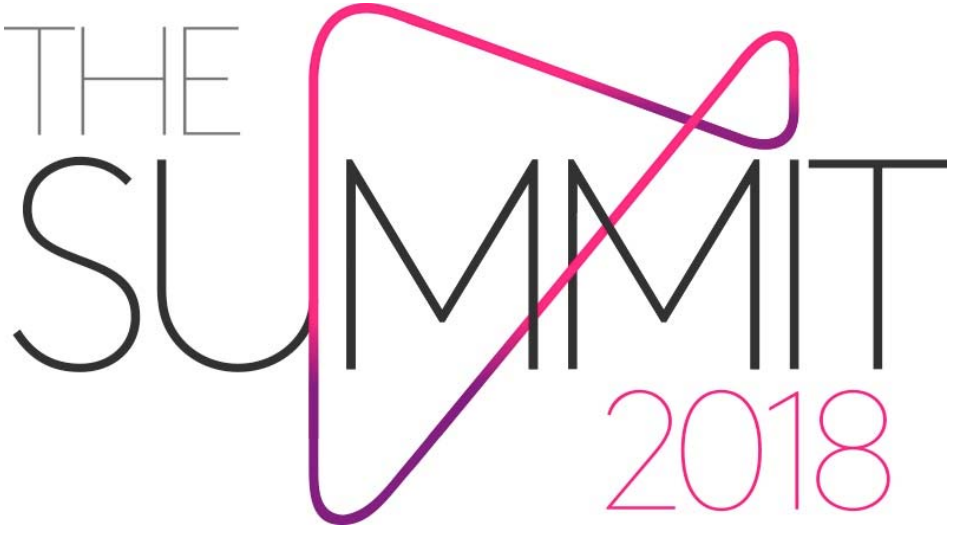
KANTAR MEDIA



Unlocking the Value of Premium Content

Spencer Charters
VP, Data and Advanced Advertising

corus.

Media and Content Powerhouse

45 SPECIALTY CHANNELS

Lifestyle

HISTORY, food network, HGTV, OWN, DTOUR, SLICE, diy network, NATIONAL GEOGRAPHIC

Drama

spark, W NETWORK, COSMO TV, CRIME + INVESTIGATION, SHOWCASE, CMT, ACTION, LIFETIME

Kids + Family

YTV, Treehouse, nickelodeon, CN CARTOON NETWORK, DISNEY CHANNEL, DISNEY JUNIOR, DISNEY XD, TELETOON

15 CONVENTIONAL CHANNELS

Global, CKWS Kingston, CHEX Peterborough

39 RADIO STATIONS

Q107, COUNTRY 105, ROCK 101, POWER 97 WINNIPEG'S ROCK, 102.1 THE EDGE, jump! 106.9 NON-STOP HITS, Global News RADIO 980 CKNW, Global News RADIO 680 CJOB, Fresh RADIO 95.3 TODAY'S BEST MIX

ORIGINAL CONTENT

nelvana

corus STUDIOS

Kids Can Press

DIGITAL EVERYWHERE

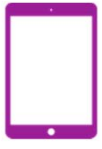
Treehouse GO, YTV GO, Global, nick GO, Disney Junior, Disney Channel, Treehouse, HISTORY vault, HISTORY, radio player, Q107

Massive Structural Shifts Underway

Continued fragmentation of viewership

DEVICES OWNED

Smart Phone 76%



Tablet/e-reader 71%

Smart TV 33%

3rd Party Media Player 25%

Disruption of Media Value Chain

NETFLIX

Crave tv

HISTORY vault

CBS ALL ACCESS

hayu.

Emergence of Global Advertising Giants

Source: Statistics Canada, 2016 General Social Survey (Canadians at Work and Home)

Data and Advanced Advertising

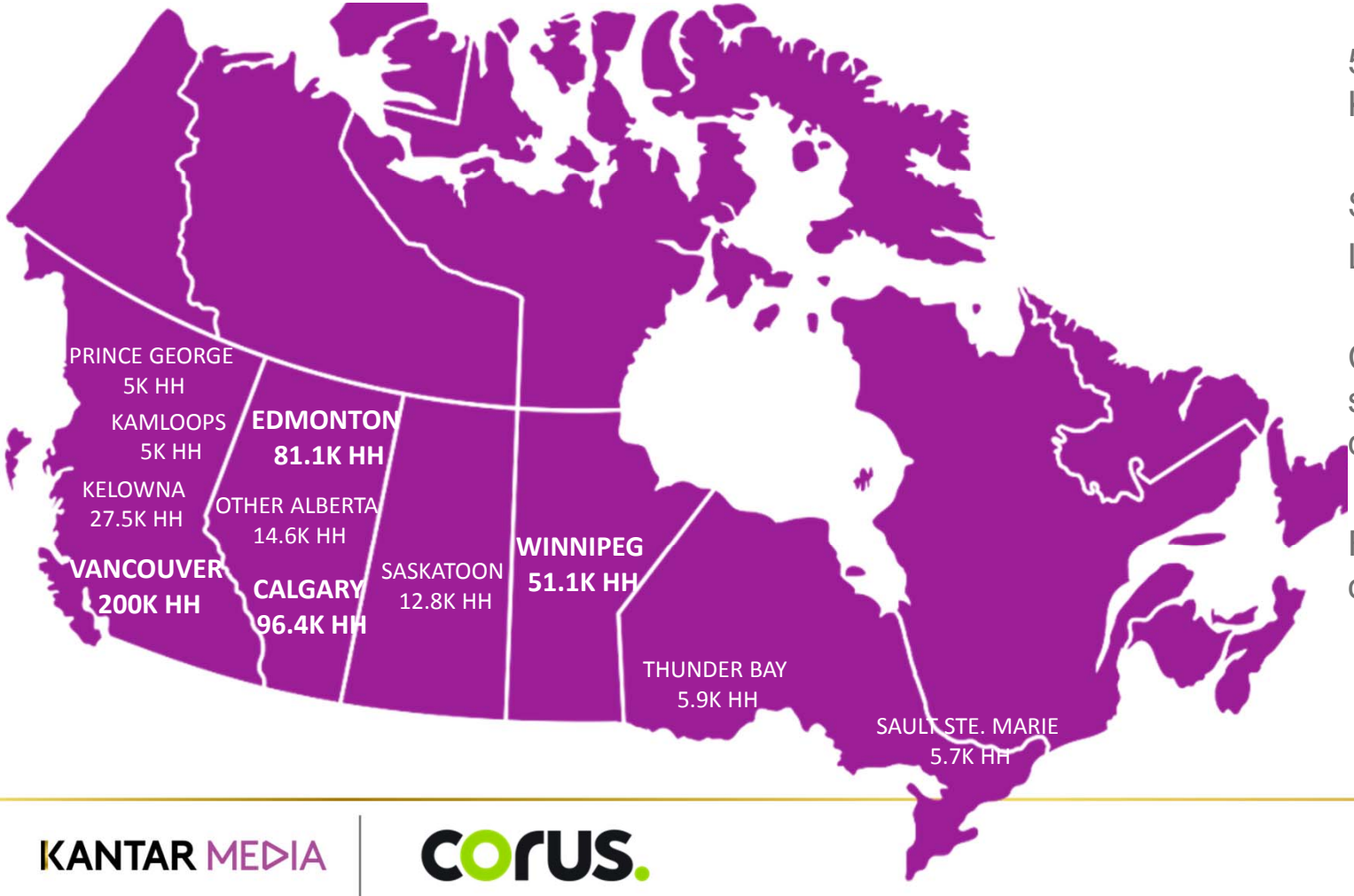
DATA

AUTOMATION

ADDRESSABILITY

TEST AND LEARN PHILOSOPHY

Return Path Data Footprint



KANTAR MEDIA

500,000 TV households processed by Kantar

Second by second viewing data

Live, Playback and VOD

Combined with third party segmentation data including demographics, wealth, product usage

Form a highly reliable, stable sample of viewership

GROCERY BIG SPENDER

FASHIONISTAS

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

BURGEONING FAMILIES

MIDDLE AGED ACHIEVERS

PROSPEROUS PARENTS

EMPTY NESTERS

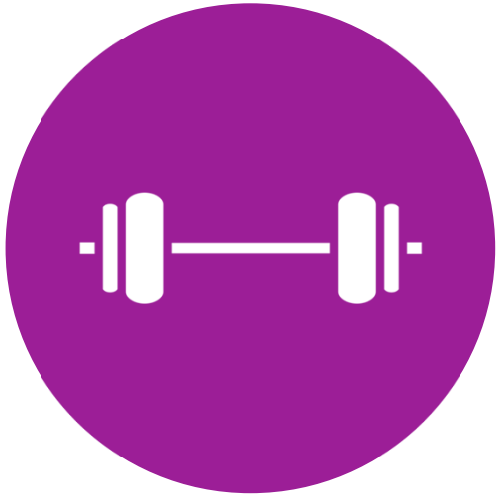
Bridging the Activation Gap

- Create a common language between advertiser, agency and Corus
- Allows advertisers to leverage sophisticated segmentation beyond traditional age and gender
- Powers index buying in linear television and cross platform segments in VOD and Digital
- Drives greater in-target impressions, and lower effective CPM

cynch

Audience Buying Made Easy

Cynch Value Proposition

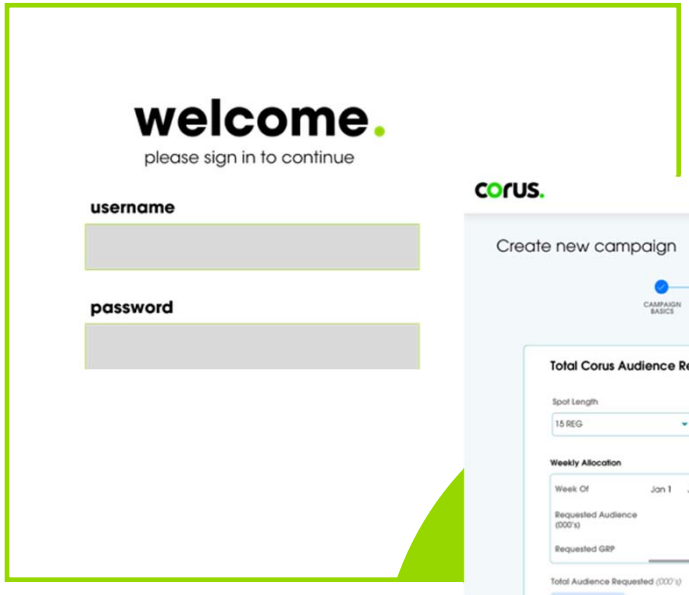


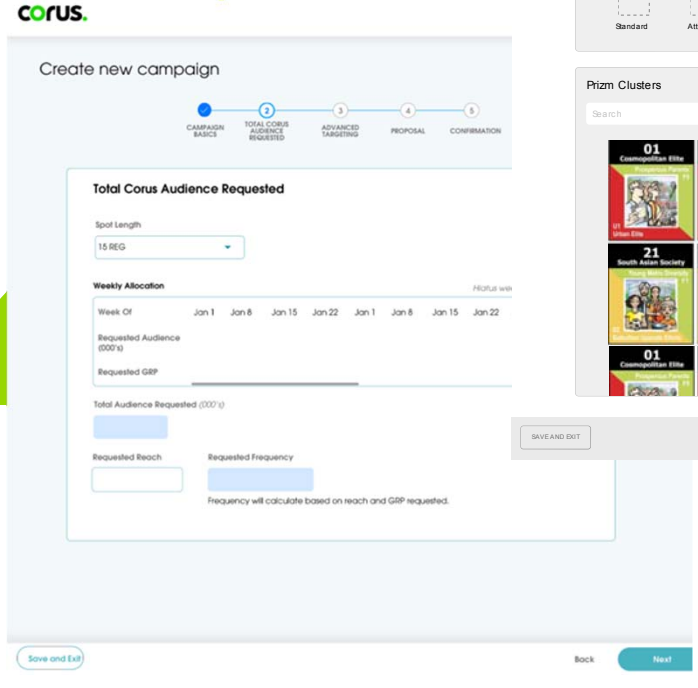
SUPER POWERFUL
Arm buyers with live inventory to optimize against reach, frequency and index

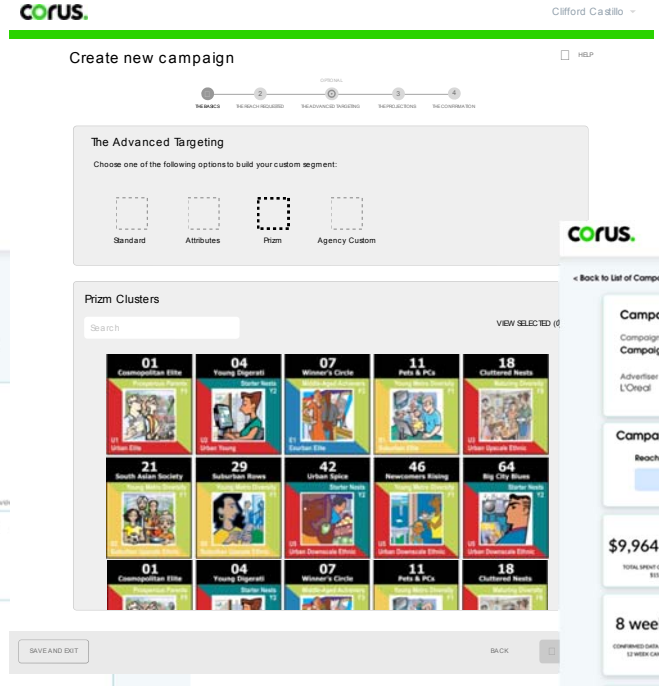
SUPER PRECISE
Streamline use of data including in-platform audience segmentation

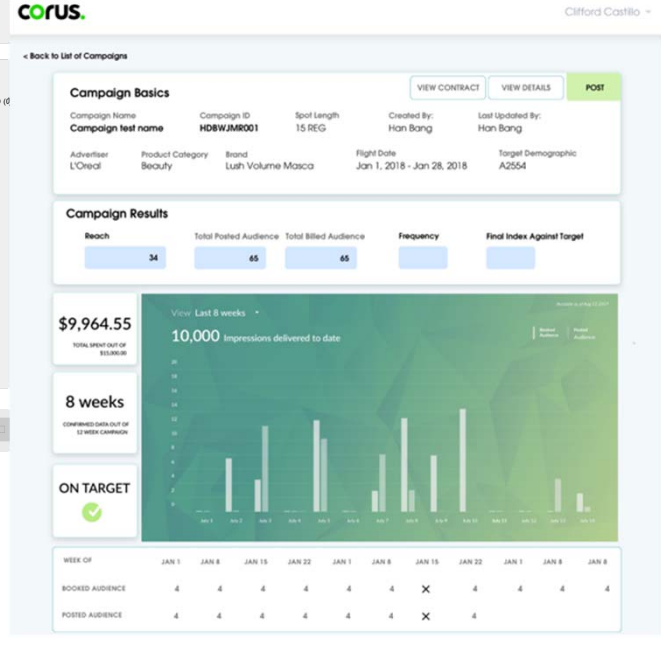
SUPER EASY
Intuitive end-to-end interface from campaign creation to rapid reporting

Intuitive User Interface

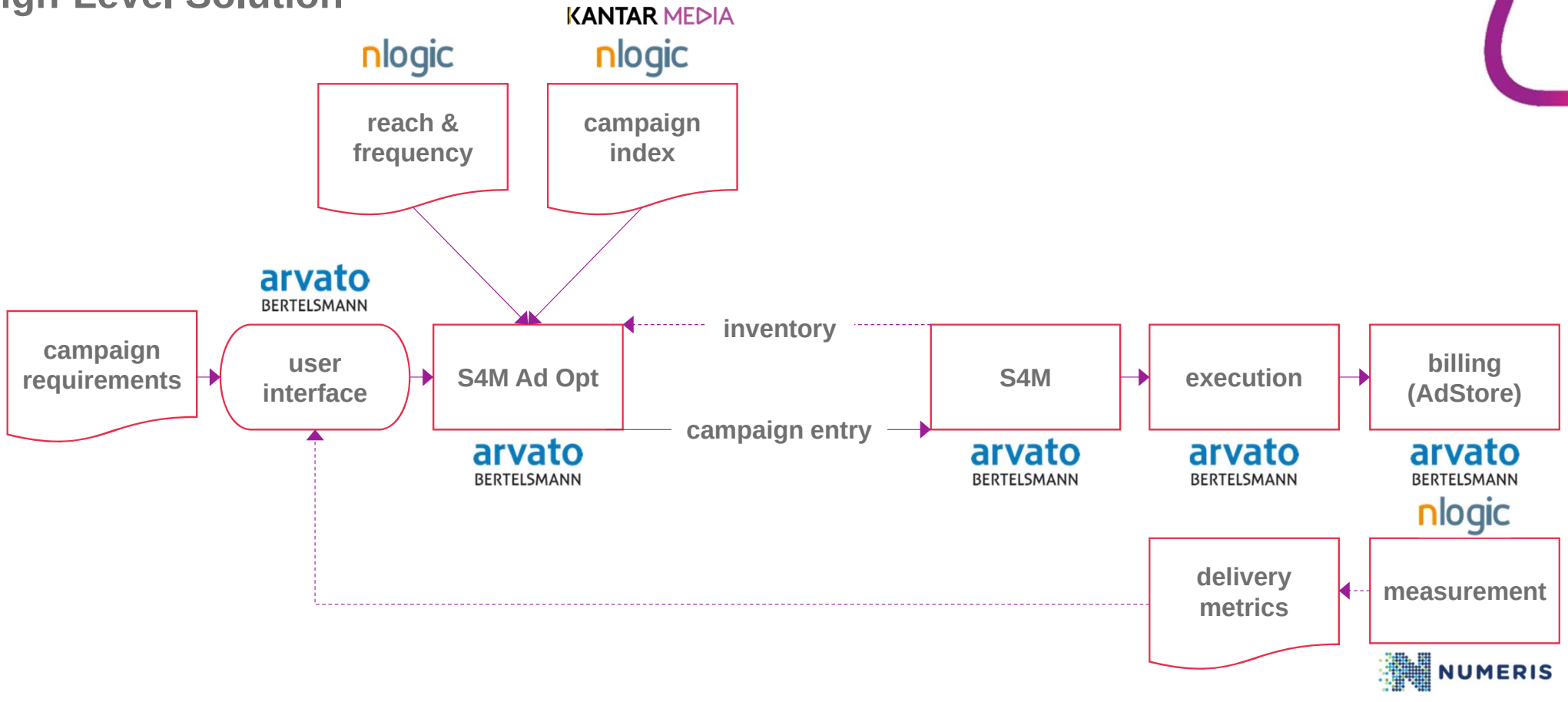








High-Level Solution



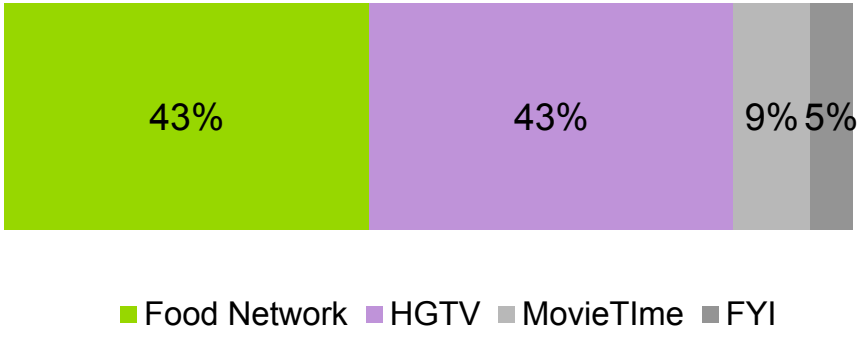
Cynch in Practice

OPTIMIZED LINEAR CAMPAIGN

4 channels in the buy

Reach and frequency goal achieved

Over indexed against SBOs at 108

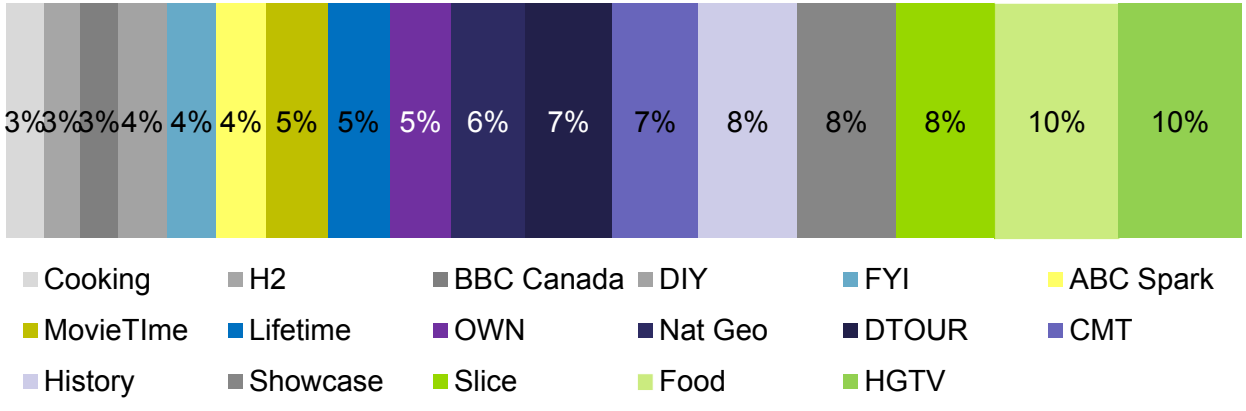


CYNCH CAMPAIGN

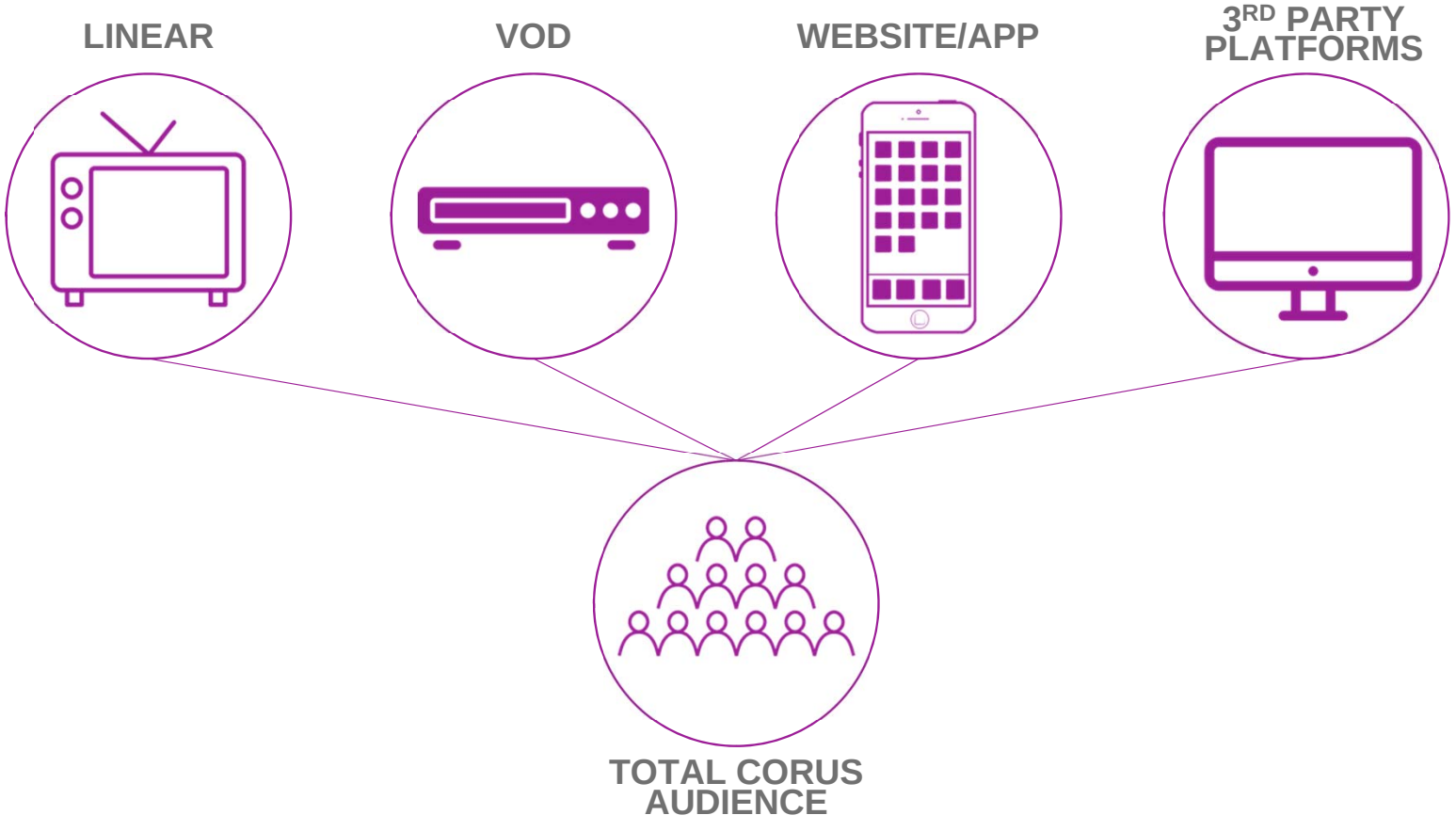
18 channels in the buy

Reach and frequency goal achieved

Over indexed against SBOs at 109



The Total Corus Audience



What it will take to get there

Common view of the audience
Currency enhancement, accepted standards, de-duplication

Scale in Addressable Technology
Linear, VOD, connected platforms, OTT

Multiplatform Campaign Management Tools
Inventory management, yield optimization

Thank You!

#kantarmediasummit