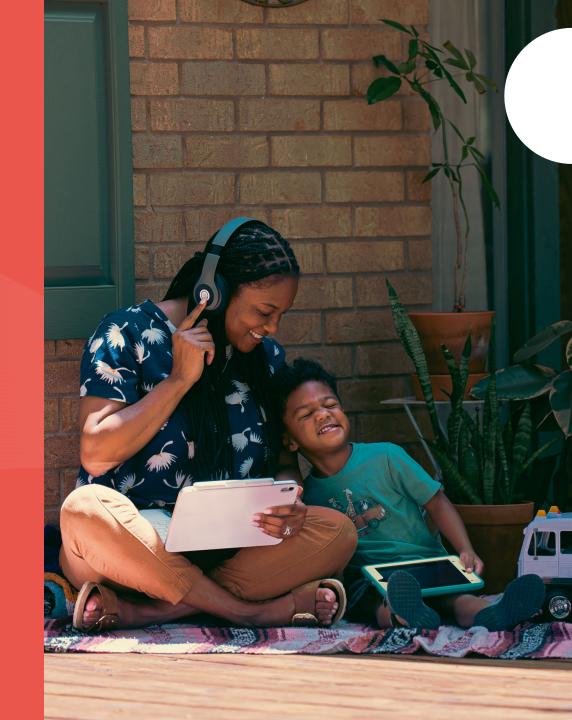
Cross-Platform Measurement Canadian Advancements

January 2024



This is Canada



Population of

40.5 Million

6
Time Zones

2 Official Languages: English and French

More than

70%

Of the population live in urban areas

More than

90%

Of Canadians live within 250 kms of the US Border

Audience Measurement in Canada is provided by Numeris:

Numeris is a leading audience data company

curating data and insights that makes sense of media behaviours in a cross-platform, cross-media world. Fully compliant with Canadian privacy and data protection laws,

Numeris uses sophisticated data tracking and measurement technologies to holistically measure linear and digital consumption.

As a not-for-profit Joint Industry Committee (JIC) operator,

and by and for the Canadian media industry, Numeris leads the development and delivery of transparent and standardized audience data solutions that answer local needs while being aligned to global standards.



Started with a Working Committee in 2016 – RFP for technical partner Needs assessment -53 individuals from 24 organizations Started to build Ontario and French Quebec Panel for Cross-Platform Video Content Measurement

Metrics Committee:

Metrics and standards identification for Cross-Platform Measurement

Hybrid TV Measurement:

Enhanced Television Measurement initiative quick-off - TV Panel Expansion by incorporating Return-Path-Data from Set-Top-Boxes



Cross-Platform Video Content Measurement launch - Ontario and French Quebec National Roll-out of Cross-Platform Video Content Measurement

Industry Measurement Advisory Group creation:

To determine the requirements around Cross-Platform Video
Ad Measurement for the
Canadian Market

Hybrid TV Measurement launch (Enhanced TAM)

Numeris Panel

- Representative and balanced to the Canadian population – supported by an establishment survey
- Using:
 - Portable People Meters (PPMs) to measure live TV (TAM) on all screens and live Radio (RAM) on all devices, including catch-up television done via PVR up to 28 days
 - FocalMeters (FMs) to capture online digital consumption
- Virtual expansion to assign media activity from large data sets

- Measures all 2+
- Measures all devices
- Program and ad break measurement
- 15-second measurement reported to the minute level
- National, Provincial and Market level coverage
- Trendable: Access to daily, weekly and monthly data
- In and out of home measurement
- Reflective of all ways video/audio is consumed, including homes without TV/Radio

Canadian Opportunity

Canada is well positioned to implement Cross-Platform Ad measurement:

- Strong Panel already supporting Cross-Platform Video Content Measurement and Radio Measurement
- Hybrid Measurement for Television Measurement providing granularity and stability needed for Ad Measurement
- Ability to leverage Halo Solution
- On-going Establishment survey
- History of Collaboration