

# Buy the Audience, Not the Show

How Corus is Changing the Way  
Advertisers Buy Media



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**corus.**

# media and content powerhouse

## 45 SPECIALTY CHANNELS

Lifestyle



Drama



Kids + Family



## 15 CONVENTIONAL CHANNELS



## 39 RADIO STATIONS



## ORIGINAL CONTENT



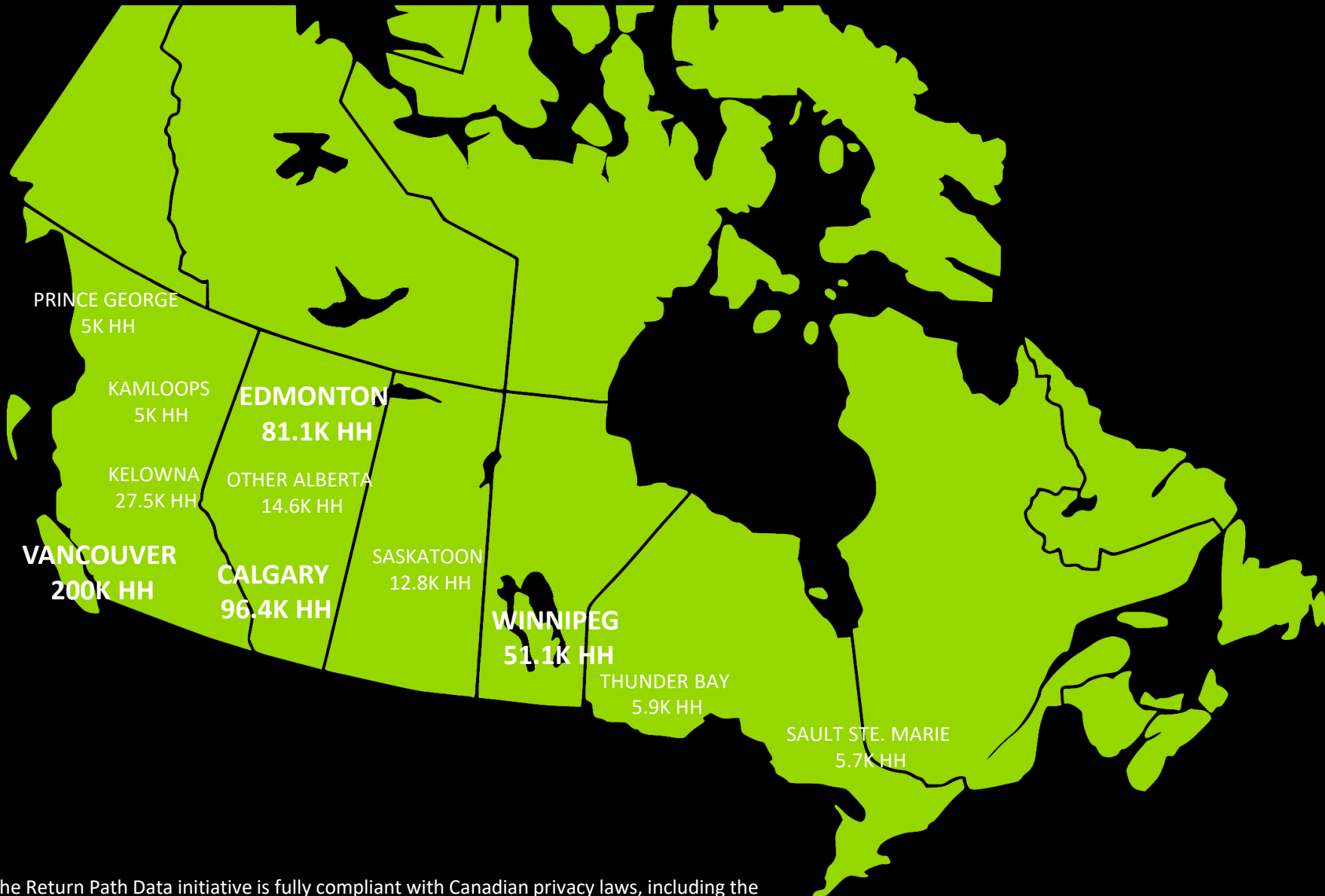
## DIGITAL EVERYWHERE



# Industry Challenges

- Large age / gender demographics
- Limited targeting options
- Seasonal average estimates
- Delayed reporting
- Reporting on seasonal averages
- Invoiced for contracted spots

# Return Path Data Footprint



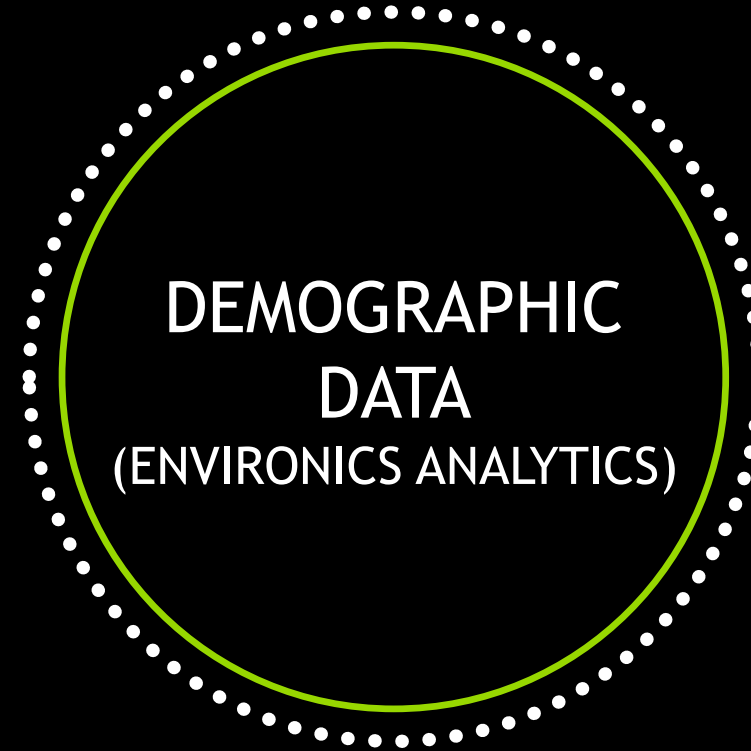
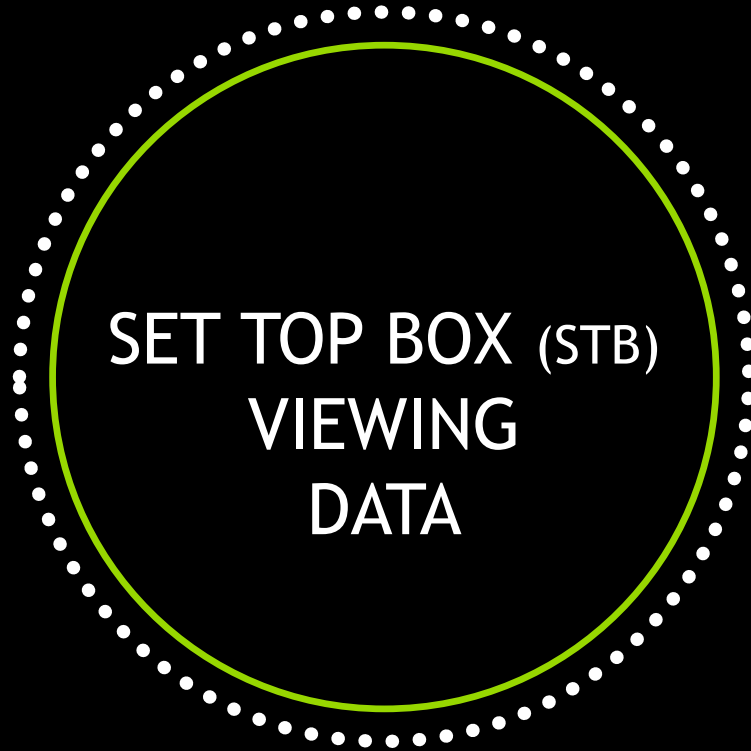
Collecting second by second viewing data from over 500,000 TV households

All live and playback tuning events for Corus Channels

Viewing data is integrated with data from Environics Analytics providing an opportunity to segment the audience across behavioural, psychographic, demographic and product usage attributes

**Advertisers** can spend their media dollars more efficiently and effectively by accurately targeting their advertising in shows that reach higher proportion of their target consumer

# How it Comes Together



allows for the creation of audience segments based on:

**product usage**



**urbanity**



**education**



**family status**



**diversity**



**income**

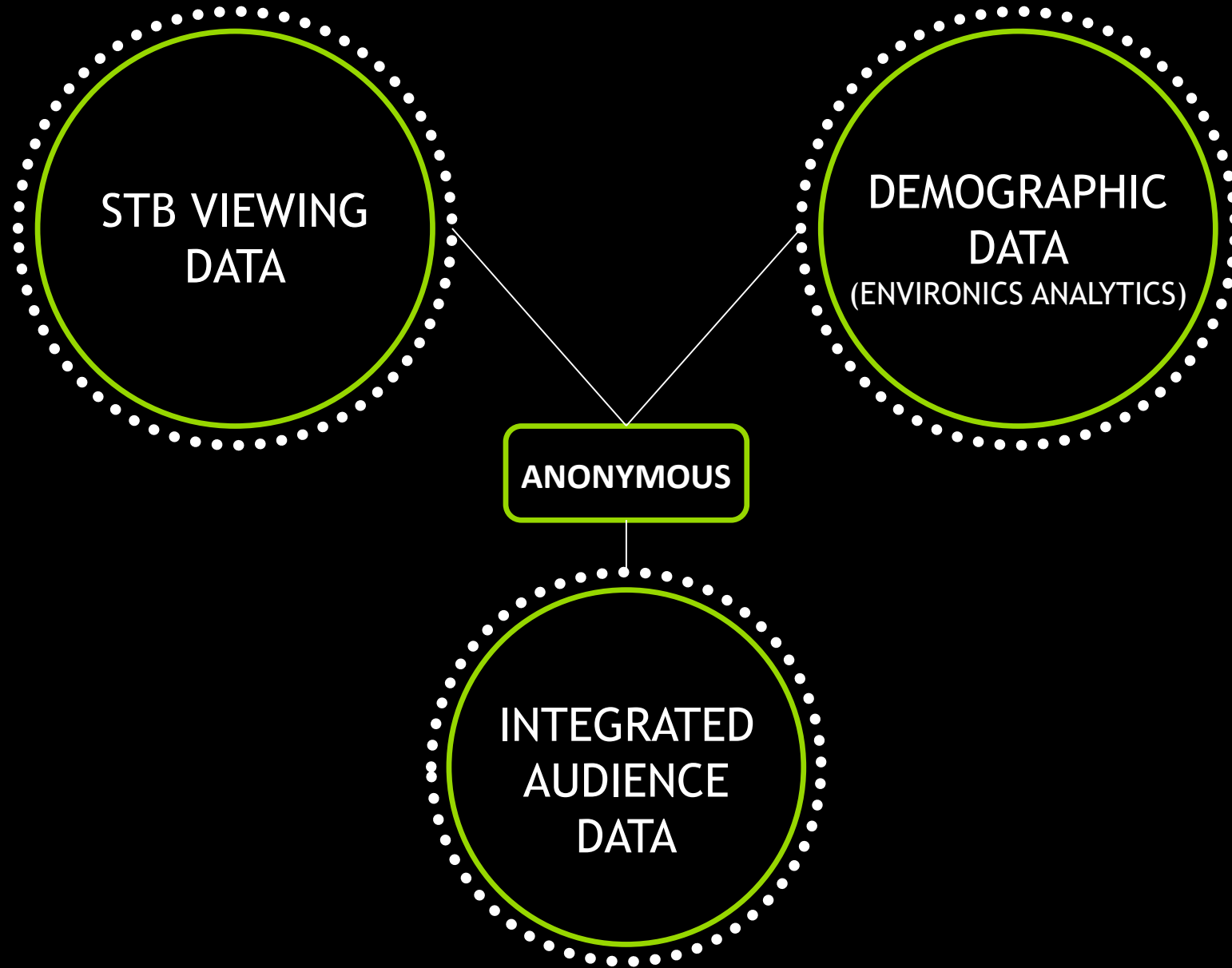


**attitudes**



**occupation**

# How it Comes Together



# Linear Optimization



# In Search of Middle Aged Achievers








**ENVIRONICS**  
ANALYTICS

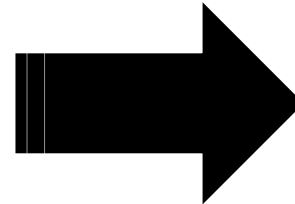
**LIFESTAGE GROUP**






**Affluent couples in their 40s and 50s**  
**School and college aged children**  
**Large homes worth above national average**  
**Skew to white collar**  
**Average Household Income: \$139,230**  
**University Degree: 34%**  
**Visible Minority: 24.7%**

# Optimization on Conventional

TRADITIONAL A25-54 RANKER	
BY AMA(000)	
	901
	605
	571
	505
	489






Source: Numeris PPM Total Canada AMA 3+ airings, 01/01/18-05/27/18 3+ airings



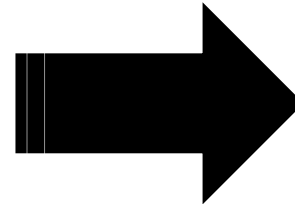
MIDDLE AGED ACHIEVERS RANKER	
BY INDEX	
	122
	118
	116
	116
	115






Source: Corus Entertainment RPD data all markets Avg Second Audience 01/01/18- 05/27/18 index calculated on program composition vs. universe composition 3+ airings

# Optimization on Specialty

TRADITIONAL A25-54 RANKER	
BY AMA(000)	
	344
	308
	190
	176
	161

Source: Numeris PPM Total Canada AMA 3+ airings, 01/01/18-05/27/18 3+ airings



MIDDLE AGED ACHIEVERS RANKER	
BY INDEX	
	150
	148
	147
	146
	145

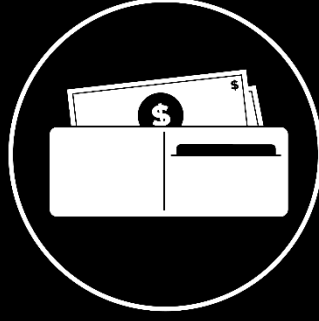
Source: Corus Entertainment RPD data all markets Avg Second Audience 01/01/18- 05/27/18 index calculated on program composition vs. universe composition 3+ airings



GROCERY BIG SPENDER



FASHIONISTAS



DEEP POCKETS



SMALL CARS



SUVers



KEEPIN' IT CLEAN



MY NEW RIDE



LOOKING BEAUTIFUL



HOME IMPROVERS



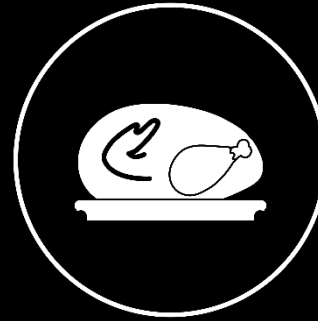
GREAT GETAWAYS



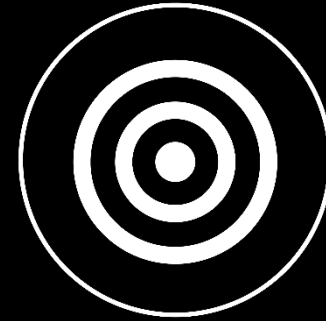
JAVA JOINTS



QUICK SERVICE RESTAURANT



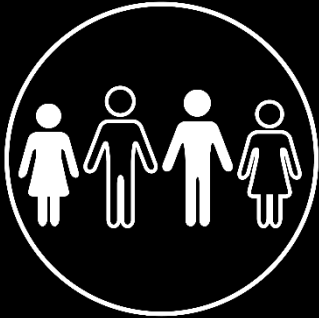
FAMILY SIT DOWN



CUSTOM



FLEDGLING FAMILIES



YOUNG METRO DIVERSITY



BURGEONING FAMILIES



MIDDLE AGED ACHIEVERS

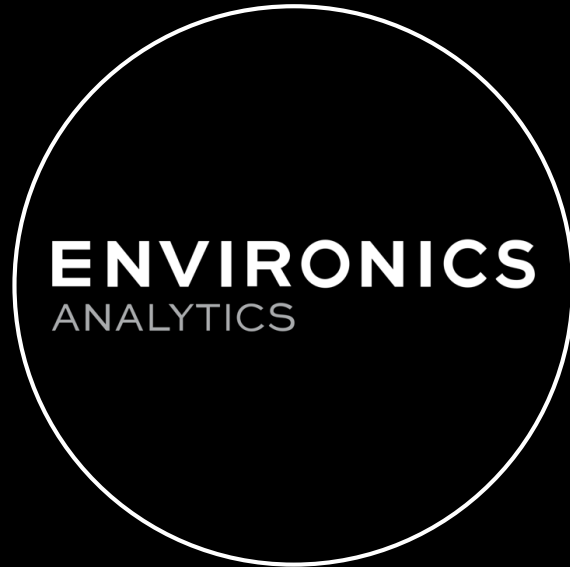


PROSPEROUS PARENTS



EMPTY NESTERS

# Custom Audience Segments: Overview



Utilize data currently loaded  
into viewing data software



Create custom grouping of  
PRIZM5 clusters - crosstab  
with Environics Analytics  
media, lifestyle and  
behavioural data



Take client HH data and Corus  
HH data to a "safe harbour"  
for cross-tabulation

**cynch**<sup>®</sup>  
**audience buying made easy**

# Powerful



Live inventory across 24 adult specialty stations

Expanded targeting choices using data

Fueled by reach, frequency and index

Faster and more accurate posting

# Precise



Segment definition through  
Envionics Analytics data

- Standard segments
- Custom segments
- PRIZM5 segments
- Imported segments

Capped actual billing

Audience based pricing (in Net \$)



# Easy



Simple, clean and easy to use interface

Providing relevant and useful information



## LOG IN TO YOUR CYNCH ACCOUNT

USERNAME

PASSWORD

SIGN IN

## **BUY THE SHOW**

- **Large age / gender demographic**
- **Limited targeting options**
- **Delayed reporting**
- **Invoiced for contracted spots**

## **BUY THE AUDIENCE**

- **Envionics Analytics depth of insights**
- **Data-driven targeting options**
  - **Standard segments**
  - **Custom segments**
  - **PRIZM5 segments**
- **Faster reporting and posting**
- **Invoiced for audience delivered**

# Questions?



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