



Television Sales in a PPM Universe: *“The beginning of a new understanding”*

March 4, 2010

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What we know about PPM

- More accuracy with younger demos
- Capture out-of-home viewing
- More homes with new entertainment technologies are captured/ monitored
- Future applications of this technology are unlimited

PPM is still a new currency

- Need a full year of data to better understand seasonal audiences
- Still have to analyze the data to get a clearer picture of our viewers and customers

The Pricing of TV is not new

- Demand
- Demo
- Ratings/ AMA

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Viewer Engagement



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Viewer Engagement Study

This past fall Canwest commissioned a brand new study on the level of viewer engagement against Canada's top 30 English specialty networks.

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Study measures ad receptivity and consumer motivation...

Ad Receptivity

- I often pay attention to the ads on this channel.
- I am more likely to purchase products advertised on this channel.

Motivation

- Watching this channel inspires me to buy things.
- This channel is a way to learn about new products.

...as well as channel preference and viewing habits

Favourite

- This channel is a part of my routine.

Sharing

- I bring up things I have seen on this channel in conversations with many people.

Escape

- I like to kick back and wind down with this channel.
- This is a channel I watch when I want to have some “me” time.

Example of a new Ranker based on Attentiveness

Women 25-54 – 5 or 4 on a 5-point Attentiveness Scale

	% Agree		% Agree
Mystery TV	79	Comedy	61
Food Network	75	CTV News Channel	60
OLN	72	Action	58
Discovery	72	TVtropolis	57
Weather	71	CMT	51
Space	70	TSN	50
National Geographic	70	MuchMore	49
HGTV	70	Teletoon Retro	45
Bravo!	69	TSN2	45
W Network	68	MuchMusic	44
Slice	67	Teletoon	42
Showcase Diva	66	Sportsnet	41
Newsworld	66	Score	36
Dusk	66	YTV	33
History	65	Top 30 Average	59
Showcase	64		

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Base: Women 25-54 years, English Canada

“I am more likely to purchase products advertised on this channel”

Women 25-54 English Canada

Rank	Channel	Index
1	Food Network	208
2	HGTV	177
3	Mystery TV	154
4	National Geographic	146
5	OLN	146
6	W Network	138
7	Showcase Diva	131
8	Teletoon	131
9	Newsworld	123
10	Slice	115
11	MuchMusic	115
12	Teletoon Retro	108
13	Action	108
14	MuchMore	100
15	Space	100
16	Bravo!	100
17	CTV News Channel	100
18	Discovery	92
19	YTV	92
20	Dusk	85
21	Sportsnet	77
22	TVtropolis	69
23	History	69
24	Showcase	54
25	CMT	54
26	Weather	54
27	TSN	54
28	Comedy	46
29	TSN2	38
30	Score	31

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Q.4-7 Here are number of things people say about TV channels. For each statement below, please choose a number between 1 and 7 where 1 means you strongly disagree and 7 means you strongly agree with the statement.

Station environment is a factor in “appropriateness”

	% Women 25-54 saying “appropriate”		
	Lifestyle Channels	Kids Networks	Sports Networks
Grocery retailers	80	25	48
Food and beverage companies	80	27	68
Restaurants	78	22	66
Personal care products for women	74	7	27
Retailers selling general merchandise	69	24	56
Airlines, hotels	67	9	63
Entertainment such as DVDs, Movies	66	42	62
Wireless/cellular phone companies	60	8	65
Financial services like banks and insurance	60	6	52
Automotive companies	48	8	70

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Q.20-29 How appropriate is it in your opinion for [INSERT CATEGORY] to advertise on each of the following types of channels to reach you personally as a consumer?

Understanding Engagement of channel viewers is a valuable and necessary tool to understanding your audience and customer

- Content environment
- Profiles of the primary viewer vs. the co-viewer
- Are they pre-disposed or engaged to your category of commercial?

Capturing the Total Picture



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One Currency to measure all viewing

Taking PPM a step further, the ideal methodology would be based on the broadcast currency, enabling buyers and sellers to negotiate multi-platform campaigns on a common ground.

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In conclusion, PPM is here, BUT IT'S JUST THE BEGINNING

- PPM is more accurate in capturing the total broadcast viewing audience.
- Viewer engagement is a key factor that needs to be considered in broadcast executions.
- Ultimately, what we need is a system that measures the complete broadcast picture and PPM has that ability. We just need to push it further.