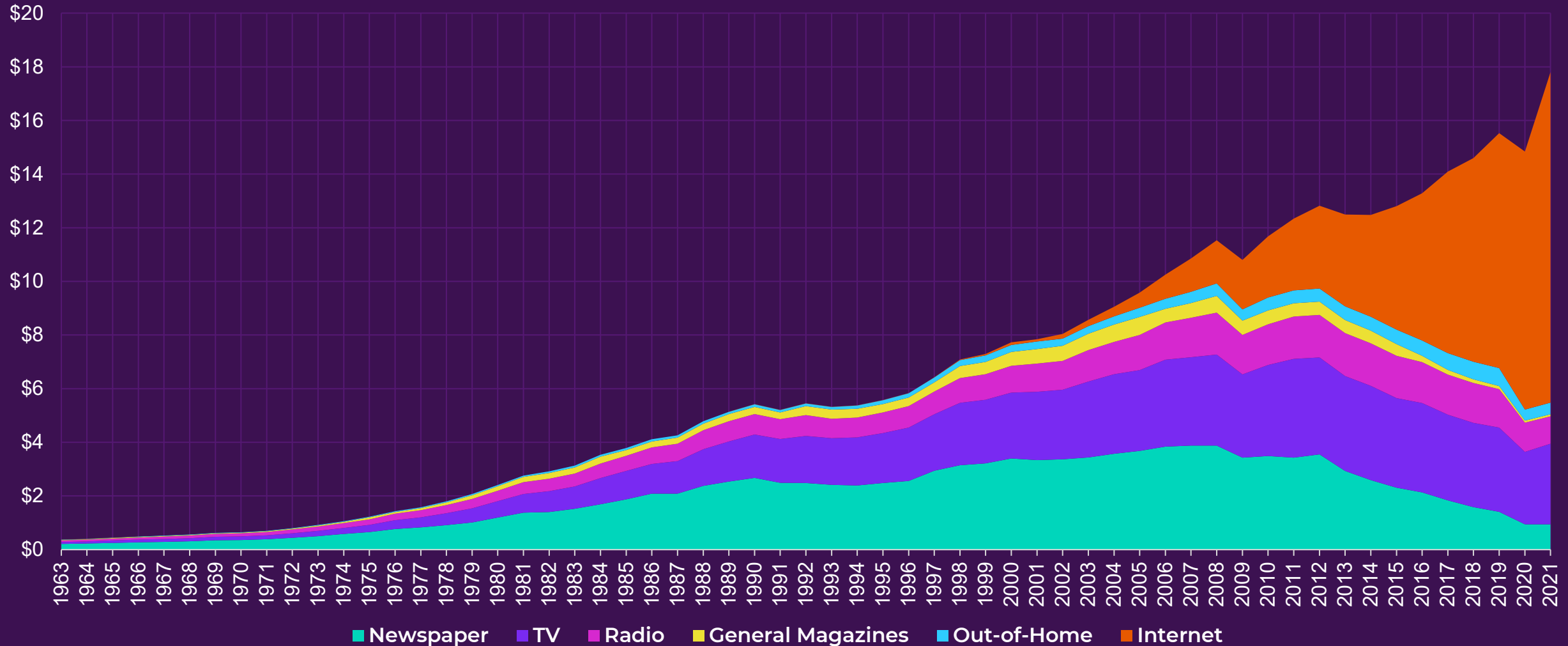




Broader Adoption

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

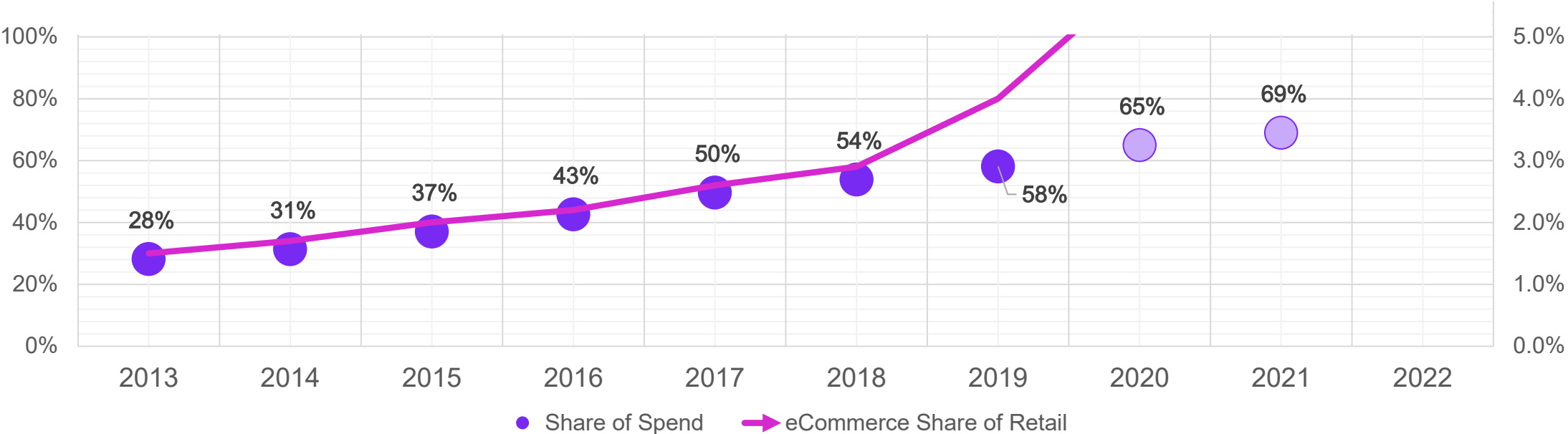
Canadian Media Investments Over Time



Source: Multiple industry bodies via ThinkTV

Digital Commerce Growth Strongly Linked to Digital Ad Growth

Internet Share of Spend vs eCommerce Share of Retail

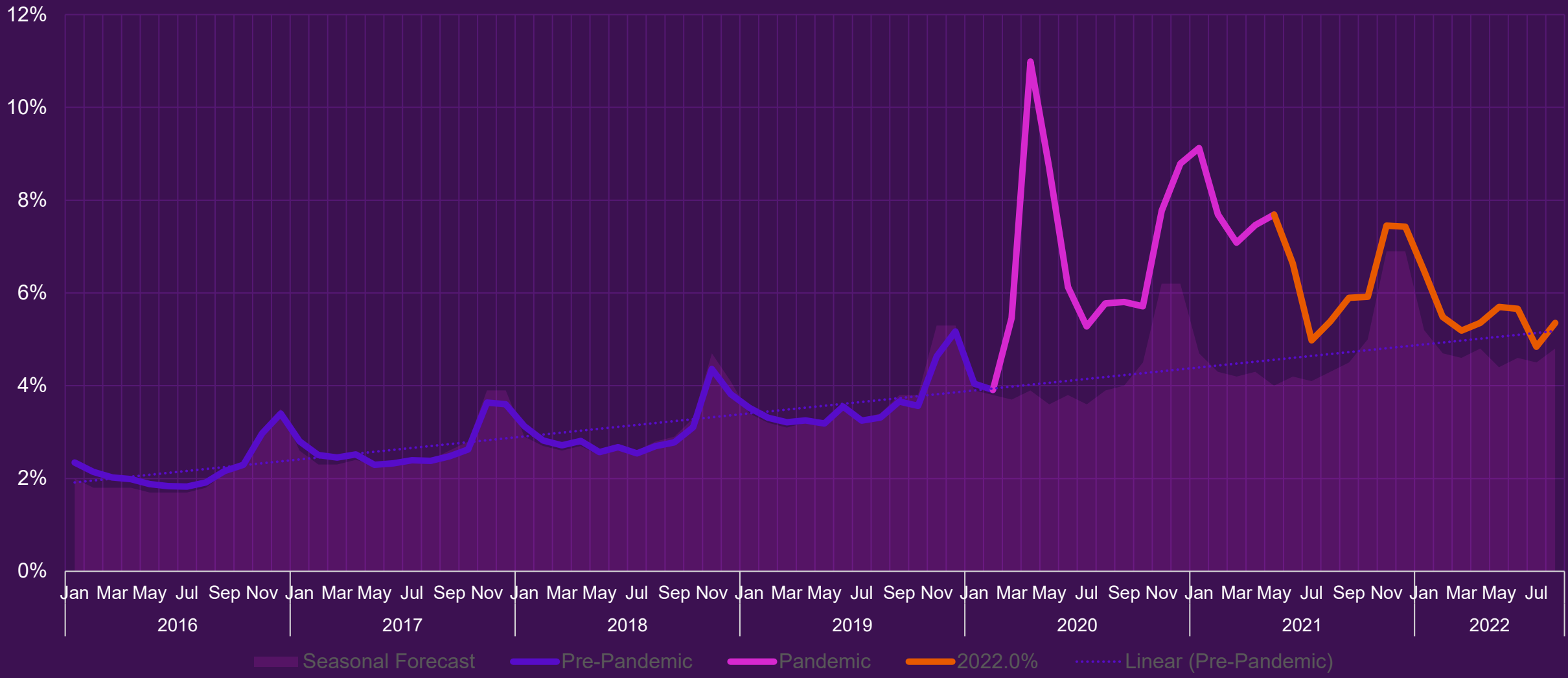


Source: Think TV compilation of Ad Spend data to 2021. Statistics Canada Table 20-10-0065-01 Retail e-commerce sales, unadjusted

Statistics Canada Table 20-10-0072-10-0065-01 Retail trade, total sales and e-commerce sales, Table 20-10-0072-

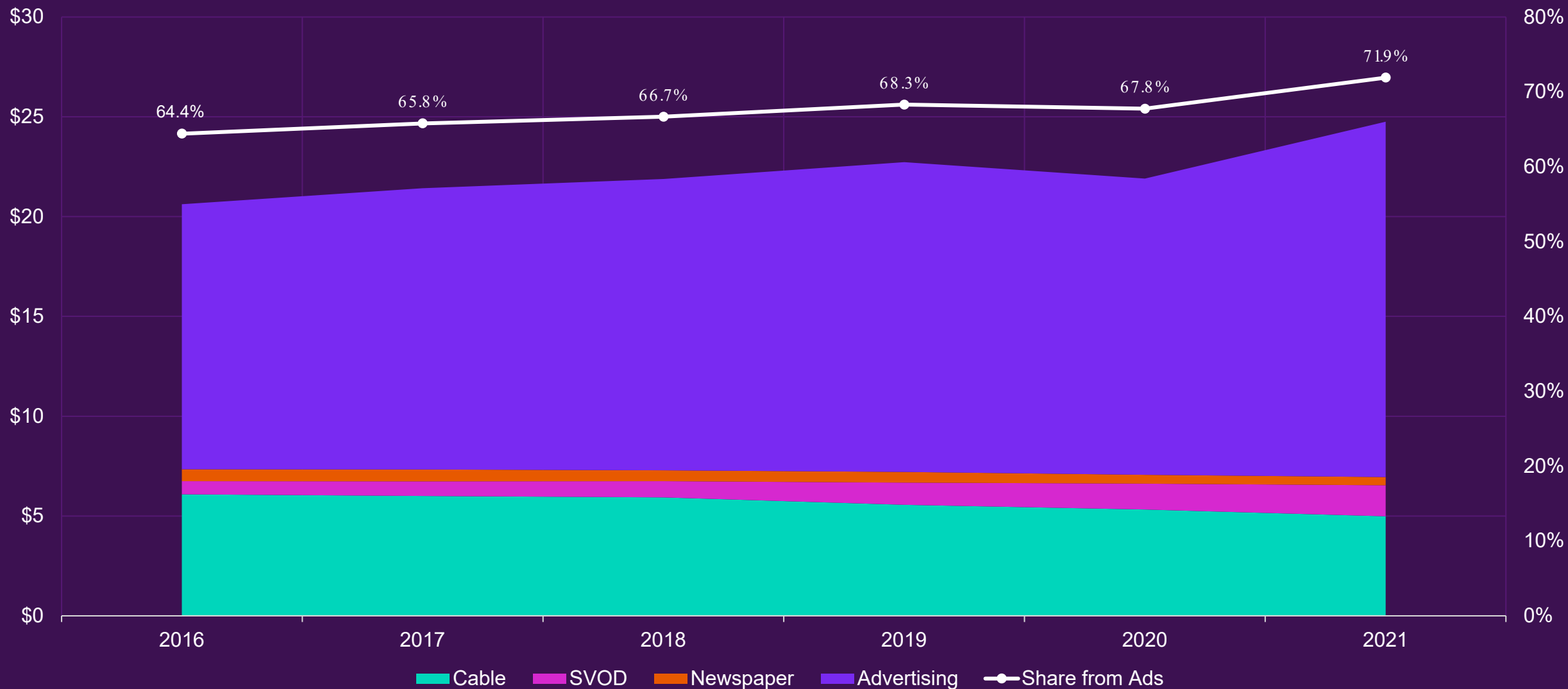


Share of Retail Sales Occurring Online

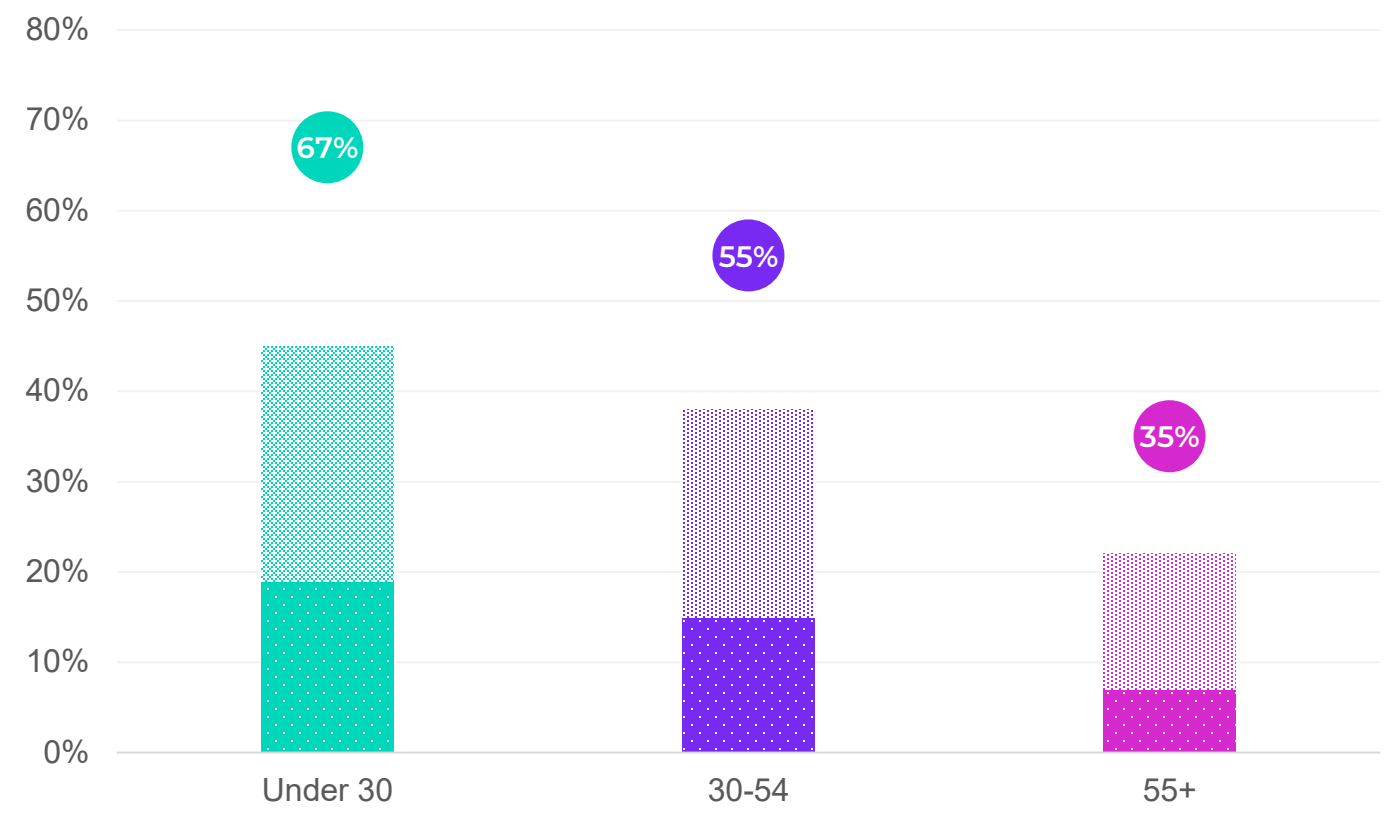
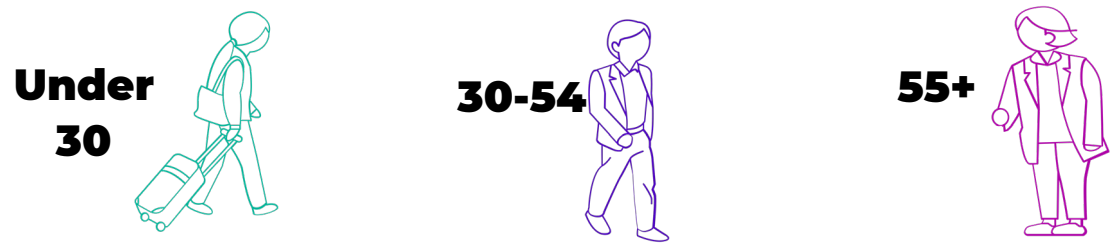


Source: Extrapolated from: Statistics Canada. Table 20 -10-0072-01 Retail e-commerce sales (x 1,000)

Subscriptions vs Advertising Estimates



Source: CRTC, Vividata and PHD estimates for Newspaper, Ad spend via Think TV



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

What impact might Netflix have?

Estimated 'Ceiling' Based
on Current Parameters*

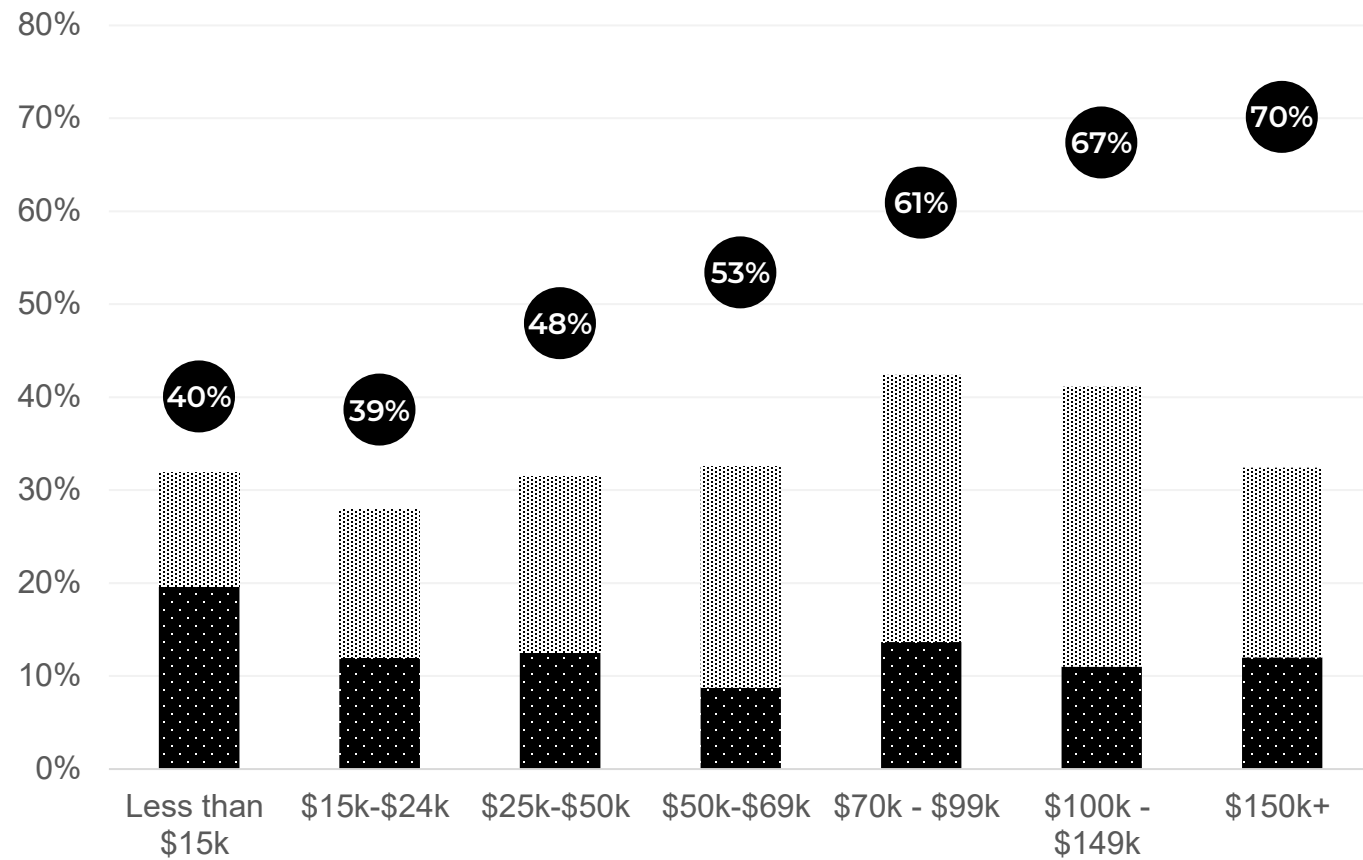
~15%
weekly reach

~\$170MM
annual revenue

Source: PHD estimates from Vividata research, SMI, IAB Revenue Report *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**

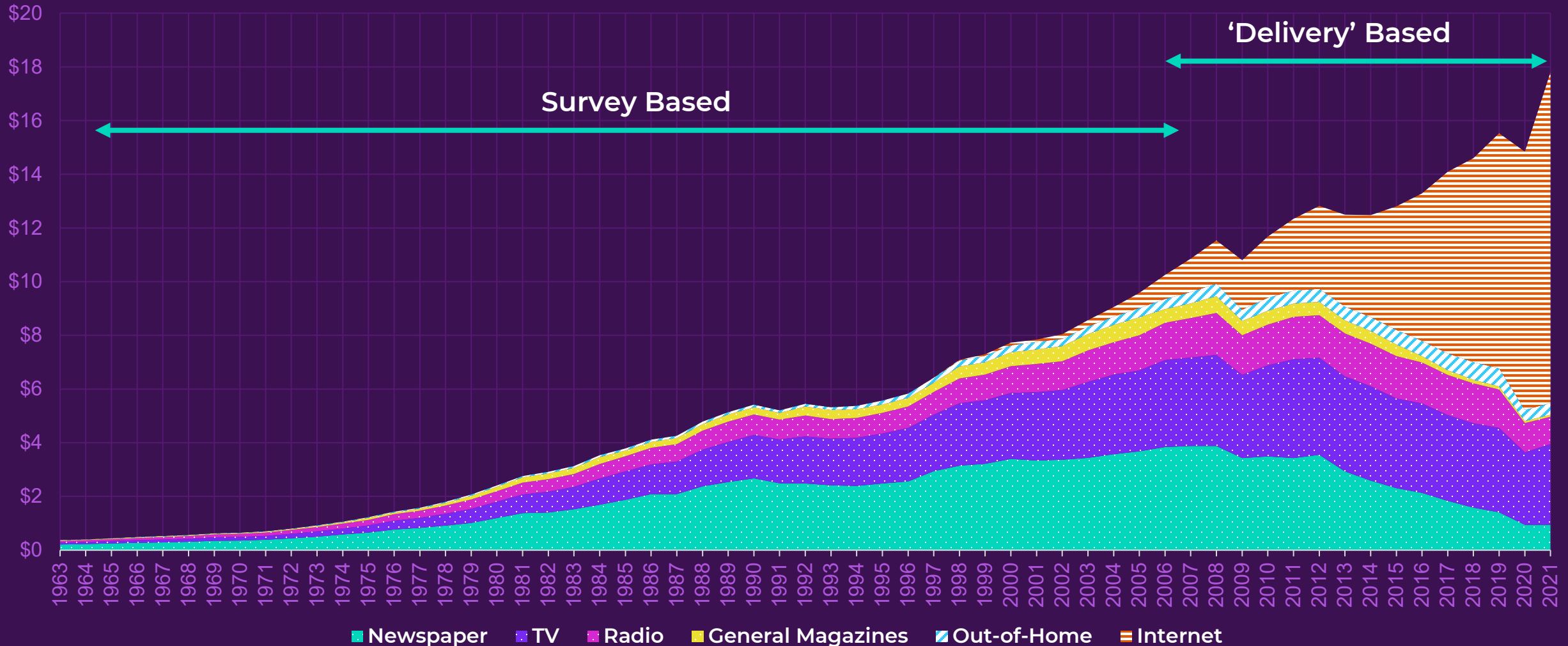
How likely are you to subscribe to a TV/video streaming service with advertising if it saves you \$5 a month?

▨ **Somewhat Likely**

■ **Very Likely**

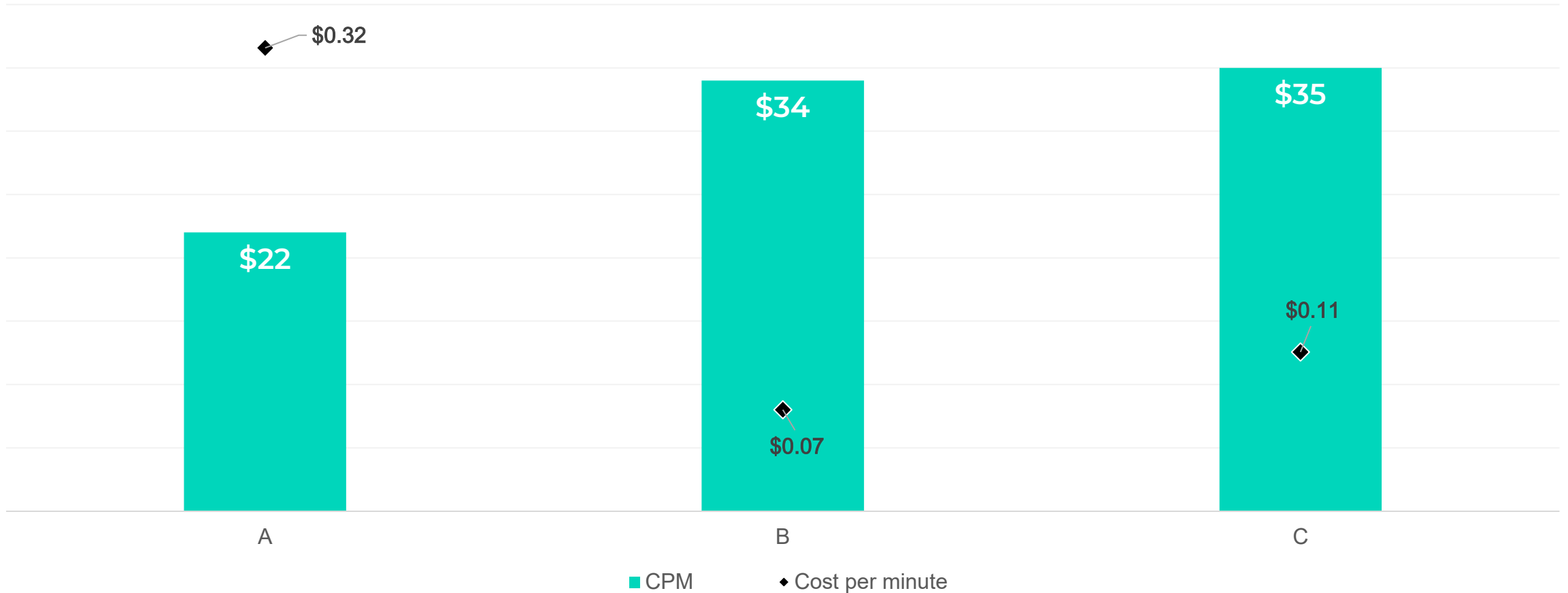
Source: Vividata's + PHD Video Streaming Service Study, Canada 18+, n=1811, October 2022

Canadian Media Investments Over Time



Not all impressions are equal...

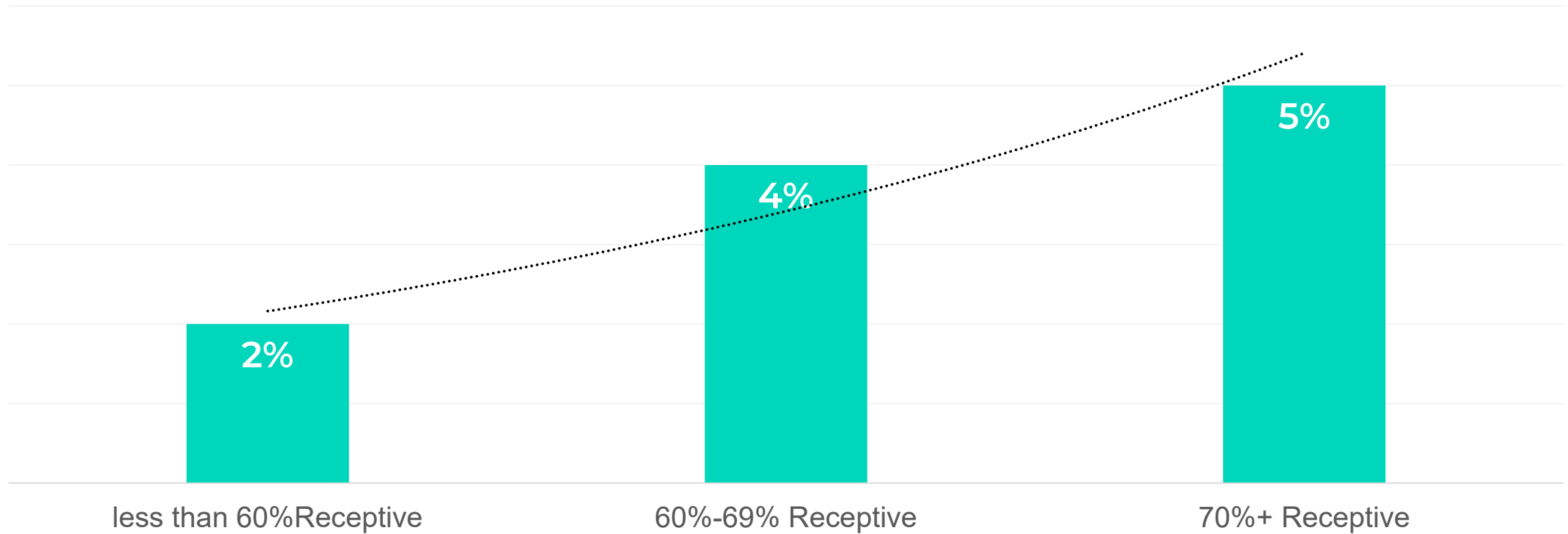
CPM vs. Cost per Minute Viewed



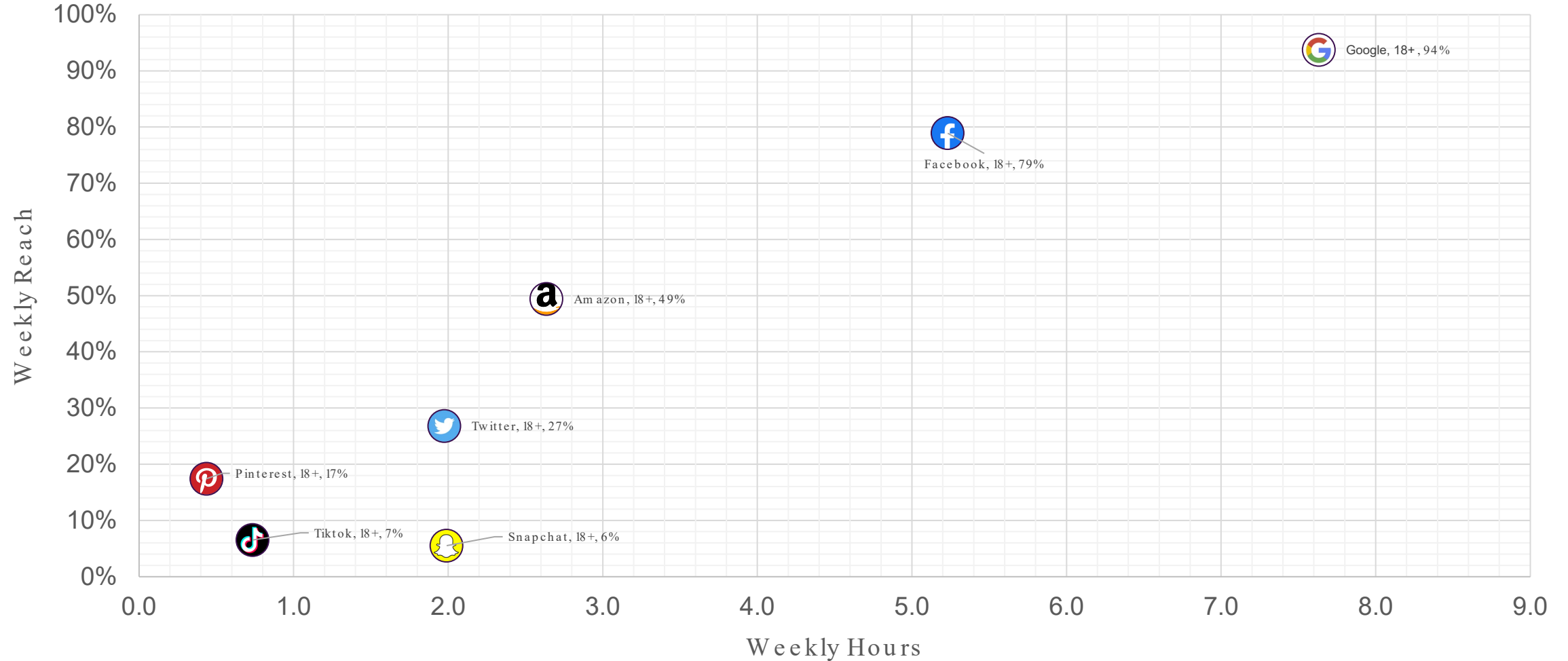


The results

Conversion Rate According to the receptivity of the placements



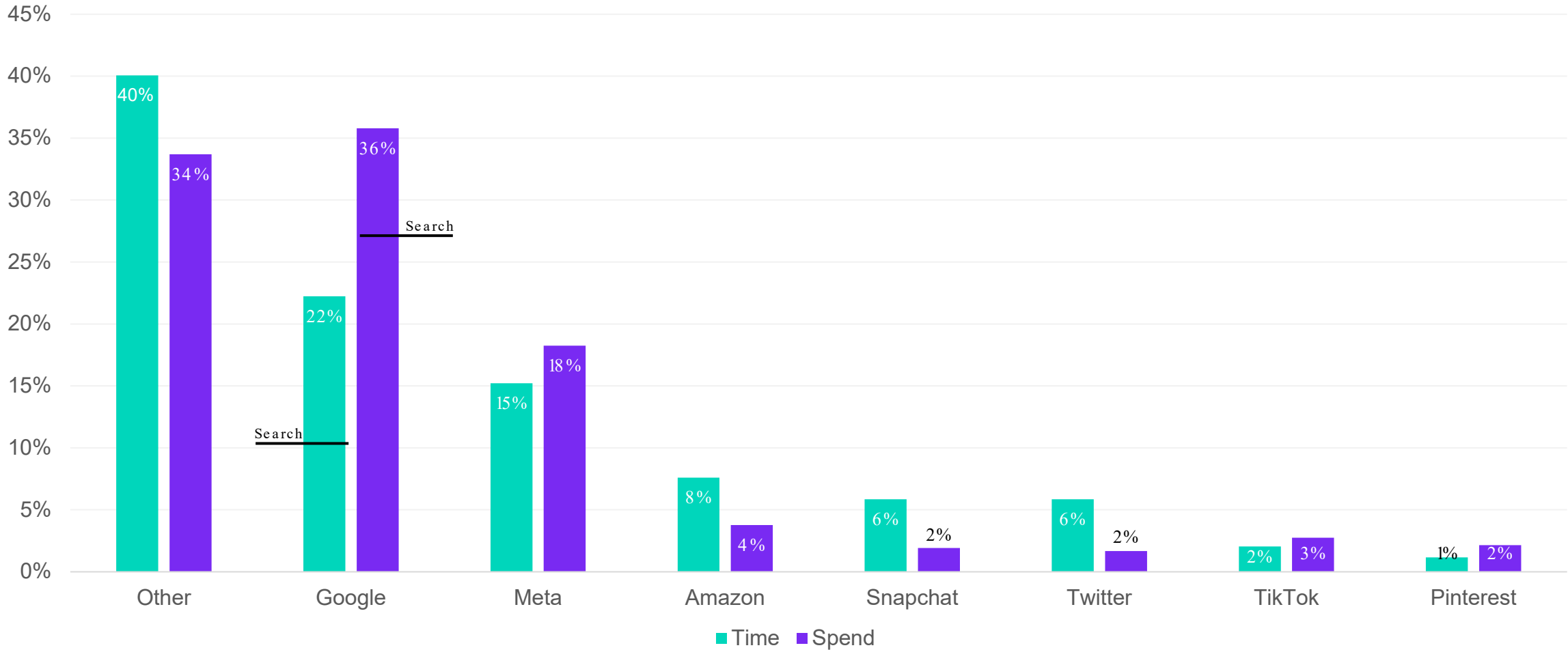
Walled Garden Reach & Time



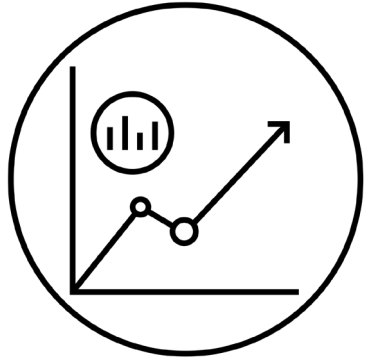
Source: Vividata Metrica Summer 2021, A18+

Time vs Investment

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



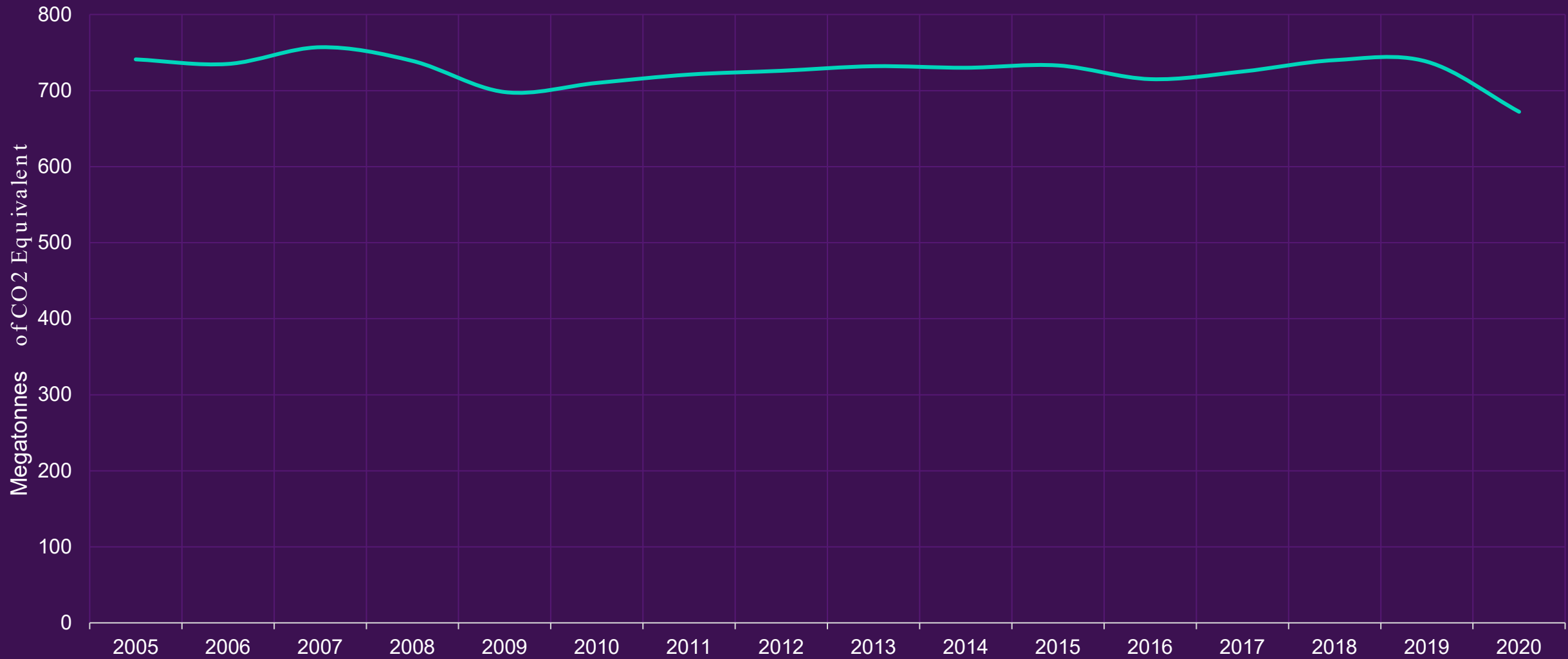
Source: Time from Vividata Metrica, Spend from SMI - YTD 2022



Marketplace & Measurement

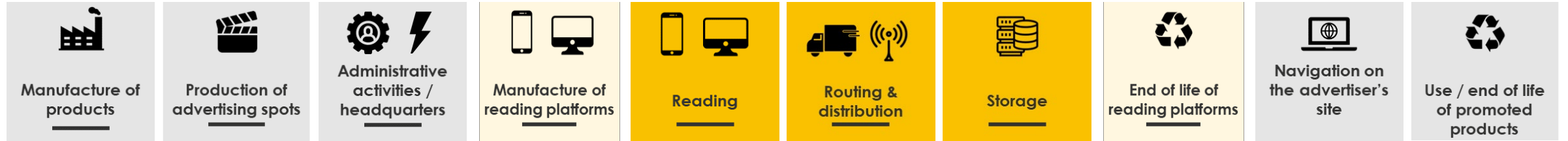
1. Digital Commerce growth has slowed. We are now about 1 year ahead of schedule
2. Advertising is growing relative to subscriptions
3. Positive signs that ad-funded offerings will be appealing alternative to subscriptions
4. Measurement continues to be a critical question

Canada's Emissions (Megatonnes of CO2 Equivalent)

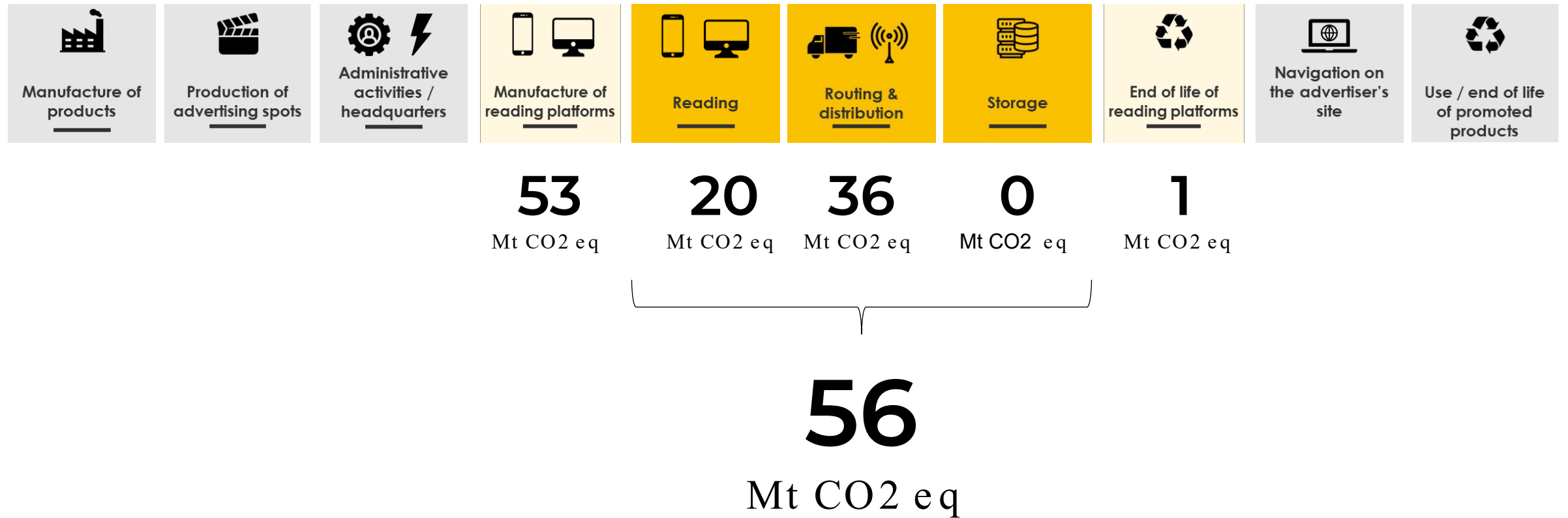


Source: Statistics Canada

A Complex Consumption Chain



The footprint of 20 Quebec- Targeted Campaigns:





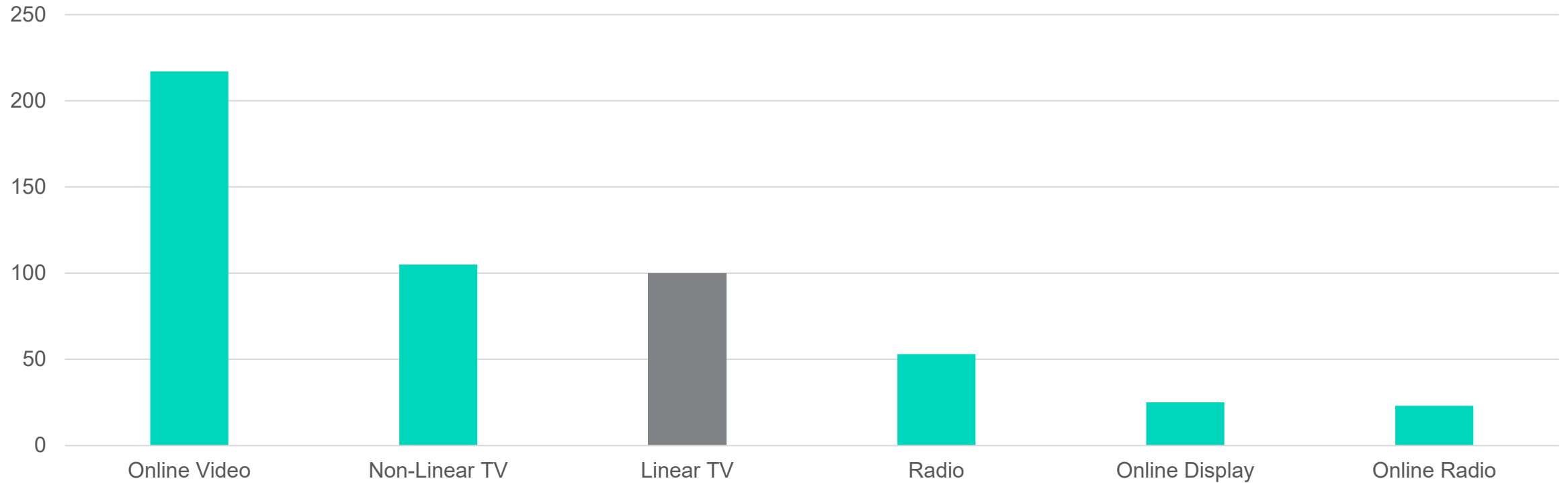
56

Mt CO₂ eq



Carbon Intensity Varies by Channel

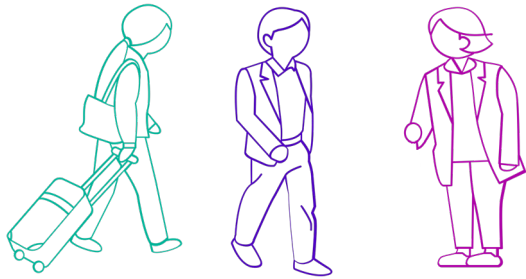
gCO2 /1,000 seconds (Index 100 = Linear TV)



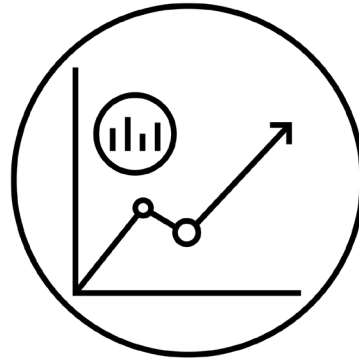


Carbon Footprint

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



**Broader
Adoption**



**Marketplace &
Measurement**



**Carbon
Footprint**

Some estimates were made to data in order to maintain the same ‘cohorts’ across multiple data points. The table below outlines the different age cuts required.

**Under
30**



30-54



55+



Data	Source	Under 30	30-54	55+
Share of Population	Statistics Canada	0-29	30-54	55+
Share of Household Spend by Age of Reference Person	Statistics Canada	<30	30-54	55+
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