

DIGITAL BEST OF

CBC/Radio-Canada



CBC / RADIO-CANADA RANKS FIRST IN THE MEDIA SECTOR FOR QUEBEC AND CANADA



In 2021, Léger surveyed **15,000 Quebecers** to explore their perspectives on **334 companies** active in nearly 30 industry sectors.

	RANK	REPUTATION*	AWARENESS
CBC / Radio-Canada	14	74	99%
Télé-Québec	30	67	96%
Noovo	88	49	83%
Groupe TVA	96	47	97%
Bell Média	261	9	96%

Research
Source: Léger, Reputation 2021 survey, <https://leger360.com/services/leger/reputation/>. Quebec Survey:
15,000 Quebecers, 334 companies.



CBC / RADIO-CANADA'S DIGITAL ECOSYSTEM





CBC / RADIO-CANADA, YOUR TRUSTED PARTNER

BRAND SAFETY MEASURES

CBC / Radio-Canada has partnered with **Grapeshot** to implement brand safety measures across its display inventory to help you buy with confidence.

- Protection against the “dirty dozen”
- Contextual targeting
- Available across direct, PG and PMP



CERTIFIED BY TAG

The industry initiative **TAG (Trustworthy Accountability Group)**, which fights criminal activity in the digital advertising supply chain, has awarded CBC / Radio-Canada its Certified Against Fraud Seal.



CERTIFIED FRAUD-FREE

HIGHLY VIEWABLE



BRAND SAFE

Source: Comscore Media Metrix® Multi-Platform, Total Audience (desktop 2+, mobile 18+), Average of Monthly metrics from October-December 2018, Canada.



THE IAB VIEWABILITY STANDARDS 70%, MAY 2021

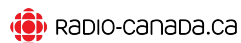


DISPLAY

	RADIO-CANADA.CA (1)	CBC.CA (2)
Overall	67%	80%
Desktop	73%	89%
Tablet	68%	82%
Smartphone	63%	65%

VIDEO

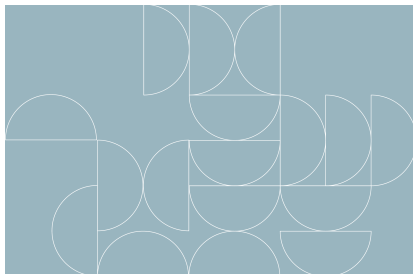
	RADIO-CANADA.CA (1)	CBC.CA (2)
Overall	87%	86%
Desktop	85%	84%
Tablet	94%	90%
Smartphone	87%	85%



Source : 1 Google DFP, August 2019, based on ICI RC.ca, ICI TOU.TV, app.premiere.ca, app.rc.ca, app.sports.ca, app.tou.tv, artv.ca, espace.mu, explora.ca
2 MOAT for display, Google Ad Manager for video. Video viewability excludes android app and Fire TV app as viewability tracking currently not available.



WHY PARTNER WITH CBC/RADIO-CANADA?

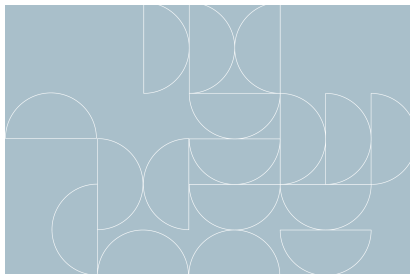


EFFICIENT AND FLEXIBLE STORYTELLERS

We offer low-cost production solutions and strategic insight to make your campaign successful. We can also host your Paid Content, designing a branded content campaign to promote it.

A PREMIUM PUBLISHER CREATES GREATER BRAND LIFT

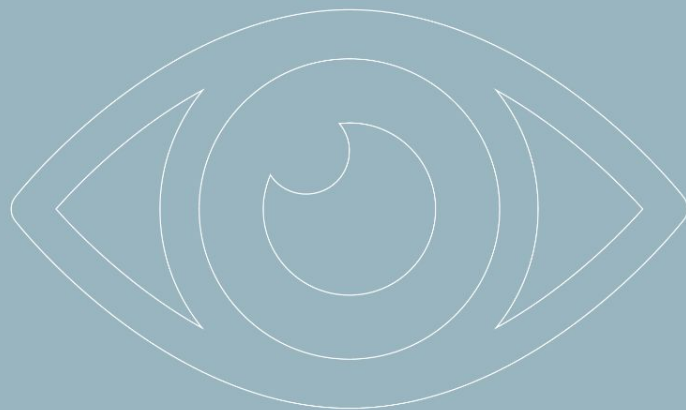
Brand lift increases up to **50%** when Paid Content is distributed through a publisher vs. self-published.



CANADA'S MOST TRUSTED DIGITAL PLATFORMS

Our services CBC.ca, CBC GEM, Radio-Canada.ca and ICI TOU.TV offer brands Canada's top web properties to engage audiences in.

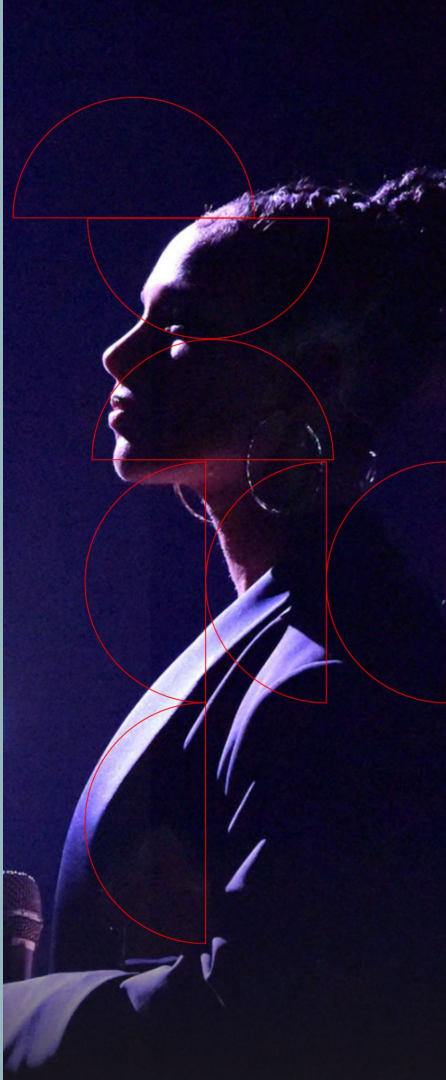
Source: CBC Branded Content Benchmarks 2019-2020



WATCH



CBC GEM IS THE TOP ON-DEMAND VIDEO STREAMING PLATFORM FOR CANADIAN CONTENT



UNIQUE CANADIAN CONTENT

- Live & On-Demand content, only available in Canada
- New episodes same day as TV
- New content added daily
- Exclusive series
- Award-winning documentaries
- Ad-Free Kids programming

A DISTINCTIVE EXPERIENCE

- Continue watching across devices
- Enjoy viewing from anywhere
- Free on all platforms
- Available on Apple TV, Fire TV and Android TV
- Personalized experience with viewer authentication
- Closed Captioning and Described Video



CBC GEM
100%
CANADIAN*,
LIVE AND
ON-DEMAND

*CBC GEM IS ONLY AVAILABLE
IN CANADA



Deliver your video content to a **large premium audience** by making the most of CBC's video streaming service

1.2 million / Monthly Unique Visitors and Viewers

Almost **3 million** / Downloads of the app

More than half of users / Aged between 25 and 54

Source: Adobe Analytics, September 14, 2020 – December 13, 2020; Data includes Web & App | App downloads from App Annie, as of Feb 3, 2021. Source: Comscore Media Metrix® Multi-Platform, Total Audience (desktop 2+, mobile 18+), Average Monthly Unique Visitors/Viewers from October-December 2020, Canada.



CBC GEM
TOP STREAMED
SHOWS
FW / 2020-21



**FAMILY FEUD CANADA / WAR OF THE WORLDS
DRAGONS' DEN / CORONATION STREET**



During the Winter 2020 / 2021 broadcast season, CBC GEM generated **32,696,797** Total Video Content Starts

Source: Comscore Media Metrix® Multi-Platform, Total Audience (desktop 2+, mobile 18+), Average of Monthly metrics from November 2020 - February 2021, Canada



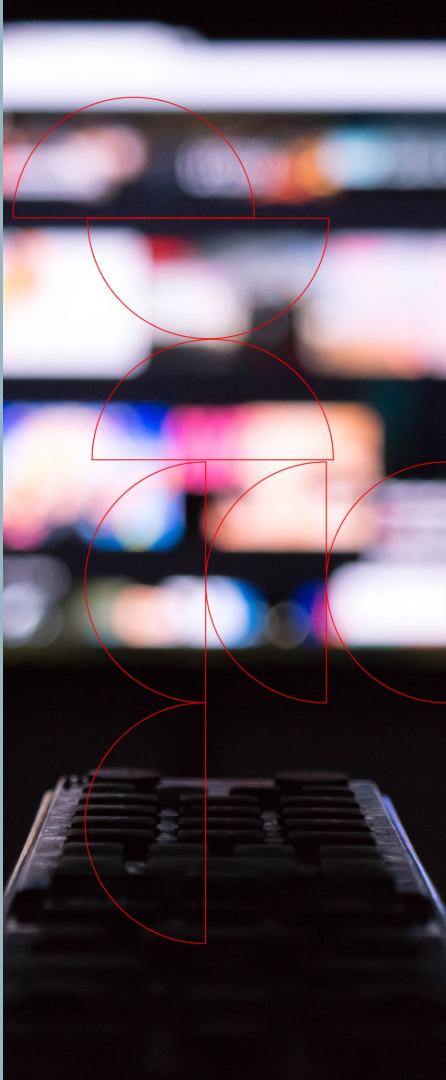
CBC GEM TOP STREAMED SHOWS FW / 2020-21

RANK		VIDEO CONTENT STARTS	
1	Coronation Street	3,093,832	
2	Great British Baking Show	1,434,427	
3	The National	865,322	
4	War of the Worlds	459,044	
5	Baroness Von Sketch	298,682	
6	Still Standing	284,799	
7	Trickster	252,665	
8	Family Feud Canada	249,009	
9	Dragon's Den	233,091	
10	The Sounds	185,413	
11	Enslaved	167,338	
12	Nature of things	97,232	
13	Battle of the Blades	95,768	
14	22 Minutes	85,755	
15	Marketplace	83,412	
16	Pure	80,379	
17	You Can't Ask That	60,983	
18	Because News	21,803	
19	Landscape Artist	19,730	
20	Catastrophe	11,476	

Source: Adobe Analytics, September 14, 2020 - December 13, 2020, ranking based on the individual broadcast weeks of each show during the fall season; Data includes the web and applications | Ranker does not include the linear live broadcast stream. Note that some of the above shows are daily, some weekly, and the number of episodes per show may vary. Please keep this in mind for comparison. Based on the individual broadcast dates of EACH show, total video content begins during the fall 2020 season.



CONNECTED TV IS
CONTENT ACCESSED
BY APPS AND
STREAMED OVER
SMART TV, MOBILE
OR OVER-THE-TOP
(OTT) DEVICES



GREATER AD QUALITY

- HD quality ads with stereo sound delivered in full screen

HIGH COMPLETION RATES

- Connected TV's natural larger screen results in highly viewable ads because it imitates a classical TV experience

CAPTIVE AUDIENCES

- Smart TV users choose the content, leading to a higher level of satisfaction while giving users a better perception and a more positive attitude toward ads



CBC / RADIO-CANADA IS PARTNERING WITH ROKU TO BOLSTER OUR CONNECTED TV OFFERING



ROKU

CONTENT

- 14 regional CBC stations (linear) available for free
- Canadians using Roku can now access their local news across the country

MODEL

- Free app
- Uses Dynamic Ad Insertion (DAI)
- Shared ad inventory between CBC/Radio-Canada and Roku



DYNAMIC AD
INSERTION
EVEN MORE AD
INVENTORY
AVAILABLE FOR YOU
IN LIVE FEEDS



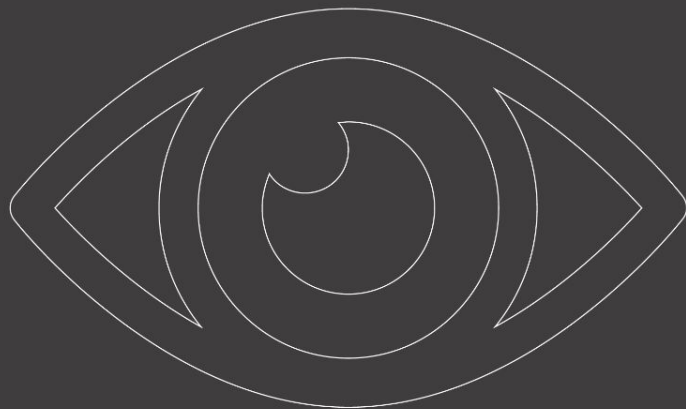
Replaces TV ads with **digital ads** in live streams and podcasts

Also plays ads in Connected TV environments like **Apple TV**

Ad length is variable

A great way to produce **creative stunts**

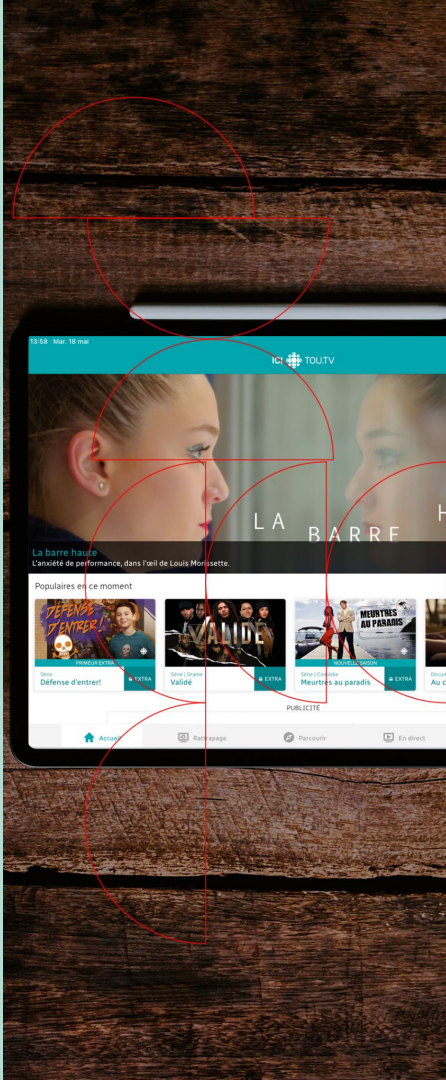
DAI for ICI TOU.TV is **only available in the Montreal market**



WATCH



THE #1 FRENCH-SPEAKING VOD PLATFORM IN CANADA



ICI  TOU.TV

TV OFFERING FROM RADIO-CANADA'S CATALOGUE

- An abundance of content: TV series, web series, films, documentaries, and more
- Content from many national and international partners

LIVE OR ON-DEMAND

- Automatic content chain
- Continuous viewing
- Content suggestions



ICI TOU.TV
100%
CANADIAN*,
LIVE AND
ON-DEMAND

*ICI TOU.TV IS ONLY AVAILABLE
IN CANADA



ICI  TOU.TV

ICI TOU.TV is the most used streaming platform by French speakers. It leads the market thanks to a **large and loyal audience**, highly valued by advertisers

1.2 million / Unique Visitors Each Month

19% / Growth Compared to Winter 2020

13.3 million / Total Content Starts per Month
13% / Growth Compared to Winter 2020

A25-54 (index 105) / F25-54 (index 133)
HHI over \$75,000 (index 113)

Research - Source UV: Comscore, Canada, Jan.-Feb. 2021, multiplatform. Unique visitors / viewers.
Total Content Starts source: Adobe Analytics, Jan.-Feb. 2021 (monthly average), site and applications.
Source age profile: Comscore, Quebec, Jan.-Feb. 2021 (monthly average), multiplatform.
Source HHI: Vividata, winter 2021 survey, Quebec, A18 +, visited ICI TOU.TV (site / app) during the last month.



ICI TOU.TV TOP 10 SHOWS FALL 2020

ICI TOU.TV



CONTENT STARTS

1. District 31	3,706,100	+ 30%
2. Une autre histoire	383,800	+ 29%
3. 5e rang	383,400	+ 34%
4. Toute la vie	356,100	STABLE
5. Les mecs	285,400	NEW!

6. C'est comme ça que je t'aime	218,300	NEW!
7. Fragile	216,500	NEW!
8. Infoman	171,800	+ 13%
9. Discussions avec mes parents	168,600	+ 15%
10. Les frères Scott	136,300	+ 71%

COMPARED
TO FALL 2019

Research - Source: Adobe Analytics, Sept-Nov 2020 (monthly average), variation vs Sept-Nov 2019 (monthly average F19), website and app (iOS, android and Apple TV).



ICI TOU.TV NEW SHOWS

ICI  TOU.TV

1. Doute raisonnable
2. Sans rendez-vous
3. De Pierre en fille
4. La maison où j'ai grandi





véro.tv

AVAILABLE ON
ICI TOU.TV
EXTRA



ICI  TOU.TV EXTRA



- Presented and inspired by the interests and personality of **Véronique Cloutier**, and produced in collaboration with ICI TOU.TV
- Diversified content for family, friends & couples, which includes wellness, beauty, trends and décor

1,530,000 / Total Content Starts per Month ⁽¹⁾

193,200 / Unique Visitors

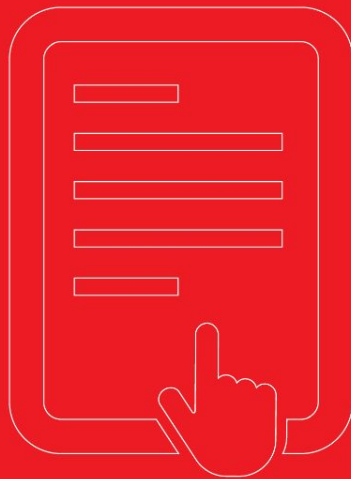
23% / of the Views on ICI TOU.TV EXTRA ⁽²⁾

Source: Adobe Analytics, February 1 to March 31, 2021, site and applications, monthly averages, unique visitors = unique machines.

(1) Free content and Extra content. (2) Extra connections only - excluding free content such as trailers and first episodes.



READ



radio-canada.ca

READ



CBC / RADIO-CANADA

THE DIGITAL PLATFORM OF CANADIANS



24.7 MILLION UNIQUE VISITORS* ON AVERAGE PER MONTH

A **popular showcase** for the public broadcaster's content as well as access to its thematic portals

REACHES ALMOST 3 OF 4 ONLINE CANADIANS

Unique multimedia content, live or on-demand



Canada's most trusted online source of information, showcasing all the content produced by the CBC



RADIO-CANADA.CA

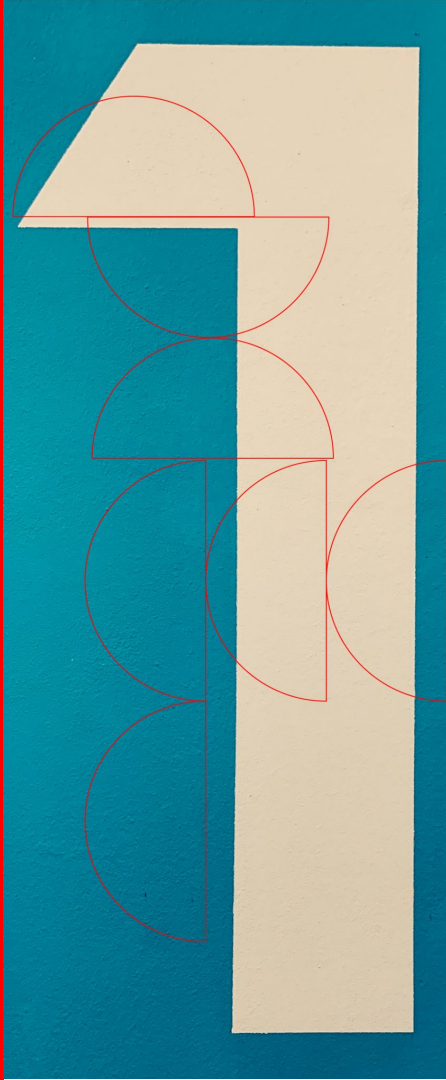
The destination of choice for French-language Internet users in Canada



Research, Source: Comscore, Canada, Jan.-Feb. 2021 (monthly average), change vs. Jan.-Feb. 2020 (winter 20), multiplatform. * Visitors / viewers.



CBC.CA



20,817,000 / Unique Visitors per Month

317,801,000 / Monthly Views

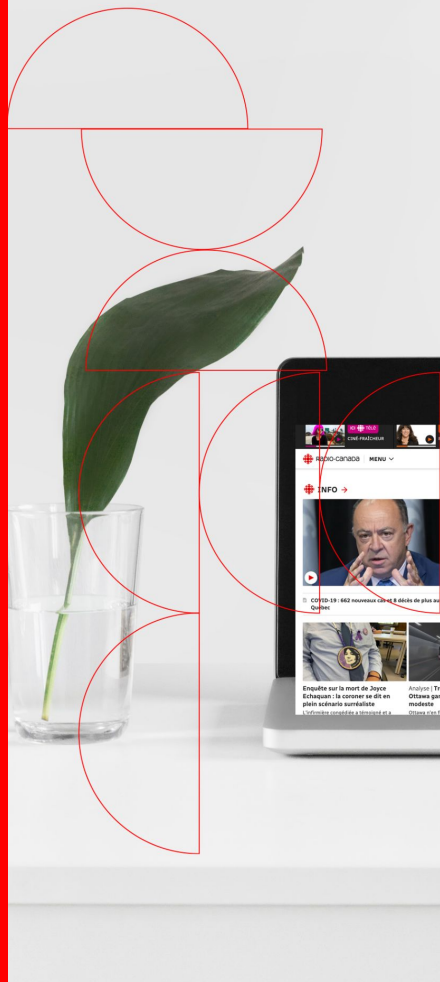
#1 / with more views than our competitors

- **CBC.ca** reaches almost 2 of 3 online Canadians
- Almost 3 in 5 Unique Visitors/Viewers on **CBC.ca** are aged 25-54

Source: Comscore Media Metrix® Multi-Platform, Total Audience (desktop 2+, mobile 18+), Average of Monthly Metrics from January-March 2021, Canada.



RADIO-CANADA.CA



5.9 million / Unique Visitors per Month

30% / Growth Compared to Winter 2020

45 million / Visits per Month

46% / Growth Compared to Winter 2020

A25-54 (index 112) / A35-54 (index 114)

HHI over \$75 000 (index 115)

Research - Source UV: Comscore, Canada, Jan.-Feb. 2021 (monthly average), change vs. Jan.-Feb. 2020 (winter 20), multiplatform. * Unique visitors / viewers. Source visits: Adobe Analytics, Jan.-Feb. 2021 (monthly average), site and applications (Info, Première / OHdio, Sports). Source age profile: Comscore, Quebec, Jan.-Feb. 2021 (monthly average), multiplatform. Source income profile: Vividata, winter 2021 survey, Quebec, A18 +, visited radio-canada.ca or radio-canada.ca info in the past month.




DIGITAL FORMATS



DOUBLE BIG BOX
300x600
Video: yes
  



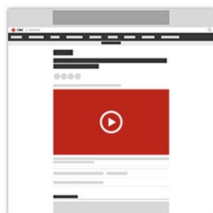
SMARTPHONE BANNER
320x50
Video: no
  



LEADERBOARD
728x90
Video: yes
  



BILLBOARD
970x250
Video: yes
  



VIDEO
Video: yes
  



BIG BOX
300x250
Video: yes
  



**HALFPAGE
Responsive Ads**
Video: yes
  

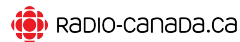


FIRST POINT OF ENTRY (FPOE)



Capture attention and be the first brand that users see when visiting our site, **regardless of the point of entry**

- FPOE : **5 formats**
- **Desktop**, tablet and mobile
- Also available on **Radio-Canada**
- Approx. **6,000,000 impressions** per day
- Approx. **1,310,000 impressions** per day on Radio-Canada.ca





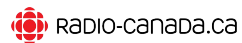
HOMEPAGE TAKEOVER (HPTO)



A High Value Type of Co-Branding

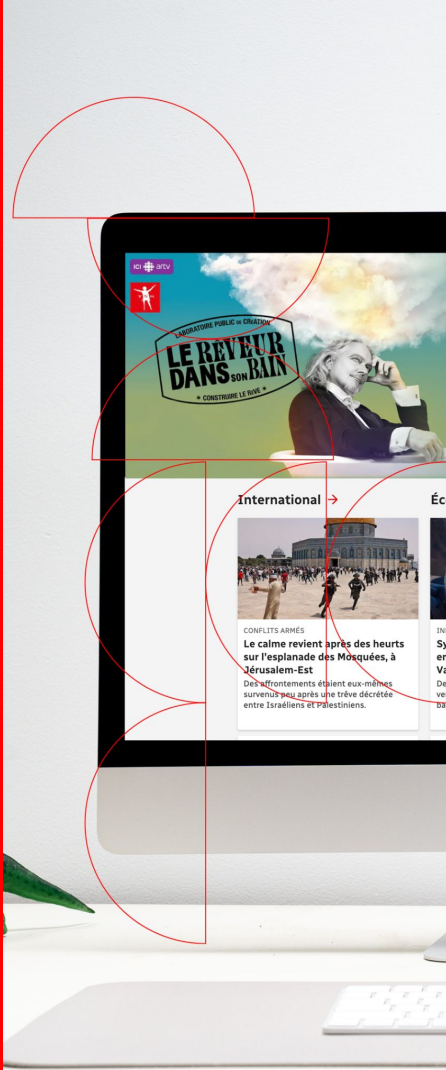
Our users will see your advertising filling all the ad units on the homepage.

- HPTO : **5 formats**
- **Desktop**, tablet and mobile
- Also available on **CBC sites**





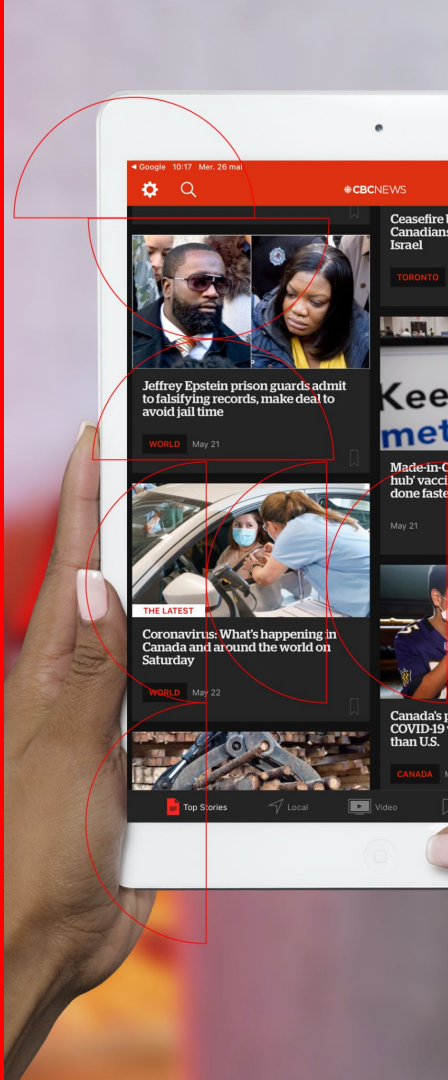
HALF
PAGE



- No more **pixelization** !
- This innovative format provides **unparalleled visibility** by covering **50%** of the viewport height, no matter the device (up to 600 px)
- Your advertising is surrounded by **premium content**
- We can **produce it** for you!



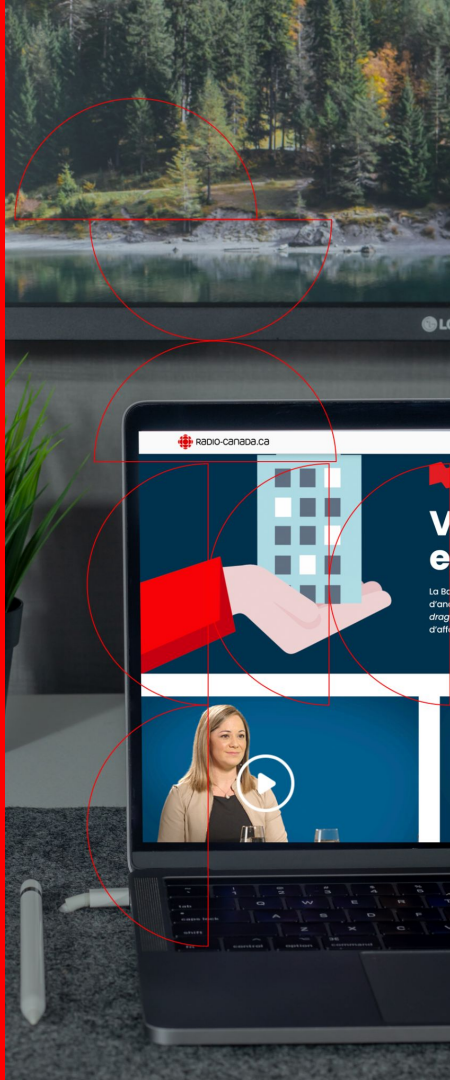
OUTSTREAM ADS



- **Outstream ads** are a cost-efficient way to reach a valuable audience on **CBC.ca** and **Radio-Canada.ca** through online video
- Reaching audiences while they are **highly engaged** with **CBC.ca** and **Radio-Canada.ca** content equates to better attention metrics for your ad
- Video plays automatically with **user-initiated audio** and is designed so users can easily tap to unmute, or click through
- Available on mobile, web, tablet and desktop



EXPANDO



- In its initial state, the creative covers the entire width of the section's wrapper and **40%** of the viewport height.
- When users hover above the creative, it expands to full width and **80%** of the viewport height.
- **Interaction** only available on desktop
- We can **produce it** for you!



LA ROCHE POSAY
LABORATOIRE DERMATOLOGIQUE



Vacances estivales

Se protéger pour en profiter!

- Partner space mainly **controlled by the client**
- We can use the client's own content or **create content for them**
- **Helps showcase** products, services and their benefits
- It must be clearly stated that the **content is paid by the client**
- It is possible to include: **Quizz, videos and articles**



PARTNER
SPACES



CONTEXTUAL AD TARGETING

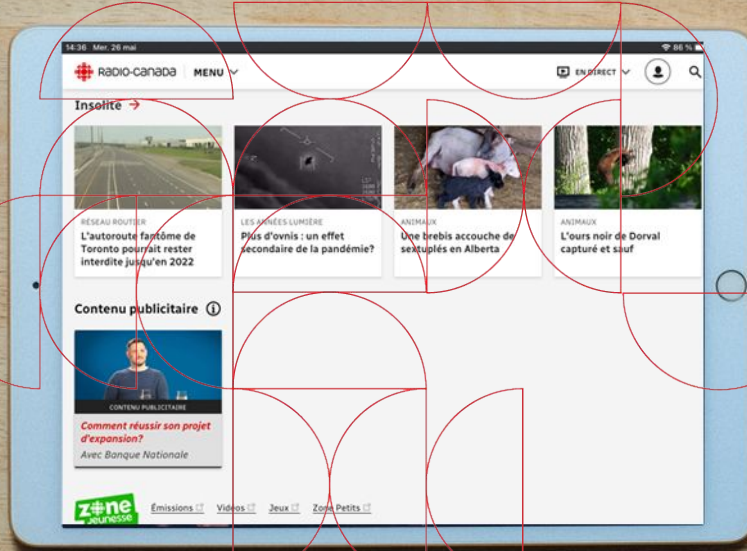
* AVAILABLE EXCLUSIVELY
ON CBC.CA



- **Specify the ad inventory context** you want
- Pull in users by leveraging **increased relevancy**
- Target users based on **specific keywords** from our content on the page
- Reach our users at the right time and when they are **receptive** to your messaging



CUSTOM NATIVE CONTENT CAMPAIGNS ON CBC.CA



NATIVE CONTENT CAMPAIGNS TO MEET YOUR GOALS

- Native ads can click through to article or microsite campaign, hosted on cbc.ca
- Turnkey editorial services to bring your story to life
- Connect with audiences through content-first storytelling

PLACEMENT IN A VARIETY OF CONTENT VERTICALS

- Available sections are:
CBC Homepage, CBC Life,
CBC Sports, CBC Music,
CBC Arts, and CBC
Comedy



NATIVE AD PRODUCTS AND SECTION AVAILABILITY ON CBC.CA



1. NATIVE ARTICLE

- A native article which tells an engaging story about your product or brand message and is designed to meet your objectives

2. LONG-FORM FEATURE ARTICLE

- A long-form feature that will dive deep into an interesting story that meets your goals, and engaging audiences

3. CONTENT PAID BY THE ADVERTISER

- Custom digital microsites that can feature written content, videos, and more



CBC LIFE



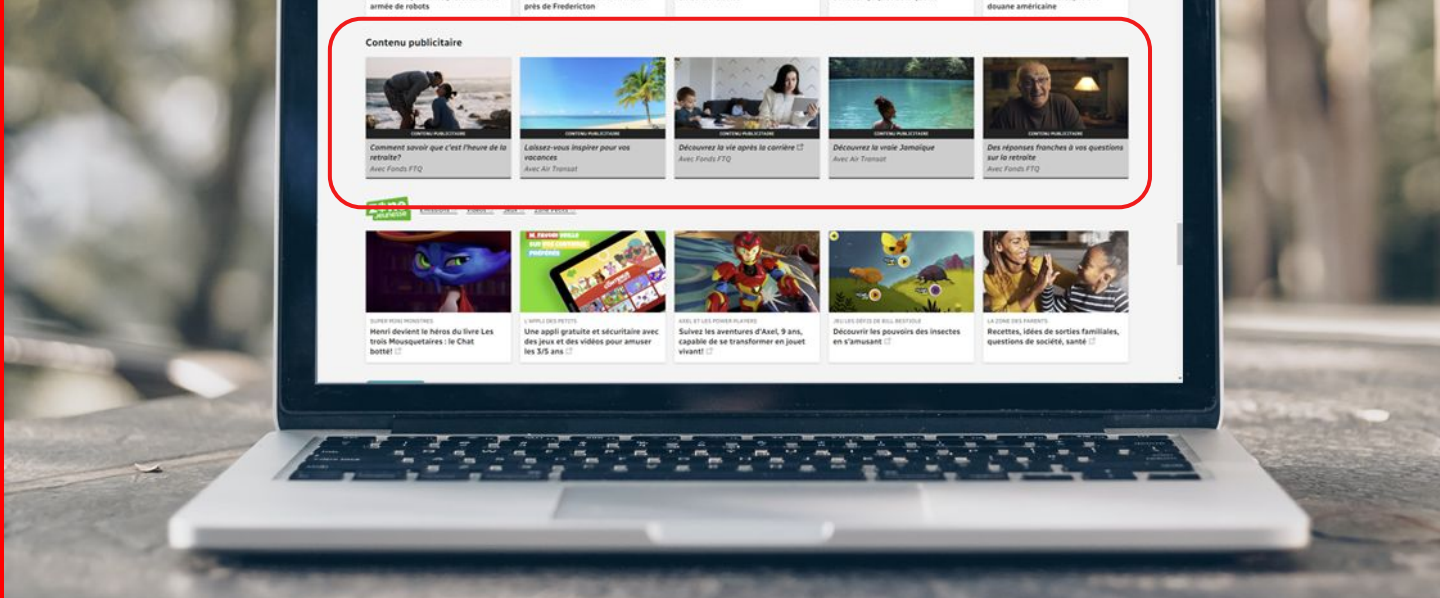
- Advertise on **CBC Life**, our Lifestyle vertical that reaches Canadians with interesting stories that matter to their daily lives.
- The main sections are : **Food, Style, Home, Wellness, Work & Money, Travel** et **Holiday**



RADIO-CANADA.CA NATIVE HOMEPAGE SWIM LANE



RADIO-canada.ca

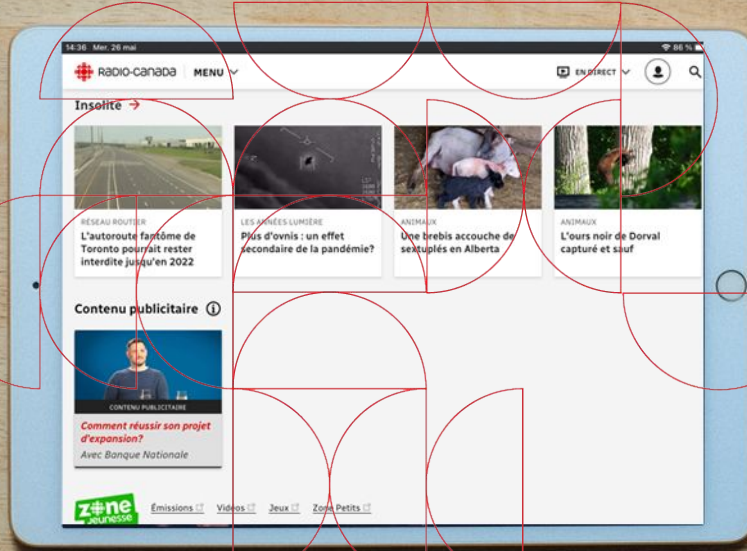


The native homepage swim lane welcomes partner spaces projects from **Radio-Canada.ca**, **Mordu**, **ICI TOU.TV** and **OHDIO**

- **Permanent visibility** served by the content management system (CMS)
- **Bypasses** ad blockers
- **1.26M impressions** approximately per month



NATIVE ADVERTISING IS AVAILABLE ON RADIO-CANADA.CA



INTEGRATED CONTENT STRATEGY

- Native Advertising tiles are used to access branded articles.
- These articles aim to engage, inform and entertain without putting forward a selling proposition.
- Turnkey production
- Long form also available (motion design, vidéo, photo report, etc.)

AVAILABLE IN NUMEROUS SECTIONS

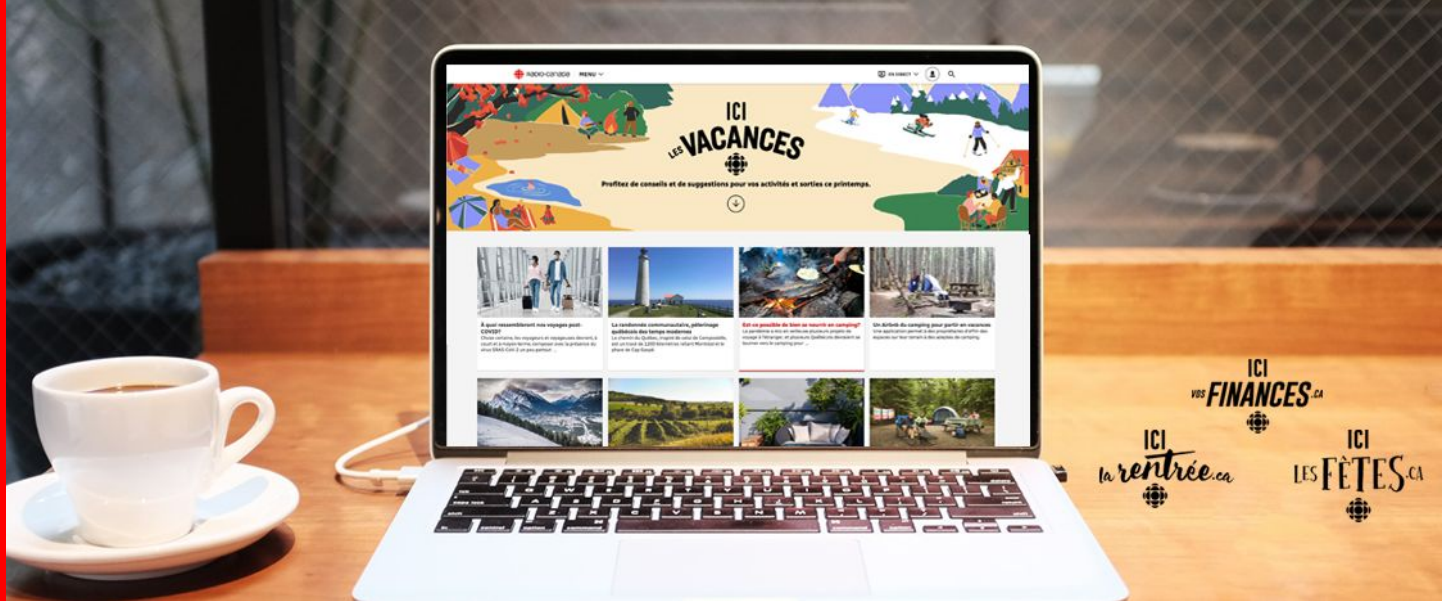
- Sports, Arts, Techno, Alimentation, Art de vivre, Sciences, Santé, Économie but also Insolite, Environnement, et Société



RADIO-CANADA.CA PORTALS



RADIO-canada.ca



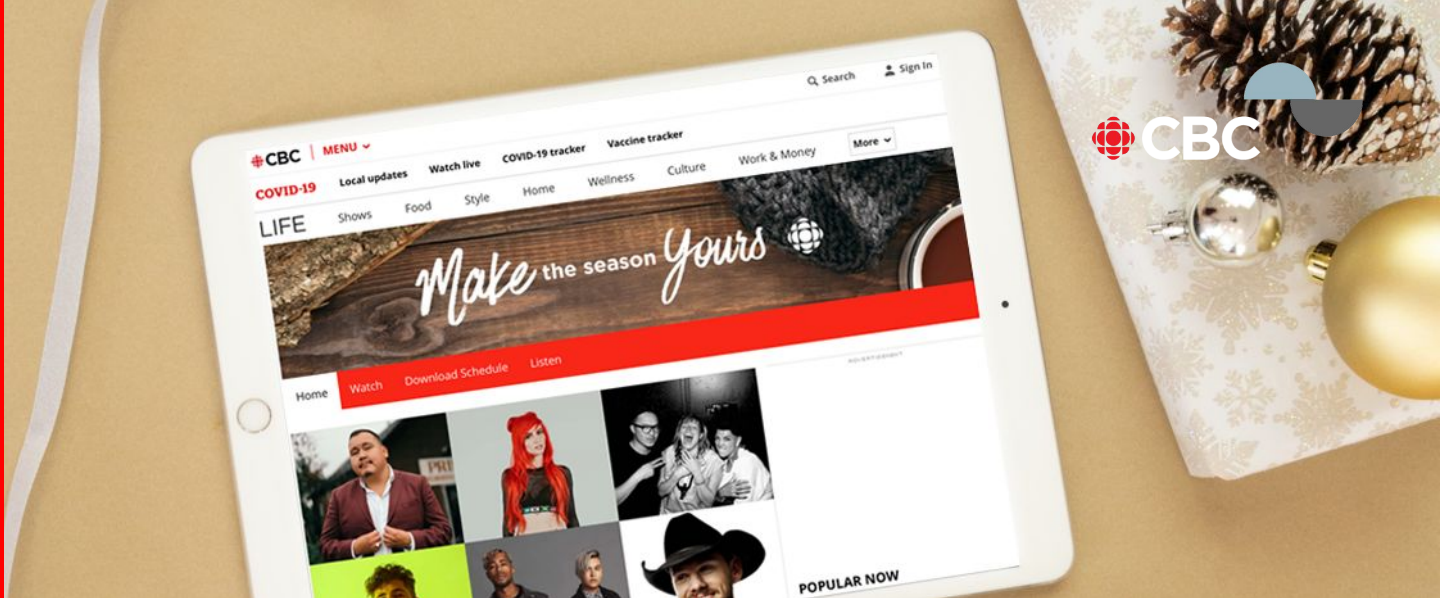
FOUR PORTALS

In order to create a **consolidated content offering** on different seasonal topics, Radio-Canada has developed des **thematic portals** that bring together the best digital content from the organization's various platforms.

- ICI les vacances.ca
- ICI les fêtes.ca
- ICI la rentrée.ca
- ICI les finances.ca



CBC.CA HOLIDAY SECTION



The **CBC Life** Holiday Section is home to the best of CBC Life's Holiday content, including recipes, gift ideas, craft inspiration, seasonal activity thought starters and more!



CONTESTS ON CBC.CA

* ALSO AVAILABLE
ON RADIO-CANADA.CA

CBC NEWS SPORTS RADIO TV DISCOVER

SPONSORED CONTENT

Presented by

contest

CBC'S
**SUMMER
snapshot**
CONTEST

CANADIAN
TIRE

CANADA'S
STORE™

How to enter :

1. Post a photo showing us how you're having fun and making the most of summer
2. Name the first link on the LIFE navigation bar on [this page](#) (Hint: it's 2 words).

Enter now

A TURNKEY WAY TO ENGAGE CANADIANS

- Contest page incorporating the branding style of the advertiser hosted on the CBC.ca site
- End-to-end Project Management
- Access to the database of participants who have accepted via an opt in
- Amplification through social and newsletter distribution channels
- National and local contests
- Also available on Radio-Canada.ca



MORDU, THE NEW **FOOD** **DESTINATION** ON RADIO-CANADA.CA



RADIO-CANADA.CA

On joue avec la nourriture.



TARGETS

Rushed Eaters **16%**

Foodies **24%**

Traditionals **24%**

Healthy Eaters **22%**

Big Eaters **15%**



mordu 

THE DIGITAL FOOD PLATFORM WITH COMPELLING EXCLUSIVE CONTENT

- More than a recipe site, Mordu is a **destination** that covers everything about food and the art of cooking. **Exclusive content** produced by **television stars**, by renowned chefs and by our editorial team
- **Useful and unique offering** to enlighten, entertain, simplify daily life, invite culinary discovery and enjoyment while encouraging well-being





MONTHLY TRAFFIC ON MORDU SPRING 2021



742,000 / unique visitors per month

1,274,000 / visits

4.9 page views per unique visitors

3,647,000 / page views



44% computer

56% laptop

38% tablet

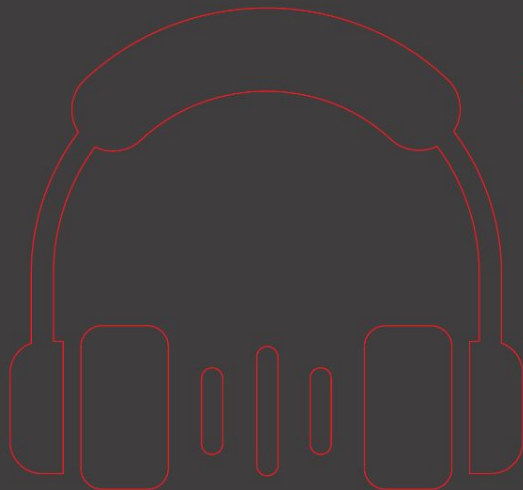
62% smartphone



Research - Source: Adobe Analytics, March 1 to April 30, 2021 (monthly average), RC.ca Mordu section. * UV = unique machines. ** Mobile device: smartphone, tablet or other mobile devices (ex: game console, media player, television, etc.).



LISTEN



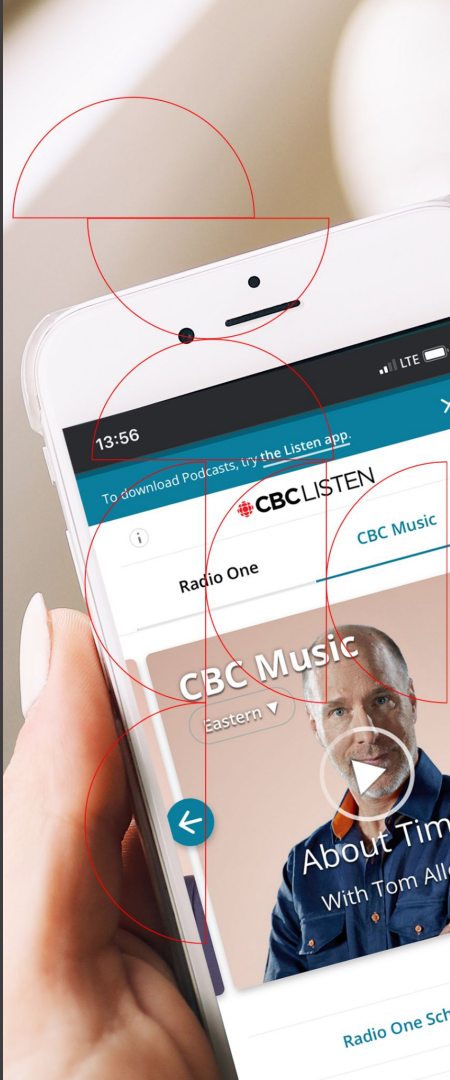
 **CBC** PODCASTS



LISTEN



CBC LISTEN



**CBC LISTEN IS THE ONE-STOP DESTINATION FOR
ALL CBC RADIO AND AUDIO CONTENT.**

→ **Audio** that entertains, engages and inspires.



CBC IS A
LEADER IN
THE PODCAST
INDUSTRY IN
CANADA



15 million / downloads per month

+ 5 million / downloads per month
(2020 vs. 2021)

57%* / growth in CBC Podcasts listeners

→ CBC Podcasts consistently rank in **Apple's Top 10 list**

Source: Triton, Apple

* Based on average monthly downloads Sept-Nov 2019 compared to Sept - Nov 2020



CBC'S MOST DOWNLOADED PODCASTS FALL 2020



DOWNLOADS PER MONTH

1	Front Burner	1.6 million
2	The Current	1.5 million
3	Someone Knows Something	1.3 million
4	Uncover	1.2 million
5	Ideas	950,000
6	As It Happens	326,000
7	Under the Influence	325,000
8	Brainwashed	319,000
9	Missing & Murdered	256,000
10	Power & Politics	195,000

Source: Triton, Average of June - December 2020

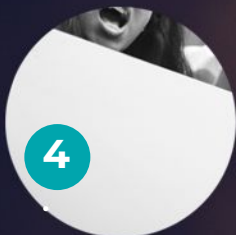


CBC PODCASTS

NEW PODCASTS

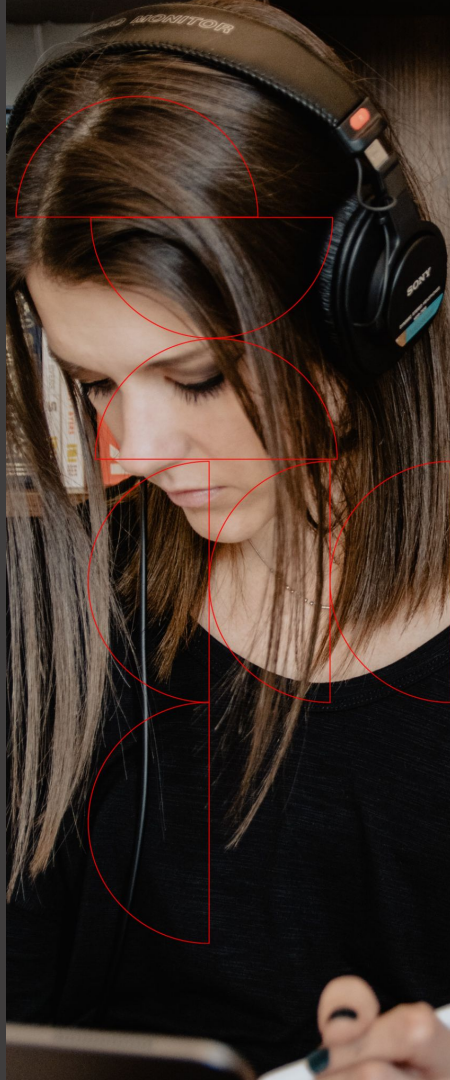
FALL 2021

1. Boys Like Me
2. Let's Make a Sci-Fi
3. Limited Capacity
4. The Assassination List
5. The Flamethrowers
6. The Base
7. Welcome to Paradise
8. Unlocking the Fountain
9. Pressure Cooker





OHDIO NOW AVAILABLE ON RADIO-CANADA.CA

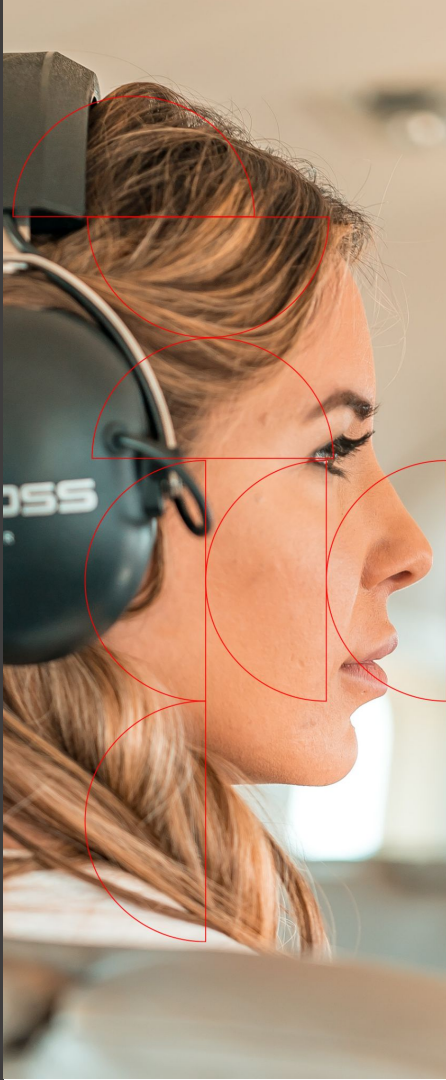


FREE AUDIO CONTENT, ACCESSIBLE VIA WEB AND MOBILE

- The offering includes on-demand **radio shows**, original productions, **audiobooks**, **talks** and selected **TV programs**.



OHDIO A REAL SUCCESS!



3.3 M / average visits on the OHDIO app
per month

47% / more visits in 2021 than in 2020

- Our **listeners** generate close to **5.2 million** average monthly streams*
- They spend **over 10 hours** listening to audio content each month

Research

Source: Sumo Logic, Sept.-Nov. 2020 (monthly average) downloads/streams – non-duplicated data. The data aggregates downloads/streams generated outside our digital properties as well as downloads (only) made via the OHDIO app (authenticated users).

Source: Adobe Analytics, OHDIO app, Jan. 1-Feb. 28, 2021, change over the same period in 2020. * Streams = live + playback, active only for catch-up programs.



MOST POPULAR OHDIO PODCASTS BY CATEGORY

NEWS

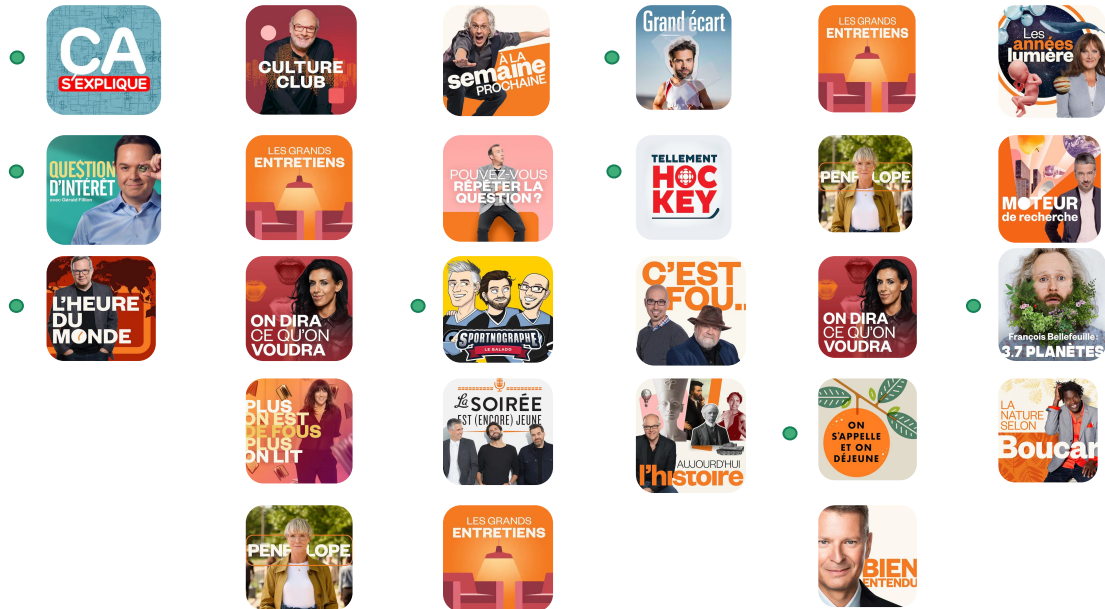
CULTURE

ENTERTAINMENT

SPORTS AND HISTORY

LIFE AND SOCIETY

SCIENCE AND ENVIRONMENT



● OHDIO Originals

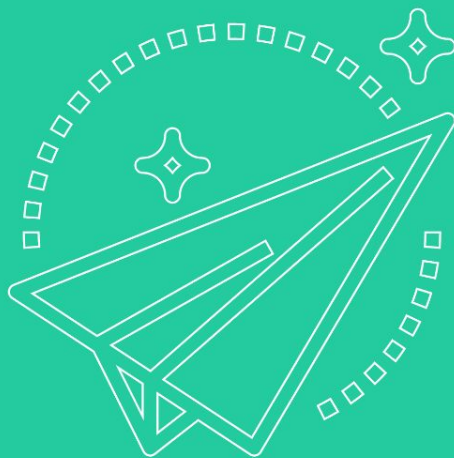


OHDIO ORIGINAL PODCASTS





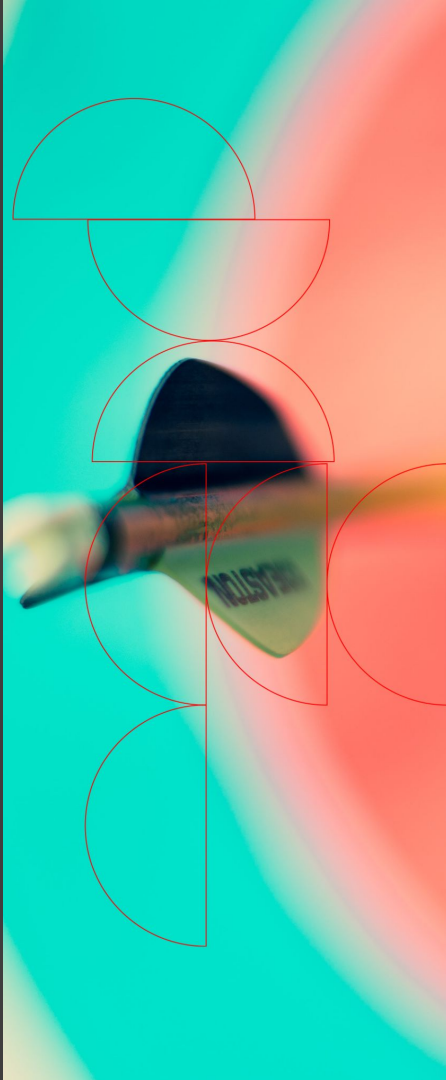
ADVERTISING SOLUTIONS



ADVERTISING SOLUTIONS



BUILDING YOUR CAMPAIGN TO STRATEGICALLY REACH AUDIENCES



NATIVE TILES

- These content drivers are native on our platforms, in premium, high-visibility placements on CBC.ca & CBC Gem.

DIGITAL MEDIA

- We promote campaigns on our platforms with traditional display and video brandsell, and have custom design and video resources to create assets that move our audience.

SOCIAL EXTENSIONS



- Extend your campaign on Facebook, Instagram, Twitter, and YouTube through our accounts and with pixel data.

ADVANCED TARGETING

- Drive a qualified, relevant audience to your content by leveraging our first and third party platform data, segmentation, and retargeting capabilities.



ADVERTISING SOLUTIONS AND HOW CAN YOUR BRAND USE CBC GEM?

1. CONTENT COLLECTION SPONSORSHIPS

Create a connection between your brand and special content collections on CBC GEM

- Align with existing content themes
- Leverage content that delivers against your objectives

2. SHOW SPONSORSHIPS

Connect your brand with programs on CBC GEM that attract your target audience

- Logo placement on the show's page
- Targeted digital display
- Video brandsell media

3. BRANDED CONTENT NATIVE TILE

Create engaging content campaigns for a national audience

- Custom branded content video campaigns
- Tile placements on CBC's premium streaming service
- Designed to meet your objectives



VAN
HOUTTE



PAID
CONTENT
ON CBC GEM



CREATE CUSTOM VIDEO BRANDED CONTENT CAMPAIGNS

- High quality storytelling and production services at affordable prices
- Intelligently designed campaigns, including new units with CBC GEM entry tile
- Your campaign will be available on all GEM devices, including Connected TV

NEW ADVERTISING SOLUTION

- Content placement
- Available on all devices, including Connected TV
- Unrivalled access to streaming audiences for brand content



ICI TOU.TV OPPORTUNITIES

ICI TOU.TV



We provide branded video content **solutions** of exceptional quality to **reach your target audience**. Creation of branded video content in different formats (or using content from the client), which coexists with editorial content from ICI TOU.TV and promoted as **Advertising Content**. It presents your message, leveraging our storytelling expertise, to entertain and engage our audiences.

BRANDED VIDEO CONTENT CREATED BY RADIO-CANADA OR BY THE CUSTOMER

- **Premium placement** with the integrated tile on ICI TOU.TV in one of the following rails: **Catch-up, Series or New**, and on the Radio-Canada.ca homepage in the ICI TOU.TV or ICI TÉLÉ rails
- Identified on a partner space as **Paid Content**
- **Labelled** as a series from your brand
- **Promotion** (video, banners, social amplification)



PAID CONTENT TILE ON ICI TOU.TV

ICI  TOU.TV

* CUSTOMER AND CONTENT ARE
SUBJECT TO EDITORIAL APPROVAL

ICI  TOU.TV

MON TOU.TV

RATTRAPAGE

PARCOURIR

JEUNESSE

EXTRA

CONTENU PUBLICITAIRE

UNE SÉRIE DE



CONSEIL DE LA
TRANSFORMATION
ALIMENTAIRE
DU QUÉBEC



La transformation des aliments c'est tellement important



HUBERT CORMIER
NUTRITIONNISTE



Extra vierge, vierge pressée à

 En rattrapage →



ÉMISSION | JEU
Comment tu t'appelles?



SÉRIE | POLICIER
District 31



PAID CONTENT
Avec le Conseil de la transformation ali...



ÉMISSION | ALIMENTATION
L'épicerie



MORDU OPPORTUNITIES

SPONSORSHIP

- Recipe Inspiration
- Ingredient sheets
- Recipes
- Webseries

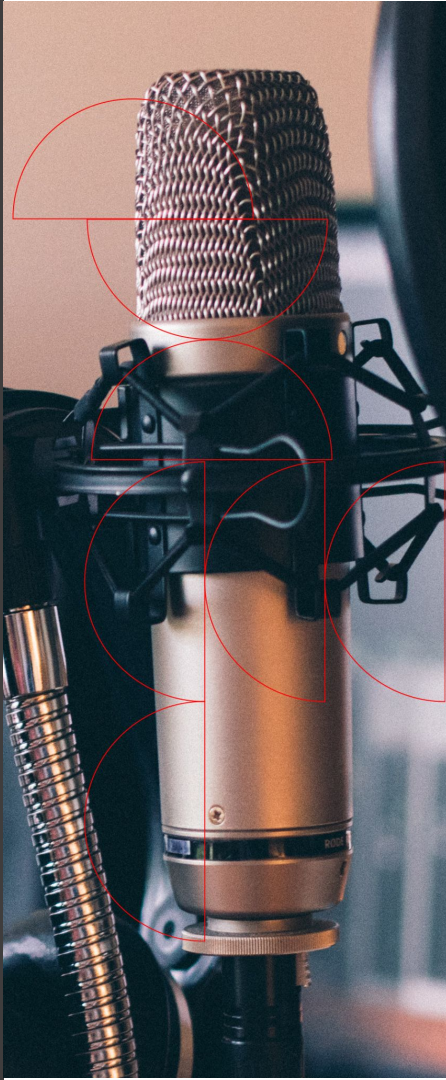
BRANDED CONTENT

- Partner spaces content
- Mordu newsletter
- Mordu social media





CBC PODCASTS ADVERTISING SOLUTIONS



PREMIUM AUDIO MEDIA

- Pre-roll and select mid-rolls
- Talent reads

PRODUCTION SERVICES

- Full production capabilities & studio records
- Access to experienced voice talent
- Select non-journalist CBC hosts and podcast talent available for reads

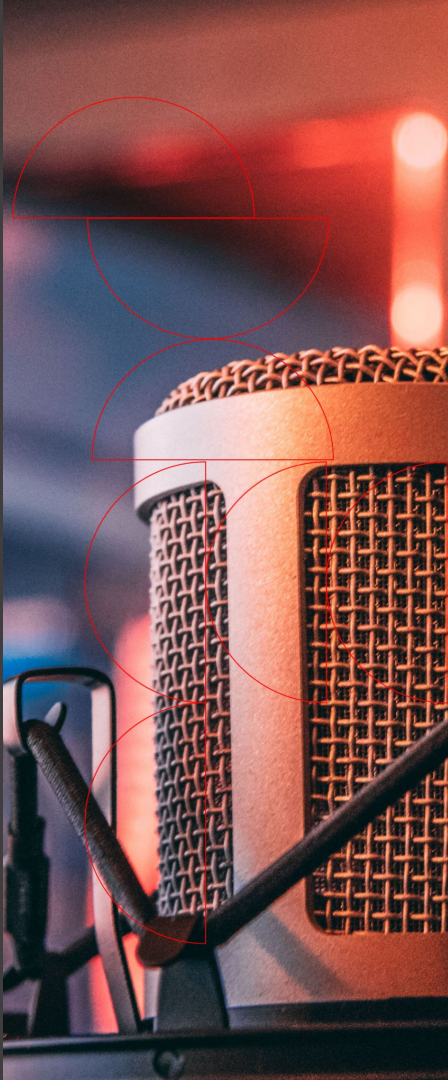
SPONSORSHIPS

- Deepen the association between advertiser and the podcast*
- Partnerships can be promoted across CBC's cross-platform network (TV, audio, digital)

*Sponsorships not available on all titles (for instance, News, Information & Current Affairs titles excluded).



OHDIO PODCASTS ADVERTISING SOLUTIONS



PREMIUM AUDIO MEDIA

- Pre-roll
- 15 or 30 seconds

PRODUCTION SERVICES - COMMERCIAL

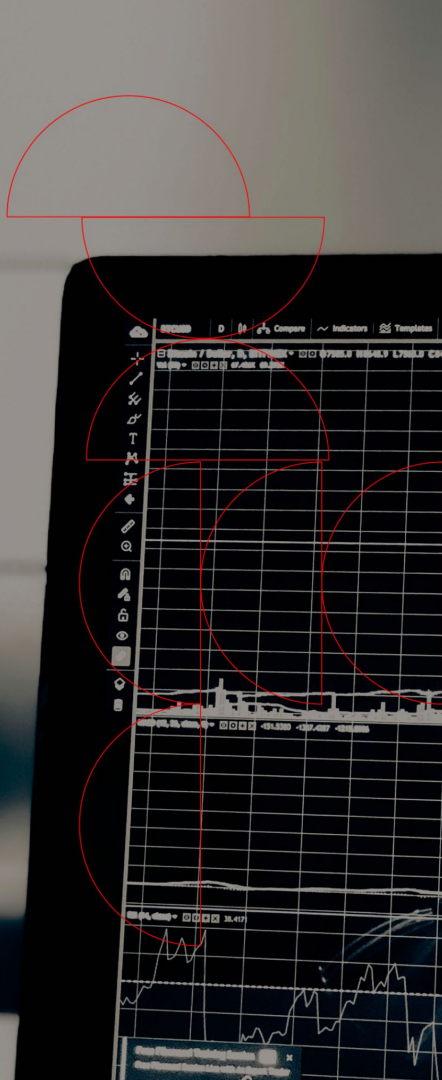
- Full production capabilities & studio records
- Access to experienced voice talent

PRODUCTION SERVICES - BRANDED CONTENT

- Turnkey branded content production service
- Close collaboration with the client and the agency
- A reliable network of artists and experienced collaborators



CBC / RADIO-CANADA, A **TRUSTED PARTNER** FOR YOUR DATA



By trusting **CBC / Radio-Canada** with your data, you can **optimize your use of our platforms** for your campaigns thanks to our personalized suggestions. Working with us for your data also allows you to calibrate audience segments at **CBC/Radio-Canada** with the audiences deriving from your data as well as audiences from other sources.

FIRST-PARTY DATA

- Custom audiences
- Interest and affinity

SECOND-PARTY DATA

- Audience calibration
- Facebook Pixel

THIRD-PARTY DATA

- Seed group converters
- Audience optimizer
- Lookalike models



CBC / RADIO-CANADA,
A **TRUSTED PARTNER**
FOR YOUR DATA



ADVANTAGES

- Perform **actions in tandem** to maximize your results
- Benefit from our **in-depth knowledge** of each audience on our platforms
- Develop **strategies adapted** to your campaign objectives
- **Maximize your investments** by reaching the right audience
- **Adjust your campaign in real time** according to its impact and its effectiveness



AUDIENCE SEGMENTS

CBC / RADIO-CANADA



Business professionals



Culinary Art Enthusiast



Foodie



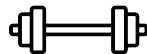
Sports Enthusiast



Winter Sports Fan



Football Fan



Health & Fitness Enthusiast



Green Lifestyle Enthusiast



TV Lovers



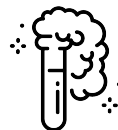
Streamers



Art & Culture Enthusiast



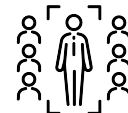
Music Lovers



Science & Technophiles



Lookalike Models



Custom Audiences

● FIRST-PARTY DATA

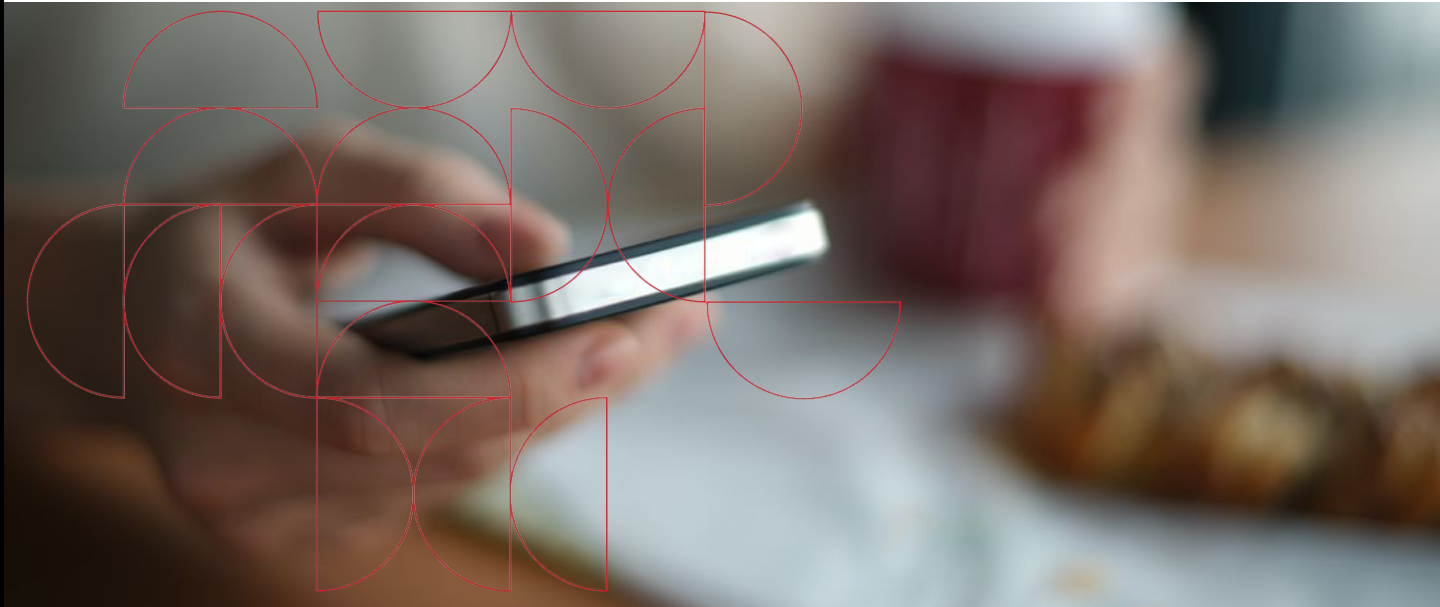
● THIRD-PARTY DATA

— PIXEL



QUALIFIED AUDIENCE TARGETING PERFORMANCE

DATA VS ROS/RON



TRANSPORT / VIA RAIL

Winner 2020 Idea Awards Gala

RETAIL

INSURANCE

CONVERSION
RATE →

3x higher
(+ **288%**)

→ **3x** higher
(+ **290%**)

→ **2.5x** higher
(+ **248%**)

CPA →

2x lower
(- **176%**)

→ **3x** lower
(- **287%**)



FACEBOOK PIXEL NOW AVAILABLE



THE FACEBOOK PIXEL IS AN ESSENTIAL TOOL TO MAXIMIZE BUDGET AND OPTIMIZE REACH

- Why use the **Facebook Pixel**? To track conversions generated by Facebook ads across devices
- **Easily optimize ad delivery** to customers who are likely to take action
- **Create personalized audiences** from your website visitors
- **Retarget** qualified leads



CASE STUDIES



CASE STUDIES



OBJECTIVES

In the wake of a pandemic that disrupted the tourism industry, it was essential for our client to capitalize on the summer to drive hyper-local travel. A lack of tourism for the season would have a significant negative impact on the tourism experiences Albertans know and love. We wanted to showcase the beauty of Alberta, which our audience calls home, and inspire safe adventures with the goal of increasing trips and confidence.

EXECUTION AND PLATFORMS

A local travel influencer was paired with a destination, to create portraits of three communities in Alberta, showcasing the ways they've adapted to restrictions. The pieces were published in August 2020 and included links to the influencers' own social posts and recommendations, to showcase how audiences could replicate these adventures.

Each story was promoted natively across our network with a content tile, appearing as paid story links in landing pages. The campaign was supported by social media- Facebook pixel, we retargeted audiences who'd visited one piece with another. We used our first-party data to retarget lookalike audiences to people who interacted with the content.

RESULTS

CASE STUDY ALBERTA

- **76% of audiences** were more likely to consider travelling across our clients home province after reading
- **83%** said this content made them feel **more comfortable travelling**
- **86%** said it was more enjoyable than a traditional advertisement
- Time spent was **25% above our content engagement benchmarks**
- We overdelivered on the number of reads promised **a total of 79,081 (460% over the target)**



OBJECTIVES

Van Houtte wanted to create a breakthrough content partnership to celebrate their **100th anniversary**, and showcase their brand values through in-depth content, in a national partnership with CBC/Radio-Canada.

EXECUTION AND PLATFORMS

We created a partnership with **5 Canadian masters from a variety of artistic and professional backgrounds**, and gave them a grant to perfect their craft and practice. CBC.ca and Radio-Canada.ca hosted an engaging content series that was promoted across our networks. The content ran on digital platforms hosted on a content hub; and included all of the stories from each of the masters. The drivers to this content ran as display advertising, paid content tile units, pre-roll video, advertisements on TV, and social media promotion (organic and paid). We also integrated a master in two different television programs to extend the branded content campaign into other natural extensions - 1 of the masters was featured in **The Exhibitionists** on CBC and one was featured in **On va se le dire** on Radio-Canada.



**VAN
HOUTTE®**

**CASE
STUDY
VAN
HOUTTE**

RESULTS

- **+46%** Lift in brand favorability with audiences
- **+60%** Lift in brand favorability with heavy CBC audiences - Our audiences understand branded content
- **61%** Of audiences are more likely to purchase Van Houtte products after watching this content
- **71%** Of audiences said this improved their perception of Van Houtte
- **8x** Delivery on number of committed view



CASE STUDY ÉNERGIR

RESULTS

- Over 27,000 page views on the partner space
- Average time spent on content: 3 min. 45 sec.
- Excellent rate of content sharing on social media

BACKGROUND & PROPOSED STRATEGY

- Raise public awareness about the potential of 100% renewable energy from waste
- Educate the population about the biomethanization process
- Target: Adults age 25-54 (environmentally aware and/or interested in cooking)

Capitalize on the popularity of the new show *Savourer* and the credibility of Geneviève O'Gleman in order to introduce and explain renewable natural gas.

DEPLOYMENT AND PLATFORMS

Two-level strategy:

- Customized sponsorship of the show *Savourer*, active and passive product placement throughout the season and 3 integrations on TV and online
- Paid content created, including a long-form article, interactive content and an informative video with show host Geneviève O'Gleman and a biologist

CONTACT



t. (514) 597-5555
c. (514) 597-5555



solutionsmedia.cbrc.ca



solutionsmedia@cbrc.ca