

# BROADCAST Dialogue

## Essential Reading

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**R**ADIO: The Spring diary numbers from *Numeris* for the top three stations in markets all across the country are contained in this week's *Broadcast Dialogue*. They are the *Top-line Radio Statistics* in the survey period March 2-April 26 for A12+. Scroll down to the features section for a number of surprises...

Ontario's oldest radio station, *Oldies 1150 (CKOC) Hamilton*, will be rebranded *TSN Radio 1150* in the fall. CKOC, on the air since 1922, joins six other *Bell Media* radio markets flying the TSN Radio banner: Edmonton, Montréal, Ottawa, Toronto, Vancouver and Winnipeg. In related news, CKOC has signed a multi-year partnership with the *Hamilton Tiger-Cats* that includes broadcasts of all their home and away games and related programming. The former rights holder, *AM900 CHML Hamilton*, began broadcasting Ti-Cat games in 1950 and held them, with the exception of the five years between 1978 to 1983, ever since. This season would have been CHML's 60th...

*Health Canada* has asked *CKNW Vancouver* to not promote marijuana, reminding the *Corus* station that advertising marijuana is illegal, running contrary to the federal *Food and Drugs Act* and *Narcotics Control* regulations. In its letter to management, Health Canada refers to evening host Drex's (Justin Wilcomes) May 12 referral of a local dispensary...

American consultant Keith Hill, who describes himself as "the world's leading authority on music scheduling," says Country stations shouldn't play too many songs by female artists because they're bad for ratings. Hill doesn't regard his position as controversial but rather as a data-based fact. He's found that the optimal amount of female singers on a country station for "robust" ratings is 15%. Further, he says, women spend more time listening to country radio

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THE NUMBER OF RADIO STATIONS WORLDWIDE WITH RCS AUTOMATION



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and like hearing male singers more than female. **Jaye Albright**, of consultants *albright & o'malley & brenner* – well-known to Canadian Country stations – offered this: *"I disagree that country in 2015 should never play two females back to back, but all three of us at A&O&B agree that country listeners, male and female, seem to be much more accepting of many more male artists than females. However, if we want the (Country) format to grow, we can't keep holding only antiquated rules from decades ago. The younger end of the Country target likes more females than the upper end, but we can't exist with only the upper demos or the younger ones. That's why it's a balancing act in the midst of demo changes of all times and why it's crucial to keep researching all things, especially the ways we've 'always done it'..."*

An art auction is set for this weekend in Ladner, B.C., to support the *Cross Border Coalition to Stop the Radio Towers*. The coalition, a group of Canadians and Americans, has been fighting a plan for the last two years to erect five radio towers in Point Roberts, WA (on the B.C.-Washington border), about 400 yards from Tsawwassen. It won the first two rounds but continues to raise money for legal fees since the issue will soon be heard in a Superior Court. Retired *BCTV* weatherman **Norm Grohmann** will be MC...

Councillor **Bill Armstrong**, London's longest-serving politician, has filed a \$700,000 defamation lawsuit alleging that rivals co-conspired to smear him in *CFPL London* broadcasts aired during last year's civic election campaign. The councillor is suing *Corus Entertainment*, *CFPL* morning host **Craig Needles**, a former council colleague, his opponent from the Ward 2 race and several fellow *New Democrats* for allegedly *"executing a campaign strategy to broadcast defamatory statements against the plaintiff"...*

*Newcap* has rebranded and changed formats at Top 40 *HOT 92.3 Fredericton* which is now *New Country 92.3 FM*. The switch was at Midnight June 1 with the last song played on HOT being *Amnesia* by **Ian Carey** and **Rosette** feat. **Timbaland**. First song on New Country 92.3 was *Florida Georgia Line's Sun Daze*. The new station launched with no jocks. New Country 92.3 now competes with long-time Country station *CKHJ-AM Fredericton*. While HOT on-air staff has changed, all have other spots within *Newcap*. Morning host **Dexter Barry** will be heading to an as yet undisclosed market, afternoon drive host **Joe Arsenault** will be MD for both New Country 92.3 and *UP! 93.1*, and evening host **Maverick** moves to drive on *UP! 93.1*. Middays were tracked...

The *11th Annual 580 CFRA Bruyère Day Radiothon* raised more than \$5.3-million for the City of Ottawa's oldest hospital (*Bruyère Continuing Care*). The 13-hour broadcast saw all six *Bell Media Ottawa* properties lending a hand...

*NEWTALK 1010 (CFRB) Toronto* and its sister stations – *TSN 1050*, *104.5 CHUM FM* and *99.9 Virgin Radio* – raised in the neighbourhood of \$500,000 for Toronto's Hospital for Sick Children during weekend broadcasting. The hospital's president noted that the stations help it *"to have the best technology and medical equipment. To do the research that leads to new discovery that allows us to improve the treatment that these kids can get. To train the next generation of paediatric specialists. To make sure that we've got the right doctors, the right nurses, the right professionals that provide the world-class care that these kids receive"...*

*CKLB-FM Yellowknife* is back on the air with live bodies after the *Government of the Northwest Territories* (GNTW) announced plans to contribute \$400,000



to the *Native Communications Society of the NWT* on an annual basis for broadcasting purposes. The non-profit organization was forced to pull live programming last August because of funding cuts. The GNWT said it would work toward securing funding from the federal government to sustain Aboriginal broadcasting in the territory.

## **T**ELEVISION:

Canadian producer and Vancouver-based *OUTtv* CEO **James Shavick** has been honoured with a *Doctor of Fine Arts* (honoris causa) from *Capilano University's School of Motion Picture Arts*. His first film, *Two Solitudes*, is considered a Canadian classic. He's produced over 500 hours of television in Canada and the U.S. with series and films commissioned by *ABC Family Channel*, *NBC/PAX*, *Showtime* and *HBO*...

**David Letterman's** retirement came 20 minutes sooner than expected for many Canadian viewers after *Rogers Communications* and *Shaw Communications* pulled the plug before the *Late Night* host said his good-bye. The *CRTC* sent letters to both companies seeking answers as to why the show was cut off. In the recent past the Commission has said that BDUs and broadcasters repeatedly making such mistakes could be forced to give refunds to customers and/or lose the right to simultaneous substitution for an unspecified period of time, or both...



Linda Olsen

*Global Calgary* co-anchor **Linda Olsen** has been recognized with an Honorary Bachelor of Business Administration from the *Southern Alberta Institute of Technology* (SAIT)...

Only **Bell Media** is staging a lavish upfront this year. That happens today (Thursday) in Toronto. *Rogers Media* and *Shaw Media* are doing cross-country road shows for agencies and clients. For programming specifics, go to [www.broadcastdialogue.com](http://www.broadcastdialogue.com)...

While video streaming platform *shomi* plans subscriptions to it will be available to all Canadians sometime this summer, a joint complaint by the *Public Interest Advocacy Centre* and the *Consumers' Association of Canada* remains unchanged. It alleges that owners *Rogers* and *Shaw* are in violation of telecommunications laws. They've challenged a sales tactic that limits *shomi's* use to existing cable or Internet subscribers. Despite the video streaming service's announcement to lift the restriction, *PIAC* wrote to the *CRTC* that the news was short on details. It asked if the Commission will still render a decision on whether or not tying *shomi* to a specific Internet service violates the *Telecommunications Act* and the *Broadcasting Act*...

The 31st annual *IWK Telethon for Children* on *CTV Atlantic* raised \$6.2 million on the weekend during its broadcasts in Sydney, Saint John and Charlottetown. The funds from this, one of the oldest such broadcast fundraisers, will go toward urgently needed equipment for the Neonatal and Pediatric Intensive Care Units at the *IWK Health Centre* in Halifax (formerly *Izaak Walton Killam Hospital for Children* which opened in 1970.).

## **G**ENERAL:

MP **Julian Fantino**, in a letter to *Rogers Communications* CEO **Guy Laurence**, raised his concerns over the displacement of Italian news on *OMNI* and asked for justification for the cuts. Not satisfied with **Laurence's** response, **Fantino** took the issue to his *Conservative* colleagues. As a result, MPs will call a special parliamentary committee meeting to force *Rogers* execs to explain themselves. VP of television and operations at *Rogers*, **Colette Watson**, said *OMNI* needed to make drastic changes to stanch millions of dollars in annual

losses. Last month, Rogers began replacing OMNI's Punjabi, Mandarin, Cantonese newscasts with cheaper current affairs programming, and eliminating Italian-language news because the newscasts were costing \$9-million a year and bringing in only \$3.9-million in advertising. In an interview with *The Globe & Mail* on Tuesday she said: "This is a private sector business. Does Julian Fantino go to Wal-Mart and say, You need to have more stuff in a certain language?" While she recognizes the obligations of the licence, she said the other model wasn't sustainable...

This year's *RTDNA 2015 President's Award* and *2015 Distinguished Service Award* will be presented in Toronto June 6 at the association's annual gala awards dinner. The President's Award goes to *The Canadian Journalist* (as a whole). Accepting will be Jennifer McGuire of the *CBC*, *CTV's Wendy Freeman* and *Troy Reeb* of *Global News*. The Distinguished Service Award will be presented to Lis Travers, VP executive producer of *Canada AM*...

The *Eighth Annual Miracle Weekend* saw \$18.8 million raised for *BC Children's Hospital* through a number of events by many diverse groups including several media outlets. This past weekend's telethon, aired on *Global BC*, was the culmination of efforts by such broadcasters as *98.5 The OCEAN Victoria*, *Fairchild TV*, *CHMB AM 1320* and *Fairchild Radio AM1470*. Donations to Miracle Weekend are used to support the purchase of life-saving equipment, research into the treatment, prevention and cure of childhood diseases, recruitment and educational programs for care givers, and programs in communities throughout British Columbia...

*Netflix's* share of Internet traffic now accounts for 36.5% of all bandwidth consumed by North American Web users during prime time. The Canadian network firm, *Sandvine*, says that's way up from November when Netflix's bandwidth footprint was estimated at 34.9% of Internet traffic.

#### **R** EVOLVING DOOR:

Don Kollins moves from *The Fan 590 (CJCL) Toronto* to become PD at *Sports Radio 95.7 The GAME (KGMZ-FM) San Francisco*. He begins June 12. Prior to The Fan, the 20-year programming veteran was PD at *570 News/Talk (CHYM) Kitchener*...



Don Kollins

At *News95.7 Halifax*, two new hires. **Andy Pinsent** from *1310News Ottawa* succeeds **Stephanie Robertson** at morning reporting after she decided not to return following maternity leave. In Ottawa, Pinsent was a news anchor/editor/reporter and a producer. And **Tyler McLean** becomes afternoon news anchor. McLean worked for the *Rogers* news stations in New Brunswick as morning news reporter/anchor and as a producer. Most recently, before the two N.B. stations' sales, he was host of his *McLean in the Morning* at the Moncton facility...

**Marcello Silveri**, in sales at *CFMB Montreal* for over 50-years, has retired. His successor is **Rosa Acoccella**, a sales rep whom Silveri has mentored for the past 22 years...



**Program Director - Alberta**

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New promotions director at *Newcap Ottawa* is Maggie McAdam. Appointed from within, McAdam has been with Newcap since 2007...

Sarah Etherden is the new director, corporate communications at *Blue Ant Media* in Toronto. Her previous position was in a similar role at *Teletoon*...



Sarah Etherden

New midday host at *KG Country 95.5 FM (CKGY) Red Deer*, effective June 15, is Suzy Burge. It's a return to the *Newcap* station for Burge after a two-year absence. She had been doing mornings at *Sunny FM (CJUV) Lacombe*...

Bob Schieffer, after a 46-year career in broadcast journalism at *CBS* and after 24 years as host of *Face the Nation*, has retired...

Robert Crawford has been promoted at *Pelmorex* to VP, monetization, planning & development. He's held several leadership roles over his 10 years with the company... Also at *Pelmorex*, Michael Viner becomes general manager, ad sales. He's been with the company since 2012 in various sales management roles...

Shannon Brooksbank (Brooksy), a *JUMP! 106.9 Ottawa* personality, is now a co-host of the morning show. She joined Tony Stark and Jesse Reynolds when the new show launched this past Monday. In her two years with Corus she most recently did middays at 104.5 Fresh FM. Before that, did weekends on *JUMP!* and mornings at *Hits 101.9 Cornwall*. Brooksbank began her career in 2010 at *106.3 The Moose North Bay*.

Celebrate the arrival of new team members with a mention in *Broadcast Dialogue*. Send your info to [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com).

## SUPPLYLINES:

*Wheatstone* and *RCS* have a dealership agreement that aims to improve the integration of radio playout and IP audio networking at stations worldwide. By combining of their respective studio technologies and resources they will provide end-to-end studio solutions... *Getintheloop*, broadening its partnership with *Bell Media Radio* in B.C. in Vernon to *99.9 Sun FM/AM 1150/101.5 EZ Rock Kelowna*, is connecting listeners with "non-stop deals". Retailers who become 'offer partners' connect with consumers across digital touch-points while having their branded offers promoted by the Bell Media stations.

# NUMERIS

## Top-line Radio Statistics

Spring 2015 (March 2–April 26, 2015)

Top 3 stations in each measured market

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>St. John's CTRL (Universe: 185,680)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
VOCM	Newcap	24.1	21.7
CKSJ-FM	Coast Broadcasting	15.3	11.5
VOCM-FM	Newcap	15.0	14.1

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Halifax CTRL (Universe: 368,530)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CBHA-FM	CBC Radio One	18.4	18.4
CHFX-FM	Maritime Broadcasting System	11.4	14.6
CFRQ-FM	Newcap	11.1	8.1

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Saint John CTRL (Universe: 115,130)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CHSJ-FM	Acadia Broadcasting	28.7	22.1
CBD-FM	CBC Radio One	18.0	21.1
CHWV-FM	Acadia Broadcasting	16.5	19.0

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Moncton CTRL (Universe: 134,690)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CJXL-FM	Newcap	17.9	17.7
CKCW-FM	Maritime Broadcasting System	15.2	12.8
CKNI-FM	Acadia Broadcasting	11.5	10.1

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Quebec City CTRL (Universe: 706,730)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CJMF-FM	Cogeco Diffusion	15.5	14.4
CBV-FM	Radio Canada	14.5	11.2
CITF-FM	Bell Media	14.1	12.4

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Sherbrooke CTRL (Universe: 217,010)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CITE-F4	Bell Media	21.9	20.7
CIMO-FM	Bell Media	19.9	21.6
CBF-F10	Radio Canada	14.0	14.6

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Trois-Rivieres CTRL (Universe: 139,110)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CJEB-FM	Cogeco Diffusion	20.8	18.1
CIGB-FM	Bell Media	15.6	15.7
CHEY-FM	Bell Media	14.7	12.8

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Saguenay CTRL (Universe: 148,890)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CFIX-FM	Bell Media	25.3	26.7
CJAB-FM	Bell Media	20.6	19.7
CKYK-FM	RNC Media	13.2	15.2

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Ottawa-Gatineau Anglo CTRL (Universe: 813,480)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CBO-FM	CBC Radio One	23.4	18.8
CFRA	Bell Media	9.2	10.0
CIHT-FM	Newcap	8.5	10.1

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Ottawa-Gatineau Franco CTRL (Universe: 344,880)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CIMF-FM	Bell Media	24.4	22.2
CBOF-FM	Radio Canada	15.5	13.1
CKTF-FM	Bell Media	9.4	11.0

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Kingston CTRL (Universe: 150,930)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CKXC-FM	Rogers Broadcasting	17.3	24.2
CFLY-FM	Bell Media	13.1	13.5
CIKR-FM	Rogers Broadcasting	9.0	7.8

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Belleville-Trenton CTRL (115,390)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CJBQ	Quinte Broadcasting	17.4	20.0
CIGL-FM	Quinte Broadcasting	14.3	14.3
CHCQ-FM	Starboard Communications	13.6	12.1

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Oshawa-Whitby CTRL (Universe: 359,670)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CJKX-FM	Durham Radio	13.3	14.4
CKDO	Durham Radio	5.7	5.1
CKGE-FM	Durham Radio	5.5	5.1

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Kitchener-Waterloo CTRL (Universe: 447,990)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CHYM-FM	Rogers Broadcasting	14.5	12.9
CIKZ-FM	Rogers Broadcasting	7.2	7.3
CFCA-FM	Bell Media	7.1	6.4

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>London CTRL (Universe: 442,750)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CFPL-FM	Corus Entertainment	9.5	9.3
CIQM-FM	Bell Media	8.9	8.5
CJBX-FM	Bell Media	8.8	14.1

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Hamilton CTRL (Universe: 675,300)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CKLH-FM	Bell Media	10.6	9.6
CHKX-FM	Durham Radio	8.0	6.9
CHML	Corus Entertainment	5.7	5.4

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>St. Catharines-Niagara CTRL (Universe: 363,770)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CHRE-FM	Bell Media	13.5	16.1
CIXL-FM	R. B. Communications Ltd.	12.0	6.7
CHTZ-FM	Bell Media	7.8	7.4

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Windsor CTRL (Universe: 290,320)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CKLW	Bell Media	16.4	17.2
CBEW-FM	CBC Radio One	5.1	4.8
CIDR-FM	Bell Media	4.9	5.8

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Winnipeg CTRL (Universe: 696,910)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CBW	CBC Radio One	11.9	12.8
CJOB	Corus Entertainment	11.5	13.6
CFQX-FM	Jim Pattison Broadcast Group	9.9	9.8

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Regina CTRL (Universe: 200,010)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CIZL-FM	Rawlco Radio	17.6	15.6
CBK+	CBC Radio One	12.3	10.2
CKCK-FM	Rawlco Radio	11.9	11.9

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Saskatoon CTRL (Universe: 253,570)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CFMC-FM	Rawlco Radio	17.1	16.4
CJDJ-FM	Rawlco Radio	11.7	10.1
CJMK-FM	Saskatoon Media Group	9.7	10.3

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Lethbridge CTRL (Universe: 97,750)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CHLB-FM	Jim Pattison Broadcast Group	20.6	17.4
CJOC-FM	Clear Sky Radio	19.5	17.4
CFRV-FM	Rogers Broadcasting	12.8	18.3

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Red Deer CTRL (Universe: 83,480)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CKIK-FM	L.A. Radio Group	13.8	8.3
CHUB-FM	Jim Pattison Broadcast Group	12.6	11.9
CKGY-FM	Newcap	11.7	16.7

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Prince George CTRL (Universe: 76,510)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CBYG-FM	CBC Radio One	23.8	19.1
CJCI-F+	Vista Radio	16.8	18.2
CKKN-FM	Jim Pattison Broadcast Group	16.4	16.5

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Kamloops CTRL (Universe: 90,390)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CBYK-FM	CBC Radio One	15.8	16.9
CHNL+	NL Broadcasting	15.1	16.6
CKBZ-FM	Jim Pattison Broadcast Group	15.0	11.0

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Kelowna CTRL (Universe: 173,480)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CBTK-FM	CBC Radio One	18.8	16.3
CIGV-F*	Newcap	12.3	16.7
CKFR	Bell Media	12.2	8.4

<b>Station</b>	<b>Owner</b>	<b>Share%</b>	<b>Share%</b>
<b>Victoria CTRL (Universe: 346,020)</b>		<b>Spring 2015</b>	<b>Fall 2014</b>
CBCV-FM	CBC Radio One	18.5	17.0
CFAX	Bell Media	9.2	10.3
CHBE-FM	Bell Media	8.0	7.4



# Constant

# cravings:

**Using OTT to win the next generation of viewers**

**T**he global pay-TV market is huge and growing larger all the time. Mostly that's because of what's happening in emerging markets; Asia, South America, the Middle East and starting in Africa as well.

	2013 Actual	2014 Actual	2019 Estimate
Pay-TV subscribers	903.3 m	924.4 m	1.1 b
Pay-TV revenues	\$249.8 b	\$269 b	\$323 b

But in the more mature markets, particularly North America, the pay-TV market has flattened; even gone down a little bit. There are fewer subscribers and fewer revenues. The leading cable operators in the U.S. have been losing subscribers for years but, within the last two years, the entire industry has been losing subscribers.

NA Pay-TV is Losing Video Subs		
Provider	Total Video Subs	Net 2014 Change
Comcast	22,383,000	-194,000
Time Warner Cable	10,992,000	-401,000
Charter	4,293,000	-49,000
Cablevision	2,681,000	-132,000
Suddenlink	1,138,400	-49,100
DirecTV	20,352,000	+99,000
Dish Network	13,978,000	-79,000

Source: Leichtman Research Group

And cord-cutting is accelerating. Researchers say some 1.4 million U.S. TV homes cut the cord or never tied it in 2014. That means 3.8 million would-be pay-TV homes now do not subscribe to pay-TV services. TiVo estimates that about 4.2% of North American pay-TV subscribers plan to drop pay-TV service within the next six months while another 2.5% expect to switch to an online app or rental service in the next six months. SVOD services such as Netflix are now in 41% of U.S. TV homes, up from 36% a year ago, according to Nielsen.

More numbers show that OTT is not just a North American and European phenomenon. Over-the-top becoming more popular in the emerging markets of Asia, Russia, Turkey and throughout the Middle East. It's more than a fad.

## OTT Takes Off Around World

European OTT revenues soared 51% in 2013, reaching \$3.2 billion and, according to Strategy Analytics, OTT revenues climbed another 43% last year to \$4.5 billion. Further, it says, European revenues will more than double again by 2018. SVOD households in emerging markets will jump from 19.4 million in 2014 to 102.7 million by the end of 2019, according to Pyramid Research. Accordingly, SVOD revenues will more than triple from \$1.9 billion last year to \$6.0 billion five years from now. Asia/Pacific will lead the way, accounting for 88% of OTT revenues in 2019.

Netflix is gunning for world domination, having targeted 200 countries for it to be in within the next two years.

In responding, a lot of pay-TV providers have gone multi-screen. They're trying to get their traditional conventional pay-TV service on as many screens as possible, making their services ubiquitous and consistent across all the different screens and devices. While consumers say that they want multi-screen, there hasn't been a great uptake yet in most places of multi-screen services though a change is beginning.

The newest phenomenon is that there are conventional pay-TV providers on both the content side and on the service provider side going over-the-top themselves even when they have taken the risk of cannibalizing their business partners' subscribers.

Conventional Providers Have Either Gone or Are Going OTT	
Provider	Launch Date
HBO Now	April 2015
CBS All Access	Oct. 2014
Dish-Sling TV	Feb. 2015
Sony: PlayStation Vue	March 2015
Verizon – OnCue	Summer 2015?
Showtime Anytime	May 2015?
Bell Media – CraveTV	Dec. 2014
Rogers & Shaw – shomi	Nov. 2014
Layer3 TV	2015?
Discovery Networks?	2015?

The questions are: Why is this happening now? Why didn't it happen two years ago? Why isn't it happening two years from now? Why are we getting this flurry of over-the-top video launches by traditional players in the video space? What's changed?

Over the last three years pay-TV has lost subscribers. The big change is that everyone, and not just millennials, is watching video on various devices. And there are now dozens of services on the market whereas it was just Netflix and Hulu three years ago. Connectivity is universal with 80% of homes having broadband connectivity; pervasive enough for there to be a real explosion in that capability.

Because the connectivity is there and the devices are there, new OTT services emerged. And, looking back, that seems like a no-brainer. It was a new way for consumers to have their content delivered while giving service providers the opportunity to go directly to them.

OTT service providers could address diversity of the audiences that could provide and recognize price sensitivity and certainly the economy.

There are many things contributing to the confluence of why OTT is coming out as strongly as it is. It's much easier to get video online. If you have content, it's easier to get it to market. People realized if they didn't get in now, there may not be a market to get into.

Digital video is growing quickly in all demographics, virtually the same for 18-45s as for 45-54s. It's not just a young phenomenon, it's across the board. But there are new OTT services experimenting with which part of the market they're targeting, with content following the pattern around who it's meant for. A challenge for niche OTTs is the problem of getting on all devices because it's still costly. Another is the diverse devices, platforms and landscapes. Smaller content services, though, can get on the Internet and get audiences.

With registration for these services, the data on subscribers—age, sex, where they are, who they are, and so on—allows targeted advertising. It eliminates waste for advertisers and cuts down on subscribers getting advertising they don't want to see. It builds greater value in the advertising business. A lot of content has been pushed out on the web without that information.

## **Skinny Bundles**

Results have yet to be measured but consumers will have to do the math and look at which packages they're going to want, then add that to broadband costs and then determine how it compares to the existing cable bill. The CRTC, responding to consumer desires, has mandated moving to a la carte channels. An analogy might be going to a grocery store where you can buy a basket of apples for a dollar or buy a bagful for 50-cents. Many people just don't want to make the choice.

How disruptive are these various components going to be on the pay-TV space? Is the pay-TV business model going to crumble in response? Or is it just going to shift? How is the video delivery universe going to change when there are so many which can go directly to consumers?

As it stands, some people make the content and the gold is with the pay-TV providers. That's where the money is flowing right now and until that spend shifts, it's still going to go through that same channel. But the book has yet to be written on pay-TV's efforts in the over-the-top space. TV everywhere was a good try at the beginning but it's far from the only try that's happening or going to happen.

There will continue to be lots of testing, lots of interesting programming relationships that come together, and offers that again will likely be focused on certain types of audiences. What it will do is expose the importance of programming. Counting out cable and broadband providers, however, is not a given. They're looking at their current offers, they have lots of ways that they engage with and touch consumers. There are interesting ways to leverage what you're getting versus what you're being offered within a premium video service, then adding up the economics on that.

—BD

# BROADCAST Dialogue

## Essential Reading

Christensen Communications Ltd. • 18 Turtle Path, Lagoon City ON • LOK 1B0 • [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com)

Thursday, June 11, 2015

Volume 23, Number 6

**R**ADIO:

In a speech to *Western Association of Broadcasters* delegates last week in Banff, *CRTC* Chair Jean-Pierre Blais focused on radio; specifically, broadcast quotas. He said the Commission isn't opposed to adjusting them because, after all, they've done it for television. "But before anyone makes such a shout, know that we won't let go of quotas without first finding a replacement tool that helps us meet our mandated cultural policy objectives." But there are other issues. Rhetorically, he asked, "What is the future of AM radio? What will be the role of digital radio? How do you make sure smartphones come equipped with FM chips that are turned on? How do you make sure the FM tuner on the connected car dashboard is easy to find?" Arriving at solutions to those and other challenges will begin this fall when the *CRTC* opens a proceeding to study French vocal music. While not a hot-button item for Western Canadian broadcasters, he said, it will help guide and inform future hearings on subjects more directly relevant to English-language broadcasters...

*88.1 The One (CKSS-FM) Stony Plain* launched at 8:01 a.m. June 4 with *Rock This Country* by Shania Twain. Just as its *Blackgold Broadcasting* sister station, *The One 93.1 Leduc*, the new station programs a Country format...

*CBC Radio's* Shelagh Rogers, host of *The Next Chapter*, was installed as the *University of Victoria's* 11th chancellor on Monday during the spring convocation, taking the oath from British Columbia Lt.-Gov. Judith Guichon in an afternoon ceremony...

*Golden West Broadcasting* CEO Elmer Hildebrand has been inducted into the *Manitoba Business Hall of Fame*. Such inductions "recognize the cumulative work of individuals over a lifetime dedicated to enhancing the economic prosperity of Manitoba through their business endeavors," among other considerations...

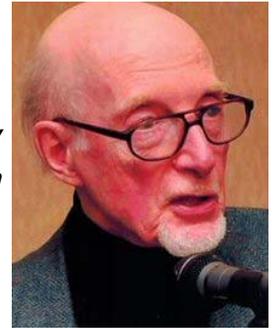


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*Apple* has created a new streaming music service that it says, at \$10 a month for a subscription, will stand out from the competition. To do so, it's emphasising the human factor by including a section that recommends music a subscriber might like based on the music in his library, tunes she's bought or played recently. *Apple Music* will launch at the end of June in 100 countries with subs getting unlimited access to millions of songs instead of paying for each album or song downloaded. Included in the service is a "live" radio station called *Beats 1* with hosts 24/7...



Peter Handley, a 60-year broadcast veteran – 57 of them at *CFCH/CKAT-FM North Bay* – will be inducted into the *North Bay Musicians and Entertainers Hall of Recognition* for his "many significant artistic contributions as a broadcaster, newspaper columnist, sports historian and tireless promoter of the Near North community"...

A day-long *Corus* radiothon in London raised \$92,339 for the *Children's Health Foundation*. *AM980*, alongside sister stations *103.1 Fresh Radio*, *Country 104* and *FM96*, saw all of its personalities broadcasting live from the hospital. All donations go toward the purchase of life-saving equipment and other medical supplies...

The first *MY96 Medicine Hat My Kids* Radiothon, partnered with *McDonalds* and *The Medicine Hat Health Foundation*, raised \$15,500 during a 30-hour broadcast on location at McDonalds...

Former *Wildrose* party leader and, most recently, provincial PC MLA Danielle Smith will do a two-week guest host stint at *Talk 770 (CHQR) Calgary* in afternoons beginning Monday.

**OPS:** While the market share numbers were correct in last week's edition, due to a sorting error the Victoria top three stations were incorrect. Here are the numbers as they should have been shown:

Station	Owner	Share% Spring 2015	Share% Fall 2014
<b>Victoria CTRL (Universe: 346,020)</b>			
CBCV-FM	CBC Radio One	18.5	17.0
CKKQ-FM	Jim Pattison Broadcast Group	12.0	14.8
CFAX	Bell Media	9.2	10.3

**REVOLVING DOOR:** *Acadia Broadcasting* VP Jim MacMullin has been promoted to president, succeeding John K.F. Irving after this structural reorganization. He joined the Saint John, N.B.-based broadcasting company in 2001 as the general manager of *Irving's* radio arm: *CHSJ/CHWV (The Wave) Saint John*; *CHTD (The Tide) St. Stephen*; and *CKBW Bridgewater*. Since then, the company has grown with the additions of Ontario stations *CKTG-FM/CJUK-FM Thunder Bay*, *CKDR-FM Dryden*, *CFOB-FM Fort Frances* and *CJRL-FM Kenora*. Before moving to Acadia and succeeding former GM George Ferguson, MacMullin was GM at *CKCW/CFQM/CHOY Moncton*...



Jim MacMullin



Evan Soloman

Evan Solomon, the *CBC* radio and TV host of *Power and Politics* and *The House*, has been fired after a *Toronto Star* story alleged that he used his job to broker six-figure art deals. The *Star* said Solomon used his connections — built through his years of reporting at *CBC* — to help a friend sell high-priced art. Buyers included *Blackberry* co-founder Jim Balsillie and *Bank of England* Governor Mark Carney...

Bernard St-Laurent, after 40 years as a journalist and broadcaster, says he will retire from *CBC Quebec* June 26. St-Laurent has worked as a news assignment editor, producer, national reporter and host of *CBC Radio's Homerun* and *Radio Noon*. Most recently, he served as *CBC's* senior Quebec political analyst while continuing to host *C'est la vie* — a *CBC Radio* program he co-created in 1998 about life in French-speaking Canada...

Rob Grant, ex of *102.3 NOW Edmonton*, will become *97-5 Virgin Radio London's* morning host June 15. Grant had been a host and the music director at *NOW*. Before moving to Edmonton in early 2012 he was with *Vista Radio* at Nelson and Kelowna...

Amanda Kingsland is the new PD at *Country 101 (CKBY-FM) Ottawa*. With that new responsibility, Kingsland is now PD/MD/Host. Kingsland has been with the *Rogers* station for 10 years, beginning in the promotions department... *Country 101's* new morning show, *Kenny and Jenny*, sees Kenny Jones move from middays at *Jack FM Vancouver* and 11-year *Rogers* veteran Jenny Rutherford move across the hall from double duty at *KISS-FM Ottawa* where she was doing both traffic and an evening on-air shift...



Amanda Kingsland



Kenny Jones



Jenny Rutherford

Garry McColman of *Country 93.5 Kingston* has given up PD duties and will concentrate on co-hosting the *Country 93.5* morning show... At sister *Rogers* station *K-Rock 105.7*, PD Darryl Spring has accepted a position in Ottawa, outside of radio, to be in the same city as his wife...

John Archer, *CBC's* Legislative reporter in Edmonton, is moving to become media officer for Alberta Premier Rachel Notley. Archer also served as fill-in host on *CBC Radio's* morning drive show...

Steph Hansen is the new midday announcer at *CISN Country Edmonton*. She continues as assistant MD and assistant brand director... Also at *CISN Country*, Gregg Reynolds is now host of the afternoon show. His background includes *Country 105 Calgary* and as the morning host at *Big Dog Country Regina*...

Crystal Darche will become the new midday personality at *92.5 Fresh Radio Edmonton* beginning Monday. She had been the midday host at *JR Country Vancouver* for over 10 years and, most recently, was working with *Bell Media Vancouver's* AC stations, *QMFM* and *Virgin Radio*.

## **S**IGN-OFF:

Brian Belfry, 71, in Oshawa of a suspected heart attack. He had been the long-time morning man at the now defunct *CHOO 1390 Ajax*. He was also the image voice at *CityTV Toronto* before the late Mark Daley

was given that role. A service for Belfry is scheduled for tomorrow (Friday) in Oshawa.

## TELEVISION:

Competitors are arguing that *shomi*, the *Shaw* and *Rogers* streaming video service, wasn't playing fair



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when it was offered only to their own Internet and TV customers. But in response, Rogers and Shaw said they announced over a week ago that *shomi* would soon be available directly over the Internet to anyone who wants to subscribe. In filings with the *CRTC*, *Telus* and *Eastlink* objected to the unfair head start *shomi* had during the beta testing phase. But Rogers/Shaw say there was no head-start advantage. The test period, they said, was necessary to work out technology issues and develop an independent billing system...

Anglophones are increasingly watching TV and using the Internet at the same time, according to the *Media Technology Monitor*. Three-quarters of Anglophones multitask online while they watch TV, more than three times the rate from a decade ago. MTM says close to 20% of Anglophones are considered heavy multitaskers who report using the Internet "always" or "often" while watching TV...

Five U.S. television station groups, comprising 112 participating news stations in 84 markets, have formed *NewsON*, a new venture to provide live and same-day local

TV newscasts on demand from stations around the country to consumers' mobile and selected connected TV devices. *NewsON* will be provided by *The ABC Owned Television Station Group*, *Cox Media Group*, *Hearst Television*, *Media General* and *Raycom Media*. Its catchy website address is [www.NewsON.us](http://www.NewsON.us)...

*Cogeco Cable* plans on expanding its holdings in the U.S. with a US\$200 million-deal to buy the *MetroCast* TV, Internet and phone network in eastern Connecticut. *Cogeco's* American company, *Atlantic Broadband* – the 13th largest U.S. cable operator – will handle the purchase...

Statistical and financial information on Canada's specialty, pay, pay-per-view and video-on-demand television services for the broadcast year ending August 31, 2014, have been released by the *CRTC*. Overall, revenues increased by 3.1% compared to 2013, from \$4.1 billion to \$4.2 billion. The increase in subscription revenues of \$160.3 million (or 5.9%) more than compensated for the drop of \$53.6 million in national ad revenues. Sports specialities had revenues increase by \$124.2 million (or 13.6%). While revenues increased, expenditures increased faster. They rose from \$2.9 billion in 2013 to \$3.1 billion in 2014...

*TSN* analyst Bob McKenzie will be honoured by the *Hockey Hall of Fame* Nov. 9 with the *Elmer Ferguson Memorial Award* for excellence in hockey journalism. The award is presented by the *Professional Hockey*

*Writers' Association*. McKenzie joined *The Sports Network* in the late 1980s...

The 31st annual *Janeway Children's Miracle Network Telethon* on *NTV (CJON-TV) St. John's*, which aired from 6:30 p.m. to 9:30 p.m. Saturday and from 9 a.m. to 7 p.m. Sunday, raised \$3,000,636 to help support *Newfoundland and Labrador's Hospital for Sick Children*...

The 32nd annual *Children's Hospital of Eastern Ontario (CHEO) Telethon* on *CTV Ottawa* raised \$7,941,063. It will all go toward the purchase of specialized medical equipment, renovations to the hospital and conducting research in such areas as cancer, youth mental health and childhood obesity. It will also be used to buy games, toys and crafts to improve children's time at CHEO.

## GENERAL:

Details are emerging in the legal action over a workplace harassment investigation at the *CRTC* involving Ontario commissioner **Raj Shoan**, Commission chairman **Jean-Pierre Blais** and **Amanda Cliff**, the executive director of communications and external relations. During the television review last September Shoan was said to have sent an e-mail to Cliff that provoked tears in the hearing's anteroom. After a complaint was filed, an investigator's report prompted Blais to set certain parameters for Shoan. But Shoan filed an application for a judicial review of Blais's response to the alleged harassment. He takes issue with what he views as Blais's and his staff's interference with the independence of commissioners. There's been no comment from the *CRTC*...

**Jim Waters**, the former chairman of *CHUM Limited*, is buying the *Erie Otters Hockey Club* of the *Ontario Hockey League*. An agreement was filed with the *U.S. Bankruptcy Court* in Pennsylvania after a sale process supervised by the court. Closing the deal is subject to approval of the OHL, the Court and other customary closing conditions...



Troy Reeb, Wendy Freeman,  
WAB President Ian Koenigsfest  
& Jennifer McGuire



Lis Travers



Linden MacIntyre & Lloyd Robertson

*RTDNA Canada*, at its annual convention in Toronto late last week, presented the *2015 President's Award to The Canadian Journalist*. The award for standing firm in protecting the *RTDNA Code of Ethics* and "the very essence of our journalistic integrity" was accepted by Troy Reeb, *Global News*, Wendy Freeman, *CTV News* and Jennifer McGuire, *CBC News*... Lis Travers, the VP and executive producer of *Canada AM* on *CTV*, was presented with the *2015 Distinguished Service Award* in honour of her major roles in the continuing success of *RTDNA Canada*...

*Lifetime Achievement Awards* were presented to Linden MacIntyre and Lloyd Robertson, two of Canada's most respected and well-known broadcast journalists. Robertson has been broadcasting for more than 60 years, 35 of them as chief anchor/senior editor of *CTV National News*. He's now the host and chief correspondent of CTV's *W5*. MacIntyre joined *CBC Television* in 1976. Between 1981 and 1986 he worked for CBC's *The Journal*. For two seasons, he was the host and national editor for *Sunday Morning* on *CBC Radio*. In 1990 he became co-host of *the fifth estate*. After three decades at the CBC, MacIntyre decided to step aside to make room for others coming up through the ranks...

*RTDNA Canada's* Excellence in Electronic Journalism Awards – radio and television – went to:

#### NATIONAL TELEVISION

Bert Cannings Award (Best Newscast) -	<i>CHAT TV Medicine Hat</i> (small market) <i>Global Regina</i> (medium market) <i>CTV News Toronto</i> (large market)
Adrienne Clarkson Award (Diversity) -	<i>Global News Winnipeg</i>
Charlie Edwards Award (Spot News) -	<i>CTV Vancouver</i>
Dan McArthur Award (In-depth/Investigative) -	<i>CBC Edmonton</i>
Dave Rogers Award (Short Feature) -	<i>CTV Atlantic</i> (small/medium market) <i>CTV Ottawa</i> (large market)
Dave Rogers Award (Long Feature) -	<i>CBC Nova Scotia</i> (small/medium market) <i>Global BC</i> (large market)
Sports Award -	<i>CKPG-TV Prince George</i> (small/medium market) <i>CTV Calgary</i> (large market)
Gord Sinclair (Live Special Events) -	<i>Global BC</i>
Ron Laidlaw Award (Continuing Coverage) -	<i>CTV Vancouver</i>
Trina McQueen Award (News Information) -	<i>Global Toronto</i>
Hugh Haugland Award (Creative Use of Video) -	<i>CTV Vancouver</i>
Data Storytelling Award -	<i>Global News Toronto</i>

#### NATIONAL RADIO

Byron MacGregor Award (Best Newscast) -	<i>B100 (CKBZ) Kamloops</i> (small market) <i>News Talk 980 Regina</i> (medium market) <i>NEWSTALK 1010 Toronto</i> (large market)
Dick Smyth Award (Use of Sound) -	<i>CBC Vancouver - The Early Edition</i>
Charlie Edwards Award (Spot News) -	<i>CJAD 800 Montreal</i>
Dan McArthur Award (In-depth/Investigative) -	<i>CBC Edmonton</i>
Dave Rogers Award (Long Feature) -	<i>CBC Kelowna</i> (small/medium market) <i>CBC Edmonton</i> (large market)
Dave Rogers Award (Short Feature) -	<i>CBC P.E.I.</i> (small/medium market) <i>CBC: The Early Edition</i> (large market)
Sports Award -	<i>CBC Kamloops</i> (small market) <i>CBC Calgary</i> (large market)
Gord Sinclair Award (Live Special Events) -	<i>1310NEWS Ottawa</i>
Peter Gzowski Award (News Information Program) -	<i>CBC Ottawa Morning</i>
Ron Laidlaw Award (Continuing Coverage) -	<i>CBC New Brunswick</i>
Adrienne Clarkson Award (Diversity) -	<i>650 CKOM Saskatoon</i>
Sam Ross Award (Editorial Commentary) -	<i>CKNW Vancouver</i>

## NETWORK TELEVISION

Bert Cannings Award (Best Newscast) -	<i>CTV National News</i>
Adrienne Clarkson Award (Diversity) -	<i>CBC News: The National</i>
Charlie Edwards Award (Spot News) -	<i>CTV News</i>
Dan McArthur Award (In-depth/Investigative) -	<i>CBC News: The National</i>
Dave Rogers Award (Short Feature) -	<i>CBC News: The National</i>
Dave Rogers Award (Long Feature) -	<i>CBC News: The National</i>
Gord Sinclair (Live Special Events) -	<i>CTV News</i>
Ron Laidlaw Award (Continuing Coverage) -	<i>CBC News: The National</i>
Trina McQueen Award (News Information Program) -	<i>Global News: 16X9</i>
Hugh Haugland Award (Creative Use of Video) -	<i>Global News: 16X9</i>
Data StoryTelling Award -	<i>Global News</i>

## NETWORK RADIO

Byron MacGregor Award (Best Newscast) -	<i>CBC News: World at Six</i>
Dick Smyth Award (Use of Sound) -	<i>CBC Radio One: The Current</i>
Charlie Edwards Award (Spot News) -	<i>CBC News: World Report</i>
Dan McArthur Award (In-depth/Investigative) -	<i>CBC News</i>
Dave Rogers Award (Short Feature) -	<i>CBC News: World at Six</i>
Dave Rogers Award (Long Feature) -	<i>CBC Radio One: The Current</i>
Gord Sinclair Award (Live Special Events) -	<i>CBC News: World Report</i>
Peter Gzowski Award (News Information Program) -	<i>CBC Radio One: The Current</i>
Ron Laidlaw Award (Continuing Coverage) -	<i>CBC News</i>
Adrienne Clarkson Award (Diversity) -	<i>Accessible Media Inc.</i>

## NATIONAL DIGITAL MEDIA

Charlie Edwards Award (Spot News) -	<i>CBC Calgary</i>
Dan McArthur Award (In-depth/Investigative) -	<i>CBC Montreal</i>
Ron Laidlaw Award (Continuing Coverage) -	<i>CBC Calgary</i>
Digital Media Award (small/medium market) -	<i>globalnews.ca/Saskatoon</i>
Digital Media Award (large market) -	<i>cbc.ca/Montreal</i> (large market)

## NETWORK DIGITAL MEDIA

Charlie Edwards Network (Spot News) -	<i>CBCNEWS.CA</i>
Dan McArthur Award (In-depth/investigative) -	<i>Global News</i>
Ron Laidlaw Award (Continuing Coverage) -	<i>CBCNEWS.CA</i>
Digital Media Award	<i>CTVnews.ca</i>

Broadcast winners at this year's *Canadian Association of Journalists* annual awards program, this year held in Halifax, are:

OPEN BROADCAST NEWS: Kathy Tomlinson, Enza Uda, Robb Douglas - *CBC News - The National*

COMMUNITY BROADCAST: Charles Rusnell, Jennie Russell - *CBC News Edmonton*

DAILY EXCELLENCE: Janis Mackey Frayer - *CTV News*

JHR/CAJ AWARD FOR HUMAN RIGHTS REPORTING: Trina Roache - *APTN National News*

CWA CANADA/CAJ AWARD FOR LABOUR REPORTING: Dave Seglins, Gord Westmacott, John Nicol, Heather Evans, Carla Turner, Jeremy MacDonald - *CBC Radio One - The Current/CBC News*

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Jason Huschi, Harvard Broadcasting Regina; Brigitte Rothe, CTV Calgary; and Don Grose, Harvard Broadcasting Fort McMurray



Bev and Vic Dubois, Saskatoon Media Group, and Marie Larose, Toronto



Richard Kroeker, Golden West Broadcasting Steinbach, and Mitch Bozak, Global Regina



Angela Reimer, Rogers Radio Calgary



Cam Cowie, Harvard Broadcasting Calgary, and Lyndon Friesen, Golden West Broadcasting Steinbach



Gary Dorosz, Jim Pattison Broadcast Group Lethbridge, and Brigitte Rothe, CTV Calgary



The Robert Lamb Trophy went to Cam Cowie, Harvard Broadcasting Calgary; Jim Anderson, SDS, Toronto; Stephen Sienko, Target Broadcast Sales, Toronto; and Stuart Johnston, CIMA, Toronto

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*Patti and Rod Schween,  
Jim Pattison Broadcast Group Kamloops*



*Larry and Paula Gavin and Brooke Woboditsch,  
all of Closed Caption Services*



*Stephen Sienko, Target Broadcast Sales; Kathy Shapka, DDB; Geoff Poulton, Vista Radio;  
Chris Gordon, Bell Media; and Susan Andree, Red River College*



*Dave Cole, SDS Toronto*



*Brigitte Rothe, CTV Calgary, and  
Scott Broderick, Newcap Ottawa  
who won the Closest to the Bear prize*



*Paul Mason, Jim Pattison Broadcast Group  
Red Deer, and Lloyd Lewis, CTV Edmonton*



*Verna Lenton, Westman Communications  
Group Brandon and Jean Malavoy,  
Community Radio Fund of Canada, Ottawa*

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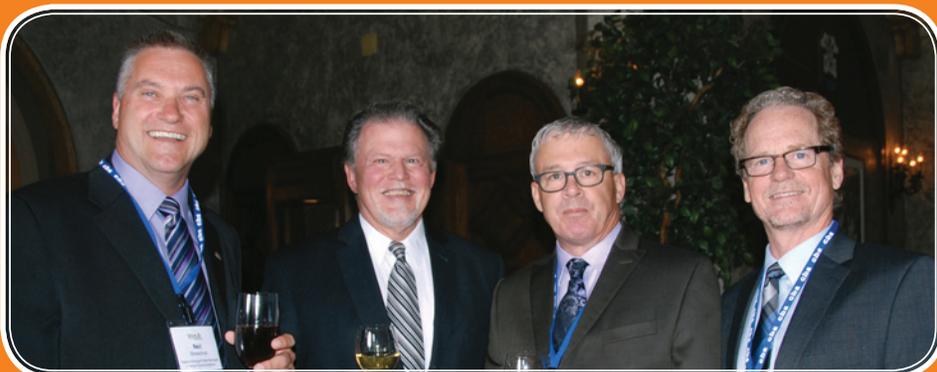
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WAB Board: Vinka Dubroja, Newcap Radio Calgary; Karl Johnston, Jim Pattison Broadcast Group, Prince Albert/North Battleford; Verna Lenton, Westman Communications Group Brandon; Jason Huschi, Harvard Broadcasting, Regina; Robin Hildebrand, Golden West Broadcasting Winnipeg; Cam Cowie, Harvard Broadcasting Calgary; Glenn Ruskin, Rawlco Radio Calgary; Rick Arnish, Jim Pattison Broadcast Group Kamloops; Heidi Rasmussen, Jim Pattison Broadcast Group Winnipeg; Neil Shewchuk, XM 105 Whitecourt; Brigitte Rothe, CTV Calgary; John Vos, AM 770 CHQR Calgary; and Craig Letawsky, Rogers Broadcasting Calgary



Andy Ross, Harvard Broadcasting Saskatoon, and Eric Stafford, Jim Pattison Broadcast Group, Calgary



Four past WAB presidents: Neil Shewchuk, XM 105 Whitecourt; Vic Dubois, Saskatoon Media Group, Saskatoon; David Dekker, retired; and Mitch Bozak, Global Regina



Jackie Rae Greening, Newcap Edmonton; Tamara Konrad, Harvard Broadcasting Edmonton; and Neil Cunningham, Newcap Edmonton

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*Susan Reade, Bell Media Edmonton receiving her Quarter Century Club plaque from WAB President Cam Cowie*



*Len Perry, Bell Media Calgary, and Chris Gordon, Bell Media Toronto*



*Elmer Hildebrand, Golden West Broadcasting, Altona*



*Al Lucas, Newcap Radio Red Deer is inducted into the Quarter Century Club*



*Brett Kissel*



*Tara Nelson of CTV Calgary was MC of the President's Dinner and Gold Medal Awards Gala*

**Images from the 81<sup>st</sup>  
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*Pat Cardinal's reaction  
to Steve Jones's speech*



*Pat Cardinal, Bell Media Edmonton,  
being inducted into  
the Quarter Century Club*



*The Gold Medal Television Award presented  
to Global Edmonton's Lesley MacDonal for  
"Woman of Vision"*



*Hilary Montbourquette accepts the Gold Medal  
Radio Award—Under 150,000 for KG Country &  
Zed 98.9 Newcap Radio's "Stuff-A-Bus"*



*Heidi Rasmussen, Jim Pattison  
Broadcast Group Winnipeg*



*Lloyd Lewis, CTV Edmonton,  
and David Fisher, CTV Saskatchewan*

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*John Vos, Corus Entertainment, accepts the Gold Medal Radio Award—150,000 & Over for Country 105 “Caring for Kids Radiothon”*



*Jayme Vandenberg of QX104 & FAB 94.3 Winnipeg is presented with the Leaders of Tomorrow Award*



*David Dekker, retired from Rawlco Radio North Battleford, receives the WAB Hall of Fame Award*



*Al Friesen, CFAM Altona, receives the WAB Hall of Fame Award*



*Randy Lemay, retired from Newcap, receives the WAB Hall of Fame Award*



*Bill Wood of Fabmar Communications Melfort, receives the WAB Hall of Fame Award*

# BROADCAST Dialogue

## Essential Reading

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Volume 23, Number 7

### PUBLISHER'S NOTE:

This week's edition highlights the photos taken at the national *Radio-Television Digital News Association* (RTDNA) gala held in Toronto. Emphasis is on winners accepting their National, Network and Digital awards. If you accepted an award that evening and would like the high-resolution photo of yourself, send an e-mail to [ingrid@broadcastdialogue.com](mailto:ingrid@broadcastdialogue.com). That pic will be sent to you at no charge.

### SIGN-OFF:

Richard Costley-White, 48, in London almost a year after being diagnosed with Central Nervous System Lymphoma. His business career began when he was asked to join the Board of Directors of the family holding company, *Blackburn Group Inc.* in January 1996, three and half years after the death of his mother, *Martha Blackburn*. Costley-White owned Southwestern Ontario's *Blackburn Radio*, serving as both chairman and president until the disease forced his resignation. Blackburn stations are located in London (1), Chatham (3), Sarnia (3), Windsor (2), Leamington (2) and Wingham (3).



Richard Costley-White

### RADIO:

After some stations in major markets began using *Voltair*, a device said to enhance *PPM* numbers, the *Numeris* Board of Directors and some members questioned its fairness. They asked those stations to pause in using the *Telos Alliance* product while it's properly tested. After that, the Canadian industry can vote on its use. Numeris President/CEO Jim MacLeod told *Broadcast Dialogue* that if a decision is made about encoding,

and it turns out to be *Voltair*, then every station will get one so that the playing field remains level...

*PPM* results for the top five stations in Vancouver, Calgary, Edmonton, Toronto and Montreal-English/French are contained in the last page of the news section (immediately before the Lloyd Robertson feature)...

### DID YOU KNOW WE ARE #1 IN RADIO AUTOMATION?

THE NUMBER OF RADIO STATIONS WORLDWIDE WITH RCS AUTOMATION



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*Statistics Canada* is describing 2014 as a stable year for Canadian private radio. Operating revenues edged down 0.5% from 2013 to \$1.6 billion, the first decrease in revenues since 2009. Operating expenses were up 1.6% to \$1.3 billion. The profit margin before interest and taxes fell from 20.3% in 2013 to 18.6% in 2014. Profits before interest and taxes were \$300.4 million. 98.5% of total operating revenues were generated from ad sales. Local advertising decreased to its lowest on record - 67.7% - compared with 30.8% for national and network advertising...



*Pineridge Broadcasting*, with two stations in Cobourg — *107.9fm The Breeze (CHUC)* and *Star 93.3fm (CKSG)* — and *Magic 96.7 Peterborough*, has been sold to *MY Broadcasting Corporation*. CRTC approval is expected this summer. Should that occur, MY Broadcasting will own 20 Ontario stations...

A hearing in Gatineau July 22 will examine, among other applications, *Jim Pattison Broadcast Group's* request to buy *Bear Creek Broadcasting Limited Partnership* and the assets of its *Q99 FM (CIKT-FM) Grande Prairie*, owned by Ken Truhn. JPBG says the transaction's value is pegged at \$4,658,916...

*CKVX-FM Kindersley* has been granted a power increase; from 50 watts to 100,000 watts. The *Golden West* station will move its transmitter site to a better-suited tower...

Jason McIntyre has been terminated by *Life 100.3 Barrie* after he was convicted in Huntsville on charges related to pedophilia. The 26-year-old was a fill-in, part time host known on-air as Jay Mac...

*Bell Media's Caring for Kids Radiothon* in Montreal raised \$1,400,000 for the *Montreal Children's Hospital*. *CJAD 800*, *96 Virgin Radio*, *CHOM 97.7* and *TSN Radio 690* all participated, going live from the new Children's four-storey atrium. The funds go to the *Healthy Kids Fund* to meet urgent needs for medical and surgical equipment, and funding for innovative projects...

*92.3 The Dock Owen Sound* raised \$20,247 in this year's annual *Radio for Radiology* radiothon. The funds will go toward the Owen Sound hospital's new CT scanner. The Radio for Radiology campaign has raised about \$140,000 since it was launched in late 2012.

**REVOLVING DOOR:**

Jeff Bollenbach has been appointed GM, *CTV Winnipeg, Winnipeg/Brandon Radio*, effective June 15. His background includes being news director at *Global BC*, ND for *CTV Winnipeg*, provincial anchor and political editor at *CTV Saskatchewan*, and reporter/anchor at *CTV Saskatoon*...



Jeff Bollenbach



Rick Ringer

Rick Ringer, the GM with *Larche Communications* station *Dock 92.3 (CJOS-FM) Owen Sound*, is no longer with the operation. He became GM at the station in August 2012, crossing the street from *Bayshore Broadcasting* after five years where he'd been Ops Mgr at *97.7 The Beach (CHGB-FM) Wasaga Beach* and at

**89.9 Sunshine (CISO-FM) Orillia.** Ringer's background includes 18 years on-air at *CHUM-FM Toronto*...

Tina Cortese has become news director at the *Corus Radio Barrie/Collingwood* stations. The former GM at *Citytv Toronto* and VP, news programming, had been with, first, *Citytv-CHUM Television* since mid-1997 and remained with *Rogers* after their takeover until 2012. After that, she began a consultancy. Most recently, Cortese had been a weekend news anchor at *Newstalk 1010 Toronto* as well as working in the journalism program at *Seneca College* in Toronto. She begins at *93.1 Fresh Radio (CHAY-FM)/B101 (CFQB-FM) Barrie* and *The Peak (CKCB-FM) Collingwood* July 6...



Tina Cortese



Karen McConnell



Louis Saint-Cyr

Karen McConnell has been promoted to general sales manager at *Jim Pattison Broadcast Group Winnipeg* stations *QX104* and *Fab 94.3*. The appointment was effective June 15. She has 20+ years in sales and senior management, including *City TV Winnipeg* and *CITI FM/Clear FM Winnipeg*. Immediately prior to joining JPBG in January, McConnell was VP of client relations at *People First HR Services*...

Louis Saint-Cyr, after 31 years at *CBC*, will retire as of July 1. He began at *CBC Edmonton*, worked at the Ottawa Parliamentary bureau, the Washington bureau and was in Toronto for 14 years. Saint-Cyr has spent the last three years as the operations manager at *CBC Windsor*...

Pete Montana, a 10-year *Vista Broadcasting* veteran and GM/PD at *The GOAT Quesnel*, *Cariboo Country Williams Lake* and *Country 840 100 Mile House*, has been promoted and transferred to Vista's Timmins Group as GM/PD. He succeeds Gord Cowie. Based at *Vista Timmins* he'll also oversee operations at stations in Kapuskasing, Cochrane and Iroquois Falls. He begins June 22...



Pete Montana

Tom Park has moved from *KOOL FM Kitchener-Waterloo* afternoon drive to the morning show. It's now *Mornings with Angie Hill and Tom Park*. Beginning July 6, Jess Toso, ex of *Virgin* and *JACK London*, becomes KOOL's midday host. And Andrew Gerrior starts in afternoon drive at KOOL June 22. He's formerly of *Fresh FM Hamilton*...

Michelle Cruise joins *Sarge and Co.* on *KFUN Kitchener-Waterloo* mornings August 10. Most recently she was doing swing at *K-lite Hamilton*. Before that, Cruise was with *boom Ottawa*...

Bob Willette of *Proud FM Toronto* will become the music director at *99.9 Virgin Radio Toronto* sometime next month. He had been the PD at Proud for several years as well as regional PD for some of *Evanov's* smaller market stations...

*Vilma Rae* will be the new morning host/music director at *Kool FM Bonnyville* beginning June 29. She moves from *Country 93.3 Fort McMurray* where she was the swing announcer...

Barry Rooke has succeeded Shelley Robinson as executive director of the *National Campus and Community*

*Radio Association* (NCRA)...

Moving to mornings from afternoon drive at *89.5 The Lake Kenora* is Ted Burton. Succeeding him in afternoons is *Conor Hamill*.

## TELEVISION:

The federal *NDP* and *Liberals* say *Netflix* and other streaming video services should be required to report Canadian subscription data and customers' viewing habits to regulators. Their positions were stated during a review of the Canadian film industry issued by the *House Standing Committee on Canadian Heritage*. The opinions from the two opposition parties appeared in a supplementary annex to the report written by the *Conservative*-dominated committee. Groups including the *Canadian Media Producers Association*, the *CBC* and the *Government of Ontario* have called for *Netflix* to be regulated and to pay into the *Canadian Media Fund*...

Four Canadian Broadcasters won awards at *PromaxBDA*. *Bell Media Agency* won 5 Gold, 5 Silver and 15 Bronze for 25 awards. *Shaw Media* won 2 Gold, 1 Silver and 1 Bronze. *CBC* won 1 Gold and 1 Bronze. And *Groupe Média TFO* won 1 Bronze. Below are the Gold and Silver award winners.

### PromaxBDA North America Promotion, Marketing and Design Awards

### PromaxBDA Global Excellence Promotion, Marketing and Design Awards

#### Program Promotion Radio Spot

Gold *Bell Media Agency* for Space - Sharknado 2

#### Program Promotion Radio Spot

Gold *Bell Media Agency* for Space - Sharknado 2

#### Special Categories Something for Nothing

Gold *Shaw Media Inc.* for Food Network - "The Lentil"

#### Live Event Campaign

Gold *Bell Media Agency* for Much - MMVAS 2014

#### Daypart/block of Programs Spot or Campaign

Gold *Shaw Media Inc.* for National Geographic Channel, "Symphony of Sound"

#### Consumer Tie-in/brand Integrated Campaign Using Multiple Media

Silver *Bell Media Agency* for MTV Canada - Canon

#### Public Service Announcement Spot or Campaign

Gold *Bell Media Agency* for Much - Party Smart

#### Promos at the Movies

Silver *Bell Media Agency* for TMN- TIFF Sponsorship

#### News/information Program Campaign

Gold *Bell Media Agency* for Canada Am - Morning Routine: "Marci" "Bev" "Jeff" "Trio"

#### Music or Sound Design for a Radio Spot

Silver *Bell Media Agency* for Discovery Channel Canada - Animal Planet Freeview

#### Art Direction & Design: Sports Program Open/Titles

Gold *CBC* for CBC Sports Fifa World Cup Open

#### Daypart/Block of Programs Spot or Campaign

Silver *Bell Media Agency* for Space - Shark Wednesdays "Cage", Shark Wednesdays "Beyond the Sea"

#### Logo Design: Channel Specific - Using Multiple Media

Silver *Bell Media Agency* for CraveTV Logo

#### Unscripted/Non-Fiction/Reality Programming Campaign

Silver *Shaw Media Inc.* for Slice - Undateables "Love Changes Everyone"

The *CRTC* has approved *Kosiner Venture Capital's* application to add *HuffPost Live* to the list of non-Canadian programming services authorized for distribution. The revised list is available on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) by clicking on TV & Radio and selecting Programming. There were no opposing interventions.

**GENERAL:**

**G**Patrick Grierson, the president of *Canadian Broadcast Sales*, is the 2015 recipient of the Ontario Hall of Fame Award. It is a Board of Directors-nominated honour presented to individuals who have spent most of their careers working for private broadcasters and have demonstrated a commitment to the highest standards of broadcast excellence...

The *Ontario Association of Broadcasters* invites broadcasters to submit their application for the *Broadcast Order of Achievement* for tenure in broadcasting. The OAB recognizes service for 10-14 years of service (Bronze), 15-24 years of service (Silver) and Gold for 25+ years of service. Apply on-line at <http://oab.ca/the-awards/broadcast-order-of-achievement/ontario-broadcast-order-of-achievement-entry-form/>.

It appears advertisers will soon see their reach via mobile limited. Adblocking is coming to the *iPhone* with *iOS 9* to be launched this fall. Until now, adblocking has been limited almost entirely to desktop computers while iPhone and iPad browsers haven't allowed blocking. When iOS 9 launches, owners will be able to download an extension from the App Store that will block ads on most news sites...

*Journalisms*, an ad campaign to promote the value of professional journalism, aims to highlight the importance of journalism in democratic societies. It's now underway on TV, print and online, and sponsored by 14 news-oriented organizations. The campaign was provoked by the disruptions now faced by legacy media outlets. The union that represents media and communications workers, *Unifor*, spent roughly \$80,000 on the creative...

As an addendum to that last item, while it appears that news consumption is rapidly moving to mobile devices, TV is still at the top of the pile in North America, particularly for local news. An item in yesterday's (Wednesday's) *Journalists Resource* delves into the plateauing of Twitter and tablets. Click [HERE](#).

**Lloyd Robertson's Barn-Burner Acceptance Speech  
at the RTDNA National Convention in Toronto  
Earlier this Month  
And  
Photos of RTDNA Award Winners can be Found  
on the Following Pages.**

## PPM Top-line Radio Statistics

Survey period: Radio Meter 2014/15 – March 2, 2015 - May 31, 2015

Demographic: A2+

Daypart: Monday to Sunday 2am-2am

Station	Owner	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014	
<b>Calgary (Average Daily Universe: 1,338,000)</b>					
CKRY-FM*	Country 105	Corus	10.6	11.3	11.4
CFXL-FM	XL 103 fm	Newcap	9.9	8.2	7.3
CHQR*	AM 770 CHQR	Corus	7.6	6.8	7.2
CBR	CBC Radio One	CBC	7.2	7.8	7.6
CIBK-FM	Virgin Radio 98-5	Bell Media	7.2	5.8	6.4

\* = spill station

Station	Owner	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014	
<b>Edmonton CTRL (Average Daily Universe: 1,258,000)</b>					
CKNO-FM	102.3 FM NOW! radio	Rawlco Radio	12.0	11.8	13.7
CBX+	CBC Radio One	CBC	10.2	11.5	10.0
CHED	CHED	Corus	8.2	8.4	9.4
CKRA-FM	96.3 CAPITAL FM	Newcap	8.2	9.7	8.1
CISN-FM	CISN Country 103.9	Corus	6.9	6.0	6.1

Station	Owner	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014	
<b>Montreal CTRL Anglo (Average Daily Universe: 889,000)</b>					
CJAD	CJAD 800 AM	Bell Media	25.3	26.1	24.3
CKBE-FM	92.5 The Beat	Cogeco	18.0	19.9	17.6
CJFM-FM	Virgin Radio 96	Bell Media	15.9	14.2	15.7
CHOM-FM	CHOM 97.7 FM	Bell Media	12.5	12.2	12.7
CBME-FM	CBC Radio One	CBC	7.4	7.9	9.9

Station	Owner	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014	
<b>Montreal CTRL Franco (Average Daily Universe: 3,092,000)</b>					
CHMP-FM	98,5 fm	Cogeco Diffusion	23.3	21.8	23.1
CFGL-FM	Rythme 105,7	Cogeco Diffusion	17.9	16.6	17.0
CITE-FM	Rouge fm 107,3	Bell Media	12.0	11.8	13.1
CBF-FM	ICI Radio-Canada Première	CBC/Rad-Can	10.5	11.6	12.9
CKOI-FM	CKOI 96,9	Cogeco Diffusion	7.0	7.3	5.6

Station	Owner	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014	
<b>Toronto CTRL (Average Daily Universe: 6,030,000)</b>					
CHUM-FM	104.5 CHUM-FM	Bell Media	9.5	10.1	10.0
CHFI-FM	98.1 CHFI	Rogers	9.4	13.6	13.0
CBLA-FM	CBC Radio One	CBC	9.3	9.0	8.7
CHBM-FM	boom 97.3	Newcap	8.4	6.5	6.4
CFRB	NEWSTALK 1010	Bell Media	7.8	7.2	7.5

Station	Owner	Share% Spring 2015	Share% Winter 2014/15	Share% Fall 2014	
<b>Vancouver (Average Daily Universe: 2,514,000)</b>					
CBU+	CBC Radio One	CBC	12.2	14.1	12.5
CHQM-FM	103.5 QM/FM	Bell Media	11.4	12.4	11.2
CKNW	CKNW	Corus	8.1	6.9	8.7
CKZZ-FM	Z95.3	Newcap	7.5	5.8	5.1
CFMI-FM	Rock 101	Corus	7.4	7.3	6.7



# Trust and integrity

by Lloyd Robertson

This award is very important because broadcasting has been my life. From as early as I can remember, and certainly from the age of 12, the love of the business took control of me and I've been a fan and a practitioner of the craft for over 60 years.

I started in radio when TV was just creeping onto the landscape, and senior radio people were saying it wouldn't last.

One of the great joys for me in these last few years has been helping and nurturing some of the outstanding talent moving up through our systems. TV is a team game, family and group. No single person can take credit for the consistently high calibre of network newscasts. They're definitely a team effort.

How did I last so long? It had to do with working every night for 41 years. An early mentor, Harry Boyle\*, used to say, “Good for you, Lloyd. You’ve managed to find a job that controls your day up to midnight every night so you’ll have no time to lead a dissolute life”.

He was right about that. The discipline of doing daily news, especially every night, leaves you leading a monk-like existence. I had to stay away from the editors who had the mickey of rye or scotch in the bottom of the desk drawer and, of course, I would never take the dare of going on the air plastered even though I had colleagues who thought that it was a lark if they could pull it off. Too many didn’t and their careers suffered as a result.

If they were around today, Twitter, Facebook and the like would demonize and demolish them very quickly.

It seems more important than ever for prominent broadcasters to live up to that brand of trust and integrity; to know that we can’t pretend to be smart, knowledgeable, honourable and balanced on camera and someone entirely different the rest of time. It’s about living up to the expectations others have of us.

This year has brought that home to us big-time. I don’t have to give you the Canadian examples, you know of them already and look what’s happened in the U.S. Brian Williams of NBC News told us how he traveled in a helicopter that was under fire ... except that it wasn’t. George Stephanopoulos, someone I know and admire, had to admit that he contributed money to the Clinton Foundation after he had spent so many years as an ABC newscaster trying to distance himself from his earlier years as an aide in the Clinton White House.

Those of us who have worked as front people and on-camera reporters or commentators have usually understood that for most of us the insignia or the call letters of the media organizations we work for are inscribed on our foreheads. Do we deserve private time? Of course. But try to tell that to your neighbour’s friend who is visiting and is running next door to get a selfie with Lisa Laflamme.

We notice it more now because people can use this new and invasive technology. It’s not like previous times when the folks had to be satisfied writing fan letters to people like Craig Oliver or myself. Craig tells this joke on himself but it could also apply to me. A young woman some years ago said that her mother “is your biggest fan”. Now, young women say, “My grandmother used to be your biggest fan”.

In spite of the missteps by some of our number, it’s been a great year so far for TV news. The ouster of the president of Bell Media for trying to interfere in news content, and in such a ham-handed manner was, in my view, a victory for news divisions everywhere

\* Harry Joseph Boyle (October 7, 1915-January 22, 2005) began working for the CBC in 1942. In 1968, he was appointed vice-chairman of the CRTC, and in 1975 became its chairman. He held that position until 1977. In 1978, he was made an Officer of the Order of Canada.



in the country. The head of Bell corporate acknowledged that the independence of the news division was of paramount importance to the company and interference of this nature could not be tolerated.

Another Canadian company had to release a statement on journalistic integrity because of the misdeeds of one of its stars. The CEO of yet another media company had to defend the importance of journalistic integrity on Hockey Night in Canada.

So the message is being reinforced at various corporate headquarters that journalism cannot be tampered with. This is heartening to hear because the way a corporation treats its news division should be a window into corporate values.

When I started out there were one or two main newscasts a day on radio or television. Today we move in a world of all news channels, Twitter, blogs, Facebook—the 24/7 global village. People are surrounded by more sources of news on more platforms than anyone could have imagined. But in this sea of information, opinion, misinformation and downright lies, the public wants to know which news they can trust.

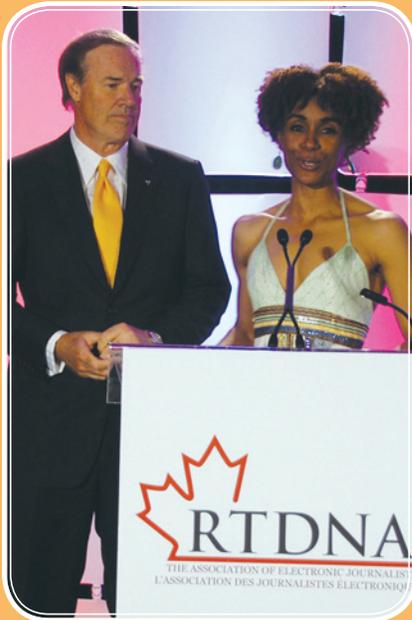
A poll in Britain a short time ago showed that 77% of the public still wanted their news to come from independent, unbiased sources. From what we can tell, Canadians value the same.

Yes, it might be fun to have your face on TV and your voice on radio. But we have to remember we are dealing in a very precious commodity fundamental to our democracy—the daily delivery of obtainable truth.

How we handle that will determine who wins and who loses the contest of credibility in the 21st century information age.

*Lloyd Robertson is the host and chief correspondent of CTV's W5. He previously served as the chief anchor/senior editor of CTV News with Lloyd Robertson. He can be reached in care of [howard@broadcastdialogue.com](mailto:howard@broadcastdialogue.com).*

# Images from the RTDNA National Awards Gala courtesy of



MCs: Ken Shaw, CTV News Toronto  
and Rosey Edeh, Global News



Chris Bury accepts the National  
Charlie Edwards Award (Spot  
News) for CJAD 800 Montreal



RTDNA President  
Ian Koenigsfest



Patrick Cain of Global News  
accepts the Network Award for  
Data Storytelling



Wendy Freeman accepts the  
National Charlie Edwards  
Award (Spot News) on behalf  
of CTV Vancouver



Mark Campbell accepts the  
National Gord Sinclair Award  
(Live Special Events) for  
1310NEWS Ottawa



Louise Elliott accepts the  
Network Charlie Edwards  
Award (Spot News) for CBC  
News: World Report



Gary Graves and Jennifer Beard  
accept the Network Charlie Edwards  
Award (Spot News) for Digital Media  
for CBCNEWS.CA



Melinda Dalton accepts the  
National Dan McArthur Award  
(In-depth/Investigative), Digital  
Media for CBC Montreal



Anton Koschany accepts the  
National Hugh Haugland Award  
(Creative Use of Video)  
for CTV Vancouver



Kirk Neff accepts the  
Network Hugh Haugland Award  
(Creative Use of Video) for  
Global News 16x9



*David Pate accepts the Radio National Dave Rogers Award (Short Feature) on behalf of CBC Prince Edward Island (small/medium market)*



*Kayla Hounsell accepts the National Dave Rogers Award (Short Feature) for CTV Atlantic*



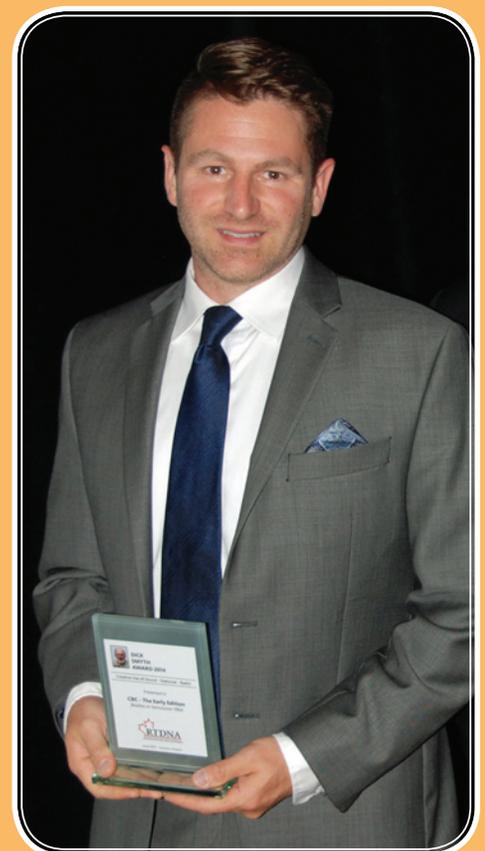
*David Common and Lara O'Brien accept the Network Gord Sinclair Award (Live Special Events) for CBC Radio One: The Current and CBC News: World Report*



*Ousama Farag accepts the Network Dave Rogers Award (Short Feature) for CBC News: The National*



*Charles Rusnell accepts the Radio National Dave Rogers Award (Long Feature) for CBC Edmonton (large market)*



*Chris Walker accepts the National Dick Smyth Award (Use of Sound) on behalf of CBC Vancouver-The Early Edition*



*Catherine Clark and Paul Hunter accept the Network Dave Rogers Award (Long Feature) for CBC News: The National*



*Michael Hennigar accepts the National Dave Rogers Award (Long Feature) for Global BC (large market)*

# Images from the RTDNA National Awards Gala courtesy of



*Stephanie Jenzer and Adrienne Arsenault accept the Network Ron Laidlaw Digital Media Award (Continuing Coverage) for cbcnews.ca*



*Rich Abney accepts the National Sports Award for CKPG-TV Prince George (small/medium market)*



*Brenda Witmer, Ioanna Roumeliotis and Catherine Clark accept the Network TV Adrienne Clarkson Award (Diversity) for CBC News: The National*



*Enza Uda accepts the Network TV Dan McArthur Award (In-depth/Investigative) for CBC News The National*



*Susan Bonner, Don Spandier and Cara Cruz accept the Network Byron MacGregor Award (Best Newscast) for CBC News: World at Six*



*Rachel MacLean accepts the National Ron Laidlaw Digital Media Award (Continuing Coverage) for CBC Calgary*



Jason Vermes accepts the Network Radio Adrienne Clarkson Award (Diversity) for Accessible Media Inc.



Jennifer Moroz accepts the Network Peter Gzowski Award (News Information Program) for CBC Radio One: The Current



Ron Waksman accepts the Network Trina McQueen Award (News Information) for Global News: 16X9



Laura Lynch and Sylvene Gilchrist accept the Network Radio Ron Laidlaw Award (Continuing Coverage) for CBC News



Kelly Malone accepts the National Byron MacGregor Award (Best Newscast) for News Talk 980 Regina (medium market)



Kym Geddes accepts the National Byron MacGregor Award (Best Newscast) for NEWSTALK 1010 Toronto (large market)



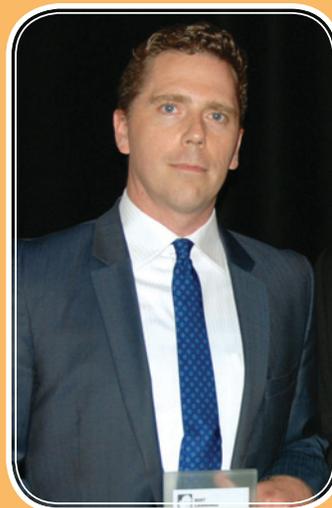
Joel Bowey, Michelle Dubé, Paul Rogers, Sophia Skopelitis, Ian Caldwell and Ken Shaw accept the National Bert Cannings Award (Best Newscast) for CTV News Toronto (large market)



Ben Jonah and Alan Carter accept the National Trina McQueen Award (News Information) for Global Toronto



Stephanie Wilson Chapin accepts the Network Digital Media Award for CTV News



Ryan Ellis accepts the National Bert Cannings Award (Best Newscast) for Global Regina (medium market)



Regan Tate accepts the National Bert Cannings Award (Best Newscast) for CHAT TV Medicine Hat (small market)

# Images from the RTDNA National Awards Gala courtesy of



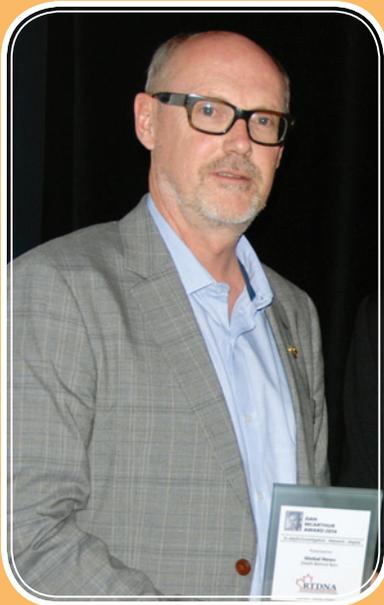
*Lloyd Robertson accepts Lifetime Achievement Award*



*Sylvene Gilchrist, Nazim Baksh and Adrienne Arsenault accept the Network TV Ron Laidlaw Award (Continuing Coverage) for CBC News: The National*



*Linden MacIntyre accepts Lifetime Achievement Award*



*George Browne accepts the Network Dan McArthur Award (In-depth/Investigative), Digital Media for Global News*



*David Hughes, Lisa LaFlamme and Rosa Hwang accept the Network Bert Cannings Award (Best Newscast) for CTV National News with Lisa LaFlamme*



*Dave Seglins and John Nicol accept the Radio Network Dan McArthur Award (In-depth/Investigative) for CBC News*

# BROADCAST Dialogue

## Essential Reading

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Thursday, June 25, 2015

Volume 23, Number 8

### REVOLVING DOOR:

Lester Holt is now the full-time anchor at *NBC Nightly News*. Brian Williams will become the *MSNBC* anchor of breaking news and special reports in mid-August. Holt, his temporary replacement on *NBC's Nightly News*, had been the substitute anchor since February. Williams began as the network's anchor in 2004...



Lester Holt & Brian Williams

Lynda Steele, most recently of *CTV Vancouver*, joins *CKNW Vancouver* in September as the afternoon talk show host. Before CTV, Steele -- from the mid '90s to 2011 -- was anchor of *Global Edmonton's News Hour*...



Lynda Steele

Stacy Ross

Stacy Ross has been promoted to become the permanent anchor/producer of *CHEK-TV Victoria's News at 5*. The 15-year veteran had been the back-up anchor and the interim anchor/producer during the station's search to fill the spot...

Brian Langston, a 10-year veteran of *Bell Media Radio/TV Terrace*, most recently as GM/GSM, is no longer with the stations...

Nathan Marshall has been promoted to PD at *Blackburn-owned Classic Rock 94.5 Wingham*. Marshall, who got his start at *CJCS Stratford*, joined *Blackburn* in 2005 as a part-time board operator, then became a



### General Sales Manager - Kincardine

For Details on this Career Opportunity, or to Apply,  
Click [HERE](#).



### Instructor - Broadcast Systems Technology

School of Information and Communications Technologies - Calgary

For details on this Career Opportunity, or to Apply,  
Click [HERE](#).



Nathan Marshall

programming producer. In 2010 he was named head of creative services. In addition to his PD duties, Marshall is also doing afternoon drive at *Rock 94.5*...

Chris Maxwell begins in mornings at *96-7 The RIG Whitecourt* July 6. He moves from 6+ years at *GX 94 Yorkton*...

Victoria Pegg is the new morning host at *93-5 PRAIRIE FM High Prairie*. Her last stop was at *92-3 The Dock Owen Sound*...

Simon Durivage, 71, retired last Friday from *RDI* in Montreal. He began his career with *Radio-Canada* in 1968 and, after 15 years, moved to *TVA*. He moved back to Radio-Canada in 2002.

**T**ELEVISION:

The *Rogers* \$465-million purchase of *Mobilicity* will immediately boost speed and quality for wireless customers in B.C., Alberta and Southern Ontario. Rogers is also completing the acquisition of *Shaw's* AWS-1 spectrum to meet growing mobile video needs. With these acquisitions, Rogers has gained unused spectrum capacity that works with all LTE (Long-Term Evolution) devices...

*Dome Productions* has acquired *CBC/Radio-Canada's* mobile assets, including three HD production mobiles, three support units and all associated assets. Dome will be the sole supplier for the rental of TV mobile production facilities to CBC/Radio-Canada.

**R**ADIO:

*CBC/Radio-Canada's* poor numbers from its experiment with paid commercials on *Radio 2* and *Espace Musique* resulted in \$1.1 million in ad sales on the two music-focused radio networks in the 2014 broadcast year, well below the \$10 million it had budgeted. Ads began airing in Oct./2013 and the \$1.1 million in ad sales occurred in the 11 months from then to the end of August...

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The *CRTC* also reported that revenues at private radio stations shrank by about \$9 million to \$1.614 billion in the 12 months ended August/2014. Costs, however, increased by \$19 million to \$1.27 billion. Profits before interest and taxes (PBIT) decreased from \$328 to \$299 million, resulting in a decline in the PBIT margin, which went from 20.2% to 18.5%. Details on major and large Canadian markets can be found in the graphs beginning on Page 5. Of 695 stations, 127 are AM...

The *CKUA Radio Network* will have a new Calgary storefront studio in the city's *National Music Centre* contained within the centre's restored King Eddy portion. It's expected to be up and running in the fall of 2016. CKUA CEO Ken Regan says a \$2-million donation from the *Calgary Foundation* to the music centre and \$1 million to CKUA, will allow the Alberta network to renew its involvement in the Calgary music scene. CKUA's home base remains in Edmonton...

*Q104 Halifax/Dartmouth* got some folks steamed over its posting of a picture comparing Caitlyn Jenner's transition to a cat becoming a dog. Some thought the Facebook posting was funny while others thought it was insensitive and transphobic. Q104 removed the post and issued an apology...

Small market *Moose 99.3 (CJMM) Espanola* took part in helping the *Second Annual Boogie Rush* raise \$27,000 for *Special Olympians*. The Boogie Rush is a down and dirty obstacle course featuring mud bogs, rope ladders and plenty of water. Over 500 people participated...

The *Fairchild Radio Toronto* radiothon to support *The Scarborough Hospital Foundation* raised \$107,740. Both the AM and FM Fairchild stations took part in the effort to raise awareness about the need for new equipment...

Canadian Winners at the 2015 *New York Festivals International Radio Program Awards*, announced Monday night, are:

#### Gold Radio Winners:

*Accessible Media Inc.* for All Those Years Ago; Category Group: Information/Documentary

*CBC* for Ideas; Category Group: Information/Documentary

*CBC* for On the Go; Category Group: Talk Programs

*CBC* for Born That Way?; Category Group: Information/Documentary

*CBC* for Enemies and Angels ; Category Group: Talk Programs

#### Silver Radio Winners:

*680 News Toronto* for Shots Fired - Parliament Hill; Category Group: Promotion Spots, Opens & IDs

Alan McKinnon, 89X Windsor, Bell Media for Detroit Lions Symphony Orchestra; Category Group: Promotion Spots, Opens & IDs

*CBC* for Grownups Read Things They Wrote as Kids; Category Group: Entertainment

*CBC* for Quirks & Quarks; Category Group: Information/Documentary

*CBC* for The St. John's Morning Show; Category Group: Information/Documentary

*CBC* for End of the Dial; Category Group: Information/Documentary

*CBC* for To Heal A Sick Nation; Category Group: Information/Documentary

*O'Reilly Television Inc.* for Nudge: The Persuasive Power of Whispers; Category Group: Information/Documentary

**Bronze Radio Winners:**

*CBC* for The Secret Lives of Children; Category Group: Craft

*CBC* for WireTap; Category Group: Craft

*CBC* for Ideas; Category Group: Information/Documentary

*CBC* for The Current; Category Group: On-Air Talent

*CBC* for Parliament Shooting Special; Category Group: News Programs

**Finalist Certificate Recipients:**

*CBC* for Black Box; Category Group: Information/Documentary

*CBC* for The Science of Shakespeare; Category Group: Information/Documentary

*CBC* for The Sunday Edition; Category Group: Information/Documentary

*CBC* for As It Happens; Category Group: News Programs

*CBC* for The Current; Category Group: News Programs

*CBC* for Live Through This; Category Group: News Reports/Features

*JAZZ.FM91 Toronto* for Jimmy Webb Live to Air with Ross Porter; Category Group: Craft

*O'Reilly Television Inc.* for Elevator Pitches; Category Group: Information/Documentary.

**GENERAL:**

*BCE* has introduced a six-page journalistic independence policy that includes a direct line to BCE CEO George Cope should *CTV News* President Wendy Freeman have concerns over the network's independence in news dissemination. The policy reinforces *Bell Media's* autonomy following former CEO Kevin Crull's dismissal in April for intervening in coverage related to *CRTC* Chair Jean-Pierre Blais.

**SIGN-OFFS:**

Glen "Robbie" Robitaille, 97, in Kamloops. Born in Toronto, he began at *CKWX Vancouver* in 1934 as a "go-fer", moving up to becoming a transmitter attendant, an operator and then an announcer. In 1942, he left to join the *Royal Canadian Air Force*. After his discharge in 1945, he began with *RCA* in Montreal. It was in 1949 that Robitaille settled down, taking the director of engineering position at *CFPL London* and, later, *CFPL-TV*. Retirement came in 1983. Robitaille was also the first chairman of the *Canadian Telecasting Practices Committee*, the first chairman of the *Central Canada Broadcasters Association's* (CCBE's) Engineering Section and was Chairman of the *Canadian Standards Association* Technical Committee on videotape standards. He was also a founding member of the Canadian section of the *Society of Motion Picture and Television Engineers...*

David F. Errington, 77, in Vancouver. His broadcasting career included being a writer, producer and director for *CBC Radio/Television* in Vancouver and Toronto, working at *Access Alberta TV*, the *National Film Board* and being the first news director at *CISL Richmond...*

Bob Merchant, 69, at *Langley Memorial Hospital*. Before leaving radio he'd been an announcer at *CKXL Calgary*, *CICA Edmonton*, *CHNL Kamloops*, *CFUN Vancouver* and *CISL Richmond*.

## 2014 financial results for Canadian commercial radio stations by markets

### Major AM/FM Radio Markets

<b>Montreal</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	152,839,172	157,656,397	160,152,909	160,612,686	162,776,991
Total Expenses	115,548,324	119,826,509	123,065,983	126,180,760	122,438,400
Pre-tax Profit	46,495,956	48,182,246	49,692,448	43,947,685	35,455,562
Pre-tax Margin	30.4	30.6	31.0	27.4	21.8

<b>Toronto</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	250,990,970	271,828,133	270,285,920	264,158,892	259,692,058
Total Expenses	169,743,399	178,713,099	171,697,090	172,719,132	182,829,825
Pre-tax Profit	-2,871,787	92,779,322	100,178,127	64,856,532	79,212,540
Pre-tax Margin	-1.1	34.1	37.1	24.6	30.5

<b>Vancouver</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	118,228,538	120,820,670	126,056,280	124,007,695	118,827,543
Total Expenses	93,626,348	94,389,459	95,139,431	92,406,851	93,582,276
Pre-tax Profit	493,678	26,979,455	29,665,111	19,343,633	28,491,364
Pre-tax Margin	0.4	22.3	23.5	15.6	24.0

### Large AM/FM Radio Market

<b>Calgary</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	87,880,479	93,192,687	95,789,525	97,782,649	95,832,394
Total Expenses	68,234,946	71,680,075	70,751,425	69,691,856	70,892,340
Pre-tax Profit	-27,351,177	18,059,083	22,194,571	17,702,204	17,368,366
Pre-tax Margin	-31.1	19.4	23.2	18.1	18.1

<b>Edmonton</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	81,676,618	88,045,467	91,037,339	94,078,794	93,105,484
Total Expenses	64,001,388	69,974,611	68,838,913	67,822,412	69,492,185
Pre-tax Profit	-16,971,328	17,625,098	25,625,883	22,008,932	24,556,906
Pre-tax Margin	-20.8	20.0	28.1	23.4	26.4

<b>Hamilton</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	21,160,979	21,845,228	19,832,531	18,115,420	17,599,592
Total Expenses	17,918,304	17,914,276	15,699,826	14,883,415	14,565,213
Pre-tax Profit	-12,916,581	4,616,004	5,611,868	2,240,030	4,524,064
Pre-tax Margin	-61.0	21.1	28.3	12.4	25.7

<b>Ottawa/Gatineau</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	64,829,090	67,836,221	65,918,144	66,433,206	66,823,053
Total Expenses	46,403,536	51,037,883	49,438,174	48,090,433	49,334,277
Pre-tax Profit	23,782,015	8,541,979	18,894,647	17,863,781	13,570,906
Pre-tax Margin	36.7	12.6	28.7	26.9	20.3

<b>Quebec</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	43,507,630	44,745,220	44,703,392	45,312,293	46,670,814
Total Expenses	33,306,786	35,375,975	36,088,013	36,472,105	36,560,600
Pre-tax Profit	15,313,747	13,162,935	10,614,896	10,516,792	8,632,858
Pre-tax Margin	35.2	29.4	23.7	23.2	18.5

<b>Winnipeg</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	40,935,829	41,717,309	42,760,648	41,806,851	41,524,893
Total Expenses	30,032,147	30,440,799	32,817,577	32,551,773	34,923,838
Pre-tax Profit	-6,701,335	14,094,314	14,169,848	10,350,453	12,169,939
Pre-tax Margin	-16.4	33.8	33.1	24.8	29.3

#### **Medium AM/FM Radio Market**

<b>Halifax</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	21,904,226	21,759,855	21,700,598	21,389,738	21,199,341
Total Expenses	19,759,837	20,273,220	19,095,787	18,543,570	18,881,818
Pre-tax Profit	843,612	-5,553,341	-308,788	-464,008	1,477,710
Pre-tax Margin	3.9	-25.5	-1.4	-2.2	7.0

<b>Kitchener/Waterloo</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	26,000,634	26,119,453	24,222,002	23,680,254	23,414,057
Total Expenses	17,953,259	18,157,614	17,343,867	16,996,137	16,439,329
Pre-tax Profit	4,897,464	3,929,866	7,738,274	6,248,224	9,510,943
Pre-tax Margin	18.8	15.0	31.9	26.4	40.6

<b>London</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	24,299,268	24,992,940	25,681,113	24,538,830	23,265,547
Total Expenses	17,488,697	18,403,188	19,770,354	19,746,798	18,444,665
Pre-tax Profit	-12,483,243	4,949,891	5,449,730	-7,670,719	1,435,042
Pre-tax Margin	-51.4	19.8	21.2	-31.3	6.2

<b>St. Catharines/Niagara</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	13,019,903	13,256,619	12,931,252	12,206,621	11,897,548
Total Expenses	8,995,345	9,151,269	9,746,438	9,390,234	9,013,933
Pre-tax Profit	-16,234,793	2,946,913	3,028,452	274,388	1,566,434
Pre-tax Margin	-124.7	22.2	23.4	2.2	13.2

<b>Victoria</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	17,214,004	17,755,796	17,425,717	17,452,076	16,333,451
Total Expenses	14,749,642	15,072,838	14,565,032	13,965,080	14,607,950
Pre-tax Profit	683,770	1,512,156	1,824,484	776,077	699,203
Pre-tax Margin	4.0	8.5	10.5	4.4	4.3

<b>Oshawa/Windsor</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Revenue	21,365,850	22,267,072	21,919,338	22,311,488	21,199,644
Total Expenses	18,243,914	19,018,719	18,821,850	19,196,991	18,223,370
Pre-tax Profit	1,654,025	2,490,196	1,602,569	-1,951,018	2,690,576
Pre-tax Margin	7.7	11.2	7.3	-8.7	12.7

Data was assembled based on CRTC's 2014 financial results for Canadian commercial radio stations which was released June 22, 2015.



# Advanced TV advertising

— a discussion

The recent Future TV Advertising Forum in Toronto saw representation from agencies, broadcasters and vendors with perspectives on TV and digital.

To set the stage, it's important to understand the terminology:

TV = also known as *Broadcast TV, Linear TV, Pay per View (PPV), Video on Demand (VOD)*

Programmatic TV = also known as *Programmatic Ad Buying and Selling*

Addressable TV = also known as *Data Driven Ads, Addressable Ads, Dynamic Ad Insertion (DAI)*

Audience Reach = *potential vs. measurable*

Set Top Box (STB) Return Path Data = *accessible and measurable*

BDU = *Broadcast Distribution Undertakings*

by Laurie Kennedy

## TV's New Promise

Bob Reaume, the vice-president policy and research at the Association of Canadian Advertisers (ACA) spoke about the shift of ad spend from TV to digital. But, he said, while digital continues to see growth there appear to be fraudulent practices slowing the shift. Reaume believes there is great promise in ensuring transparency, enabling interactivity, engagement, target ability (geographic and demographic splits) and measurability with addressable TV and programmatic TV.

“  
**How much longer can a fragmented 500-channel universe continue to be sold?**  
”

## World Class Playing Field

In the keynote address, Tom Pentefountas, the vice chairman broadcasting at the CRTC, said TV is going through a profound shift led by the viewer. Providers, advertisers and the CRTC, he said, need to remain relevant. Content remains king and the viewer is emperor.

Pentefountas stressed the need to challenge conventional thinking and develop a forward framework. The CRTC itself, he said, is beginning to tear down barriers to enable a level playing field. This includes reducing and moving away from (content) quotas and relaxing the rules on what can be aired. Pentefountas believes Canada needs to invest in compelling content attractive to audiences in an open and competitive world TV market. The era of tonnage is over, he said. Renting from Hollywood will get tougher with more vying for the same inventory, inevitably raising prices.

Pentefountas urged the industry to invest in new ways of measuring. Measurement => monetization => revenue. How much longer can a fragmented 500-channel universe continue to be sold? The use of Set Top Box (STB) return path data is an opportunity being used south of the border but not in Canada.

## Definition of TV?

Time Warner Cable's Sean Coar, group VP, strategy and business decisions media, said we are in the golden age of TV. But the question arose: What is the definition of TV?

Paula Festas, the senior VP global advertising sales, Pelmorex Media, believes linear TV is in a crisis but that TV viewing is not. Live TV doesn't need to be linear TV and could be digital streaming (on demand).

Coar agreed saying TV needs to be looked at beyond linear; that it's about great content.

## Programmatic TV

Programmatic TV can mean different things to different people. Digital has infinite inventory and Linear TV has finite.

Catherine Malo, directrice principale, stratégie monétisation, recherche, Quebecor, says programmatic is the automation of the buying and selling process which has an additional layer of data added to allow for optimization. Addressable TV is an enabler to specific targeting based on data (direct vs. mass).

Matt Bayer, VP advanced TV, MagnaGlobal,

says programmatic TV is using data and technology to deliver advertising messaging in more precise (granular) and automated ways. It is not the same as a real-time biddable auction; a similar model to the airline industry. Bayer believes programmatic TV will be a win-win-win; consumers will receive more relevant ads, less over-exposed; media owners will have an overall increase in revenue, along with streamlining ad operations; and for advertisers, there will be less waste, more granular target definition and more precise inventory selection.

## Addressable TV

Addressable TV is also known as Dynamic Ad Insertion (DAI), Addressable Ads and Data Driven Ads. Data is used to support ad targeting to specific audiences.

Keith Kryszczun, senior VP sales, BlackArrow, a provider of multiscreen DAI technology, has worked with several pay TV providers including Comcast and Time Warner (U.S.), Rogers (Canada, since 2011), and, currently, Liberty Global (Europe). He says DAI is being used in one form or another by Tier 1+2 BDUs in the U.S. Their technology can target at different levels (e.g. household, device, geographic). He has noticed cable (vs. digital) is under more scrutiny regarding privacy concerns which affects the level of targeting allowed in each country.

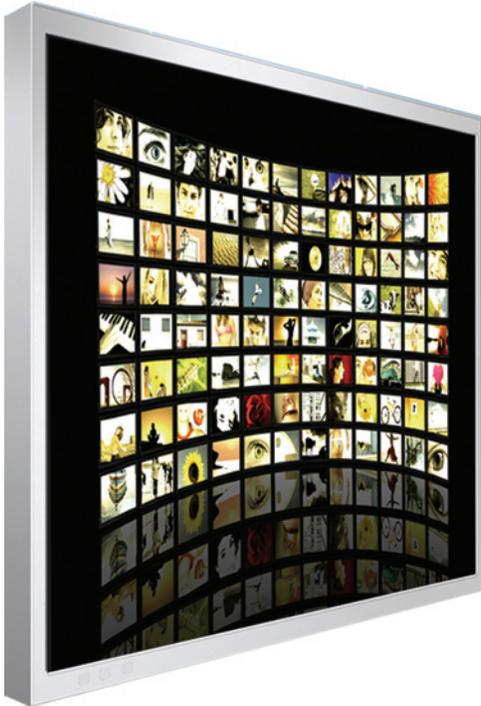
Mike Bologna, president, MODI, has firsthand U.S. experience using household addressable ads with 77 advertisers and 140 campaigns (\$60 million), with a 93% return business rate. Effective targeting plus measurement is key to success. Linking ads with direct or third party sales data will provide closed loop ROI (return on investment) analysis. Bologna believes addressable ads are not always the right approach and recommended only when the audience size is 5-35%; if greater, use mass targeting.

## Business Case for Canada

While change will require leadership and vision across the industry there is much hesitation. Is scale the only issue? In the U.S., DAI is only at the cable BDU level. In Canada there would be an extra network layer for linear TV.

Catherine Malo of Quebecor said addressable ads are a great concept but, in terms of infrastructure, costs and profitability, it didn't make sense (for them). It's a question of scale; the massive U.S. market compared to the much smaller French Canadian market in Quebec. Malo has reservations about doing what is done on digital also being done with linear TV (i.e. linear addressable).

Geoff Thrasher, the general sales manager at CHCH-TV Hamilton, says his station did an ad insertion test with COGECO (using Invidi) on a byelection campaign in Niagara Falls. To be clear, this test—in conjunction with the cable company—targeted commercials only for the riding. Thrasher said the test was



successful and he now has agency interest in the concept. The big problem is scale.

Bruce Anderson, COO/CTO, Invidi said that the consumer, ultimately, will pay (through advertisers and product costs). He mentioned the Belgian market which found justification in being able to target local areas and keep ad dollars within the country.

Brad Hayden, director media operations, Bell Media, said his company needs to minimize the number of platforms and vendors to keep operational and infrastructure costs low. Alan Dark, the senior VP media sales at Rogers, believes it is too expensive to start focusing on existing linear TV. It would be better, he said, to aim where the industry will be in the long term. The first priority will be moving to IP-based TV delivery.

## Measurement

Potential Audience Reach has been and continues to be the key performance indicator (KPI) within TV even when commercial avoidance of 60-70% has been known since the beginning. Set Top Box return path data can add huge value if transparent and properly cleansed/managed. STB return path data is not the same as data-driven advertising. The panelists believe, though, that it would be good to have as another tool, especially for long tail inventory. The belief is viewer tracking and unified measurement across all platforms is needed.

Annette Warring, CEO, Dentsu Aegis Network Canada, believes in STB return path data, depending on how it's applied. Warring said the root is addressing the topic of reach, what it means and determining if it is still effective.

Chris Herlihey, VP research, IPG Mediabrands, said data is important to help improve campaign ROI, including demographic, exposure and attitudinal.

David Philips, president and COO, nLogic, said we tend to look at a solution rather than understand and solve the problem. Instead, he said, we need to define the problem, including the purpose of STB return data.

## Organizational Challenges

Tessa Ohlendorf, managing director, Cadreon, says those in digital don't understand TV and vice versa. They need to understand each other's business models, practices and pain points. This is true for both the agencies and TV providers. Christine Beaumier, VP product development, Xaxis, agreed. She said dedicated cross-functional teams are needed to make this happen.

Amy Korosi, director product planning and analytics, Rogers, said utopia is running one campaign over all platforms. The reality is a fractured environment with multiple teams, different ways

of targeting and operating platforms. Rogers established a cross-functional team to develop a sales strategy and a roadmap. Korosi believes the biggest challenges are people and process, and how we align as an industry.

## Sense of Urgency

Alex Glinka, head of digital innovation at DISRUPT.TO, says we are in the second digital revolution and changes will happen in exponential steps, not linear steps. The concern is that conversations are happening at the pace of linear steps. He quoted a Harvard study on disruption. On average, companies founded in 1959 would expect a 61-year tenure. This narrowed to 25 years in 1980 and 18 years in 2012. At the current churn rate, 75% of the Standard & Poor's 500 will be replaced by 2027. Glinka said that this doesn't necessarily mean a company will no longer exist, but that its core products and services will go through significant change.

Going forward a company will need to balance three management imperatives:

1. Run the operations effectively;
2. Create new businesses which meet customers' needs;
3. Shed businesses that once were core, but no longer meet objectives.

Accelerated change, he said, opens an unprecedented opportunity for accelerated gains.

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