

Applications by the Canadian  
Broadcasting Corporation/  
Société Radio-Canada to renew the  
broadcasting licences for its various  
English- and French-language audio  
and audio-visual programming services

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# TODAY'S PRESENTERS



**Shannon Lewis**

President  
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VP Media Policy and Marketing Capabilities  
Association of Canadian Advertisers

# ABOUT

**The ACA** is the only professional trade association solely dedicated to representing the interests of client companies that market and advertise their products and services in Canada. Our members, over 300 companies and divisions, have collective annual sales of approximately \$300 billion.

# ABOUT cmdc.

**The Canadian Media Directors' Council** is an independent association of media professionals representing advertising media agencies to ensure a fair, progressive marketplace on behalf of our clients, our agencies and our media partners.



## LEADERSHIP

For **35 years**, we have been strategic advisors, advocates and leaders in the Canadian advertising contributing to a healthy, discrete media ecosystem.



## ECONOMIC GROWTH

Our members account for **92% of the total media ad spend** transacted annually in Canada. In 2020, that was **over \$10 billion invested in the Canadian economy**, Canadian jobs and our communications infrastructure.



## DIVERSITY

Our industry represents a **diversity of voices** - our thinking, our people, our content to the audiences that we serve.



## MEDIA ECOSYSTEM

Advertising is critical to a **robust broadcasting system**, funding important investments in Canadian jobs and local news. Enabling Canadian media to invest creatively and flexibly is therefore not only critical for our \$10 billion industry, but in **our news media and our democracy**.

# ADVERTISING IN CANADA

- Advertising is one of the primary resources sustaining the broadcasting system whose role is critical to a healthy and robust broadcasting system in Canada.

NET ADVERTISING VOLUME				
Canada - Million of Dollars (CDN Currency) Nov. 26, 2020				
	2,016	2,017	2,018	2,019
<b>TV</b>	3,327	3,195	3,136	3,145
<b>Newspaper</b>	2,133	1,834	1,586	1,407
<b>Radio</b>	1,525	1,495	1,490	1,429
<b>Internet Total</b>	5,485	6,771	7,592	8,760
<b>Search</b>	2,920	3,364	3,652	4,172
<b>Display</b>	1,911	1,713	1,928	1,870
<b>Video</b>	481	1,549	1,822	2,568
<b>Mobile</b>	2,542	3,489	4,792	5,940
<b>Magazines</b>	243	176	136	116
<b>Out of Home</b>	569	624	654	671
<b>Total</b>	<b>13,282</b>	<b>14,095</b>	<b>14,594</b>	<b>15,528</b>

think<sup>tv</sup>

# ADVERTISING IN CANADA

- Advertisers want choice including a strong and stable broadcasting system which delivers a quality environment for advertising.
- **The ability to advertise on CBC** in English Canada **and SRC** in French Canada **are essential** for advertisers.
- While CBC is important in English Canada **SRC**, as the 2<sup>nd</sup> largest broadcaster in Quebec, with a share of 21% 4, is **absolutely critical** in French Canada.
- Advertisers require a depth and breadth of choice in media vehicles in order to reach a variety of audiences.
- CBC Radio services generate many unique, desirable and commercially viable audiences.
- We respectfully request that advertisers be given the opportunity to, once again, showcase their messages on CBC radio.

# ADVERTISING IN CANADA

- The media landscape continues to rapidly change and the tools and metrics that support it must change as well.
- We need a better measurement system now.
- An enhanced audience measurement system will improve the viewer experience and dramatically improve the accuracy and information available to media companies, distributors, content providers and advertisers.
- In an era of media consumption across devices and platforms we need cross media measurement, including measurement of **commercial** audiences.
- The world is moving to cross media measurement and the CBC could be leaders helping the industry champion its adoption across all broadcast and digital platforms.



# OUR POSITION

1. We support the strong public broadcasting Canadians deserve. We share the goals of having **a vibrant, diverse and prosperous Canadian media ecosystem** which reflects and enhances Canada's unique, diverse culture.
2. Consumers rely on CBC as **a trusted source** to "inform, enlighten and entertain" delivering **premium content experiences** that captivate audiences. (77% have high trust and confidence in CBC/Radio-Canada to protect Canadian culture and identity on television.)
3. CBC should continue to distinguish itself from private broadcasters with **its distinct, diverse voice**, while maintain advertising.
4. CBC must compete and live up to the promise of supporting and promoting **Canadian values such as democracy, freedom and shared sense of community.**
5. The challenges of the **digital landscape, competition and technology** are complex, but public broadcasting must evolve in order to engage and be responsive to Canadian audiences. This comes down to the **quality of programming.**
6. COVID has accelerated the pace of change, with a profound loss of local news outlets, jobs and threatens the health of our Canadian, domestic media ecosystem. Rebuilding our media system **will require greater flexibility** in order to compete with foreign outlets/markets.



# OUR POSITION

7. We support CBC's investments in digital and its direction towards **more opportunities for advertisers to connect directly with Canadians.**

8. Tandem, CBC's new channel for branded content, it is **a logical extension of CBC's mandate** and we support the CBC moving in this direction.

9. We would like to see CBC **put more emphasis on measurement and transparency**, ensuring Canadians get the programming they want, and advertisers can better serve that audience with personalized, highly targeted advertising derived from Cross-Media Measurement.

**Conclusion:** If we get this right, we will have more investment in Canadian jobs and local news, more high-quality Canadian programming that Canadians want to watch, and better, more personalized advertising - coming together to form **a diverse, vibrant and growing Canadian media ecosystem.**



**THANK YOU**