

KANTAR

**BOLDER.
BRAVER.** The
Summit
2019

CORUS.

A winning combination

Corus' role in advancing TV
audience measurement,
segmentation and targeting

Spencer Charters

Vice President

Digital, Data and Advanced Advertising

Who is Corus?



37

Specialty
channels

15

Conventional
channels

39

Radio
stations



Multi-platform presence



Original content



Everything is awesome in Canada, eh?



Onslaught of unregulated OTT streaming services



Cord cutting and cord shaving accelerating



Audiences continue to shift away from linear television



Advertisers remain highly oriented to price and ROI

What does winning look like?



Launching new
platforms



Improving
measurement



Segmenting & targeting
audiences



Making it
Easy

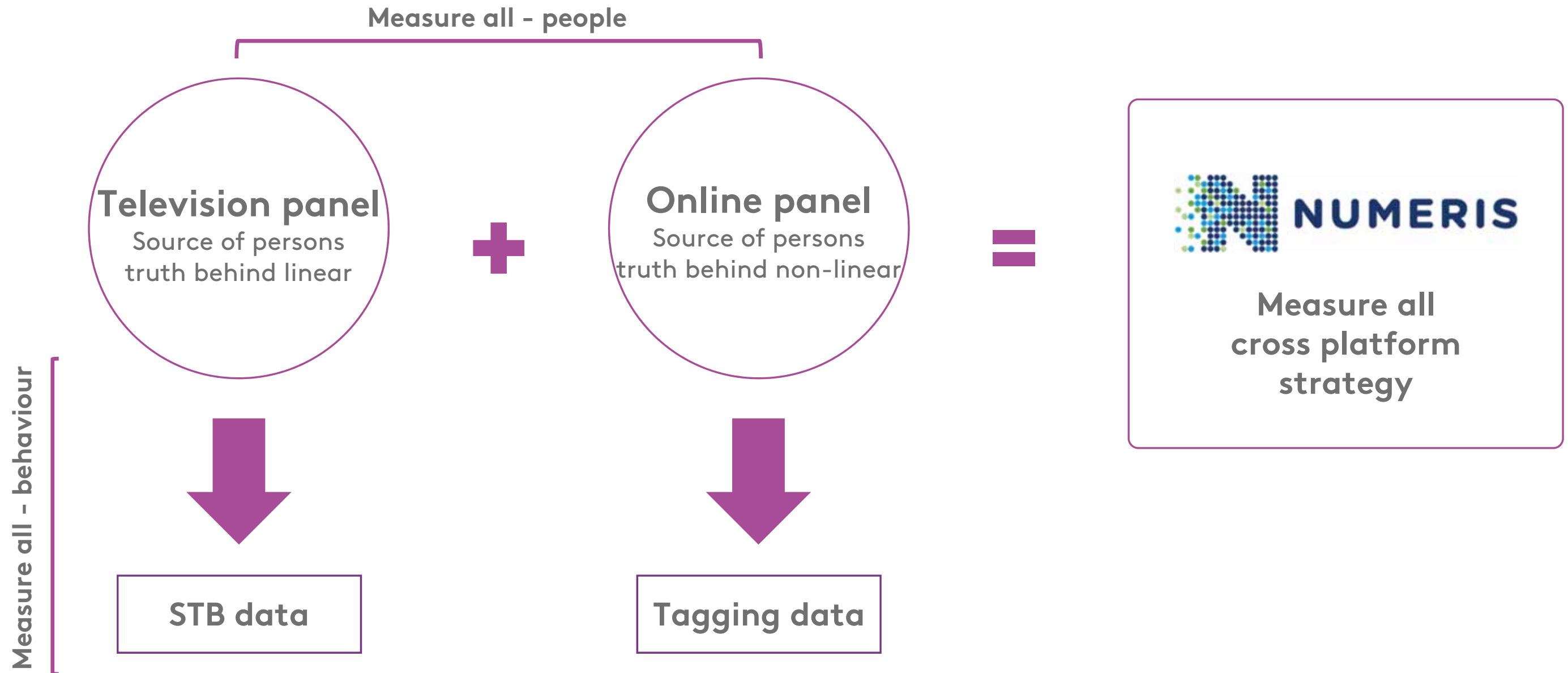
Launching new platforms

xfinity x1



STACKTV

Improving measurement

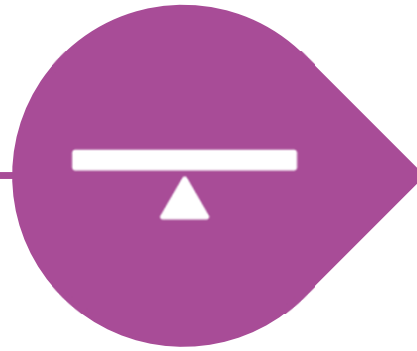


Why we care



Trustworthy

Tri-partite, transparent and audited trading currency



Total view

Provides more granularity and unduplicated reach/frequency



Timelier

Ability to move away from seasonal ratings and program averages

Segmenting and targeting audiences



Household viewing data
All live and playback tuning events for Corus channels from 500k Television homes



Segmentation data
Integrated with Environics Analytics; enable advertisers to develop their own segments



Grocery big spender



Fashionistas



Deep pockets



Small cars



SUVers



My new ride



Keepin' it clean



Looking beautiful



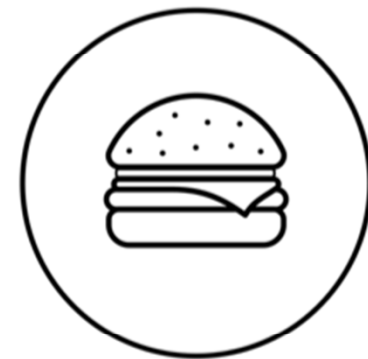
Home improvers



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

Neuroscience supports effectiveness

Segment performance Vs. Iron Chef Canada environment



Attention



Connection



Encoding

Traditional target

+11%

+12%

+20%

Big grocery spender

+22%

+21%

+26%

Enthusiastic market response

200

active advertisers



150

custom segments



17%

of revenue

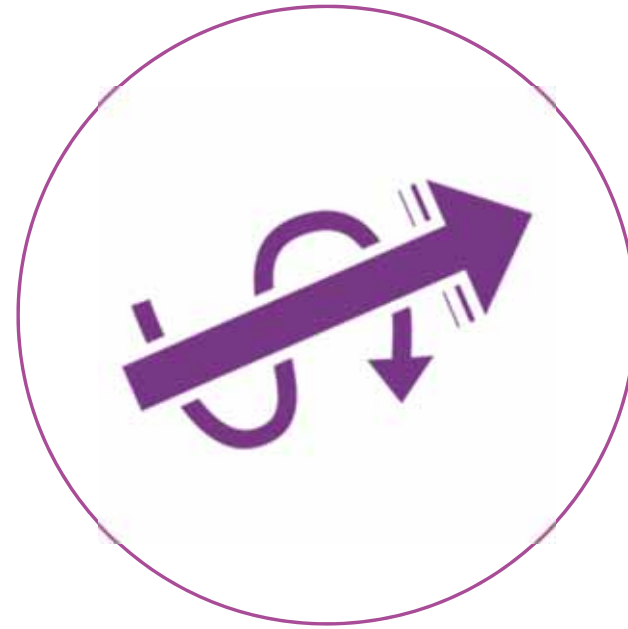


Evolution of the buying model



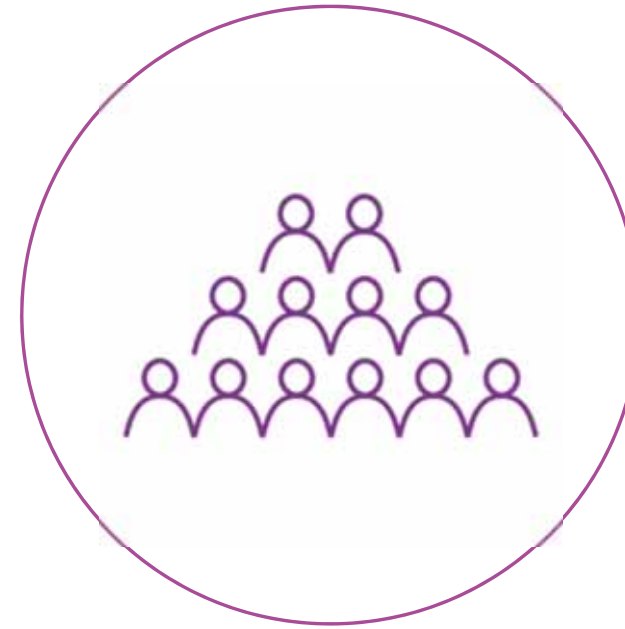
Simplify

TV buying process



Streamline

use of data



Leverage

total Corus audience



Accelerate

reporting and insights

cynch[®]
audience buying made easy

Compelling value proposition



- Access to live inventory
- On-platform segmentation
- Fueled by reach, frequency, index
- Overnight campaign optimization
- Fast and accurate reporting

cynch[®]

LOG IN TO YOUR CYNCH ACCOUNT

USERNAME

PASSWORD



Agency Campaigns

PROPOSALS CONFIRMED COMPLETED

CREATE A NEW CAMPAIGN

Filters View campaigns between: Apr 08, 2019 To

Campaign ID	Advertiser
102219	CORUS ENTERTAINM
102155	CORUS ENTERTAINM
102154	CORUS ENTERTAINM

Page 1 of 1 (3 items)

Create New Campaign

Campaign Name: Demo

Advertiser: CORUS ENTERTAINMENT INC

Product Category: Entertainment

Brand: (Optional)

Validation Period: May 06, 2019 to Jun 23, 2019 Add Hiatus

Target Demographic: A2554

Cancel Save

Flight End	Sync Status
May 12, 2019	New
Apr 28, 2019	Success
Apr 28, 2019	Success

Page size: 20

Create New Campaign



Total Corus Audience Requested

Spot Length:

30 REG

Weekly Allocation:

Week Of	May 20	May 27	Jun 3	Jun 10	Jun 17	Jun 24	Jul 1
Requested Audience (000's)	1500.0	2000.0	1000.0	1500.0	1000.0	1000.0	1000.0
Requested Grp	12.3	16.4	8.2	12.3	8.2	8.2	8.2

Total Audience Requested (000's):

10,000.0

Requested Reach:

15

Frequency Requested:

5.48

Frequency will calculate based on reach and GRP requested

Create New Campaign



Total Corus Audience Requested

Spot Length:

Build your campaign based on:

Audience Budget

What is your budget in dollars?:

Create New Campaign



Advanced Targeting



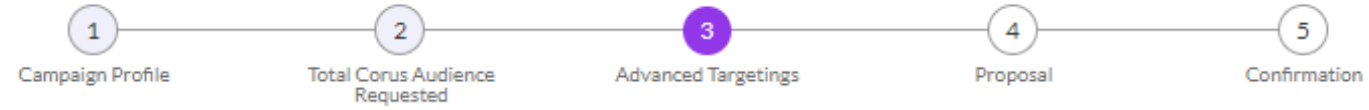
- Standard
- Attributes
- Prizm
- Agency Custom
- None

Standard

Please select a Corus audience segment

#	Segment Name
<input type="radio"/>	Burgeoning Families
<input checked="" type="radio"/>	Empty Nesters
<input type="radio"/>	Family Sit Down
<input type="radio"/>	Fashionistas
<input type="radio"/>	Fledgling Families
<input type="radio"/>	Great Getaways

Create New Campaign



Advanced Targeting



- Standard
- Attributes
- Prizm
- Agency Custom
- None

Attributes

Please select one or more attributes

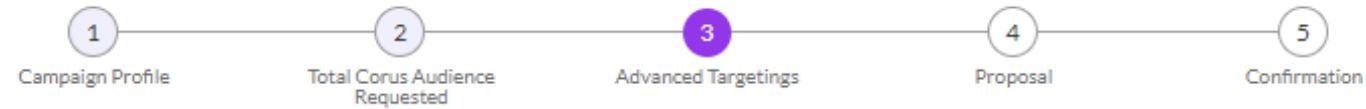
Save segment as:

[View Selected](#)

Attribute Type	#	Attribute Options
Charity Donations Index	<input checked="" type="checkbox"/>	High
Cultural Diversity Index	<input type="checkbox"/>	Low
Dog Owner Index	<input type="checkbox"/>	Medium
Early Adopters Index		
Education		
Family Status		
First Home Buyer Index		

Check Segment Size

Create New Campaign



Print a Copy

Proposal

Campaign Details

Campaign Name: Cynch Demo	Campaign ID: 102400	Sales Rep: Wong, Will	Agency: CORUS ENTERTAINMENT
Advertiser: CORUS ENTERTAINMENT INC	Product Category: Entertainment	Brand: (Optional) -	Flight Start: May 20, 2019 - Jul 14, 2019
		Target Demographic: A2554	

Weekly Allocation:
Corus uses up to date inventory to build programmatic campaigns, as such there may be slight variances between requested, proposed and booked numbers based on live avail.

Spot Length:
30 REG

Week Of	May 20	May 27	Jun 3	Jun 10	Jun 17	Jun 24	Jul 1
Requested Audience (000's)	1500	2000.0	1000.0	1800.0	1000.0	1000.0	1000.0
Audience Proposed (000's)	1,600.2	2,001.8	999.4	1,500.8	999.2	999.2	1,000.5
Weekly Total Variance (000's)	0.2	1.8	-0.4	0.8	-0.8	-0.8	0.5
Requested GRP	12.3	16.4	8.2	12.3	8.2	8.2	8.2
GRP Proposed	12.3	16.4	8.2	12.3	8.2	8.2	8.2
Weekly Total Variance	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Total Requested Values

Audience (000's):	10000.00	Reach:	15	Frequency:	5.5
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Total Proposed Values

Audience (000's):	10000.90	Reach:	26.4	Frequency:	3.1
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CPM: \$7.72 Total Cost: \$77,206.95

Undo Changes Run Proposal

Success

Confirmation

Campaign Name:
Confirmation Page Test

Campaign ID:
102425

Sales Rep:
Wong, Will

Agency:
CORUS ENTERTAINMENT

Advertiser:
CORUS ENTERTAINMENT INC

Product Category:
Entertainment

Brand: (Optional)
-

Flight Start:
Jun 03, 2019 - Jul 07, 2019

Target Demographic:
A2554

Weekly Allocation:

Corus uses up to date inventory to build programmatic campaigns, as such there may be slight variances between requested, proposed and booked numbers based on live avails.

Spot Length:
30 REG

Week Of	Jun 3	Jun 10	Jun 17	Jun 24	Jul 1
Audience Proposed (000's)	415.5	402.5	430.2	447.1	402.1
Audience Booked (000's)	415.5	402.5	430.2	447.1	402.1
Weekly Variance (000's)	0.0	0.0	0.0	0.0	0.0
GRP Proposed	3.4	3.3	3.5	3.7	3.3
GRP Booked	3.4	3.3	3.5	3.7	3.3
Weekly Variance	0.0	0.0	0.0	0.0	0.0

Campaign Profile

[View Contract](#)

Not In Flight

Campaign Name: Cynch Demo Campaign ID: 102400 Spot Length: 30 REG Sales Rep: Wong, Will Agency: CORUS ENTERTAINMENT AdSales ID (For Internal Use Only): 20645548

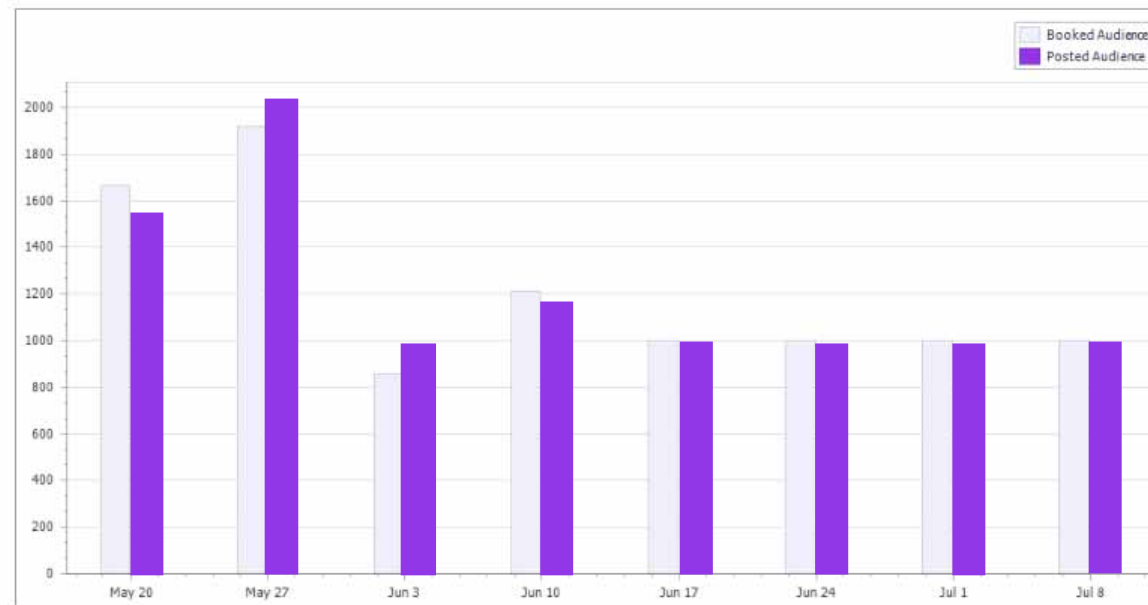
Advertiser: CORUS ENTERTAINMENT INC. Product Category: Entertainment Brand: (Optional) - Flight Start: May 20, 2019 - Jul 14, 2019 Target Demographic: A2554

Segment Type: Standard Segment Name: Home Improvers Created By: test1corus (CorusEnt,Test1) Modified By: test1corus (CorusEnt,Test1)

\$0.00
TOTAL SPENT OUT OF :
\$74,491.05

0 weeks
POSTED DATA OUT OF : 8
WEEK CAMPAIGN

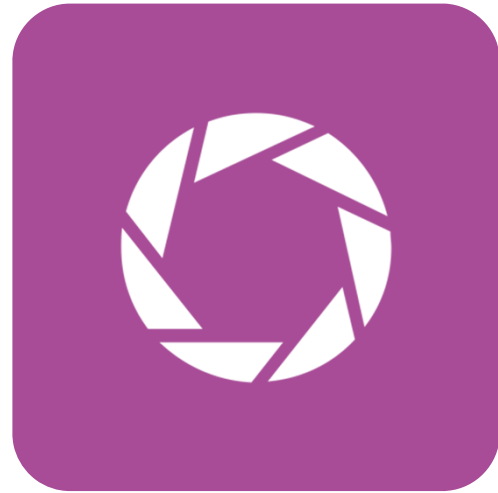
0.00
IMPRESSIONS DELIVERED
TO DATE



Week Of	May 20	May 27	Jun 3	Jun 10	Jun 17	Jun 24	Jul 1	Jul 8
Audience Booked (000's)	1,667.1	1,917.2	854.9	1,211.4	999.2	999.2	1,000.5	999.6
Audience Posted (000's)								

What we've learned along the way

Lessons from five years of innovation



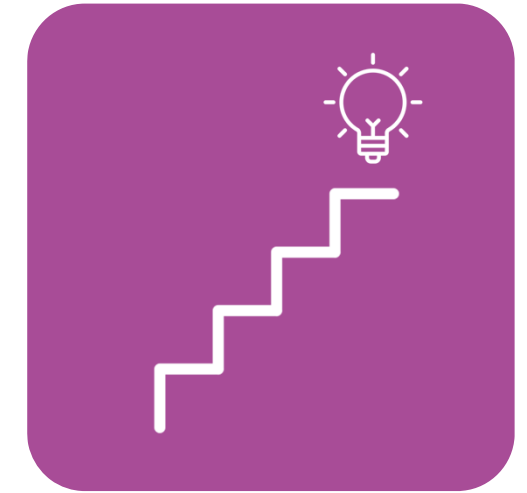
Create focus and accountability



Empower the entire sales team



Enroll agency partners in success



Tackle big ideas in small steps



Thank you!