

KANTAR MEDIA



THE WORLD
AUDIENCES
SUMMIT 2017

**New opportunities to
commercialise subscriber
viewing data**

**Set Top Box Data
A Canadian Perspective**

Spencer Charters
Director, Strategy & Business Development
Corus Entertainment

corus.

Media and Content Powerhouse

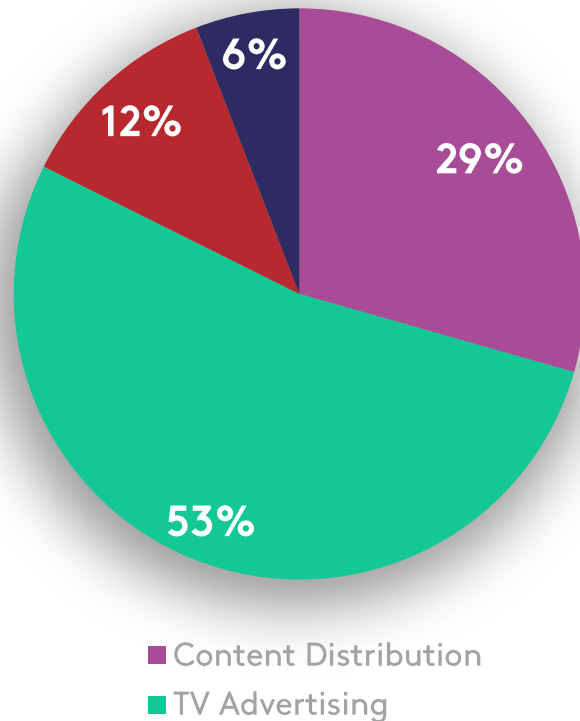
Largest pure play media and content company in Canada



Corus Revenue Profile

Combination of Advertising and Subscriber Revenue Streams

Corus Revenue Profile

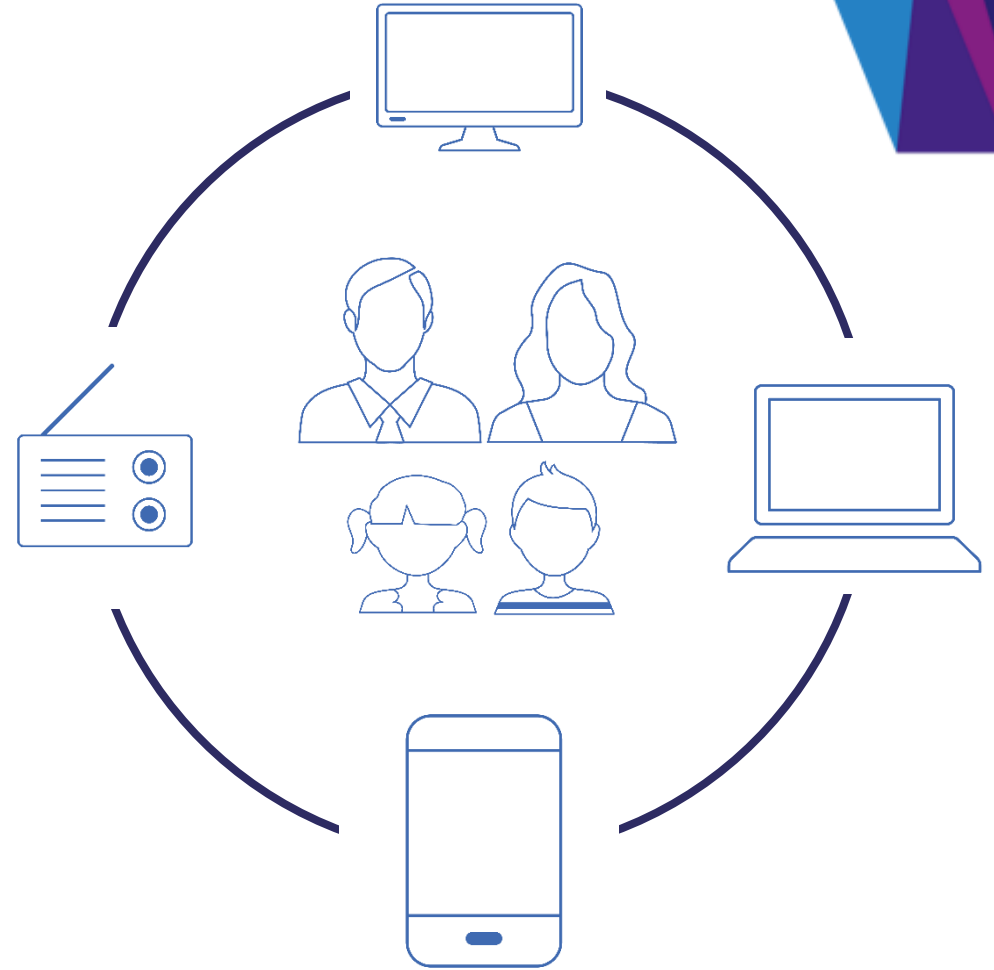


- Content distribution delivering growth with new licensing opportunities
- Resilient, highly local radio advertising business
- Fast growing digital and custom advertising integration business
- Premium television advertising business buoyed by resurgence of interest in 'top of funnel' activity, responding to new competition and demands for targeting

The Total Corus Audience

A philosophical shift

- Corus builds valuable audiences across TV, Radio, Websites and Apps – with more new distribution channels to come
- We are transforming our advertising business from selling 'spots' to selling 'audiences' across all of our platforms
- The transformation of our business will require new technologies, processes, skills and workflows
- Requires deeper insight into audiences and their behaviour



Collecting Television Viewing Data from Set Top Boxes

Partnership with large Canadian TV distributor



- Compliant with all Canadian privacy laws
- Second by second viewing data from over 550,000 TV households
- More granular and complete than traditional TV data
- All live and playback, better representation of niche channels and audiences

Advanced Audience Segments



Grocery Big Spender



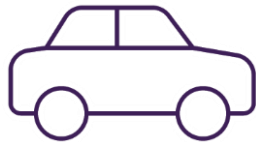
Fashionistas



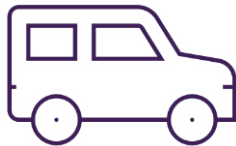
Dream homes



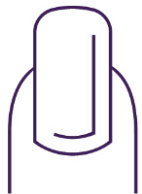
Deep Pockets



Small Cars



SUVers



Looking Beautiful



Home Improvers



Great Getaways



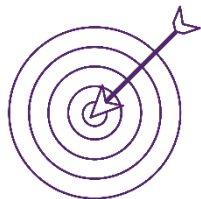
Java Joints



Quick Service Restaurant



Family Sit-Down



Custom



Fledgling Families



Young Metro Diversity



Prosperous Parents



Middle Aged Achievers







First to Market with Linear Optimization in Canada

Moving beyond age and gender demographics

- Optimized schedule improves an advertisers ability to reach their 'true target' and drives greater efficiency
- Identifies audiences and drives demand into often unexpected places
- Traded on the underlying, trusted industry currency



Traditional Ad 25-54 Ranker

by AMA (000)

	379
	290
	224
	213
	212
	157

Middle Aged Achiever Ranker

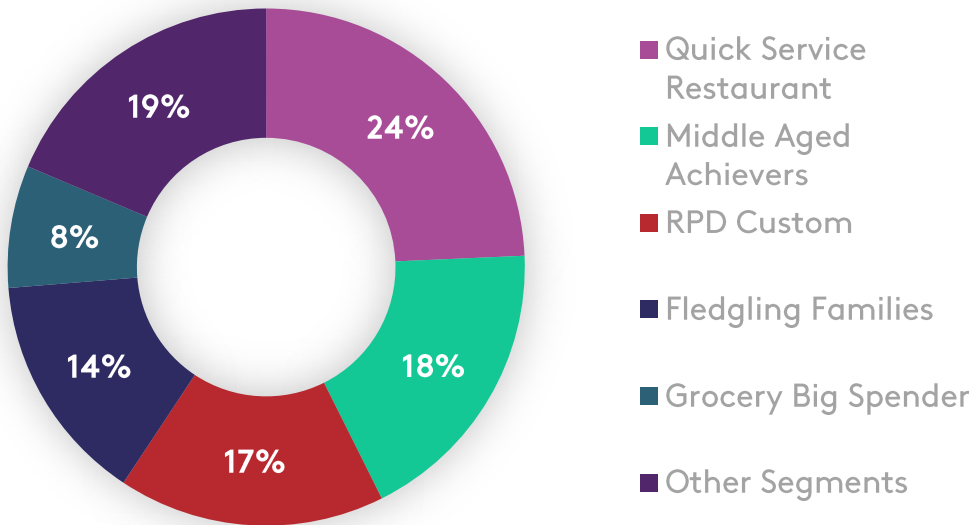
by Index

	194
	193
	162
	160
	156
	152

Strong product adoption has driven share of spend

Both a retention and new business development tool

REVENUE SHARE BY AUDIENCE SEGMENT



- Widespread participation from agencies and brands
- Linear optimization customers spend a greater share of their budgets with Corus
- More targeted product offering has attracted new advertisers to TV

Lessons in Innovation

Findings from our experience working with data



Design the product with the end in mind

- Let your goals guide decisions from data collection to go-to market approach
- Don't be afraid to start over



Create a winning structure that supports the strategy

- Build an expert team
- Work with industry leaders
- Be advocates for innovation and change



Don't change everything at once

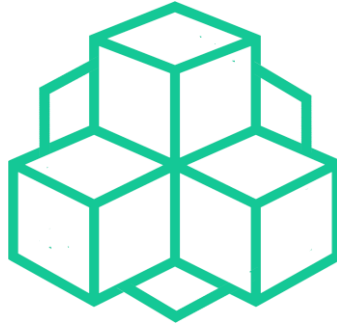
- Leverage existing expertise and tools
- Only change the processes you need to

Corus Next Generation Advertising roadmap

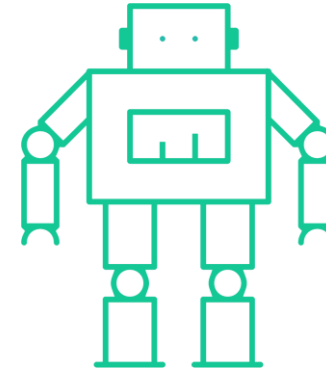
Data is a foundational part of our strategy



Advanced
Data



Cross Platform



Programmatic