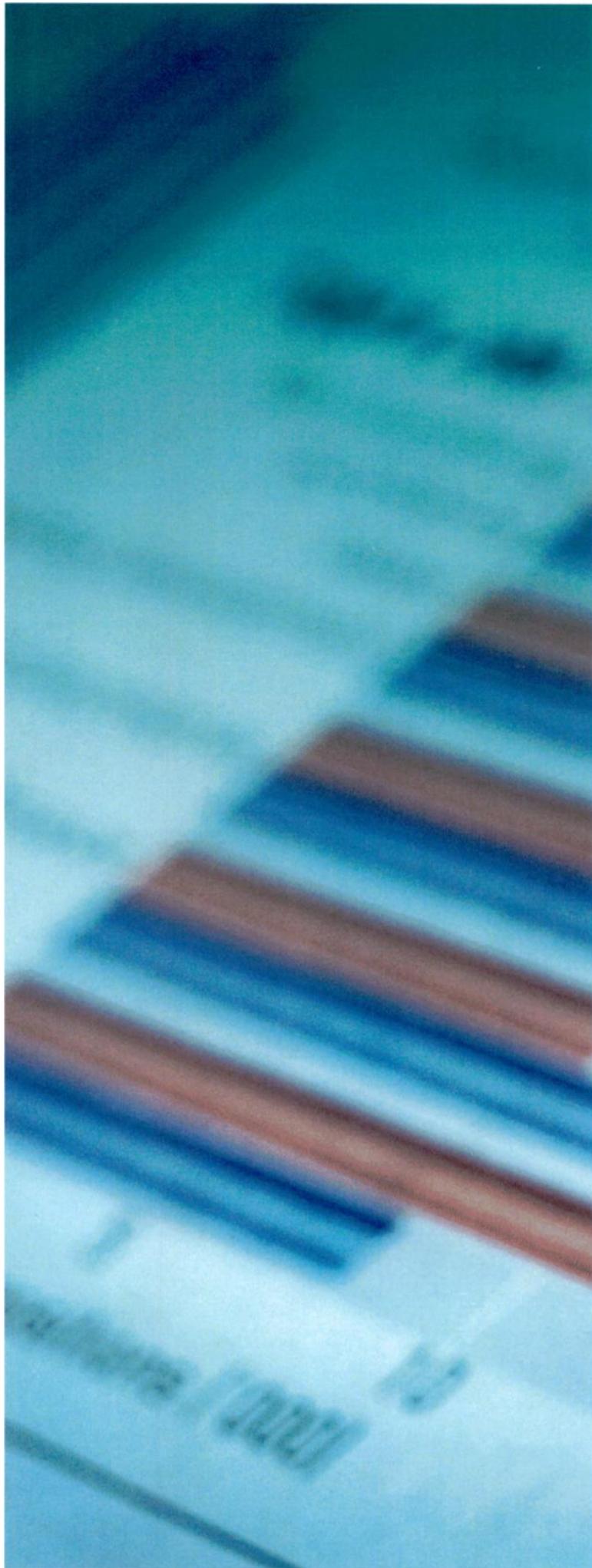


The Guide

Because We Believe in the
Future of Radio



To the esteemed members of COLRAM:

Thank you for including StatsRadio in your meeting today. As fans of radio in all its forms, we feel deeply honoured that you've granted us this time to present our unique offerings.

It is with great pleasure that we share with you this copy of the StatsRadio Guide. It offers an in-depth view of our fledgling organization, including client testimonials, our innovative research method, suite of products including our web-analytics tool, campaign tracker (Follo) and revolutionary plug-and-play streaming box.

The StatsRadio team believes in radio's power and envisions a healthy future for the medium, so long as its leaders proactively and continually address the meteoric rise of digital media and the introduction of new challengers. Let StatsRadio be the disruptors that help you face each new challenge and thrive.

We would gladly meet with individual teams as a follow-up to this meeting, in person or via video conference, whichever is more convenient.

Should you require any additional information please contact our Director, Customer Success Eric Blais at eblais@statsradio.com or at 647 952-1022 #202.

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A Word of Introduction

Louis-Philippe Sutton, CEO and Co-founder

The StatsRadio story began in 2003, when I entered the radio industry as a representative for Astral Media in Quebec. My agency's clients were placing 80% of their media purchases with me on radio. I came to believe strongly in the efficiency of radio, so in 2009, I started my own media agency.

One week in 2014, two conversations with clients made me rethink how radio is sold.

In the first instance, I called Eric during his radio campaign to ask about the results of the campaign. Eric said that things weren't working at all: not a single client had mentioned the radio campaign. I followed up, asking about current sales numbers. Eric told me that the business just had its best sales month ever! Hmm. . Radio was the only ad spending Eric's company did that month, so I asked why he didn't connect the new radio investment to these record sales. He answered, "I don't have any proof that radio is creating this traffic."

The second client, Michel, contacted me one afternoon to crow, "I created my own Facebook campaign and reached 2000 people! Isn't that wonderful?" I responded, "Michel, the radio campaign we're running for you is probably reaching over 25,000 people this week." He answered, "But I don't have proof of that."

Why StatsRadio?

In an era of constant technological innovation, no industry is impervious to the ravages of digital transformation. Arguably, the hardest hit have been retail and traditional media (print, television and radio) with all other industries following suit. Organizations that once reigned supreme find themselves competing with a barrage of new platforms and new options. We at StatsRadio embrace Sun-Tzu's belief that great chaos creates great opportunity.

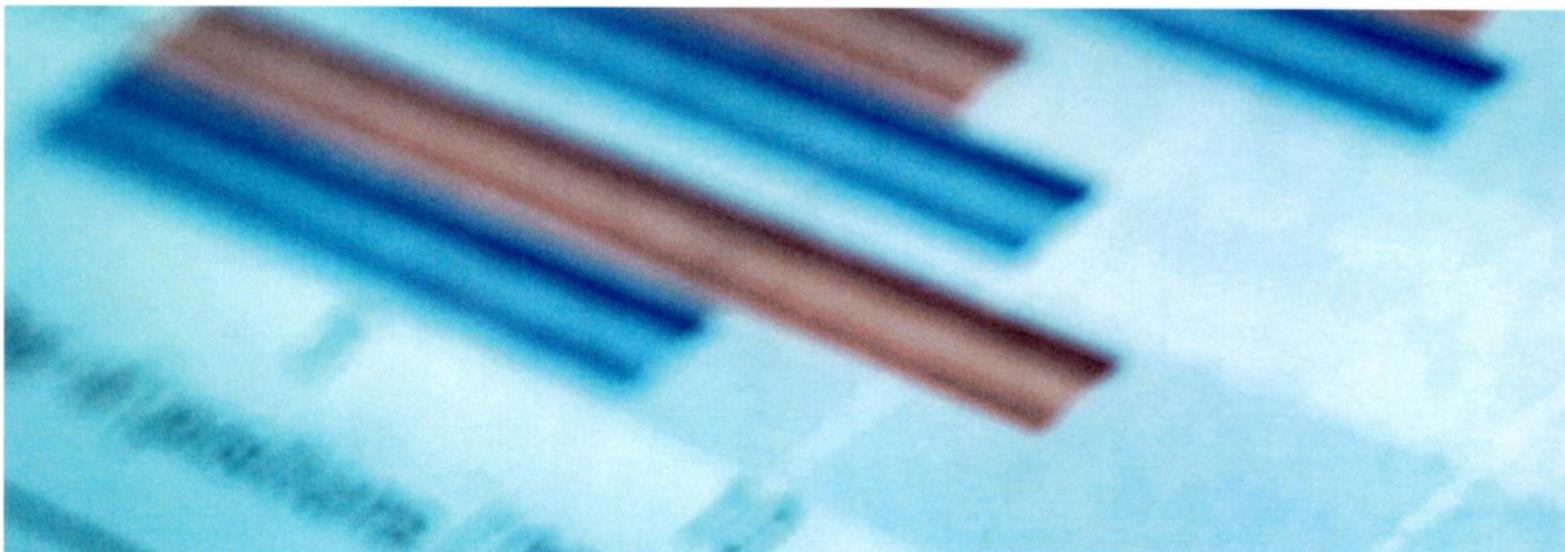
Our passion for new technologies does not eclipse our love of radio. Radio is still relevant, yet many advertisers question its efficiency. Why? Because they believe that there's no concrete evidence of radio's impact on sales. Advertisers rely on data to make sound business choices. When radio-listener data is not available, as has been true in many Canadian markets, it's difficult to justify a radio spend. StatsRadio has solved this problem.

To counter a dearth of data regarding radio's impact, StatsRadio embraced advances in web technology and data science to create the most sensitive audience-measurement methodology out there, delivered on a web-based analytics platform that puts evidence of impact right at the client's fingertips.

The marketer's job has become incredibly complex: increased competition erodes their bottom line; shifts in cultural values have caused most Canadians to shun the old and embrace the new; and a plethora of media-channel choices has left even the most skilled professionals wondering how best to invest marketing dollars.

StatsRadio enables advertisers and agencies to track the effectiveness of programming changes the very next day. Data they can access on demand will demonstrate total audience reach (listenership), both online and over-the-air, regardless of market size or location.

StatsRadio's data will help the 4.0 marketers trading in CPM to value radio as an effective, measurable, media channel.



Client Testimonials

Carol St-Pierre, Arsenal Media

StatsRadio has allowed us to regularly monitor audience size for both week and weekend programs. Additionally, these statistics have allowed us to lock programs to annual sponsorship contracts.

StatsRadio has allowed us to reactivate clients who had abandoned radio. We were able to prove that radio was still the best vehicle for their message.

StatsRadio is a tool I use quite regularly.

Clement Belleau, Passion FM

StatsRadio allows us to monitor the impact of strategic programming choices designed to increase audiences. For example, a change in music format during specific day-parts has noticeably increased listenership. We can review reach curves and adjust programming to increase audiences. In the last two months, we have seen a 40% increase in listenership.

We also use StatsRadio's statistics for sales purposes. We can build projections that will estimate campaign effectiveness in terms of reach and age groups, etc. This really helps our conversations with clientele. We had one customer increase sales by selecting a more optimal time of day for their business.

The StatsRadio platform is easy to use, and it provides great information to help improve our client approach.

Jonathan Drolet, CJMD 96.9

Our partnership with StatsRadio completely changed how we do business and allowed us to consolidate our reputation. The precision and immediacy of the statistics received from StatsRadio allow us to react quickly with our content creators, with a goal of achieving a higher listenership satisfaction.

The quality of the StatsRadio offering changes advertisers' perspective about our station, as well as radio as a media. At CJMD, we are convinced that StatsRadio will become a must-have in the media industry in no time.

Josee Loiselle, Radio Unie Target

Hello Louis-Philippe,

I wish hereby to express my enthusiasm for StatsRadio. At Radio Unie Target, we have been using the tool for over a year now.

Through the radio stations we represent, the statistics gathered by StatsRadio have allowed us to present a tangible overview to our clients. Currently, 27 stations from our network are StatsRadio members. The data from the platform have allowed us to develop new clientele, making it possible to demonstrate our stations' performance with much better clarity.

Additionally, with an efficient analysis methodology with a much wider sampling spectrum compared to traditional surveys, we are convinced results are now closer to the actual listenership figures for regional stations.

The platform is simple, efficient and easy to use, even for starters.

With a creative, flexible and open team that makes itself available for support and continuous improvement, we are happy to be one of StatsRadio's business partners.

Patrick Cadieux, CILE

For CILE radio, adopting StatsRadio meant that we would have audience data for the very first time. Being in a very small market, all other options were either too expensive or not adapted to our needs.

We are a small radio station, so we do not have a full-time salesperson. Nevertheless, the StatsRadio platform has allowed us to create more professional presentations for our clientele.

René Nadeau, Radio Classique

We are glad to express our satisfaction in using StatsRadio's services.

From the beginning of the project, M. Louis-Philippe Sutton has been a very approachable professional, actively listening to his clientele and demonstrating a deep expertise in his field. This persuaded us to join the adventure.

One of the platform's great strengths is an intuitive and simple User Experience, allowing for straight forward installation, and an easy ramp-up for new users.

The analytics tools enchants unsuspecting prospective clients, who don't believe it is possible to get real-time statistics for the previous week or an average of the past month. The platform also has an advantage of presenting the essentials in a clear and attractive format.

StatsRadio allows us to measure the real impact of events or within specific time frames. Listenership constantly fluctuates so it is interesting to track these changes regularly. The platform offers a level of analysis that other solutions simply are not able to offer.

We have started working with StatsRadio since it launched, so we have been able to appreciate the quick evolution of the system. Whenever something needs improvement, the StatsRadio team proves itself passionate and diligent about finding solutions. We have seen many new features added to the platform that were not previously available. We definitely recommend the StatsRadio platform and its experienced team of professionals.



Our Customer Success Team

Louis Philippe Sutton, CEO and Co-founder

Louis Philippe started his career as an advertising consultant for Radio Énergie in 2003 and opened his first media agency in 2009. With his privileged relationship with clients and a deep understanding of radio as an advertising tool, he saw the opportunity to create a tool to clearly demonstrate radio advertising's effectiveness. His love of radio energizes his work to transform and elevate the radio industry in the digital age. Louis Philippe is the father of a fantastic four-year old girl. For fun, he takes a Fatbike out to the mountains, even in winter.

Eric Leo Blais, MDes, Customer Success Director

At the helm of the Customer Success department, Eric brings to this work over 25 years of academic knowledge and practical experience leading big and small brands in leveraging advances in technology to improve operations, reduce costs, increase reach, create products, and build sustainable practices. Enamoured with the New, the Now and the Next, Eric believes that a strong vision sets the strategy while design thinking makes the impossible happen. He loves making the complex understandable and the future plausible. Wrapped in humour and unconventional wisdom, Eric customizes each innovation process using proven methodology. Borrowing from Buddhist philosophy: change is inevitable, suffering is optional!

Sebastien Leduc, Customer Success Advisor

An entrepreneur and tech advisor, Sebastien brings SaaS expertise from his commercialization leadership and advisory roles in dozens of ventures across Canada and the US. When Sebastien is not renovating real estate, he spends time with his wife and two young daughters in Quebec City.

Our Software Development Team

Our team of six software developers, situated in our Quebec City office, is dedicated to continually perfecting the StatsRadio system and providing customer solutions.

Founders

Louis Philippe Sutton, CEO and Co-founder

See Section above.



Benoit Pelletier, General manager and Co-founder

An entrepreneur since 1992, Benoit managed his first retail company at age 16. Since then, he's never stopped being passionate about entrepreneurship. His motivation at StatsRadio is to be part of a team working towards a single goal: revolutionizing radio. For the past 9 year, he's also been actively coaching young volleyball athletes.

Jonathan Lessard, CTO and Co-founder

Jonathan graduated from Laval University with a Bachelor's degree in Computer Science, with an entrepreneurial profile mention. He also holds a college diploma in IT Management from Beauce-Appalaches College. Upon graduation at age 21, he becomes a tech entrepreneur with an objective: coding and delivering high quality software. Jonathan is a visionary leader, bringing the team together in achieving many ambitious goals. Apart from being a tech enthusiast, he loves climbing and mountain biking.

Alexandre Walsh, Co-founder

Alexandre is an avid software developer and tech startup enthusiast. Upon completing his bachelor's degree in Computer Science, his passion for finance and the stock market fuel the creation of his own firm at age 21. Alexandre has the desire to help educate other developers, coaching them on technical excellence and raising the bar on the projects he's involved with. Off work hours, he loves playing hockey and biking.

Marc-Olivier Duval, CIO and Co-founder

From an early age, Marc-Oliver started tinkering with technology. Upon completing his bachelor's degree in IT with a focus on entrepreneurship, he built his first consulting company improving software code.

Motivated by StatsRadio's potential to disrupt radio's existing business model, Marc-Olivier helms the software development team, ensuring they continue to develop world-class innovative solutions.

When he's not coding, he's a movie buff as well as an avid skier.

Our Solutions

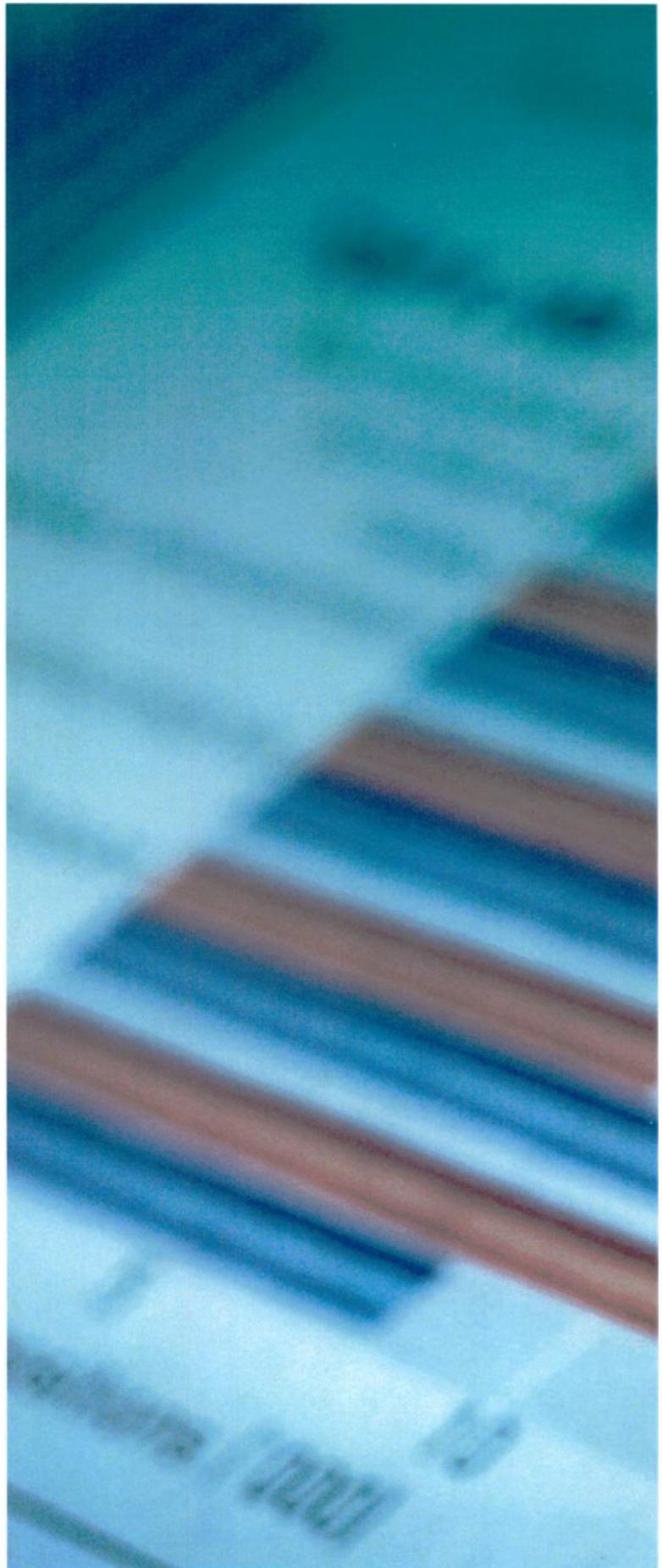
Our suite of tools have been strategically designed to help radio broadcasters understand their reach in order to better sell advertising.

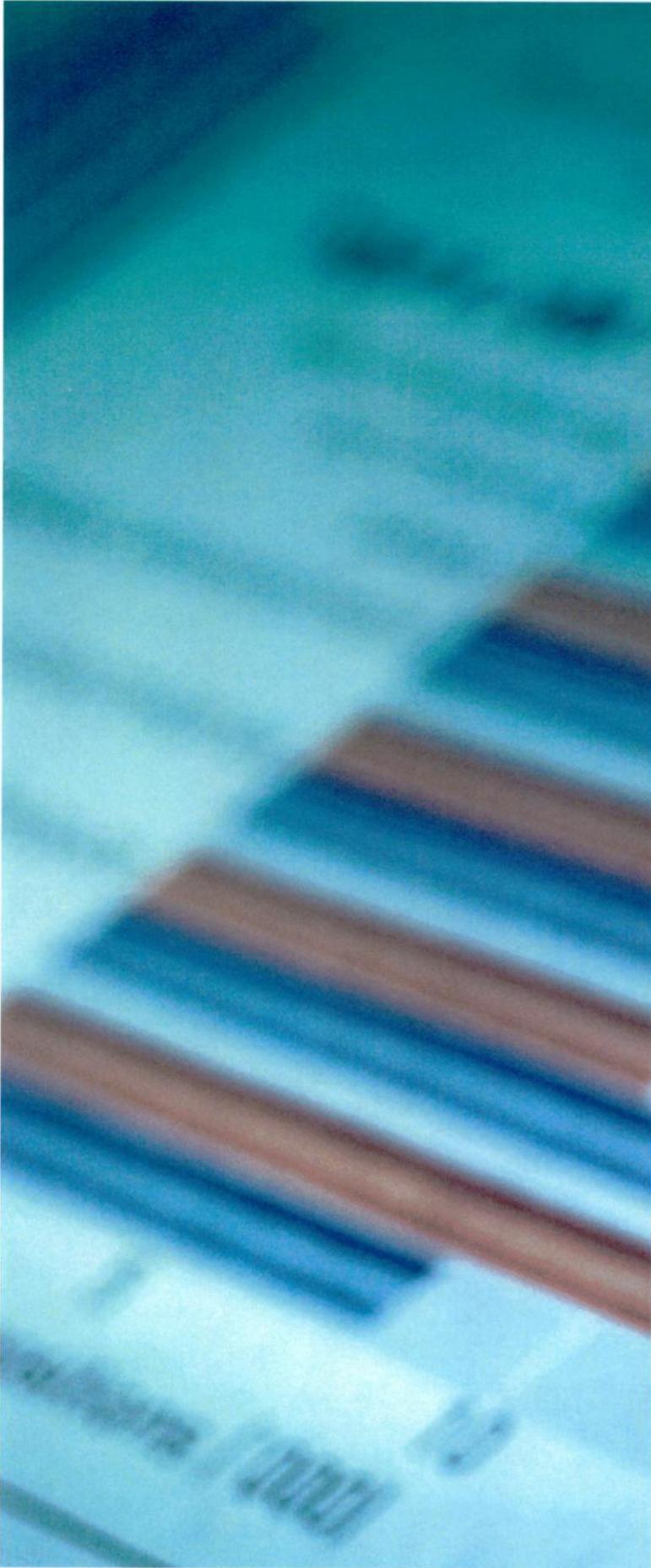
Our ground-breaking audience measurement methodology measures total listenership, regardless of market size. More details on our methodology are provided in Section 6, below.

Our **Web Platform** calculates and displays measurement results in real time on any web browser, anytime and anywhere with internet access.

Follo allows radio-broadcast clients (advertisers and agencies) to track campaign performance in real time (cumulative reach, listening hours, demographic breakdown and impression), just like they've become accustomed to doing with digital advertising platforms.

Our innovative plug-and-play **Streaming Box** eliminates the headache associated with streaming a station's content, and ensures that the entire listenership is measured consistently.





StatsRadio Web Platform

Accessible on any web browser, StatsRadio's web platform gives radio stations the ability to review listening trends, total reach, and listening times at any given time, along with listeners' demographic profiles.

StatsRadio's sales dashboard allows stations and marketers to compute performance forecasts for radio advertising campaigns. These estimates can be saved and sent to a client as the concrete evidence that investing with the station will make a positive impact. The dashboard helps users manage clients and radio-spot inventory.

Once accepted, a proposal is reclassified as a campaign. At that point, the advertiser can be granted access to Follo for reviewing, in real time, the campaign's performance.

Web Platform User Guide



StatsRadio's analytics tool is available in both English and French.

It is divided into two modules, accessible from a sliding menu on the left of the screen:

- (1) Programming Module, and
- (2) Sales Module.

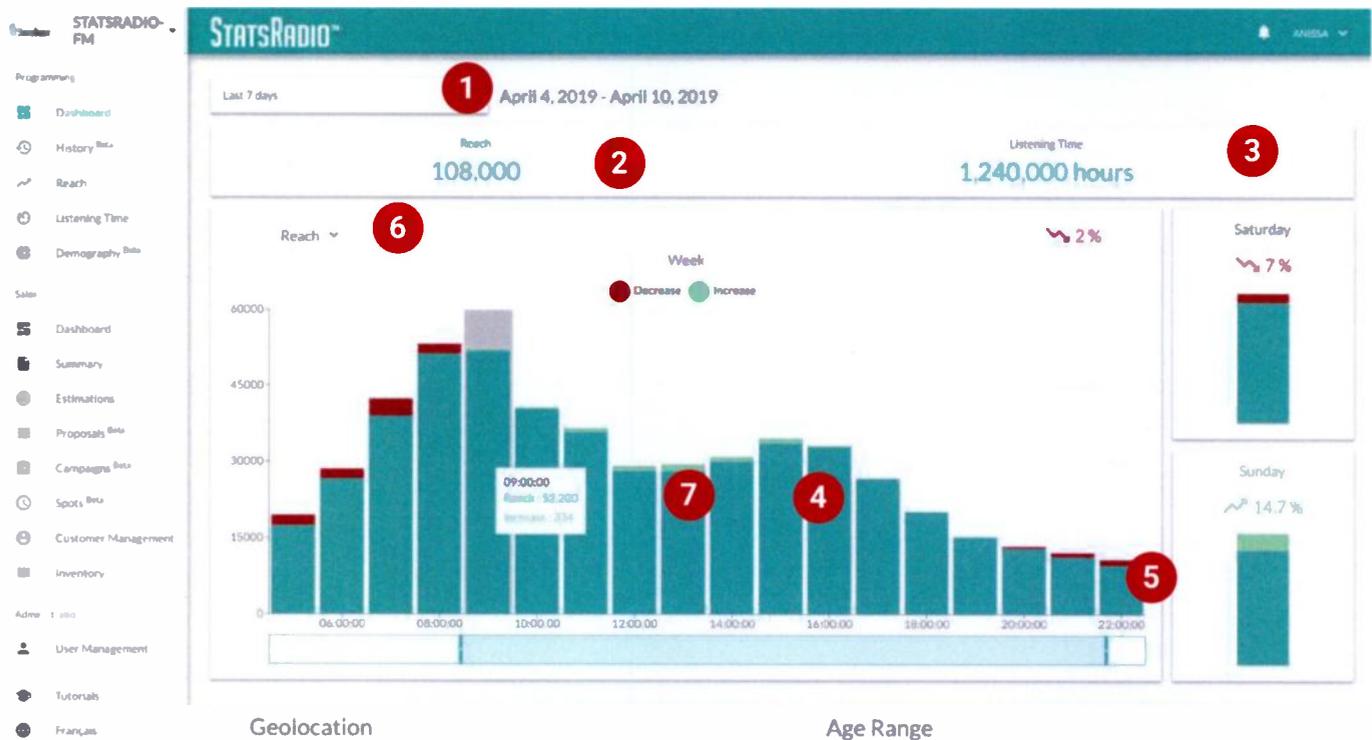
The bottom options of the menu are for administrative purposes only.

(3) The User Management tool allows select individuals within your team to invite additional team members and to grant access to either or both module(s).

(4) Platform Tutorials are available at the bottom of the menu, as is the ability to toggle between French and English.

Programming Module

The Dashboard

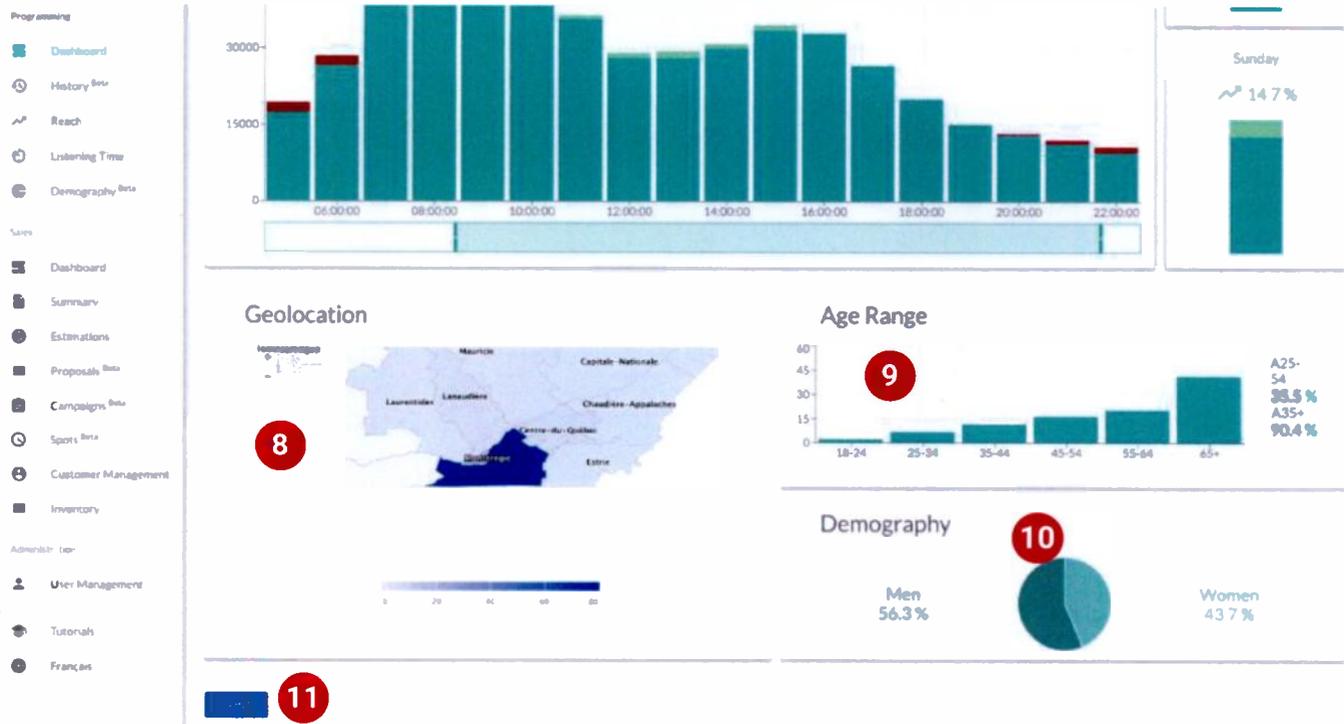


The Programming Module helps programming directors and their teams understand and track changes and fluctuations in programming anytime during the day, month or year.

(1) At the top left, below the StatsRadio logo, is a drop-down menu allowing users to toggle between data for the last 7 days and the last 28 days.

The top block displays the Cumulative Reach for those days (2) and the Total Listening Time for those days (3).

The bar chart (4) indicates fluctuations up and down in Cumulative Reach during the previous 7 (or 28) days. Bars represent hour increments and (5) a sliding scale allows users to focus on specific times of day. A drop-down menu (6) allows users to toggle between this period's Reach and Listening Time results. Hovering over a bar (7) displays the Reach (or Listening) average for that hour.



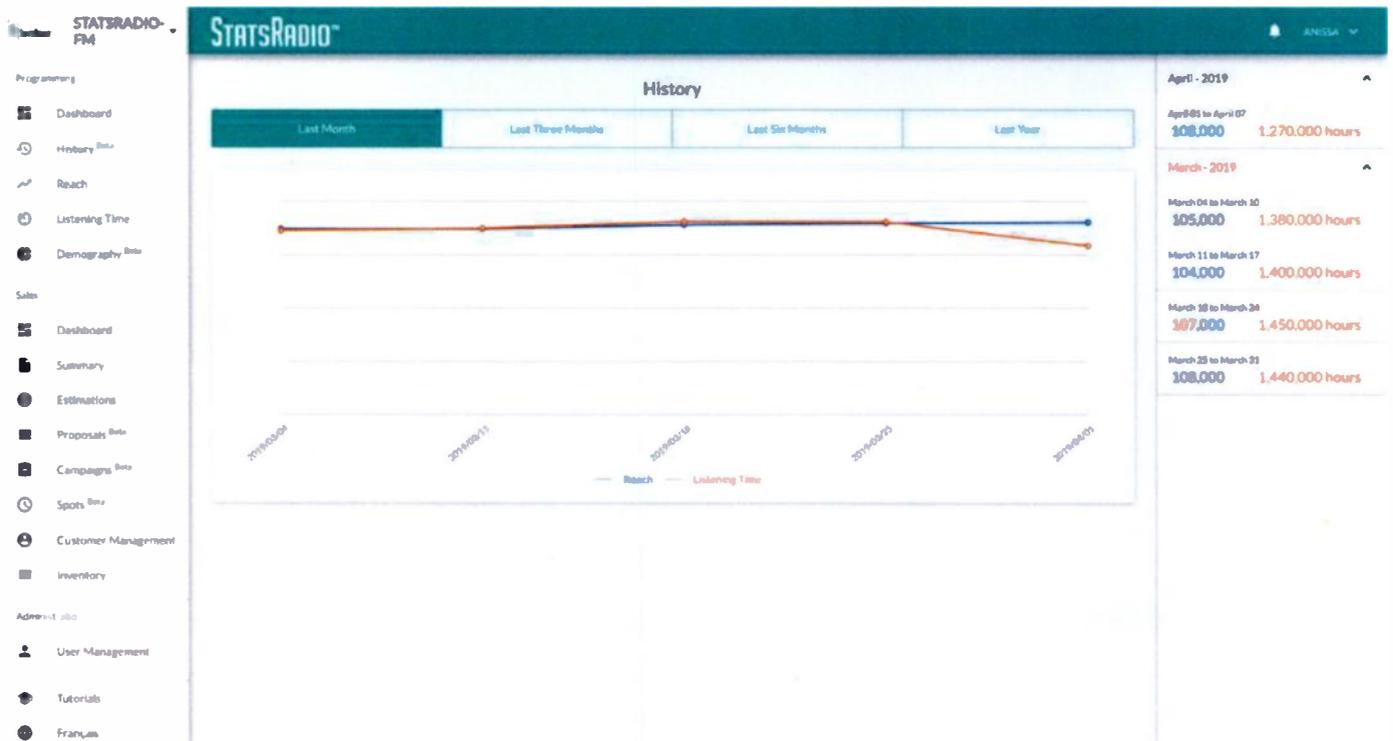
The Geolocation graph (8) indicates where the bulk of your audience is located. The darker the blue, the larger the audience. Hovering over each region provides the percentage of total audience in that area.

(9) The Age Range graph provides a breakdown by age group. Hovering over each bar shows the percentage of Cumulative Reach represented by that group.

The final graph, Demography (10), provides the gender breakdown for that time period.

A PRINT button (11) is available on all screens. This button allows you to save a PDF of the screen or print to paper.

The History Tool



The History tool provides a recap of Reach and Listening Time for the previous month, the previous three months (or the previous calendar year 3 months), the previous six months, and the previous year.

The menu along the right side provides data from previous years' parallel month.

The Reach Tool



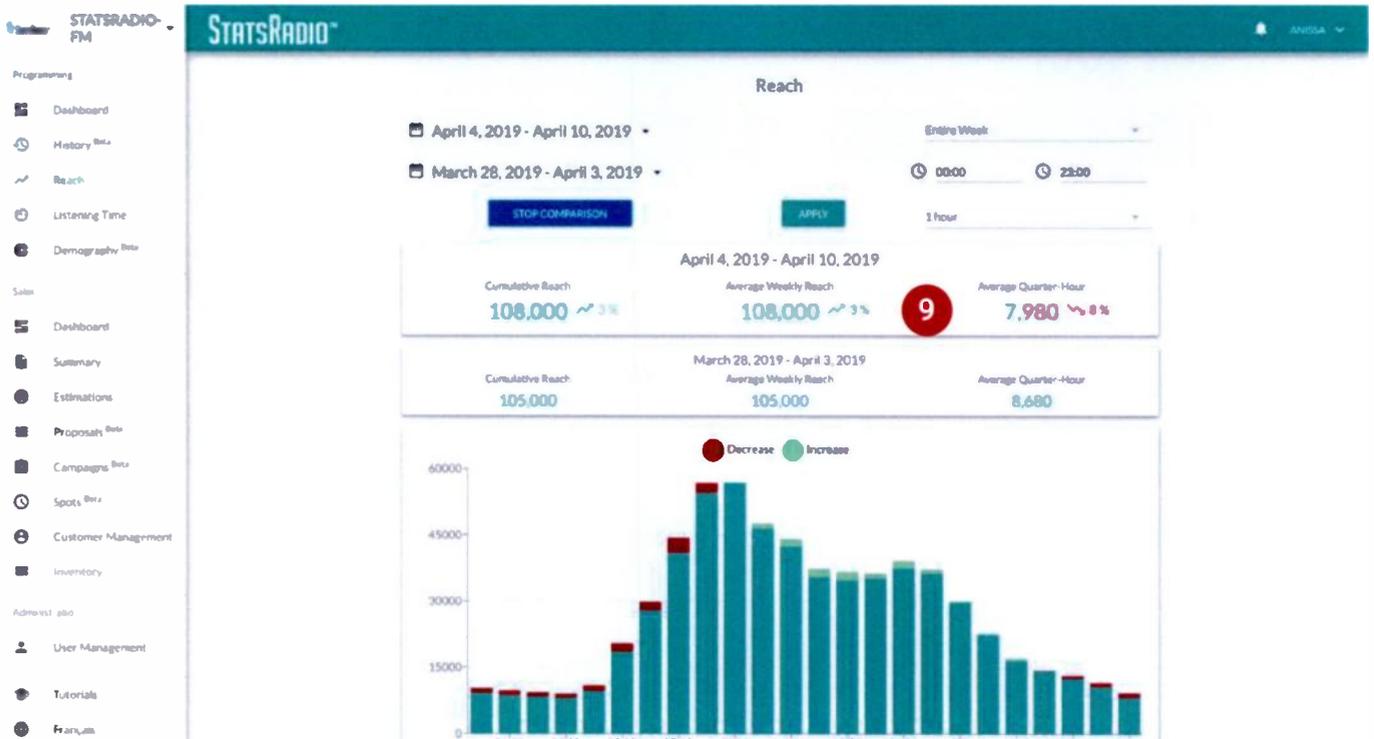
The Reach tool allows you to do more precise queries on your Cumulative Reach and to compare timeframes.

- (1) To do so, select timeframe by clicking on the Calendar icon and date, just below the Reach icon.
- (2) Select the days in this timeframe you would like to focus on.
- (3) Select the start and end time.
- (4) Select result increments (5, 15, 30, or 60 minutes)

Then click the APPLY button (5) to render results.

The table block (6) provides Cumulative Reach, Average Weekly Reach, and Average Quarter-Hour for the queried timeframe.

Our Solutions



(7) The bar graph provides a breakdown of reach by desired increment (4). By hovering over the graph, you get the reach number by time increment.

(8) Click the COMPARE button to compare timeframes. To edit pre-selected timeframe, click the calendar icon or on the dates.

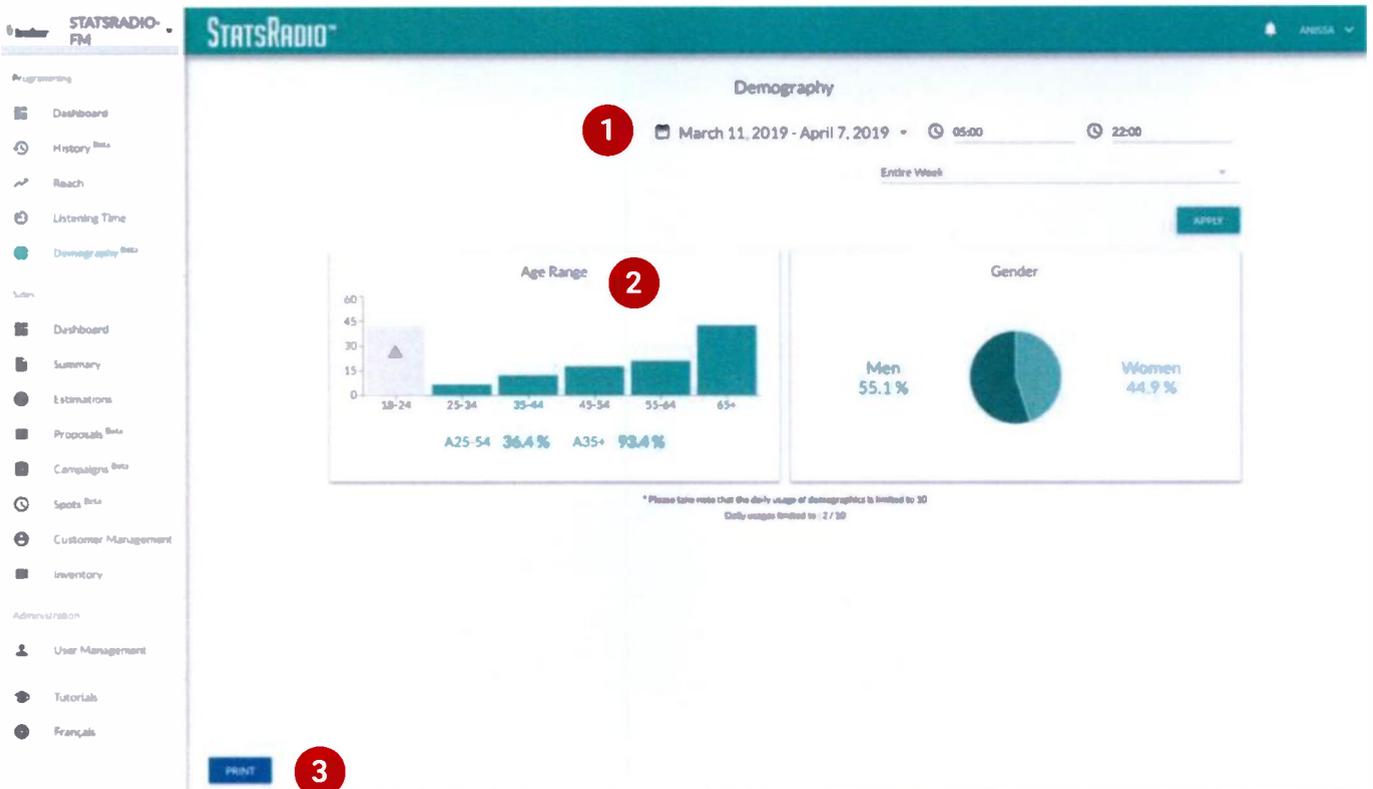
(9) Ascending or descending arrows accompanied by percentages indicate increases (green) or decreases (red) between timeframes.

The Listening Tool



The Listening tool allows you to conduct more precise queries on users' listening habits and to compare them across timeframes. Use it in the same way you use the Reach tool.

The Demography Tool



The Demography tool allows you to review age and gender by week(s).

(1) Like the other tools, you choose the start and end dates, days of the week, and start and end times on which to focus.

(2) Hovering over each age range, gives you the percentage of your overall reach represented by that demographic.

Note: This tool is data intensive, and sometimes renders more slowly than other screens. This is why we only allow ten Demography queries per day and recommend that you print (3) the results.

Sales Module

The Sales Module provides your sales team with automated tools that calculate your station's performance in real time. It also allows your team to transact online, send proposals, lock campaigns and, with the use of Follo, invite your advertisers to track their campaign's performance as it unfolds.



The Summary Tool

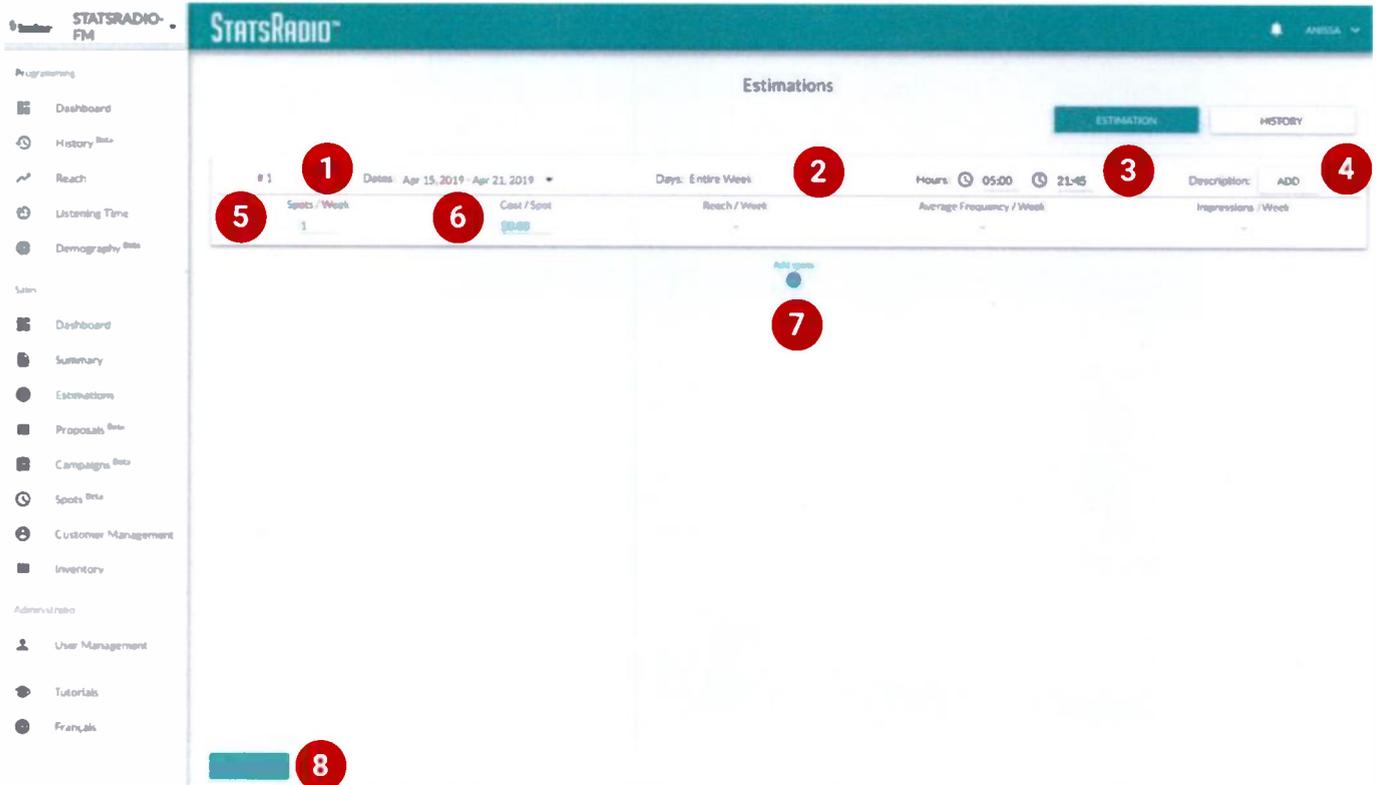
This tool provides you with a summary of your station's performance for the last 28 days or, if you prefer, you can review previous months by clicking the previous month button (1).

The top table (2) provides weekly Reach, Listening Time, and Listening Time per Person averages.

The next table down (3) provides Peak Performance Reach, Listening Time, and Listening Time per Person.

The two bottom tables (4) provide your station's demographic breakdown (Age Range and Gender).

The Estimation Tool



This tool helps your sales team estimate reach and impressions for your clients, based on the last 28 days of data. It will calculate the cost of the campaign (spot number x cost) and the cost per thousand (CPM).

Click DATES (1) to select campaign dates.

Click DAYS (2) to select weekdays.

In HOURS (3), choose start and end times by clicking on their respective dropdown menus.

Click DESCRIPTION (4) to add a note.

(5) Enter the number of spots (Opportunities).

(6) Enter the Cost per Spot.

For multi-week or multi-creative campaigns, click ADD OPPORTUNITY (7).

Click CALCULATE (8) to render results. This takes some time. Once rendered, a notice box will pop up. Click on the pop up to view your results.

(9) PRINT the estimate to PDF or paper. Forward it to your client or SAVE the proposal for safekeeping. If you decide to grant your client access to FOLLO, you can send them a proposal for them to review online. (There is a fee for this, per campaign.)

The HISTORY button (10) allows your sales force to review prior estimates:

Click on the disk icon (11) to save the estimate.

Click on the forward icon to send a copy of the estimate to your client.

Click on the trash can to delete the estimate.

The Proposals Tool

The Proposals tool is a repository of all the estimates you have forwarded to your clients.

(1) Each row provides a summary of one campaign including broadcast start date, the campaign name, cost, salesperson, client name, and proposal status.

The Sorted By dropdown menu (2) allows you to sort results by Name, Broadcast Date, and Proposal date.

The All Proposals dropdown menu (3) allows you to switch view to include only those proposals that were drafted, sent, accepted, or refused/cancelled.

The search function (4) allows you to find proposals quickly. Enter part or all of the name in this form field and click Enter or Return on your keyboard.

The gearwheel at the end of each row (5) gives your team the ability to accept or decline a proposal on behalf of their client and to modify the proposal.

Once a proposal is accepted, the system re-categorizes it as a campaign.

The Campaigns Tool

This is a repository of all your clients' campaigns.

(1) Each row in the table provides a synopsis of a campaign, including its status, campaign name, and total cost, and the customer's name.

The SORTED BY dropdown menu (2) allows you to sort results Campaign Name or Start Date.

The All Campaigns dropdown menu (3) allows you to switch view to include only those campaigns that were Booked, On Air or Completed.

The search function (4) allows you to find campaigns quickly. Enter part or all of the name in this form field and click Enter or Return on your keyboard.

If your StatsRadio account is linked to your advertising routing software, the LINK (5) button links the systems and allows your clients to view campaign delivery and performance.

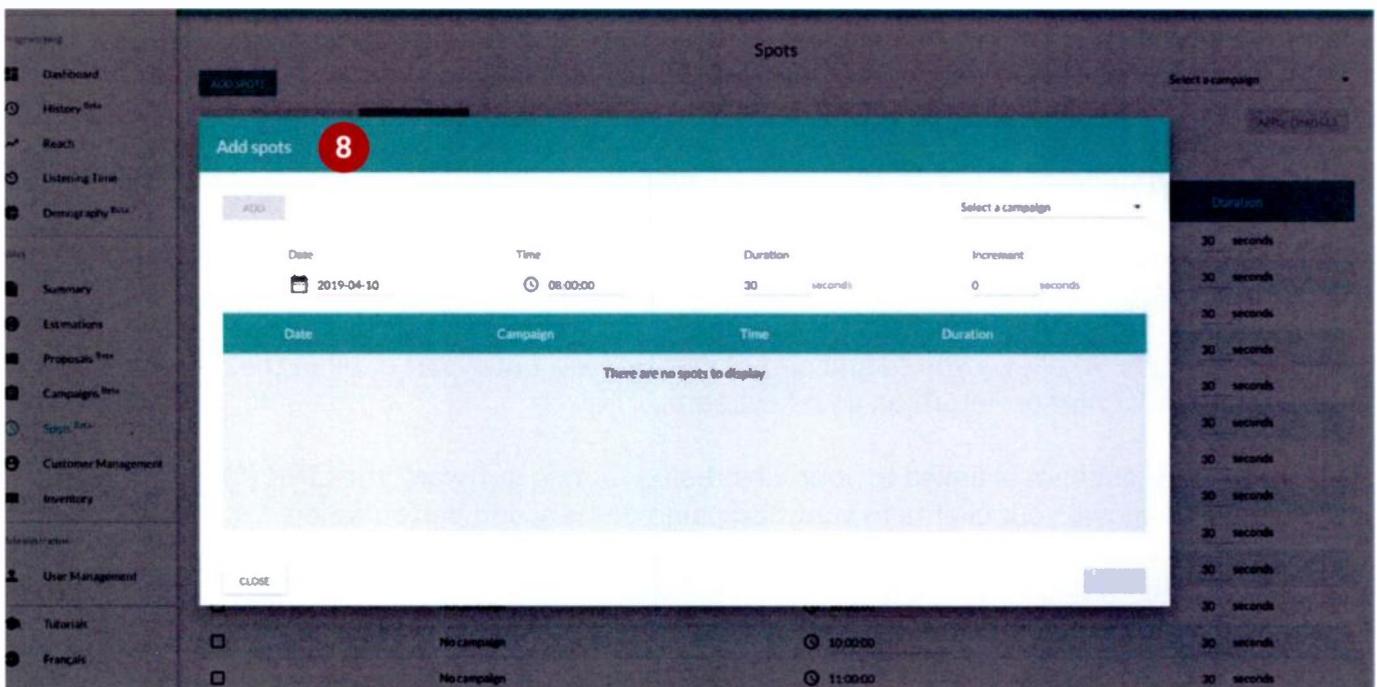
If your advertising routing software is not linked to StatsRadio, it is still possible for your clients to track campaigns but you need to manually enter spots. Click MANAGE (6) to access the Spots tool. (This tool can also be accessed using the sliding menu.)

It is not necessary for a client to digitally approve a campaign for you to grant them access to Follo. Click on the CREATE CAMPAIGN (9) button to grant the access. A popup form will allow your sales team to enter the details of the campaign.

The Spots Tool



Click ADD SPOT (7). A popup form (8) allows you to add spot week, time and duration for each one added.



The Customer Management Tool

Invitation	Company	Contact	Actions
✓	Nesapp	Marc-Olivier Duval (MODUVAL@nesapp.ca)	MANAGE
✓	marco inc	Marco Duval (marcoduval@hotmail.com)	MANAGE
✓	the best company ever	L P Sutton (lps@statsradio.com)	MANAGE
✓	Anissa Design Inc	Anissa Lamrani (anissa.lamrani@hotmail.fr)	MANAGE
✗	Anatoli Inc	John Doe (johndoe@outlook.com)	MANAGE
✓	Adam	Adam B - Bolduc (adam.b.bolduc@gmail.com)	MANAGE
✓	EB Inc.	Eric Blais (ebblais@gmail.com)	MANAGE
✓	Entreprise de M. Fortin	Samuel Fortin (sfortin@statsradio.com)	MANAGE
✓	StatsRadio by StatsRadio	Admin StatsRadio (admin@statsradio.com)	MANAGE
✗	Bob Inc €	Bob Inc (vincent.aube94+1@gmail.com)	MANAGE

This tool allows you to invite customers to use Follo and manage information regarding those who do.

To grant access, click on the INVITE A CUSTOMER button (8).

A pop up form (9) will allow your salesperson to enter customer information.

Administrative Tools

The Users Management Tool

The screenshot displays the 'Users Management' interface for StatsRadio. On the left is a navigation menu with options like Dashboard, History, Reach, Listening Time, Demography, Sales, and Customer Management. The main content area shows a table of users. At the top left of the table is a button labeled 'INVITE A USER' with a red circle containing the number '1'. The table has columns for 'Invitation', 'Name', 'Email', 'Roles', and 'Actions'. The first row shows a checked invitation for Eric Leo Blais, System Administrator, General Manager. The second row shows a checked invitation for Benoit Pelletier, President, with a red circle containing the number '2' highlighting the 'MANAGE' button in the Actions column. Other users listed include Blaise Gagnon, Marc-Olivier Duval, Das Vaub, Samuel Cloutier, Louis-Philippe Sutton, Anissa Lamrani, and Adam R. Brindler.

Invitation	Name	Email	Roles	Actions
✓	Eric Leo Blais	ebblais@statsradio.com	System Administrator, General Manager	MANAGE
✓	Benoit Pelletier	bpelletier@statsradio.com	President	MANAGE
✓	Blaise Gagnon	blaise.gagnon@regproinspire.ca	Programming, Sales Executive	MANAGE
✓	Marc-Olivier Duval	MODUVAL@nexapp.ca	Sales Executive	MANAGE
✓	Das Vaub	vaubd@nexapp.ca		MANAGE
✓	Samuel Cloutier	scloutier@nexapp.ca	Sales Executive	MANAGE
✓	Louis-Philippe Sutton	lpsutton@statsradio.com	Program director, Sales director	MANAGE
✓	Anissa Lamrani	anissa.lamrani@hotmail.fr	General Manager	MANAGE
✓	Adam R. Brindler	adam.brindler@comcast.com	General Manager	MANAGE

This tool provides a list of colleagues who have access to your StatsRadio account.

The INVITE A USER button (1) opens a pop-up form that allows you to add colleagues to the account.

The MANAGE button (2) allows the administrator to change a team member's role (access privileges) and to delete them all together.

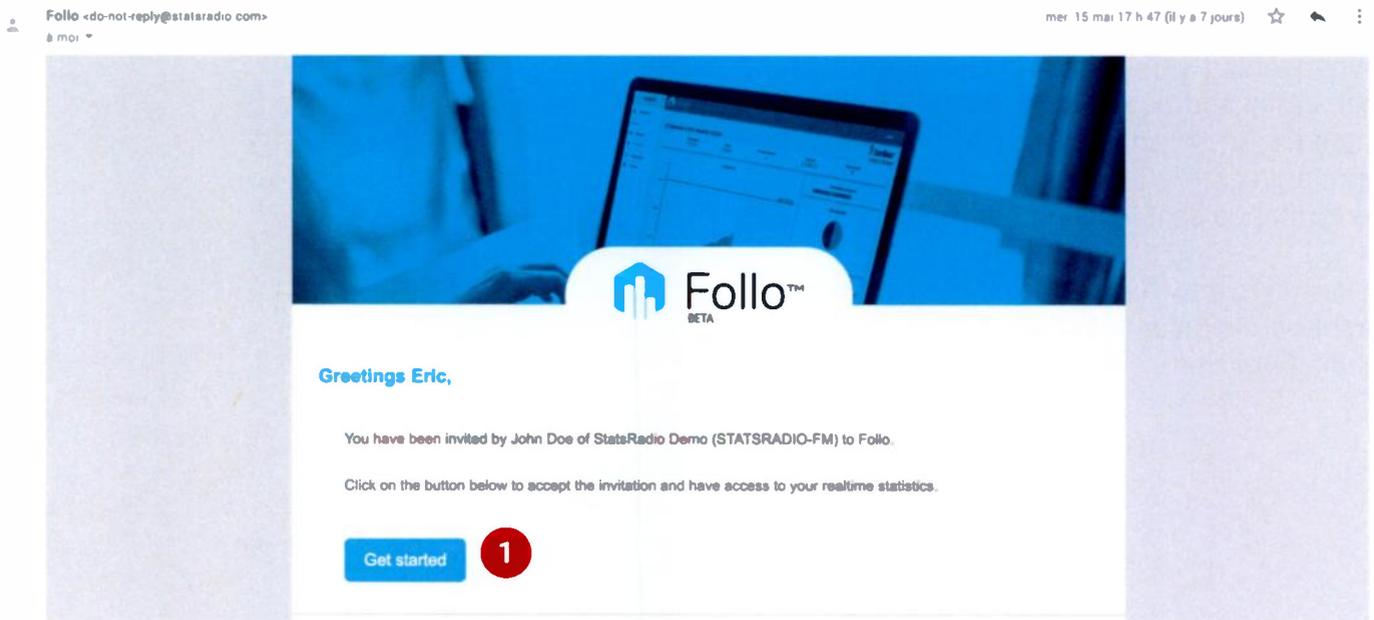
Follo Web Platform

Follo is a web platform dedicated to advertisers doing business with a StatsRadio client station. Follo is the only daily performance-monitoring solution built for radio advertising campaigns. Invited advertisers access the platform using their email address and password. Once they've logged in, they can review, accept and refuse campaign estimates and track their campaign's performance as it is being delivered.

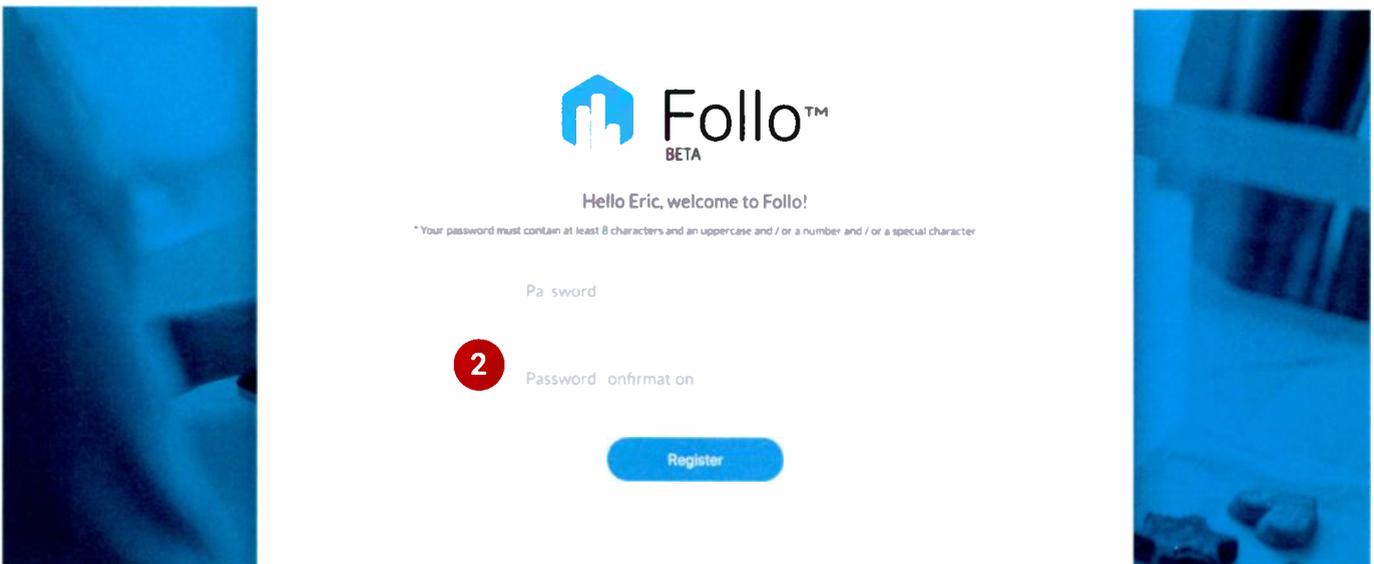
Advertisers now have access to an analytics dashboard similar to those of other major digital media publishers like Google or Facebook.



Invitation



Your radio-broadcast partner will invite you by email to join Follo. To accept the invitation, click the **Get started** button (1).

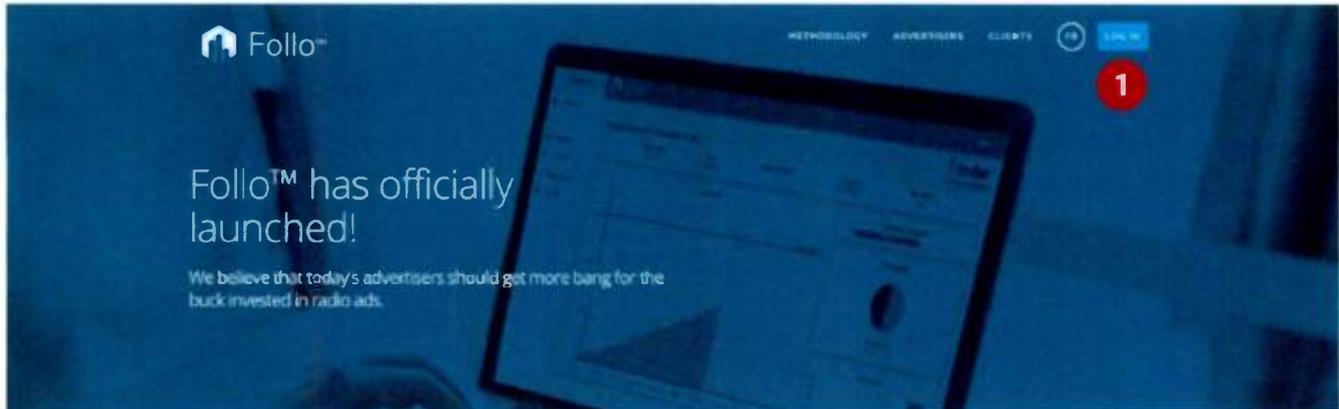


Once you click **Get started**, your browser will launch, and load the Welcome screen. Create your **password** (2) here. The password should be 8 characters, including one capital letter and one number or special character (#, *, etc.).

Access

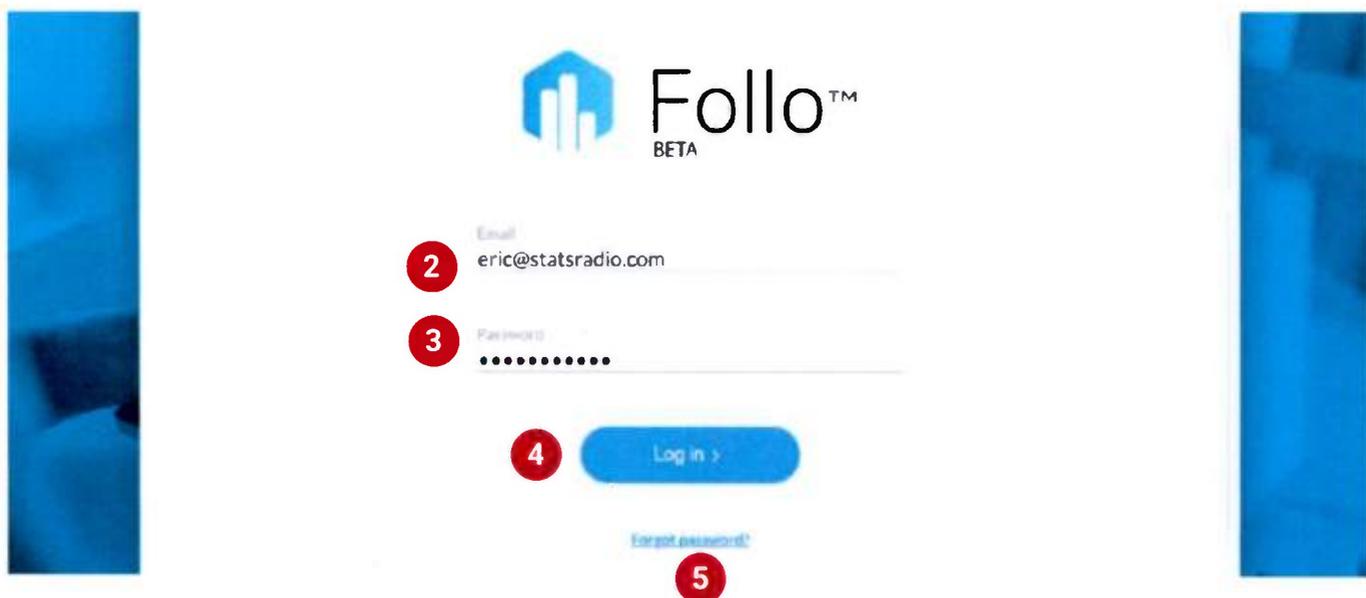
Once you have created a password, you can access **Follo** anytime, and anywhere you have an internet connection, by entering <http://www.follo.ca> into your favourite web browser.

On the site's landing page, click **LOG IN** (1), at the top right-hand corner of the screen.



Methodology

Enter the **Email** (2) address and **Password** (3) of your account, then click the **Log in** button (4). If you've forgotten your password, click the **Forgot password?** link (5) and follow the prompts to reset your password.



Menu



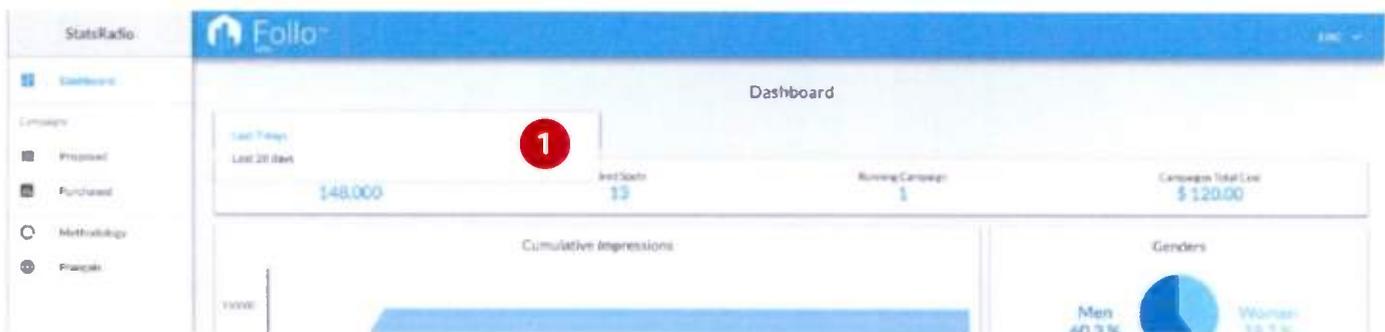
The sliding menu gives you access to a **Dashboard** (2) which aggregates the data from all your live campaigns, **Proposed** (3) campaigns and **Purchased** (4) campaigns.

You can review StatsRadio’s research **Methodology** (5) from this page and change the interface language by toggling between **English** and **Français** (6).

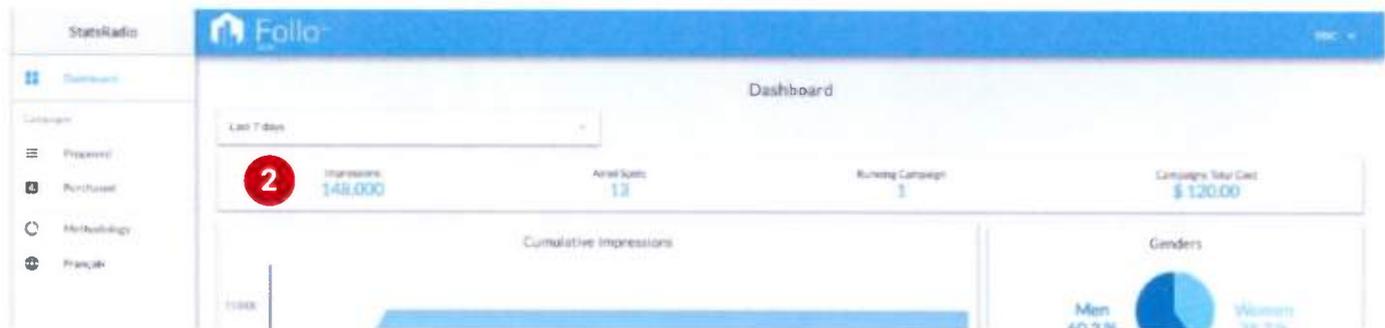
Dashboard

The Follo **Dashboard** provides an overview of all the campaigns that you are running currently with the radio-broadcaster who granted you platform access. When you log in, the aggregate numbers for the **Last 28 days** (1) will appear.

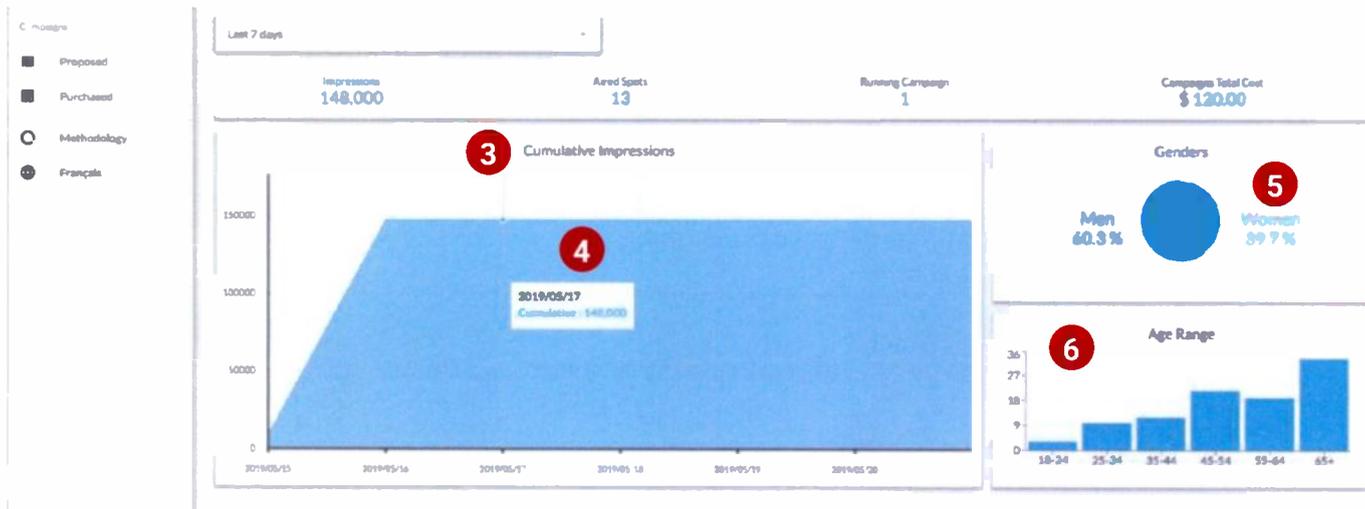
Toggle over to the **Last 7 days** of your campaign's performance, when you prefer that focus, by clicking on the heading at the top left-hand corner of this screen, and then clicking **Last 7 days** (1). Follow the same process to toggle back to **Last 28 days**.



Underneath the **Last 28 days/Last 7 days** heading, the **campaign synopsis table** (2) provides an aggregate of all your spots' impressions (the amount of times someone heard it/them), the number of times your spot(s) aired, how many of your campaigns are running currently, and Campaigns Total Cost.



The **Cumulative Impressions** area chart (3) provides a visual representation of the daily cumulative impressions generated by all your campaigns. Roll over the graph to view the total **Cumulative** number of impressions (4) for a particular day.



To the right of the area chart is the **Genders** pie chart (5). It provides an aggregate gender breakdown for your campaign.

Find the **Age Range** bar chart (6) beneath **Genders**. This provides the age breakdown of your audience. Roll over each bar to see the percentage of total campaign audience represented by that age range.

Proposals

The **Proposed Campaigns** (1) screen is a repository of all the campaign proposals that were generated for you by the radio-broadcaster. It lists each proposed campaign's start date and name, the radio station name, the number of spots required and the total campaign cost. Each advertising campaign's audience-reach and demographic-information proposal is estimated, based on the radio station's **StatsRadio** real-time, up-to-the-minute listener data.

Use the **Sorted by** drop down menu (2) to sort the list by **Campaign Name** or by **Start Date**. Search for a specific campaign by entering all or part of its name in the **Search** field (3) on the right-hand side of the screen.

(4) To **Accept** or **Decline** a proposal from this screen, click on the gear icon (4) in the **Actions** column of each proposal's row, then click **Accept** or **Decline**.

Click anywhere on a campaign's row (5) to view **in-depth proposal details**.

The screenshot displays the 'Proposed Campaigns' section of the Follo Web Platform. The interface includes a sidebar with navigation options like 'Dashboard', 'Proposed', 'Purchased', 'Methodology', and 'Français'. The main content area features a table with the following data:

Campaign Start	Campaign Name	Radio	Nb Spots	Total Cost	Actions
2019/05/06	Vente iMac	STATSRADIO-FM	40	\$ 1,400.00	[Gear Icon]
2019/05/06	Toyota Proposal	STATSRADIO-FM	220	\$ 10,400.00	Accept Decline

Detailed Proposal Screen

Toyota Proposal

Campaign from May 6, 2019 to June 2, 2019

Proposed on: May 21, 2019

6

This is a forecast based on the listening average of the last 28 days

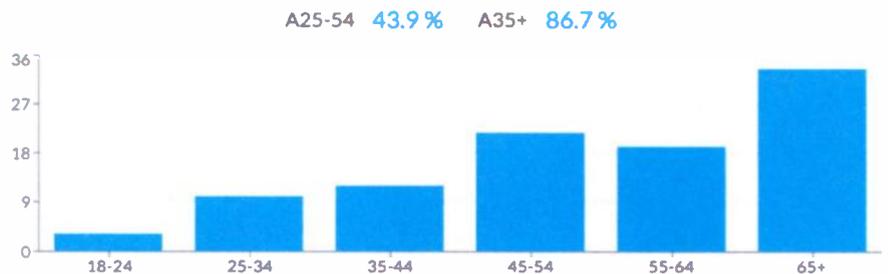
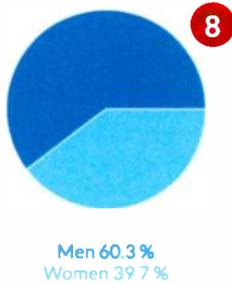
# 1	Dates: May 06, 2019 to May 12, 2019	Days: Entire Week	Hours: 05:00 to 21:45
Spots / Week	Cost / Spot	Reach / Week	Average Frequency / Week
200	\$ 50.00	104,000	20.7
			Impressions / Week
			2,160,000

# 2	Dates: May 27, 2019 to June 02, 2019	Days: Entire Week	Hours: 05:00 to 21:45
Spots / Week	Cost / Spot	Reach / Week	Average Frequency / Week
20	\$ 20.00	93,100	2.32
			Impressions / Week
			216,000

Total

7	Number of Spots	Total Cost	Cost per Thousand	Impressions
	220	\$ 10,400.00	\$ 4.38	2,380,000

Demography



10 11

PRINT ACCEPT DECLINE

In this example of a **Proposal Detail Page (6)**, the horizontal tables at the top of the screen represent campaign estimates for specific ranges of time. They each include: days of the week, hours of the day, number of spots to air within that time period during that week, cost per spot, the estimated weekly reach (based on the radio stations performance during the last 28 days), estimated average frequency per week and estimated impressions per week.

Underneath the specific time-range tables, see the **Total** table (7) to learn the aggregate numbers for the entire campaign, including total number of spots, total cost, total number of estimated impressions and Cost per Thousand (total cost divided by estimated impressions, expressed in thousands) .

Beneath that, the **Demography** table (8) provides an estimated demographic breakdown by age and gender for the entire proposed campaign.

Print this proposal to PDF or paper by clicking **Print** (9) at the bottom of the page. **Accept** (10) or **Decline** (11) the proposal from this screen by clicking one of these buttons, also at the bottom of the page.

When you click **Accept** (10), the system notifies the radio-broadcaster and then links your campaign to their advertising management (routing) server.



Campaigns

5	Status	Campaign Name	Radio	Total Cost
	Running	Toronto Proquest	STAT9400-FM	\$ 120.00

The **Purchased Campaigns screen** (1) offers a repository of all your purchased campaigns.

Click the **Sort by** drop-down menu (2) to find campaigns by **Name** or **Start Date** and click on the one you want to review.

Choose from the drop-down menu in the middle of the page, **All Campaigns** (3), to choose which campaigns to view: campaigns that are **Booked** (purchased but not started), **Running**, **Completed** or **All Campaigns**.

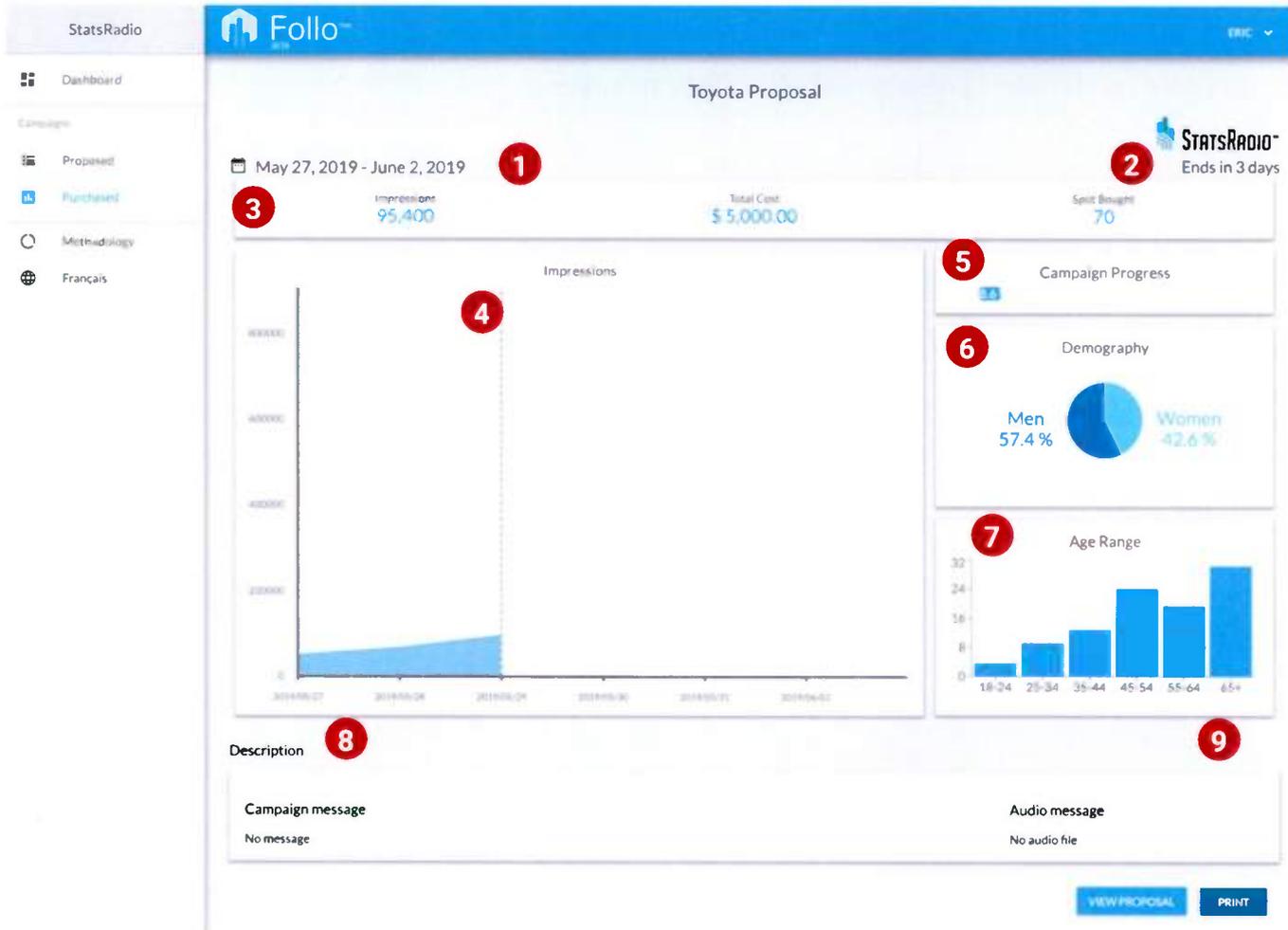
Type all or part of a campaign name into the **Search** field (4) to find a specific campaign.

Each row in the **Purchased Campaigns** table (5) provides you with Campaign Status, Campaign Name, Radio Station and Total Cost.

Click anywhere on a campaign's row (6) to view **in-depth campaign data**.

Detailed Campaign Screen

This detailed Campaign screen provides up to the previous day data, even while the campaign is running. Data is aggregated nightly.



Find **calendar information** (1) at the top left of the screen to see the campaign's date range. Look to the top right, at **Ends in XX days** (2), for the time remaining on the campaign.

Read the **Campaign Synopsis** table (3), first on the page, to learn the total of accumulated impressions to date for the campaign, total cost, and number of advertising spots purchased.

The **Impressions** area chart (4) provides you with cumulative impressions for the campaign. Roll over the chart to view the cumulative impressions for that day and for the number of campaign spots aired to date.



On your right you can see the **Campaign Progress** bar (5), indicating how much time is left in the campaign.

The **Demography** pie chart (6) provides gender breakdown of the campaign's listeners.

The **Age Range** bar chart (7) provides the age breakdown. Roll over a bar in the chart to see the percentage of total listeners represented by that age group.

The **Description** table (8) is available for the campaign's spot script and audio file.

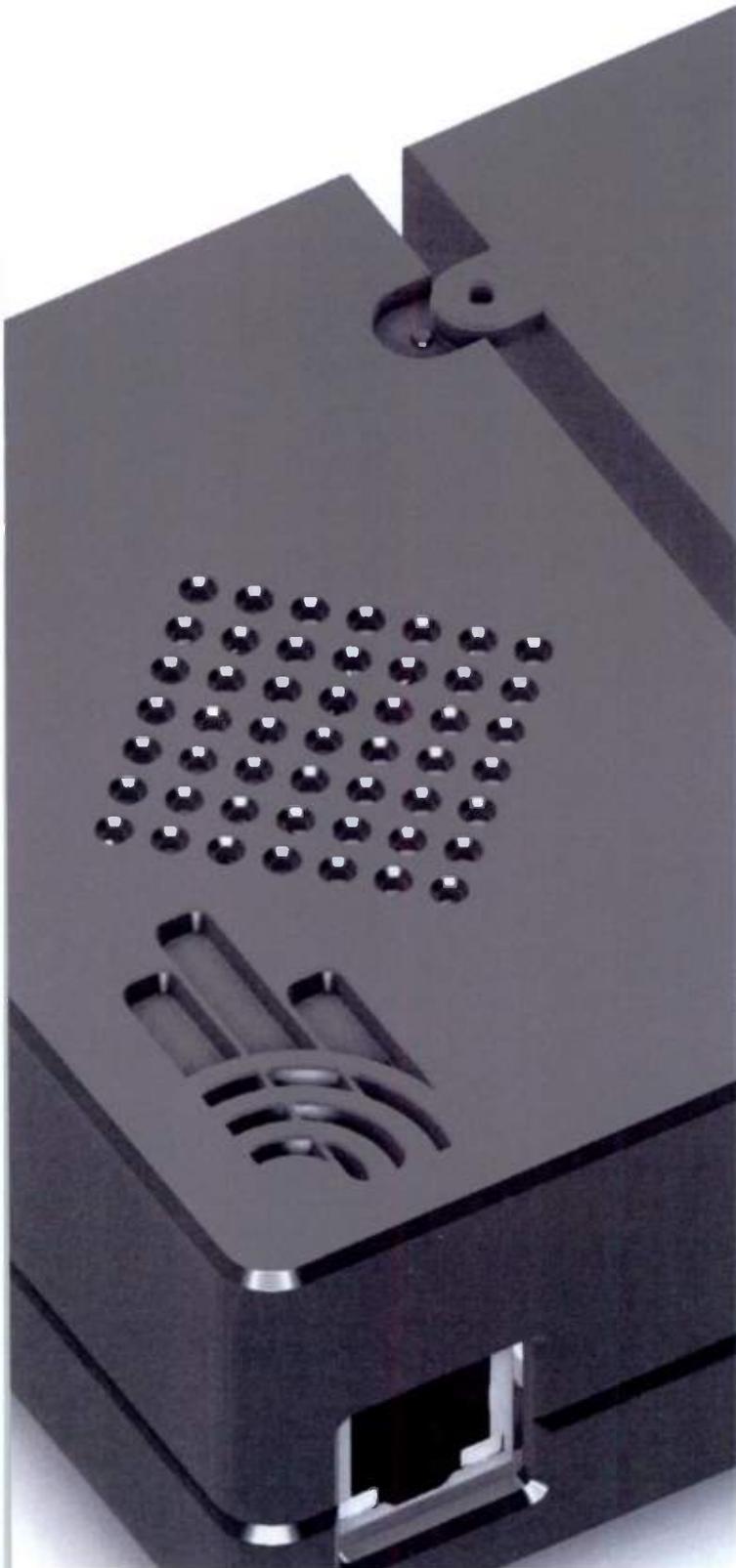
Click **Print** (9) to print these campaign details to PDF or paper.



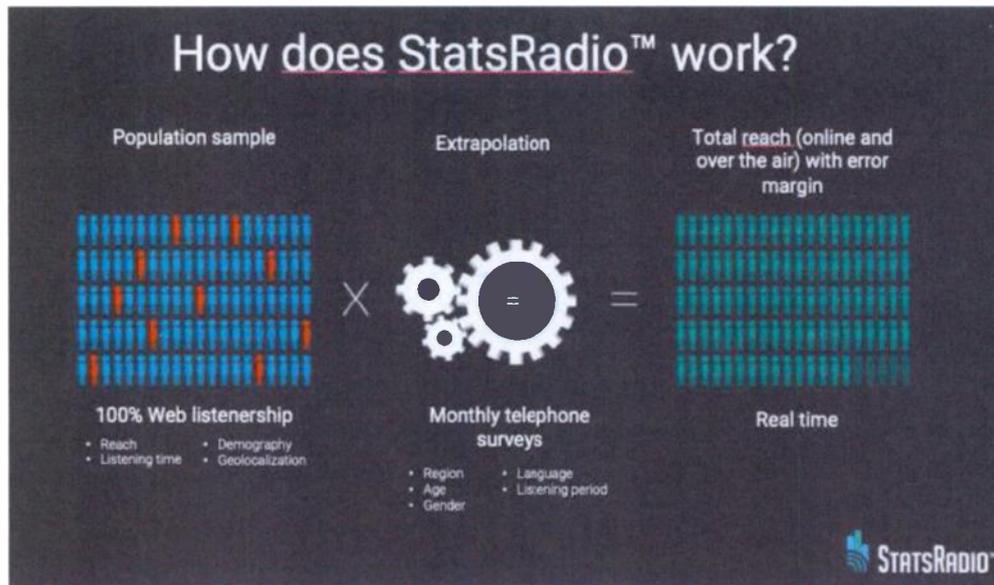
Streaming Solution

Our new plug-and-play streaming device was created with your station's streaming needs in mind. No bigger than two iPhones stacked on top of each other, the device plugs into the audio output of the sound console, requiring only an internet cable and a power source; no additional equipment or complex installation is required. The device is preconfigured so that it can be activated within seconds and it automatically reboots after power or internet failures.

Two streaming boxes will be mailed to you. Should unforeseen issues arise, quickly disconnect the first box and connect the backup. Once we've received the problematic device, our Customer Success department will replace it promptly and at no cost.

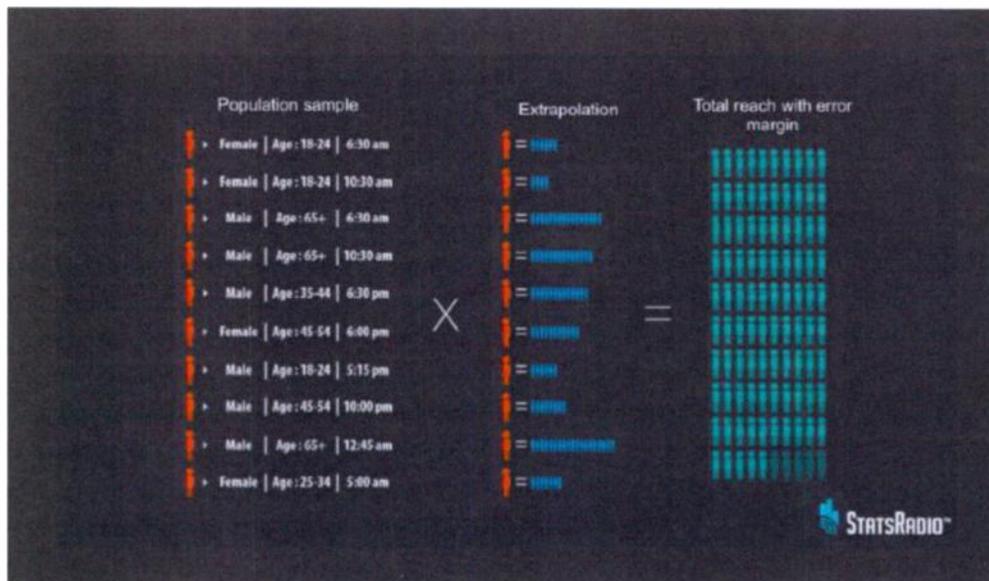


Our Methodology



We begin by building a sample and determining the right extrapolation ratio: how many listeners, of the total listenership, does one surveyed individual represent? With these elements, we estimate total reach, with an articulated error margin.

As your audio streaming-service provider, we capture and use 100% of your online streaming data stemming from your website, TuneIn, mobile application, and any other platform to extrapolate total listenership including: cumulative reach, duration, location, gender and age of listeners. An external firm, Sondage Echo, conducts telephone surveys for us, in order to assess a region's listenership habits. The delta between digital and traditional listenership is accounted for in extrapolation ratios. These ratios allow us to determine how many traditional listeners are being represented by digital listeners. The external firm helps us arrive at the correct ratios, so our sample extrapolates to the station's total reach.



Implementation Process

Once the contract is signed, implementation will begin. This is a multi-phase process that can take three to five months to complete.

Phase 0 - Kick-off Meeting

A kick-off meeting, 15 minutes in duration, is scheduled as soon as the Agreement is signed and is organized by the Implementation Specialist.

- **The following participants are invited:**

- Client decision-makers (example: General Manager, Owner)
- Client IT (IT Manager, IT specialists, and/or those responsible for technical support during implementation at the station)
- StatsRadio Sales Representative and/or Customer Success Representative
- StatsRadio Implementation Specialist

- **Agenda**

- Objective: Align departments and introduce all personnel who will participate in implementation.
- Review StatsRadio's and station's missions and alignment between them.
- Next steps: Schedule a series of dates for installation and trainings and set benchmarks for progress.

Phase 1 – Streaming Service and Custom Player Installation

Streaming Summary

StatsRadio usually provides its client radio stations with streaming services. Our solution is appreciated for being more agile and stable than incumbent services. Additionally, we offer our streaming service for free with each Agreement, which generally represents a costs savings to stations.

- **Here are the basics of the service:**

- Shoutcast Server
- Choice of MP3, AAC or M3U encoding
- Audio Quality: 128 kbps
- Frequency: 44 100 Hz



Streaming Options

Other streaming options can be implemented as well, though some might require us to charge additional fees., If your station needs more than one streaming link for a period of time, no problem!

- **The best of these options for your station will be included in the Agreement:**

- We will send you our new plug-and-play streaming box (with a back-up device) and a custom player to integrate on your station's website, or
- We will setup a streaming server and provide a custom player to integrate on your station's website, or
- We will work with your existing streaming provider, retrieve the required data, and customize your online radio player.

We will handle sending new links to third-party streaming services like TuneIn and other streaming radio aggregators.

Our Streaming Box Technology

In order to simplify implementation, we preconfigured a mini-computer for streaming. We will mail you two devices at once, to avoid any streaming disruption in case there is a malfunction. Upon receipt, simply connect one device to your internet connection and audio console. Within a few minutes, you'll be digitally streaming your content. In case of malfunction, disconnect the primary device and connect your backup. Return the problematic unit so that our customer success department can speed to you a replacement device at no cost.

Duration: Between one and four weeks, depending on the complexity of the approach and availability of station personnel.

Phase 2 - Market Survey & Web Streaming Data Collection

- Sondage Echo will conduct monthly radio surveys in your market
- During the same time, StatsRadio will verify that the streaming server (or streaming provider) and player are providing the required data.

Duration: 3 months

Phase 3 - Data Review

StatsRadio determines the extrapolation ratios using Sondage Echo's market survey results. Data quality is reviewed and verified.

Duration: 1 to 4 weeks

Phase 4 - Training

Who is the training for?

The following teams will need to be trained on StatsRadio solutions: management, programming, and sales. The station's producer and routing manager should also participate in Follo training.

Training Schedule

Once data is determined to be reliable and valid, we will schedule and conduct a training session with you and your team.

Access, including Usernames and Passwords, will be provided at this time.

Duration: 1 hour

If you have questions or concerns during this process, please contact Eric Blais at eblais@statsradio.com or at 647 952-1022 #202

Our Customer Success Department

Our clients' success is closely tied to ours. This is why our Customer Success Department is given the resources to focus on each client's solutions.

What is Customer Success?

The field of Customer Success originated in the tech industry and has proven to deliver solutions with high customer satisfaction. Our Customer Success (CS) team of professionals has one mission: maximize StatsRadio's value to the client.

CS distinguishes itself from a classic support department by being proactive in helping each client meet its goals. CS goes far beyond the traditional support department activities of logging problems, reacting to complaints, solving problems after the fact. Our CS team reaches out to their clients, understands each one's unique usage profile and desired features. CS suggests tweaks and provides training and solutions to ensure that we exceed client expectations in every way.

With this proactive engagement, we ensure optimal use of our solutions while increasing our own improvement agility. StatsRadio is continually developing features, with its software development department delivering up to several software updates weekly.

Our clients' success is our success. The Customer Success Department serves to help our client radio stations compete to win in this digital age.

Frequently Asked Questions

Last updated: January 15th, 2019

Measurement Methodology

How do you measure total listenership?

We use an innovative and proprietary hybrid measurement method that extrapolates cumulative reach using 100% web streaming data and monthly market surveys.

Do you measure online only?

We currently measure live radio only.

How do I know your research results are valid and reliable?

Our monthly market surveys are conducted by a third party, the market research firm Sondage Echo. They specialize in academically sound research methods and objective data collection and reporting. Together with our clients and their advertising agency's research departments, we further review the accuracy and reliability of the data they have gathered.

StatsRadio is presently engaging a third party to audit our research methods to ensure their validity and optimize credibility.

How do we know online and offline behaviour are the same?

Clients who have compared our data or their streaming data to Numeris' PPM data have noticed similar behaviour patterns for their radio stations.

Can I add questions to the monthly market survey?

It is possible to add one or two questions to the survey depending on what they are. To preserve brand reputation and ensure mass participation, we need to keep the surveys short and concise.

Analytics & Reporting

Can I access my streaming data separate from the combined (over the air and online) data available on the platform?

We can provide a separate tool, MediaCP, for you to review your streaming data.

Are you replacing Numeris?

We provide a completely different service than Numeris does. They are a ratings service. StatsRadio is a business tool that specifically helps radio compete to win in a digital age.



Why is there fluctuation in the numbers when I conduct the same query at different intervals?

Reach and impressions are calculated in real time every time you query. Because monthly telephone surveys inform our extrapolation ratios, it is possible that there is up to a 2% variance in results, depending on when queries are conducted. These level out over a few weeks.

Can I use your service without using your streaming service?

Our system was designed to work flawlessly with our own streaming service. Our new plug-and-play box makes streaming your radio station incredibly easy, quick and convenient. The device is so small, it can be sent to your business through postal mail. Our streaming service is free of charge when you subscribe to StatsRadio. Nonetheless, if you choose to remain with your existing provider, we can retrieve streaming data from them or run a parallel service to pull the data we need.

Can I get Gross Rating Points?

Our solution mimics analytics tools featured on popular online platforms like Google or Facebook. Currently, we provide reach (unique listeners) and impressions (how many people heard the spot). We are working toward including Gross Rating Points.

Can I see how my competitors measure up?

The reach number will give you an indication of how your station is performing in its market. Your StatsRadio data is proprietary to your station. We do not share your data with your competitors or share competitors' data with you.

Can I get additional demographic data, beyond age and gender?

We are working on a new module for our player that will allow you to poll listeners. We are also completing a study with the National Research Council on how to improve and increase demographic data.

How do you get your demographic data?

We use the same digital profiling tools that your digital competitors are using with your clientele: the web users' digital footprint, data from the player, data from the mobile app, and data from web users that have been voluntarily disclosed (email account/social media accounts).

Can I see the numbers for all my stations combined?

This feature is not presently available, but it is on our development roadmap.

Can I control what data my team sees on StatsRadio and what my clients see on Follo?

You can control which team members have access to the Programming and Sales Modules. For Follo, you control which of your clients have access to the platform. Once admitted onto Follo by you, the clients can see all the data that appears.



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Introduction

Welcome to RadioAnalytics' installation guide. It explains how to install RadioAnalytics on a radio "streaming" website. The script sends listening data to StatsRadio only when the stream is playing. Therefore, it has been configured to monitor an audio player's play and stop actions.

Installation

RadioAnalytics installation is done using JavaScript. It includes an "ra" function similar to the one used by Google Analytics. To set it up, simply add a <script> tag on the website html page and add a function which will call the browser event window.onload. In it, add the function which will install RadioAnalytics (see example below).

NOTE: Please setup using window.onload. Otherwise, RadioAnalytics will try to locate a player not yet initialized.

Example :

```
<script>
  window.onload = function() {

    (function (r, a, d, i, o) {
      r['RadioAnalytics'] = i;
      r[i] = r[i] || function () { (r[i].options = r[i].options || []).push(arguments); };
      o = a.createElement("script");
      o.async = 1;
      o.src = d;
      var n = a.getElementsByTagName("script")[0];
      n.parentNode.insertBefore(o, n);
    })(window, document, "https://www.statsradio.com/js/RadioAnalytics.js?ts=" + new Date().getTime(), "ra");

  }
</script>
```

Configuration of ra() function

For RadioAnalytics to detect streams properly, the player must be linked. The ra() function lists which player(s) to monitor. This function requires two arguments:

1. Call Sign of the station (e.g.: CJSQ-FM, CKOI-FM) as a "String"
2. Configuration of the various (or single) player(s) to watch as an "Object"

NOTE: This function must be included in the same code-block, after the RadioAnalytics setup.

Example :

```
<script>
  window.onload = function () {

    (function (r, a, d, i, o) {
      r['RadioAnalytics'] = i;
      r[i] = r[i] || function () {
        (r[i].options = r[i].options || []).push(arguments);
      };
      o = a.createElement("script");
      o.async = 1;
      o.src = d;
      var n = a.getElementsByTagName("script")[0];
      n.parentNode.insertBefore(o, n);
    })(window, document, "https://www.statsradio.com/js/RadioAnalytics.js?ts=" + new Date().getTime(),
      "ra");

    ra("DIO-FM", {
      audio: {
        id: "lecteur"
      }
    });
  }
</script>
```



Player Configuration

The player is configured using a variety of objects. Here is an example of its basic structure:

```
{
  playerKey: {
    instance: playerInstance, // Js Object
    id: "playerId", // id on the website
    instanceName: "instanceNameOfThePlayer"
  },
  -
}
```

The first parameter to populate is the “playerKey” which identifies the type of audio/video radio player available on the website. The value of this key is important since RadioAnalytics interacts differently with different players. Current supported players include:

Lecteur	Clef
Audio (<i>HTML5</i>)	audio
Video (<i>HTML5</i>)	video
JWPlayer	jwPlayer
JPlayer	jPlayer
MediaElement	mediaElement



For example, to monitor a MediaElement player, the configuration would look like this:

```
{
  mediaElement: {
    instance: playerInstance,
    id: " playerId ",
    instanceName: " instanceNameOfThePlayer "
  }
}
```

Next, indicate the method used to locate the player. There are three ways to do so:

Method	Key	Description
By Instance	instance	Directly give the player reference to RadioAnalytics (through its JavaScript variable)
By Id	id	The <i>id</i> value in the players' HTML tag
By Instance Name	instanceName	The variable name which contains the player instance in the global environment (<i>window</i>)



Appendix A - Radio Analytics Installation Guide

For example, to specify an audio player by id

```
// Somewhere on the website's HTML document
<audio id="player"></audio>

// The configuration object would look like that
{
  audio: {
    id: "player",
  }
}
```

To specify an audio player by instance

```
// Somewhere in a <script> tag
var player = new Audio();

// The configuration object would look like that
{
  audio: {
    instance: player,
  }
}
```

To specify an audio player by instance name

```
// Somewhere in a <script> tag
window.audioPlayer = document.getElementById("audioPlayer");

// The configuration object would look like that
{
  audio: {
    instanceName: "audioPlayer"
  }
}
```



Custom Audio Player for unsupported player

While RadioAnalytics supports a wide range of audio players out of the box, the website could require a custom setup. There are two solutions:

- Create a custom tracker, or
- Use the external configuration (see next section)

The custom tracker is an object that contains three functions to work properly.

Function	Parameters	Description
<code>isPlaying()</code>	-	Returns true if the player is currently playing audio or false otherwise.
<code>onPlay(callback)</code>	Callback : a JavaScript function to call when the audio starts to play audio	Attach a <i>play</i> event to the player
<code>onStopped(callback)</code>	Callback : a JavaScript function to call when the player pauses or stops playing audio	Attach a <i>stop/pause</i> event to the player

Example :

```
var ExternalTracker = function(trackerId) {
  var player = document.getElementById(trackerId);

  this.isPlaying = function() {
    return player.paused !== true;
  };

  this.onPlay = function(callback) {
    player.onplay = callback;
  };

  this.onStopped = function(callback) {
    player.onpause = callback;
  };
};
```



Then, RadioAnalytics must be configured to use the custom tracker. For this, use tracker as the key in the configuration.

```
// Somewhere on the website's HTML
<audio id="player"></audio>

// Use your custom tracker
{
  tracker: new ExternalTracker("player");
}
```

NOTE: The usage of tracker along with the standard "audio" object is used for demonstration purposes only. For this player, we recommend using the audio key.

External Configuration

When the configuration object is not available, an external tracker must be used to help RadioAnalytics monitor the player's start and stop function. Use function `ra.createExternalTracker` with the radio station's call sign (ex: CJSQ-FM or CKOI-FM) as parameter.

To use this function, RadioAnalytics must have finished its initialization. Therefore it must be executed at the end of RadioAnalytics' configuration using a `ra(callback)` function.

Example :

```
ra(function() {
  // This is executed at the end of RadioAnalytics' configuration
  // createExternalTracker can now be used
  var externalTracker = ra.createExternalTracker("RADIO-FM");
});
```



The “tracker” contains two functions: `playStarted` and `playStopped` . Use `playStarted` on the player’s play event and `playStopped` on the player’s stopped or paused event.

Example :

```
var customPlayer = new CustomPlayerNotSupportedByRadioAnalytics();

ra(function() {
  var externalTracker = ra.createExternalTracker("RADIO-FM");

  customPlayer.onPlay(function() {
    // RadioAnalytics is notified when the play event occurs
    externalTracker.playStarted();
  });

  customPlayer.onPause(function() {
    // RadioAnalytics is notified when the player stop
    externalTracker.playStopped();
  });
});
```

Change of Radio Station

If the RadioAnalytics setup needs to be amended because a player now streams a different radio station, use `switchRadio` with the new radio station’s call sign as its parameter.

Now is time to verify that RadioAnalytics is correctly configured. Begin by verifying that the script has returned no errors in the browser’s console (no error concerning RadioAnalytics).

Then, go to the browser’s network section in the Developer Tools and wait at least 60 seconds. RadioAnalytics will send data to StatsRadio roughly every minutes while playing. It is possible that it might take a little more time (30 seconds or more) after the initial setup using `window.onload`.

Example :

```
ra.switchRadio("STATS-FM");
```



Verification

Now is time to verify that RadioAnalytics is correctly configured. Firstly, verify that the script has returned no errors in the browser's console (no error concerning RadioAnalytics). Secondly, go to the browser's network section in the Developer Tools and wait at least 60 seconds. RadioAnalytics will send data to StatsRadio roughly every minutes while playing but the initial setup after window.onload might make it take more time before the first call (up to 30 seconds or more).

Here is what to verify in the network console:

log	200			RadioAnalytics.bu...	279 B	804 ms
api.statsradio.com/radios	OK	fetch	Script		0 B	804 ms
collect?v=1&_v=53&is=60379798...	302	text/html	Other		373 B	94 ms
www.google-analytics.com/r					0 B	92 ms
collect?v=1&aip=1&t=dc&r=3&...	302	text/html	collect		346 B	340 ms
stats.g.doubleclick.net/r			Redirect		0 B	339 ms
ga-audiences?v=1&aip=1&t=sr&...	302	text/html	collect		453 B	143 ms
www.google.com/pagead			Redirect		0 B	141 ms
ga-audiences?v=1&aip=1&t=sr&...	200	gif	ga-audiences		351 B	142 ms
www.google.ca/pagead			Redirect		42 B	141 ms
log	200				499 B	173 ms
api.statsradio.com/radios	OK	json	Other		20 B	172 ms

Notes:

1. RadioAnalytics also sends data to multiple API.
2. If you have an AdBlock, deactivate it for the verification. It might block outgoing data from RadioAnalytics.
3. The time intervals are not exactly 60 seconds due to the behavior of setInterval in various browser and their power state.

Terms of Use

The following are the GENERAL TERMS AND CONDITIONS of use. They were included with your contract and are offered here as a reminder.

SUBJECT MATTER. The Client hereby retains the services of 9320-6712 Québec inc., doing business under the name StatsRadio (“StatsRadio”), for statistical statement services (the “Services”), as chosen by the Client in the “Description and Service Fees” section of the agreement to which are attached these terms and conditions (the “Conditions”; and collectively with the agreement, the “Contract”).

TARGET RADIO STATIONS. The Services cover the number of radio stations identified on the first page of the Contract.

SERVICE FEES. The fees for the Services offered are specified in the “Description and Service Fees” section of the Contract (the “Service Fees”). Any subsequent changes to the Services offered to the Client must be agreed in writing in an annex to this Contract detailing the changes requested by the Client and the associated costs.

PAYMENT TERMS. The Service Fees are payable in advance on a monthly basis – the 1st day of each calendar month – by pre-authorized debit. StatsRadio has no obligation to provide the Services unless the Service Fee payments are made on the scheduled dates and cashed by StatsRadio. The Client must – unless he or she wishes to pay his/her annual subscription in full in a single payment – fill out and sign the pre-authorized debit or credit card payment form that is attached to the Contract. The Client, as payer, hereby authorizes StatsRadio and the financial institution to debit the Client’s bank account for the monthly payments as stipulated in the Contract, which bank account will be maintained in the branch of the financial institution identified by the cheque specimen or credit card of the Client. The financial institution is also authorized to credit StatsRadio and debit the Client with respect to all the cheques which will be presented by StatsRadio and which are drawn on the financial institution by the Client and are payable to StatsRadio.

INSTALLATION FEES. For each radio station covered by the Services, at the signing of the Contract and when a radio station is added to the Services, the Client shall write a cheque payable to StatsRadio for, as applicable, the installation fees which are specified on the first page of the Contract or those in effect at the time when a new radio station is added and which are charged for connecting the content transmission stream of each radio station to the StatsRadio platform. These fees are payable only once and are non-refundable. However, if after the termination of the Contract, the Client wishes to subscribe again to the Services, installation fees equal to the amount in effect shall have to be paid again by the Client for each radio station covered by the Services.

Appendix B - Terms of Use

FEES AND INTEREST CHARGES. The Client agrees to pay an administration fee of \$25.00 to StatsRadio in the case of a bounced cheque. Pursuant to this Contract, in the event of non-payment of an outstanding amount to StatsRadio, interest shall be charged on all amounts owed by the Client at the rate of 1.5% per month, or 18% per annum. The interest charges shall apply from the date of the said default and the Client shall lose the benefit of the term where required.

DEFAULT. Pursuant to this Contract, the Client shall be in default if any of the following situations occur and is not remedied within five days after receipt of written notice describing the alleged default from StatsRadio:

The Client is in default of paying any outstanding amounts under this Contract;
Any hindrance to the provision of services caused by the Client;
A bounced cheque from the client.

StatsRadio is entitled to immediately cease providing all the Services upon expiry of the period allowed to remedy the alleged default by providing written notice to that effect to the Client. Upon the exercise of this right by StatsRadio, this Contract shall be regarded as terminated, except with respect to the provisions of sections 16, 20, 21 and 25.

PROVISION OF SERVICES. StatsRadio undertakes, under an obligation of means, to provide the Services to the Client in a professional manner and to make accessible the statistics covered by the Services chosen by the Client as provided in these Conditions.

INTELLECTUAL PROPERTY. It is understood between the parties that the Client has no intellectual property rights with respect to the Services, the statistical reports provided to the Client as part of the Services, or the StatsRadio platform and no provision herein shall be construed as conferring on the Client any title, license or other right with regards to StatsRadio's intellectual property, with the exception of the license provided for in section 10 hereunder.

LICENSE AGREEMENT. Subject to these Conditions and the payment of the Service Fees, StatsRadio hereby grants to the Client, and the Client accepts, a worldwide, non-exclusive, non-transferable, non-assignable and non-sublicensable license allowing the Client and the radio stations, including their directors, officers and employees to use the StatsRadio platform in accordance with the Conditions and terms of use that will be in effect on the website through which the platform will be accessible.

BROADCAST QUALITY (STREAM). StatsRadio shall use commercially reasonable means to provide the best quality bandwidth for the content transmission of radio stations covered by the Contract in order to ensure, as far as possible, uniformity in the content broadcast quality of the radio stations streaming through the StatsRadio platform.

WEB REBROADCAST. The Client accepts that StatsRadio rebroadcasts the stream content of the Client's radio stations covered by the Contract over the web for its own needs or those of any of its partners.



WEB BROADCAST. The Client acknowledges and agrees that in order not to impact the sample drawn by StatsRadio, any web broadcast of each of the Client's radio stations covered by this Contract will have to stream through the StatsRadio platform. Any broadcast that does not stream through this platform must first be approved in writing by StatsRadio.

RULES OF CONDUCT FOR RADIO STATIONS. The survey results obtained by StatsRadio come from sampling the digital listenership and from validation by telephone. Certain activities of a radio station could distort the survey data and tarnish StatsRadio's reputation. Consequently, the Client agrees to ensure that each radio station covered by the Contract complies with the following:
Inform the radio stations. Inform the employees, partners and clients of the radio stations covered by this Contract of these rules of conduct:

No tampering with listening habits and data. Not to undertake, directly or indirectly, any activity that could distort the listening habits of the listeners of a radio station covered by this Contract. Any action taken by a radio station that may unduly lead listeners to increase or change their listening habits compared to their actual behaviour in favour of one station over another or any direct attempt by a station to influence how the data is collected is considered as tampering with listening habits and data. It may be a proposal made to listeners, in public or in private, to change their actual listening behaviour. Listening incentives (e.g., advertising or promotion to increase listening) are not considered as tampering with listening habits and data. The following are examples of prohibited alterations of listening habits and data:

A radio station suggesting to its listeners to use several platforms at the same time to listen to its radio content;

A radio station suggesting to its listeners to leave their listening platforms in broadcast mode even when they are not listening to the radio;

A station asking its employees, partners or clients to change their listening habits to direct them to sampling platforms;

A station suggesting to its listeners to lie about their listening behaviour during telephone surveys. Discredit the reliability of the Services. Not to air, in public or in private, any comment that may discredit the reliability of the data obtained from the Services, without valid reason or evidence; Impersonation and misrepresentation of StatsRadio's data. Not to publish data from sources other than StatsRadio misleading people into thinking that the data have been compiled by or come from StatsRadio.

FORCE MAJEURE. StatsRadio shall have no responsibility for failure to fulfill any of its obligations as a result of a force majeure event. StatsRadio's obligations under this Contract shall be suspended by reason of an event of force majeure including natural disasters, acts or omissions of civil or military authorities, state priorities, changes in law, resource shortages, fire, strikes, floods, epidemics, quarantine restrictions, riots, war, acts of terrorism, transport delays, inability to obtain work permits or visas and inability to obtain labour or resources through normal channels/regular sources. The execution of the obligations shall resume its normal course as soon as the event shall have ceased. In addition, as soon as the event constituting force majeure ceases, StatsRadio shall have the right, in its sole discretion and without recourse from either party: a) to cancel the portion



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of the Contract whose execution has been suspended, and execute the rest of the Contract according to the initially agreed schedule; b) to resume the performance of its obligations according to a new schedule; c) to terminate the contract.

LIMITATION OF LIABILITY. StatsRadio offers statistical Services based on various samples it collects. Except for ensuring that the data are collected according to recognized guidelines, StatsRadio is not responsible for the results obtained or for the consequences that the Client may suffer following the use of such collected data or statistical reports provided by StatsRadio in the performance of the Services. Under no circumstances shall StatsRadio be liable to the Client for (i) any damages, claims, or costs whatsoever, or any deficit, loss of operation, loss of profit or data, cost of quality control, indirect legal fees (“Damage”), or (ii) for any damage which could not have been reasonably foreseen at the time of conclusion of the Contract. In addition, StatsRadio shall not be held liable for the interruption of Services due to a technological or legal problem or any other issue in collecting the data. In such event, StatsRadio shall use commercially reasonable efforts to correct the problem and will endeavour, but not be obligated, to obtain other relevant statistics for the Client. Under no circumstances shall StatsRadio’s total liability exceed the Service Fees for the 12 months preceding the event giving rise to the claimed liability. StatsRadio does not warrant to the Client that the StatsRadio platform will operate without interruption including the retransmission of the stream from the radio stations covered by this Contract.

INDEMNITY. StatsRadio is not responsible for the content broadcast by the radio stations covered by this Contract (the “Content”). The Client agrees that this Content is under his/her sole and exclusive responsibility. Accordingly, the Client undertakes to take up the defense of StatsRadio and its subsidiaries, parent company, officers, agents, representatives, directors, employees and business partners in the event that legal proceedings are instituted against them with respect to the Content.

INITIAL TERM. In order to ensure minimum reliability of the statistical data collected by StatsRadio to deliver the Services, StatsRadio must have access to the data stream of each radio station covered by this Contract for a minimum period of one year. In addition, a minimum of three months of access to this stream is required by StatsRadio to generate the first statistical reports included in the Services. Accordingly, the initial term of this Contract is 12 months from the date of provision of access to the platform (the “Initial Term”) and the Client waives his right, as provided under section 2125 of the Civil code of Québec, to unilaterally terminate this Contract during the Initial Term. However, after the Initial Term, each party may terminate the Contract without penalty upon giving a minimum of 30 days’ written notice of such termination.

RENEWAL TERM. After the expiration of the Initial Term, this Contract shall be automatically renewed for an unlimited number of one calendar month terms, under the same terms and conditions, except for the Service Fees which shall be those in effect as mentioned on StatsRadio’s website or as provided to the Client, unless otherwise notified in writing by either party in the 30 days prior to the expiration of the Initial Term or a renewal term.

TERMINATION. This Contract may be terminated by either party upon written notice to the other party, in the event that the other party has materially breached any obligation hereunder and the defaulting party does not remedy the breach within 20 days after receipt of such notice or any



period as agreed in section 7. In the event of termination of the Contract due to a default by the Client, in addition to the amounts due on the date of receipt of the notice, StatsRadio shall also be entitled to charge the Client for premature termination fees, which shall be in an amount equal to the cost of Services for the past four months.

CONFIDENTIALITY. Each party agrees not to, without time limits, directly or indirectly, personally or through an intermediary, divulge or allow any disclosure, under any circumstance, or use for personal purposes or for the benefit of any third party, confidential information provided by the other party or accessed in the execution of the Contract. In the case of uncertainty as to the confidential nature of any information, the Client agrees to consult and obtain written approval from StatsRadio before using or communicating such information. In addition, the financial terms and conditions of this Contract are considered to be StatsRadio's confidential information.

TRANSFER AND SCOPE OF CONTRACT. The Client may not assign or transfer any of its rights or obligations in connection with this Contract to any third party without StatsRadio's prior written consent. This Contract is binding on the parties and their successors and heirs. It is understood, however, that in the case of the sale of a radio station covered by this Contract to a third party, this Contract shall terminate with respect to that radio station only, unless otherwise agreed with the third-party purchaser. At the time of such termination, all amounts due for the Services provided in connection with this radio station shall remain payable to StatsRadio by the client.

AUTONOMY OF THE PROVISIONS. The possible illegality or invalidity of a section, paragraph or provision (or part of a section, paragraph or provision) does not in any way affect the legality of the other sections, paragraphs or provisions of this Contract unless a contrary intention is evident in the text.

TOTALITY AND ENTIRE AGREEMENT. This Contract represents the full and entire agreement between the parties. No statement, representation, promise or condition not contained in this Contract can and should be allowed to contradict, modify or affect in any manner whatsoever the terms thereof. This Contract may only be modified by a writing signed by both parties.

APPLICABLE LAW AND ELECTION OF DOMICILE. This Contract is subject to the laws in force in the Province of Quebec. Both parties agree to elect domicile in the judicial district of Quebec, Province of Quebec (Canada) and select it as the appropriate district for the hearing of any claim arising from the interpretation, application, performance, entry into force and effect of this Contract.

IMPLIED WAIVER. StatsRadio's failure to enforce any right under this Contract shall not be construed as a waiver of StatsRadio's right to enforce the same or any other right, term or condition.

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