

Quantitative impact of the regulation on TV advertising markets in EU Member States, EEA countries, the new Member States and a number of third party countries

Canada – Report 3 (4/18)

Stages B and C

V.3.4.

June 2005

Table of contents: Canada

I.	About channels in Canada	3
	Tab.1: Type of broadcast / Period 2002-2003	4
	Tab.2: TV day parts definitions	12
	Tab.3: Audience share	14
II.	Advertising	26
	Tab.4: Block breakdown by duration % (yearly)	27
	Tab.5: Proportion breakdown of spots per duration %	36
	Tab.6: Advertising revenues - Top 5 TV stations	37
	Tab.7: National advertising category:	
	▶ Definitions	38
	▶ Measurements	40
	Tab.8: Media Investments	42
	Tab.9: Yearly number of total minutes broadcast	43
	Tab.10: Category of advertising by channel	44
III.	Programmes	45
	Tab.11: Duration	46
	Tab.12: Typology	47
IV.	Tab.13: Specific products	48



I. About Channels in Canada

1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Channels with a national coverage* *covering at least 80% of the national population	CTV	Commercial channel free to air	Mainstream	12
	Global	Commercial channel free to air	Mainstream	12
	CBC	Public service	Mainstream	12
	Radio-Canada	Public service	Mainstream	12
	TVA	Commercial channel free to air	Mainstream	12
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	TQS	Commercial channel free to air	Mainstream	12
	Télé-Québec	Public service	Mainstream	8
	CH	Commercial channel free to air	Mainstream	12
	CHUM	Commercial channel free to air	Mainstream	12
	CRAIG	Commercial channel free to air	Mainstream	12
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ABC	Commercial channel free to air	Mainstream	No limits
	CBS	Commercial channel free to air	Mainstream	No limits
	NBC	Commercial channel free to air	Mainstream	No limits
	FOX	Commercial channel free to air	Mainstream	No limits
	PBS	Commercial channel free to air	Mainstream	No limits
	Independant Stations	Commercial channel free to air	Mainstream	No limits
	Specialty Networks	Commercial channel free to air	Mainstream	No limits
	UPN	Commercial channel free to air	Mainstream	No limits
	WB	Commercial channel free to air	Mainstream	No limits
International Channels (Worldwide models)	TV5	Commercial channel free to air	Mainstream	0

1. Types of broadcast 2002 - 2003

TAB1b	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	ArTV	Commercial channel free to air	Documentaries	12
	Canal D	Commercial channel free to air	Documentaries	12
	Canal Z	Commercial channel free to air	Fiction	12
	Météomédia	Commercial channel free to air	Weather	12
	Super Écran	Pay TV (no advertising)	Fiction	0
	Évasion	Commercial channel free to air	Travel	12
	Historia	Commercial channel free to air	Documentaries	12
	LCN	Commercial channel free to air	Information / Business	12
	Musique Plus	Commercial channel free to air	Entertainment (incl. Modern Music)	12
	MusiMax	Commercial channel free to air	Entertainment (incl. Modern Music)	12
	RDI	Commercial channel free to air	Information / Business	12
	RDS	Commercial channel free to air	Sports	12
	Séries +	Commercial channel free to air	Fiction	12
	Télétoon-French	Commercial channel free to air	Children	12
	Canal Vie	Commercial channel free to air	Health	12
	Vrak TV	Commercial channel free to air	Children	0
	Bravo	Commercial channel free to air	Documentaries	12
	CLT	Commercial channel free to air	Documentaries	12
	CMT	Commercial channel free to air	Entertainment (incl. Modern Music)	12
	Comedy	Commercial channel free to air	Fiction	12
	Cable Pulse 24	Commercial channel free to air	Information / Business	12
	CTV NewsNet	Commercial channel free to air	Information / Business	12
	Discovery	Commercial channel free to air	Documentaries	12
	Family Channel	Commercial channel free to air	Children	0
Food Network	Commercial channel free to air	Documentaries	12	

1. Types of broadcast 2002 - 2003

TAB1c	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Other Channels	HGTV	Commercial channel free to air	Documentaries	12
	History	Commercial channel free to air	Documentaries	12
	Game Show Network	Commercial channel free to air	Documentaries	12
	Life Network	Commercial channel free to air	Documentaries	12
	Movie Max	Pay TV (no advertising)	Fiction	0
	Movie Pix	Pay TV (no advertising)	Fiction	0
	MuchMoreMusic	Commercial channel free to air	Entertainment (incl. Modern Music)	12
	MuchMusic	Commercial channel free to air	Entertainment (incl. Modern Music)	12
	NewsWorld	Commercial channel free to air	Information / Business	12
	OLN	Commercial channel free to air	Documentaries	12
	Prime	Commercial channel free to air	Fiction	12
	ROB-TV	Commercial channel free to air	Information / Business	12
	The Score	Commercial channel free to air	Sports	12
	Showcase	Commercial channel free to air	Fiction	12
	Space	Commercial channel free to air	Fiction	12
	SportsNet	Commercial channel free to air	Sports	12
	Star	Commercial channel free to air	Entertainment (incl. Modern Music)	12
	Superchannel	Commercial channel free to air	Fiction	12
	Talk TV	Commercial channel free to air	Entertainment (incl. Modern Music)	12
	TMN	Pay TV (no advertising)	Fiction	0
	Teletoon-English	Commercial channel free to air	Children	12
	Treehouse TV	Commercial channel free to air	Children	12
	TSN	Commercial channel free to air	Sports	12
	Vision	Commercial channel free to air	Religious	12
	Weather Network	Commercial channel free to air	Weather	12
	Women Network	Commercial channel free to air	Documentaries	12
YTV	Commercial channel free to air	Children	12	

1. Types of broadcast 2002 - 2003

TAB1d	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Channels with a national coverage* *covering at least 80% of the national population	CTV	Analogical	TV Cable	English Network, Also available in digital
	Global	Analogical	TV Cable	English Network, Also available in digital
	CBC	Analogical	TV Cable	English Network, Also available in digital
	Radio-Canada	Analogical	TV Cable	French Network, Also available in digital
	TVA	Analogical	TV Cable	French Network, Also available in digital
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country	TQS	Analogical	TV Cable	French Network, Also available in digital
	Télé-Québec	Analogical	TV Cable	French Network, Also available in digital
	CH	Analogical	TV Cable	English Network, Also available in digital
	CHUM	Analogical	TV Cable	English Network, Also available in digital
	CRAIG	Analogical	TV Cable	English Network, Also available in digital
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	ABC	Analogical	TV Cable	US Eng Network, Also available in digital
	CBS	Analogical	TV Cable	US Eng Network, Also available in digital
	NBC	Analogical	TV Cable	US Eng Network, Also available in digital
	FOX	Analogical	TV Cable	US Eng Network, Also available in digital
	PBS	Analogical	TV Cable	US Eng Network, Also available in digital
	Independant Stations	Analogical	TV Cable	US Eng Network, Also available in digital
	Specialty Networks	Analogical	TV Cable	US Eng Network, Also available in digital
	UPN	Analogical	TV Cable	US Eng Network, Also available in digital
	WB	Analogical	TV Cable	US Eng Network, Also available in digital
	TV5	Analogical	TV Cable	French Network from France, Also available in digital

1. Types of broadcast 2002 - 2003

TAB1e	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	ArTV	Analogical	TV Cable	French Network, Also available in digital, Subject: Art
	Canal D	Analogical	TV Cable	French Network, Also available in digital
	Canal Z	Analogical	TV Cable	French Network, Also available in digital, Subject: also technology
	Météomédia	Analogical	TV Cable	French Network, Also available in digital, Subject: Weather
	Super Écran	Analogical	TV Cable	French Network, Also available in digital
	Évasion	Analogical	TV Cable	French Network, Also available in digital
	Historia	Analogical	TV Cable	French Network, Also available in digital, Subject: History
	LCN	Analogical	TV Cable	French Network, Also available in digital
	Musique Plus	Analogical	TV Cable	French Network, Also available in digital, Subject: Music Videos
	MusiMax	Analogical	TV Cable	French Network, Also available in digital, Subject: Music Videos
	RDI	Analogical	TV Cable	French Network, Also available in digital
	RDS	Analogical	TV Cable	French Network, Also available in digital
	Séries +	Analogical	TV Cable	French Network, Also available in digital, Subject: Dramas
	Télétoon-French	Analogical	TV Cable	French Network, Also available in digital, Subject: Cartoons
	Canal Vie	Analogical	TV Cable	French Network, Also available in digital
	Vrak TV	Analogical	TV Cable	French Network, Also available in digital, Subject: Cartoons
	Bravo	Analogical	TV Cable	English Network, Also available in digital, Subject: Arts & Movies
	CLT	Analogical	TV Cable	English Network, Also available in digital, Subject: Educational
	CMT	Analogical	TV Cable	English Network, Also available in digital, Subject: Country Music
	Comedy	Analogical	TV Cable	English Network, Also available in digital, Subject: Comedy
	Cable Pulse 24	Analogical	TV Cable	English Network, Also available in digital
	CTV NewsNet	Analogical	TV Cable	English Network, Also available in digital
	Discovery	Analogical	TV Cable	English Network, Also available in digital
	Family Channel	Analogical	TV Cable	English Network, Also available in digital, Subject: Cartoons
Food Network	Analogical	TV Cable	English Network, Also available in digital, Subject: Food	

1. Types of broadcast 2002 - 2003

TAB1f	Names	Connection Mode	Main Transmission Mode	Comments transmission/reception mode and/or programme type
Other Channels	HGTV	Analogical	TV Cable	English Network, Also available in digital, Subject: House & Garden
	History	Analogical	TV Cable	English Network, Also available in digital, Subject: History
	Game Show Network	Analogical	TV Cable	English Network, Also available in digital, Subject: Game Shows
	Life Network	Analogical	TV Cable	English Network, Also available in digital, Subject: Health
	Movie Max	Analogical	TV Cable	English Network, Also available in digital, Subject: Movies
	Movie Pix	Analogical	TV Cable	English Network, Also available in digital, Subject: Movies
	MuchMoreMusic	Analogical	TV Cable	English Network, Also available in digital, Subject: Music
	MuchMusic	Analogical	TV Cable	English Network, Also available in digital, Subject: Music
	NewsWorld	Analogical	TV Cable	English Network, Also available in digital
	OLN	Analogical	TV Cable	English Network, Also available in digital, Subject: Outdoor
	Prime	Analogical	TV Cable	English Network, Also available in digital, Subject: Dramas
	ROB-TV	Analogical	TV Cable	English Network, Also available in digital, Subject: Business News
	The Score	Analogical	TV Cable	English Network, Also available in digital, Subject: Sports
	Showcase	Analogical	TV Cable	English Network, Also available in digital, Subject: Dramas & Movies
	Space	Analogical	TV Cable	English Network, Also available in digital
	SportsNet	Analogical	TV Cable	English Network, Also available in digital, Subject: Sports
	Star	Analogical	TV Cable	English Network, Also available in digital, Subject: Entertainment and News
	Superchannel	Analogical	TV Cable	English Network, Also available in digital, Subject: Movies
	Talk TV	Analogical	TV Cable	English Network, Also available in digital, Subject: Talk Shows
	TMN	Analogical	TV Cable	English Network, Also available in digital, Subject: Movies
	Teletoon-English	Analogical	TV Cable	English Network, Also available in digital, Subject: Cartoons
	Treehouse TV	Analogical	TV Cable	English Network, Also available in digital, Subject: Cartoons & Children
	TSN	Analogical	TV Cable	English Network, Also available in digital
	Vision	Analogical	TV Cable	English Network, Also available in digital
	Weather Network	Analogical	TV Cable	English Network, Also available in digital
	Women Network	Analogical	TV Cable	English Network, Also available in digital, Subject: Women Related Subjects
YTV	Analogical	TV Cable	English Network, Also available in digital, Subject: Cartoons & Children	

Comments about Canadian Market

- 68 % of Canadian households have cable TV, which means the main transmission mode for most of the channels is TV cable. Most TV channels are also available in digital via satellite dishes.
- The English-speaking and French-speaking markets of Canada are different. Approximately 25% of viewing hours in English-speaking Canada are generated by US networks available in Canada. This means a very fragmented audience. In the French-speaking market, US television viewing is very low because of the language barrier. This results in a less fragmented market.
- Other reasons why the audiences are becoming increasingly more fragmented are the growing penetration of satellite dish and the growing number of specialty and digital networks. New specialty and digital networks are being set up all the time. The growth of the number of US and foreign channels also affects Canada's audience fragmentation. Television is the medium with the highest daily reach in Canada. However, the average daily reach of a channel is declining because of the continuous growth of the number of channels.
- Public stations are losing ground to privately owned networks, which are broadcasting a more attractive schedule for viewers. Private networks also seem to have more resources to invest in innovative and cutting-edge programmes, and some of these resources come from the governments.
- Public networks have more constraints than privately owned networks. There is a strict code of conduct for the public stations (100% Canadian content). On the private networks, the proportion of Canadian programming is flexible. Many US programmes are broadcast, especially in prime time. US shows actually dominate the top 20 of prime time programmes.

Comments about IDTV

- A few early adopters have IDTV, but it is still too early for the consequences to be measurable.
- IDTV is not developed by broadcasters, but by cable and satellite suppliers who want to provide added value with their product.

2. TV day parts definitions in Canadian English Market:

- Definition of targets and day parts

TAB2a

	Main dayparts	Aged 18+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	06h00-26h00	16,1	16,2
Morning	07h00-12h00	7,2	7,1
Access Prime Time	17h00-19h00	26,8	27,3
Prime Time	19h00-23h00	36,3	36,5
Night Time	23h00-26h00	8,6	9
<i>Universes :</i>		18.984.175	19.164.183
<i>Sources :</i>		BBM Surveys	BBM Surveys

TAB2b

	Main dayparts	Aged 2-17	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	06h00-26h00	9,5	10,7
Morning	07h00-12h00	4,1	5,8
Access Prime Time	17h00-19h00	17,7	19,6
Prime Time	19h00-23h00	21,9	22,1
Night Time	23h00-26h00	3,2	3,3
<i>Universes :</i>		1.939.795	1.947.507
<i>Sources :</i>		BBM Surveys	BBM Surveys

* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

2. TV day parts definitions in Canadian French Market:

- Definition of targets and day parts

TAB2c

	Main dayparts	Aged 18+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	06h00-26h00	19,1	18,8
Morning	07h00-12h00	12,9	12,2
Access Prime Time	17h00-19h00	36,3	35,6
Prime Time	19h00-23h00	41,3	40,9
Night Time	23h00-26h00	4,4	4,5
<i>Universes :</i>		5.082.857	5.104.720
<i>Sources :</i>		BBM Surveys	BBM Surveys

TAB2d

	Main dayparts	Aged 2-17	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	06h00-26h00	10,4	9,8
Morning	07h00-12h00	5,8	5,7
Access Prime Time	17h00-19h00	22,7	20,6
Prime Time	19h00-23h00	23,3	22,1
Night Time	23h00-26h00	1,7	1,3
<i>Universes :</i>		474.374	478.127
<i>Sources :</i>		BBM Surveys	BBM Surveys

* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

3. Audience Share* - All Day (English Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3a

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	16,1	16,2	9,5	10,7
Channels with a national coverage	CTV	16,7	17,3	9,7	7,9
	Global	10,6	10,1	11,6	10,4
	CBC	6,7	7,4	5,8	4,7
	Radio-Canada	0,3	0,3	0,1	0,1
	TVA	0,2	0,2	0,1	0,1
Local Channels	TQS	0,1	0,1	0,1	0,1
	Télé-Québec	0,0	0,0	0,0	0,0
	CH	3,0	3,2	2,9	2,1
	CHUM	5,3	5,8	5,0	3,3
	CRAIG	1,0	1,2	1,3	1,3
Non-domestic Channels	ABC	2,8	2,5	2,4	1,9
	CBS	2,8	2,9	1,4	1,9
	FOX	2,5	2,5	4,3	4,8
	Independant Stations	0,2	0,2	0,1	0,1
	NBC	2,7	2,9	1,8	1,2
	PBS	1,2	1,2	1,1	0,0
	Specialty Networks	10,7	9,5	7,0	6,0
	UPN	0,7	0,7	0,9	0,4
	WB	1,0	0,9	2,1	1,4
International Channels (Worldwide models)	TV5	0,0	0,0	0,0	0,0

3. Audience Share* - All Day (English Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3b

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Other Channels	ArTV	0,0	0,0	0,0	0,0
	Canal D	0,0	0,0	0,0	0,0
	Canal Z	0,0	0,0	0,0	0,0
	Météomédia	0,0	0,0	0,0	0,0
	Super Écran	0,0	0,0	0,0	0,0
	Évasion	0,0	0,0	0,0	0,0
	Historia	0,0	0,0	0,0	0,0
	LCN	0,0	0,0	0,0	0,0
	Musique Plus	0,0	0,0	0,0	0,0
	MusiMax	0,0	0,0	0,0	0,0
	RDI	0,0	0,0	0,0	0,0
	RDS	0,1	0,1	0,1	0,0
	Séries +	0,0	0,0	0,0	0,0
	Télétoon-French	0,0	0,0	0,0	0,0
	Canal Vie	0,0	0,0	0,0	0,0
	Vrak TV	0,0	0,0	0,1	0,1
	Bravo	0,8	0,7	0,2	0,1
	CLT	0,1	0,1	0,0	0,0
	CMT	0,5	0,5	0,3	0,3
	Comedy	0,4	0,4	1,1	0,7
	Cable Pulse 24	0,3	0,6	0,2	11,8
	CTV NewsNet	0,4	0,3	0,0	0,0
	Discovery	0,8	1,0	0,6	0,8
	Family Channel	0,4	0,4	2,9	4,6
	Food Network	0,5	0,4	0,2	0,1
	HGTV	0,7	0,8	0,2	0,2
	History	0,8	0,6	0,3	0,1
	Game Show Network	0,2	0,2	0,1	0,1
	Life Network	0,3	0,4	0,2	0,2

3. Audience Share* - All Day (English Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3c

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
	Movie Max	0,1	0,0	0,0	0,1
	Movie Pix	0,2	0,2	0,1	0,1
	MuchMoreMusic	0,2	0,2	0,4	0,1
	MuchMusic	0,3	0,2	2,4	1,6
	NewsWorld	1,1	1,1	0,2	0,1
	OLN	0,2	0,1	0,1	0,1
	Prime	1,2	1,1	0,6	0,5
	ROB-TV	0,1	0,2	0,0	0,0
	The Score	0,4	0,2	0,4	0,3
	Showcase	0,6	0,8	0,2	0,3
	Space	0,8	0,6	0,8	0,5
	SportsNet	1,4	1,6	1,4	0,9
	Star	0,1	0,1	0,1	0,1
	Superchannel	0,7	0,6	0,9	1,0
	Talk TV	0,0	0,0	0,0	0,0
	TMN	0,7	0,7	0,9	0,7
	Teletoon-English	0,3	0,4	1,3	2,0
	Treehouse TV	0,2	0,3	0,3	0,1
	TSN	2,6	2,2	1,9	1,1
	Vision	0,4	0,4	0,2	0,0
	Weather Network	0,5	0,4	0,2	0,1
	Women Network	0,7	0,7	0,3	0,2
	YTV	0,4	0,4	4,6	2,9
	Other Specialty Net.	0,6	0,4	0,3	0,5
	Digital Specialty Net.	1,3	1,5	0,8	0,9
	VCR listenership	4,2	4,0	11,1	9,4
	Cable Stations	0,4	0,4	0,3	0,1
	International Networks	0,1	0,0	0,1	0,0
	Other Networks	4,8	5,0	5,5	8,7
	Satellite	0,5	0,5	0,6	0,7
	Web TV	0,0	0,0	0,0	0,0
TOTAL		100	100	100	100

3. Audience Share* - Prime Time (English Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3d

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	36,3	36,5	21,9	22,1
Channels with a national coverage	CTV	16,2	15,1	12,2	12,3
	Global	9,9	9,6	14,4	12,6
	CBC	7,6	8,7	4,4	3,8
	Radio-Canada	0,3	0,3	0,2	0,2
	TVA	0,2	0,2	0,1	0,1
Local Channels	TQS	0,1	0,1	0,0	0,1
	Télé-Québec	0,0	0,0	0,0	0,0
	CH	3,7	3,4	3,9	4,0
	CHUM	5,4	6,1	6,3	5,1
	CRAIG	1,2	1,5	1,5	2,2
Non-domestic Channels	ABC	3,5	3,0	3,6	2,7
	CBS	3,4	3,9	1,8	3,6
	FOX	2,5	2,7	4,0	4,5
	Independant Stations	0,2	0,3	0,1	0,1
	NBC	3,2	3,4	2,4	2,0
	PBS	1,7	1,6	0,5	0,0
	Specialty Networks	9,1	8,7	5,2	4,4
	UPN	0,6	0,4	0,7	0,5
	WB	1,1	1,0	1,7	1,4
International Channels (Worldwide models)	TV5	0,0	0,0	0,0	0,0

3. Audience Share* - Prime Time (English Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3e

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Other Channels	ArTV	0,0	0,0	0,0	0,0
	Canal D	0,0	0,0	0,0	0,0
	Canal Z	0,0	0,0	0,0	0,0
	Météomédia	0,0	0,0	0,0	0,0
	Super Écran	0,0	0,0	0,0	0,0
	Évasion	0,0	0,0	0,0	0,0
	Historia	0,0	0,0	0,0	0,0
	LCN	0,0	0,0	0,0	0,0
	Musique Plus	0,0	0,0	0,0	0,0
	MusiMax	0,0	0,0	0,0	0,0
	RDI	0,0	0,0	0,0	0,0
	RDS	0,1	0,1	0,1	0,1
	Séries +	0,0	0,0	0,0	0,0
	Télétoon-French	0,0	0,0	0,0	0,0
	Canal Vie	0,0	0,0	0,0	0,0
	Vrak TV	0,0	0,0	0,1	0,0
	Bravo	0,4	0,3	0,1	0,1
	CLT	0,1	0,1	0,0	0,0
	CMT	0,5	0,5	0,2	0,3
	Comedy	0,4	0,5	1,5	1,1
	Cable Pulse 24	0,1	0,0	0,0	0,0
	CTV NewsNet	0,1	0,2	0,0	0,0
	Discovery	0,8	1,1	0,6	1,0
	Family Channel	0,4	0,6	1,3	4,8
	Food Network	0,4	0,4	0,2	0,1
	HGTV	0,6	0,5	0,1	0,2
	History	0,7	0,5	0,3	0,1
	Game Show Network	0,1	0,1	0,0	0,0
	Life Network	0,2	0,4	0,1	0,2

3. Audience Share* - Prime Time (English Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3f

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
	Movie Max	0,1	0,1	0,0	0,1
	Movie Pix	0,2	0,2	0,1	0,1
	MuchMoreMusic	0,2	0,2	0,3	0,1
	MuchMusic	0,2	0,1	1,4	0,9
	NewsWorld	0,7	0,8	0,1	0,0
	OLN	0,2	0,2	0,1	0,1
	Prime	1,3	1,2	0,4	0,6
	ROB-TV	0,0	0,0	0,0	0,0
	The Score	0,5	0,2	0,5	0,2
	Showcase	0,6	1,0	0,2	0,4
	Space	0,9	0,6	1,0	0,4
	SportsNet	1,9	2,0	1,9	1,4
	Star	0,1	0,1	0,1	0,0
	Superchannel	0,8	0,7	0,8	1,2
	Talk TV	0,0	0,1	0,0	0,0
	TMN	0,9	0,7	0,7	0,6
	Teletoon-English	0,2	0,3	0,9	1,7
	Treehouse TV	0,1	0,1	0,1	0,1
	TSN	3,0	2,4	2,0	1,4
	Vision	0,2	0,5	0,1	0,1
	Weather Network	0,1	0,1	0,0	0,0
	Women Network	0,6	0,7	0,2	0,2
	YTV	0,2	0,3	3,1	1,7
	Other Specialty Net.	0,6	0,5	0,2	0,6
	Digital Specialty Net.	1,1	1,2	0,5	0,6
	VCR listenership	5,1	4,7	9,2	8,2
	Cable Stations	0,3	0,3	0,2	0,1
	International Networks	0,0	0,0	0,0	0,0
	Other Networks	4,6	4,8	7,2	10,9
	Satellite	0,6	0,5	0,5	0,7
	Web TV	0,0	0,0	0,0	0,0
TOTAL		100	100	100	100

3. Audience Share* - All Day (French Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3g

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	19,1	18,8	10,4	9,8
Channels with a national coverage	CTV	1,4	1,5	0,5	0,9
	Global	0,8	0,8	1,1	1,0
	CBC	0,5	0,6	0,8	1,1
	Radio-Canada	16,9	13,7	16,2	9,1
	TVA	38,1	36,2	21,7	21,8
Local Channels	TQS	14,8	17,9	14,2	16,7
	Télé-Québec	2,0	2,0	1,9	3,2
	CH	0,3	0,3	0,2	0,0
	CHUM	0,1	0,2	0,2	0,1
	CRAIG	0,0	0,0	0,0	0,0
Non-domestic Channels	ABC	0,4	0,4	0,5	0,3
	CBS	0,6	0,5	0,4	0,1
	FOX	0,3	0,5	0,8	0,4
	Independant Stations	0,0	0,0	0,0	0,0
	NBC	0,3	0,3	0,3	0,1
	PBS	0,0	0,0	0,0	0,0
	Specialty Networks	0,9	0,8	0,3	0,4
	UPN	0,0	0,0	0,0	0,0
	WB	0,1	0,0	0,1	0,0
International Channels (Worldwide models)	TV5	0,7	0,8	0,1	0,2

3. Audience Share* - All Day (French Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3h

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Other Channels	ArTV	0,2	0,5	0,1	0,1
	Canal D	1,4	1,3	0,9	0,9
	Canal Z	0,5	0,6	0,9	1,3
	Météomédia	0,3	0,3	0,3	0,1
	Super Écran	2,0	1,8	3,5	3,8
	Évasion	0,2	0,2	0,0	0,0
	Historia	0,6	0,7	0,1	0,3
	LCN	1,0	0,8	0,4	0,2
	Musique Plus	0,2	0,2	2,1	2,4
	MusiMax	0,3	0,2	0,3	0,1
	RDI	2,3	2,3	0,3	0,4
	RDS	3,3	3,3	4,5	4,5
	Séries +	1,3	1,7	0,7	0,7
	Télétoon-French	0,6	0,6	4,9	4,8
	Canal Vie	1,2	1,8	0,5	0,7
	Vrak TV	0,7	0,7	14,6	16,1
	Bravo	0,0	0,1	0,0	0,0
	CLT	0,0	0,0	0,0	0,0
	CMT	0,1	0,0	0,0	0,0
	Comedy	0,0	0,0	0,0	0,0
	Cable Pulse 24	0,0	0,0	0,0	0,0
	CTV NewsNet	0,0	0,0	0,0	0,0
	Discovery	0,1	0,2	0,0	0,1
	Family Channel	0,0	0,0	0,1	0,2
	Food Network	0,0	0,0	0,0	0,0
	HGTV	0,1	0,0	0,0	0,0
	History	0,0	0,0	0,0	0,0
	Game Show Network	0,0	0,0	0,0	0,0
	Life Network	0,0	0,0	0,0	0,0

3. Audience Share* - All Day (French Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3i

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
	Movie Max	0,0	0,0	0,0	0,0
	Movie Pix	0,0	0,1	0,0	0,0
	MuchMoreMusic	0,0	0,0	0,0	0,0
	MuchMusic	0,0	0,0	0,3	0,2
	NewsWorld	0,0	0,1	0,0	0,0
	OLN	0,0	0,0	0,0	0,0
	Prime	0,0	0,0	0,0	0,0
	ROB-TV	0,0	0,0	0,0	0,0
	The Score	0,0	0,0	0,0	0,0
	Showcase	0,0	0,1	0,0	0,0
	Space	0,1	0,1	0,0	0,1
	SportsNet	0,1	0,1	0,2	0,1
	Star	0,0	0,0	0,0	0,0
	Superchannel	0,0	0,0	0,0	0,0
	Talk TV	0,0	0,0	0,0	0,0
	TMN	0,1	0,1	0,2	0,1
	Teletoon-English	0,0	0,0	0,1	0,1
	Treehouse TV	0,0	0,0	0,0	0,0
	TSN	0,3	0,4	0,2	0,3
	Vision	0,0	0,0	0,0	0,0
	Weather Network	0,0	0,0	0,0	0,0
	Women Network	0,0	0,0	0,0	0,0
	YTV	0,0	0,0	0,5	0,4
	Other Specialty Net.	0,2	0,1	0,0	0,0
	Digital Specialty Net.	0,1	0,1	0,1	0,1
	VCR listenership	2,5	2,9	4,8	6,1
	Cable Stations	0,3	0,3	0,1	0,0
	International Networks	0,1	0,2	0,0	0,0
	Other Networks	1,0	1,3	0,0	0,0
	Satellite	0,2	0,2	0,0	0,0
	Web TV	0,0	0,0	0,0	0,0
TOTAL		100	100	100	100

3. Audience Share* - Prime Time (French Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3j

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	41,3	40,9	23,3	22,1
Channels with a national coverage	CTV	1,5	1,4	0,8	1,4
	Global	1,0	0,9	1,5	1,2
	CBC	0,5	0,8	0,4	0,6
	Radio-Canada	23,5	17,8	17,7	10,3
	TVA	33,9	33,6	29,1	30,7
Local Channels	TQS	11,6	15,9	14,0	21,6
	Télé-Québec	2,9	2,6	0,8	1,1
	CH	0,3	0,2	0,3	0,1
	CHUM	0,2	0,2	0,3	0,2
	CRAIG	0,0	0,0	0,0	0,0
Non-domestic Channels	ABC	0,5	0,4	0,5	0,2
	CBS	0,4	0,3	0,3	0,1
	FOX	0,3	0,6	0,9	0,4
	Independant Stations	0,0	0,0	0,0	0,0
	NBC	0,5	0,4	0,3	0,2
	PBS	0,2	0,2	0,0	0,0
	Specialty Networks	0,7	0,7	0,3	0,3
	UPN	0,0	0,0	0,0	0,0
	WB	0,1	0,0	0,1	0,0
International Channels (Worldwide models)	TV5	0,9	1,1	0,2	0,2

3. Audience Share* - Prime Time (French Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3k

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
Other Channels	ArTV	0,2	0,5	0,1	0,1
	Canal D	1,3	1,4	0,6	0,6
	Canal Z	0,6	0,6	0,8	1,3
	Météomédia	0,1	0,1	0,0	0,0
	Super Écran	2,1	2,1	3,0	2,6
	Évasion	0,2	0,3	0,0	0,0
	Historia	0,6	0,8	0,1	0,3
	LCN	0,3	0,3	0,1	0,2
	Musique Plus	0,1	0,2	1,1	1,2
	MusiMax	0,2	0,3	0,3	0,1
	RDI	1,8	1,9	0,2	0,4
	RDS	4,6	4,6	5,6	4,5
	Séries +	1,1	1,5	0,5	0,6
	Télétoon-French	0,5	0,5	5,5	4,7
	Canal Vie	0,7	1,1	0,3	0,5
	Vrak TV	0,4	0,4	8,0	7,5
	Bravo	0,0	0,0	0,0	0,0
	CLT	0,0	0,0	0,0	0,0
	CMT	0,1	0,0	0,0	0,0
	Comedy	0,0	0,0	0,0	0,1
	Cable Pulse 24	0,0	0,0	0,0	0,0
	CTV NewsNet	0,0	0,0	0,0	0,0
	Discovery	0,2	0,3	0,0	0,2
	Family Channel	0,0	0,0	0,0	0,0
	Food Network	0,0	0,0	0,0	0,0
	HGTV	0,1	0,0	0,0	0,0
	History	0,0	0,0	0,0	0,0
	Game Show	0,0	0,0	0,0	0,0
	Network				
	Life Network	0,0	0,0	0,0	0,0

3. Audience Share* - Prime Time (French Market)

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3I

	Names	Aged 18+		Aged 2-17	
		2002	2003	2002	2003
	Movie Max	0,0	0,0	0,0	0,0
	Movie Pix	0,0	0,0	0,0	0,0
	MuchMoreMusic	0,0	0,0	0,0	0,0
	MuchMusic	0,0	0,0	0,2	0,0
	NewsWorld	0,0	0,0	0,0	0,0
	OLN	0,0	0,0	0,0	0,0
	Prime	0,0	0,0	0,0	0,0
	ROB-TV	0,0	0,0	0,0	0,0
	The Score	0,0	0,0	0,1	0,1
	Showcase	0,0	0,1	0,0	0,0
	Space	0,1	0,1	0,0	0,1
	SportsNet	0,1	0,1	0,1	0,2
	Star	0,0	0,0	0,0	0,0
	Superchannel	0,0	0,0	0,0	0,0
	Talk TV	0,0	0,0	0,0	0,0
	TMN	0,1	0,1	0,1	0,1
	Teletoon-English	0,0	0,0	0,0	0,1
	Treehouse TV	0,0	0,0	0,0	0,0
	TSN	0,3	0,4	0,2	0,3
	Vision	0,0	0,0	0,0	0,0
	Weather Network	0,0	0,0	0,0	0,0
	Women Network	0,0	0,0	0,0	0,0
	YTV	0,0	0,0	0,6	0,3
	Other Specialty Net.	0,2	0,0	0,0	0,0
	Digital Specialty Net.	0,1	0,1	0,1	0,1
	VCR listenership	3,1	3,4	4,7	5,1
	Cable Stations	0,3	0,3	0,1	0,0
	International Networks	0,1	0,1	0,1	0,0
	Other Networks	0,8	0,6	0,3	0,0
	Satellite	0,1	0,2	0,1	0,0
	Web TV	0,0	0,0	0,0	0,0
TOTAL		100	100	100	100



II. Advertising

4. Block* breakdown by duration % (yearly) (based on nation-wide number of blocks)

Comments:

- These figures are not available in Canada

* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

4. Blocks interrupting programmes

Per genre and frequency

Preliminary note : the usual industry tools and data do not give access to dynamic information on programmes interruptions (possibility to run cross tabulations between block interruptions and programmes or any kind of statistics). The present subchapter is a customized focus provided this object is essential in the global frame of the survey.

Objective: to compare the commercial practices referred to in article 11 of the Directive related to TV advertising interrupting programmes

Sample base : a standard week in the year 2003 was selected in order to analyse the construction of the programming schedule of the key channels, in terms of TV advertising investments (cfr chapter 6 classification: the top TV stations versus their gross advertising revenues observed in 2003).

Method of counting: The number of programmes interrupted, the proportion of advertising breaks included in a programme in comparison with the total number of breaks, and the average number of minutes separating each of the breaks were calculated per type of programme. The summary tables give firstly a visual presentation of the multiple variables of programme interruptions.

As article 11 of the Directive stipulates: feature films, films made for television, series and serials, documentaries, light entertainment, sports programmes, children's programmes (including series listed as cartoons), current affairs programmes and the news are presented in isolation in the results.

For any further details, see the attached report ' Methodological aspects '

4. Blocks interrupting programmes Per genre and frequency (ENGLISH MARKET)

CANADA Week 43 2004		Top ENG TV Stations (3)	FILMS and TELLEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES
Total nbr of blocks average number of blocks per hour		2075 5								
Nbr of broadcasts containing blocks		466	11	134	11	38	96	19	85	17
Nbr of blocks Inside vs Total nbr of blocks 83,5%		1732	55	476	30	91	404	145	323	44
average duration between all blocks		0:09:47	0:14:32	0:10:22	0:09:40	0:10:30	0:09:47	0:08:42	0:08:33	0:11:43
Nbr of broadcasts containing 1 block		18		2		4	5	2		
Nbr of blocks vs nbr of blocks Inside 1%		18	0%	2	0%	4	5	2	0%	0%
average duration between blocks inside		-	-	-	-	-	-	-	-	-
Nbr of broadcasts containing 2 blocks		131	2	32	3	20	27	4	18	10
Nbr of blocks vs nbr of blocks Inside 15%		262	4	64	6	40	54	8	36	20
average duration between blocks inside		0:10:15	0:10:28	0:11:00	0:11:31	0:10:35	0:09:23	0:11:05	0:07:52	0:11:30
average duration between 2 blocks		0:10:15	0:10:28	0:11:00	0:11:31	0:10:35	0:09:23	0:11:05	0:07:52	0:11:30
Nbr of broadcasts containing 3 blocks		157	2	43	8	13	38	4	31	4
Nbr of blocks vs nbr of blocks Inside 27%		471	6	129	24	39	114	12	93	12
average duration between blocks inside		0:09:13	0:13:37	0:09:21	0:09:20	0:09:09	0:09:35	0:08:03	0:08:31	0:08:56
average duration between first and second interruption		0:09:32	0:14:17	0:09:34	0:10:10	0:09:26	0:10:35	0:07:40	0:07:50	0:10:35
average duration between second and third interruption		0:08:54	0:12:57	0:09:07	0:08:29	0:08:53	0:08:36	0:08:25	0:09:11	0:07:16
Nbr of broadcasts containing 4 blocks		60	1	23			2		13	3
Nbr of blocks vs nbr of blocks Inside 14%		240	4	92	0%	0%	8	0%	52	12
average duration between blocks inside		0:10:19	0:17:37	0:12:34			0:05:16		0:08:21	0:14:25
average duration between first and second interruption		0:10:12	0:13:38	0:11:58			0:06:19		0:09:32	0:14:22
average duration between second and third interruption		0:10:01	0:18:05	0:11:42			0:06:14		0:07:40	0:14:48
average duration between the next interruptions		0:10:45	0:21:08	0:14:02			0:03:15		0:07:50	0:14:04
Nbr of broadcasts containing 5 blocks		35	1	16			7	1	7	
Nbr of blocks vs nbr of blocks Inside 10%		175	5	80	0%	0%	35	5	35	0%
average duration between blocks inside		0:10:34	0:18:49	0:11:06			0:09:35	0:11:04	0:09:07	
average duration between first and second interruption		0:09:48	0:29:23	0:10:25			0:06:22	0:10:09	0:09:27	
average duration between second and third interruption		0:11:58	0:17:31	0:10:53			0:17:21	0:11:55	0:08:38	
average duration between the interruptions 3-4		0:10:57	0:13:56	0:11:43			0:09:03	0:11:14	0:09:58	
average duration between the interruptions 4-5		0:09:35	0:14:25	0:11:22			0:05:36	0:10:59	0:08:25	
Nbr of broadcasts containing 6 blocks		32	2	17			4		9	
Nbr of blocks vs nbr of blocks Inside 11%		192	12	102	0%	0%	24	0%	54	0%
average duration between blocks inside		0:09:09	0:16:43	0:08:59			0:08:47		0:07:58	
average duration between first and second interruption		0:09:21	0:15:58	0:08:47			0:08:09		0:09:29	

Note : The analysis concerns week 43 of 2004 since channels did no longer dispose of data for 2003.

4. Blocks interrupting programmes

Per genre and frequency (ENGLISH MARKET)

CANADA Week 43 2004		Top ENG TV Stations (3)	FILMS and TELLFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES
Nbr of broadcasts containing 7 blocks		8		1				2	5	
Nbr of blocks		56		7				14	35	
vs nbr of blocks Inside		3%	0%	1%	0%	0%	0%	10%	11%	0%
average duration between blocks inside		0:09:30		0:08:04				0:11:34	0:08:58	
average duration between first and second interruption		0:08:25		0:01:16				0:07:10	0:10:20	
average duration between second and third interruption		0:12:10		0:09:23				0:14:18	0:11:52	
average duration between the interruptions 3-4		0:10:24		0:13:20				0:13:31	0:08:35	
average duration between the interruptions 4-5		0:07:56		0:08:42				0:08:20	0:07:37	
average duration between the interruptions 5-6		0:10:27		0:09:54				0:16:53	0:07:59	
average duration between the interruptions 6-7		0:07:39		0:05:52				0:09:13	0:07:23	
Nbr of broadcasts containing 8 blocks		9	3			1	3	1	1	
Nbr of blocks		72	24			8	24	8	8	
vs nbr of blocks Inside		4%	44%	0%	0%	9%	6%	6%	2%	0%
average duration between blocks inside		0:13:05	0:12:48			0:15:13	0:14:11	0:09:32	0:12:08	
average duration between first and second interruption		0:13:09	0:12:36			0:16:37	0:13:44	0:08:29	0:14:13	
average duration between second and third interruption		0:13:31	0:12:01			0:19:51	0:15:18	0:08:21	0:11:29	
average duration between the interruptions 3-4		0:11:31	0:12:52			0:17:29	0:08:11	0:12:22	0:10:43	
average duration between the interruptions 4-5		0:11:28	0:12:32			0:14:48	0:11:31	0:06:09	0:10:02	
average duration between the interruptions 5-6		0:13:35	0:12:32			0:11:08	0:16:05	0:11:43	0:13:32	
average duration between the interruptions 6-7		0:11:33	0:11:48			0:13:01	0:12:27	0:04:38	0:13:31	
average duration between the interruptions 7-8		0:16:51	0:15:13			0:13:36	0:22:00	0:15:04	0:11:24	
Nbr of broadcasts containing 9 blocks		1					1			
Nbr of blocks		9					9			
vs nbr of blocks Inside		1%	0%	0%	0%	0%	2%	0%	0%	0%
average duration between blocks inside		0:10:49					0:10:49			
average duration between first and second interruption		0:07:22					0:07:22			
average duration between second and third interruption		0:14:07					0:14:07			
average duration between the interruptions 3-4		0:07:40					0:07:40			
average duration between the interruptions 4-5		0:05:09					0:05:09			
average duration between the interruptions 5-6		0:17:34					0:17:34			
average duration between the interruptions 6-7		0:06:03					0:06:03			
average duration between the interruptions 7-8		0:09:27					0:09:27			
average duration between the interruptions 8-9		0:19:10					0:19:10			
Nbr of broadcasts containing 10 blocks		1							1	
Nbr of blocks		10							10	
vs nbr of blocks Inside		1%	0%	0%	0%	0%	0%	0%	3%	0%
average duration between blocks inside		0:08:18							0:08:18	
average duration between first and second interruption		0:08:09							0:08:09	
average duration between second and third interruption		0:09:47							0:09:47	
average duration between the interruptions 3-4		0:08:45							0:08:45	
average duration between the interruptions 4-5		0:10:25							0:10:25	
average duration between the interruptions 5-6		0:08:35							0:08:35	
average duration between the interruptions 6-7		0:10:28							0:10:28	
average duration between the interruptions 7-8		0:07:52							0:07:52	
average duration between the interruptions 8-9		0:05:58							0:05:58	
average duration between the interruptions 9-10		0:04:44							0:04:44	

Note : The analysis concerns week 43 of 2004 since channels did no longer dispose of data for 2003.

4. Blocks interrupting programmes

Per genre and frequency (ENGLISH MARKET)

CANADA Week 43 2004		Top ENG TV Stations (3)	FILMS and TELLFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES
Nbr of broadcasts containing 12 blocks		1						1		
Nbr of blocks		12						12		
vs nbr of blocks Inside		1%	0%	0%	0%	0%	0%	8%	0%	0%
average duration between blocks inside		0:07:15						0:07:15		
average duration between first and second interruption		0:09:37						0:09:37		
average duration between second and third interruption		0:11:01						0:11:01		
average duration between the interruptions 3-4		0:06:30						0:06:30		
average duration between the interruptions 4-5		0:09:04						0:09:04		
average duration between the interruptions 5-6		0:06:22						0:06:22		
average duration between the interruptions 6-7		0:09:07						0:09:07		
average duration between the interruptions 7-8		0:04:28						0:04:28		
average duration between the interruptions 8-9		0:06:53						0:06:53		
average duration between the interruptions 9-10		0:04:05						0:04:05		
average duration between the interruptions 10-11		0:03:44						0:03:44		
average duration between the interruptions 11-12		0:08:56						0:08:56		
Nbr of broadcasts containing 13 blocks		1						1		
Nbr of blocks		13						13		
vs nbr of blocks Inside		1%	0%	0%	0%	0%	3%	0%	0%	0%
average duration between blocks inside		0:07:54						0:07:54		
average duration between first and second interruption		0:07:20						0:07:20		
average duration between second and third interruption		0:13:49						0:13:49		
average duration between the interruptions 3-4		0:02:02						0:02:02		
average duration between the interruptions 4-5		0:05:20						0:05:20		
average duration between the interruptions 5-6		0:05:16						0:05:16		
average duration between the interruptions 6-7		0:03:34						0:03:34		
average duration between the interruptions 7-8		0:13:02						0:13:02		
average duration between the interruptions 8-9		0:06:39						0:06:39		
average duration between the interruptions 9-10		0:02:37						0:02:37		
average duration between the interruptions 10-11		0:07:42						0:07:42		
average duration between the interruptions 11-12		0:20:10						0:20:10		
average duration between the interruptions 12-13		0:07:13						0:07:13		
Nbr of broadcasts containing 17 blocks		5						5		
Nbr of blocks		85						85		
vs nbr of blocks Inside		5%	0%	0%	0%	0%	21%	0%	0%	0%
average duration between blocks inside		0:09:58						0:09:58		
average duration between first and second interruption		0:08:51						0:08:51		
average duration between second and third interruption		0:05:58						0:05:58		
average duration between the interruptions 3-4		0:16:05						0:16:05		
average duration between the interruptions 4-5		0:08:57						0:08:57		
average duration between the interruptions 5-6		0:05:16						0:05:16		
average duration between the interruptions 6-7		0:15:50						0:15:50		
average duration between the interruptions 7-8		0:07:53						0:07:53		
average duration between the interruptions 8-9		0:05:39						0:05:39		
average duration between the interruptions 9-10		0:16:29						0:16:29		
average duration between the interruptions 10-11		0:08:21						0:08:21		
average duration between the interruptions 11-12		0:05:33						0:05:33		
average duration between the interruptions 12-13		0:15:11						0:15:11		

Note : The analysis concerns week 43 of 2004 since channels did no longer dispose of data for 2003.

4. Blocks interrupting programmes

Per genre and frequency (ENGLISH MARKET)

CANADA Week 43 2004		Top ENG TV Stations (3)	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES
Nbr of broadcasts containing 20 blocks		1						1		
Nbr of blocks		20						20		
vs nbr of blocks Inside		1%	0%	0%	0%	0%	0%	14%	0%	0%
average duration between blocks inside		0:08:37						0:08:37		
average duration between first and second interruption		0:18:42						0:18:42		
average duration between second and third interruption		0:04:30						0:04:30		
average duration between the interruptions 3-4		0:08:21						0:08:21		
average duration between the interruptions 4-5		0:13:17						0:13:17		
average duration between the interruptions 5-6		0:09:08						0:09:08		
average duration between the interruptions 6-7		0:04:16						0:04:16		
average duration between the interruptions 7-8		0:13:13						0:13:13		
average duration between the interruptions 8-9		0:09:16						0:09:16		
average duration between the interruptions 9-10		0:04:30						0:04:30		
average duration between the interruptions 10-11		0:06:56						0:06:56		
average duration between the interruptions 11-12		0:07:52						0:07:52		
average duration between the interruptions 12-13		0:09:16						0:09:16		
average duration between the interruptions 13-14		0:05:04						0:05:04		
average duration between the next interruptions (14+)		0:08:15						0:08:15		
Nbr of broadcasts containing 21 blocks		1						1		
Nbr of blocks		21						21		
vs nbr of blocks Inside		1%	0%	0%	0%	0%	0%	14%	0%	0%
average duration between blocks inside		0:08:18						0:08:18		
average duration between first and second interruption		0:12:57						0:12:57		
average duration between second and third interruption		0:10:30						0:10:30		
average duration between the interruptions 3-4		0:06:30						0:06:30		
average duration between the interruptions 4-5		0:09:10						0:09:10		
average duration between the interruptions 5-6		0:06:39						0:06:39		
average duration between the interruptions 6-7		0:09:08						0:09:08		
average duration between the interruptions 7-8		0:04:12						0:04:12		
average duration between the interruptions 8-9		0:06:32						0:06:32		
average duration between the interruptions 9-10		0:04:10						0:04:10		
average duration between the interruptions 10-11		0:10:26						0:10:26		
average duration between the interruptions 11-12		0:07:35						0:07:35		
average duration between the interruptions 12-13		0:10:20						0:10:20		
average duration between the interruptions 13-14		0:06:26						0:06:26		
average duration between the next interruptions (14+)		0:08:45						0:08:45		
Nbr of broadcasts containing 25 blocks		1						1		
Nbr of blocks		25						25		
vs nbr of blocks Inside		1%	0%	0%	0%	0%	0%	17%	0%	0%
average duration between blocks inside		0:07:08						0:07:08		
average duration between first and second interruption		0:10:00						0:10:00		
average duration between second and third interruption		0:10:09						0:10:09		
average duration between the interruptions 3-4		0:07:44						0:07:44		
average duration between the interruptions 4-5		0:07:14						0:07:14		
average duration between the interruptions 5-6		0:06:55						0:06:55		
average duration between the interruptions 6-7		0:05:50						0:05:50		
average duration between the interruptions 7-8		0:03:45						0:03:45		

Note : The analysis concerns week 43 of 2004 since channels did no longer dispose of data for 2003.

4. Blocks interrupting programmes

Per genre and frequency (FRENCH MARKET)

Canada - FRENCH MARKET Week 43 2004		Top TV Stations (2)	FILMS and TELLEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES
Total nbr of blocks		1112								
average number of blocks per hour		4								
Nbr of broadcasts containing blocks		272	15	55	7	12	69	3	31	22
Nbr of blocks Inside vs Total nbr of blocks		1017	123	194	24	24	298	21	82	65
91,5%										
average duration between all blocks		0:12:05	0:13:13	0:11:24	0:13:56	0:10:07	0:11:08	0:12:25	0:12:53	0:11:44
Nbr of broadcasts containing 1 block		10	1			1			1	4
Nbr of blocks		10	1			1			1	4
vs nbr of blocks Inside		1%	1%	0%	0%	4%	0%	0%	1%	6%
average duration between blocks inside		-	-	-	-	-	-	-	-	-
Nbr of broadcasts containing 2 blocks		107		20	2	10	32	1	20	4
Nbr of blocks		214		40	4	20	64	2	40	8
vs nbr of blocks Inside		21%	0%	21%	17%	83%	21%	10%	49%	12%
average duration between blocks inside		0:11:52		0:11:43	0:10:26	0:10:53	0:09:29	0:10:00	0:12:30	0:14:48
average duration between 2 blocks		0:11:52		0:11:43	0:10:26	0:10:53	0:09:29	0:10:00	0:12:30	0:14:48
Nbr of broadcasts containing 3 blocks		33		5	1	1	9		3	4
Nbr of blocks		99		15	3	3	27		9	12
vs nbr of blocks Inside		10%	0%	8%	13%	13%	9%	0%	11%	18%
average duration between blocks inside		0:10:11		0:08:56	0:13:54	0:06:15	0:07:08		0:15:10	0:12:55
average duration between first and second interruption		0:10:20		0:08:13	0:11:58	0:02:01	0:08:22		0:17:22	0:13:57
average duration between second and third interruption		0:10:01		0:09:40	0:15:51	0:10:30	0:05:53		0:12:58	0:11:53
Nbr of broadcasts containing 4 blocks		66		17	3		11		5	9
Nbr of blocks		264		68	12		44		20	36
vs nbr of blocks Inside		26%	0%	35%	50%	0%	15%	0%	24%	55%
average duration between blocks inside		0:12:07		0:12:33	0:15:27		0:08:10		0:12:00	0:11:08
average duration between first and second interruption		0:11:33		0:12:06	0:14:58		0:05:50		0:11:55	0:10:48
average duration between second and third interruption		0:13:05		0:12:24	0:16:38		0:09:15		0:12:11	0:12:01
average duration between the next interruptions		0:11:43		0:13:09	0:14:45		0:09:25		0:11:54	0:10:35
Nbr of broadcasts containing 5 blocks		16		1	7	1			1	1
Nbr of blocks		80		5	35	5			5	5
vs nbr of blocks Inside		8%	4%	18%	21%	0%	0%	0%	6%	8%
average duration between blocks inside		0:11:31		0:21:10	0:10:32	0:12:18			0:10:04	0:10:15
average duration between first and second interruption		0:13:17		0:28:59	0:10:54	0:13:04			0:08:50	0:12:46
average duration between second and third interruption		0:11:45		0:16:41	0:10:30	0:13:12			0:09:16	0:14:51
average duration between the interruptions 3-4		0:11:11		0:13:59	0:10:05	0:17:37			0:10:26	0:02:30
average duration between the interruptions 4-5		0:09:53		0:24:59	0:10:40	0:05:18			0:11:43	0:10:55
Nbr of broadcasts containing 6 blocks		9			6		2	1		
Nbr of blocks		54			36		12	6		
vs nbr of blocks Inside		5%	0%		19%	0%	4%	29%	0%	0%
average duration between blocks inside		0:11:04			0:10:52		0:09:47	0:14:49		
average duration between first and second interruption		0:10:59			0:10:40		0:09:53	0:15:10		

Note : The analysis concerns week 43 of 2004 since channels did no longer dispose of data for 2003.

4. Blocks interrupting programmes Per genre and frequency (FRENCH MARKET)

Canada - FRENCH MARKET Week 43 2004		Top TV Stations (2)	FILMS and TELLEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES
Nbr of broadcasts containing 7 blocks		5	1				3		1	
	Nbr of blocks	35	7				21		7	
	vs nbr of blocks Inside	3%	6%	0%	0%	0%	7%	0%	9%	0%
	average duration between blocks inside	0:11:06	0:14:28				0:08:21		0:15:58	
	average duration between first and second interruption	0:11:38	0:13:44				0:09:33		0:15:49	
	average duration between second and third interruption	0:10:31	0:13:36				0:07:57		0:15:09	
	average duration between the interruptions 3-4	0:13:08	0:13:11				0:11:00		0:19:31	
	average duration between the interruptions 4-5	0:09:08	0:12:34				0:05:35		0:16:24	
	average duration between the interruptions 5-6	0:11:09	0:16:09				0:08:05		0:15:22	
	average duration between the interruptions 6-7	0:11:00	0:17:35				0:07:59		0:13:31	
Nbr of broadcasts containing 8 blocks		6	5							
	Nbr of blocks	48	40							
	vs nbr of blocks Inside	5%	33%	0%	0%	0%	0%	0%	0%	0%
	average duration between blocks inside	0:13:29	0:13:24							
	average duration between first and second interruption	0:15:28	0:15:03							
	average duration between second and third interruption	0:14:41	0:13:22							
	average duration between the interruptions 3-4	0:13:23	0:12:31							
	average duration between the interruptions 4-5	0:13:18	0:12:45							
	average duration between the interruptions 5-6	0:12:21	0:12:51							
	average duration between the interruptions 6-7	0:12:03	0:12:44							
	average duration between the interruptions 7-8	0:13:12	0:14:28							
Nbr of broadcasts containing 9 blocks		8	3				5			
	Nbr of blocks	72	27				45			
	vs nbr of blocks Inside	7%	22%	0%	0%	0%	15%	0%	0%	0%
	average duration between blocks inside	0:12:00	0:12:19				0:11:49			
	average duration between first and second interruption	0:09:15	0:14:05				0:06:21			
	average duration between second and third interruption	0:07:10	0:12:39				0:03:53			
	average duration between the interruptions 3-4	0:19:00	0:12:00				0:23:12			
	average duration between the interruptions 4-5	0:07:53	0:09:42				0:06:48			
	average duration between the interruptions 5-6	0:20:24	0:12:30				0:25:08			
	average duration between the interruptions 6-7	0:07:53	0:12:55				0:04:52			
	average duration between the interruptions 7-8	0:15:00	0:12:40				0:16:23			
	average duration between the interruptions 8-9	0:09:26	0:12:01				0:07:54			
Nbr of broadcasts containing 10 blocks		2	2							
	Nbr of blocks	20	20							
	vs nbr of blocks Inside	2%	16%	0%	0%	0%	0%	0%	0%	0%
	average duration between blocks inside	0:13:39	0:13:39							
	average duration between first and second interruption	0:13:55	0:13:55							
	average duration between second and third interruption	0:11:48	0:11:48							
	average duration between the interruptions 3-4	0:13:46	0:13:46							
	average duration between the interruptions 4-5	0:13:06	0:13:06							
	average duration between the interruptions 5-6	0:15:38	0:15:38							
	average duration between the interruptions 6-7	0:13:59	0:13:59							
	average duration between the interruptions 7-8	0:14:58	0:14:58							
	average duration between the interruptions 8-9	0:14:04	0:14:04							
	average duration between the interruptions 9-10	0:11:33	0:11:33							

Note : The analysis concerns week 43 of 2004 since channels did no longer dispose of data for 2003.

4. Blocks interrupting programmes Per genre and frequency (FRENCH MARKET)

Canada - FRENCH MARKET Week 43 2004		Top TV Stations (2)	FILMS and TELEFILMS	SERIES and SOAPS	DOCUMENTARY	CHILDREN PROGRAMMES	NEWS	SPORTS Life AND Magazines	ENTERTAINMENT	INFO MAGAZINES
Nbr of broadcasts containing 12 blocks		7	1				6			
	Nbr of blocks	84	12				72			
	vs nbr of blocks Inside	8%	10%	0%	0%	0%	24%	0%	0%	0%
	average duration between blocks inside	0:14:06	0:10:43				0:14:40			
	average duration between first and second interruption	0:10:24	0:01:15				0:11:56			
	average duration between second and third interruption	0:15:58	0:13:23				0:16:24			
	average duration between the interruptions 3-4	0:12:47	0:10:14				0:13:13			
	average duration between the interruptions 4-5	0:16:53	0:09:02				0:18:12			
	average duration between the interruptions 5-6	0:10:46	0:02:00				0:12:14			
	average duration between the interruptions 6-7	0:17:47	0:15:03				0:18:15			
	average duration between the interruptions 7-8	0:13:52	0:17:17				0:13:17			
	average duration between the interruptions 8-9	0:17:51	0:14:17				0:18:26			
	average duration between the interruptions 9-10	0:13:26	0:23:12				0:11:48			
	average duration between the interruptions 10-11	0:14:39	0:09:56				0:15:26			
	average duration between the interruptions 11-12	0:10:40	0:02:15				0:12:04			
Nbr of broadcasts containing 13 blocks		2					1	1		
	Nbr of blocks	26					13	13		
	vs nbr of blocks Inside	3%	0%	0%	0%	0%	4%	62%	0%	0%
	average duration between blocks inside	0:12:33					0:13:28	0:11:37		
	average duration between first and second interruption	0:09:40					0:10:24	0:08:56		
	average duration between second and third interruption	0:13:31					0:19:35	0:07:28		
	average duration between the interruptions 3-4	0:08:32					0:12:13	0:04:51		
	average duration between the interruptions 4-5	0:20:03					0:21:02	0:19:05		
	average duration between the interruptions 5-6	0:08:34					0:02:00	0:15:09		
	average duration between the interruptions 6-7	0:10:16					0:07:58	0:12:35		
	average duration between the interruptions 7-8	0:14:37					0:19:40	0:09:34		
	average duration between the interruptions 8-9	0:16:02					0:11:07	0:20:57		
	average duration between the interruptions 9-10	0:13:50					0:20:14	0:07:26		
	average duration between the interruptions 10-11	0:12:16					0:10:33	0:13:58		
	average duration between the interruptions 11-12	0:11:29					0:16:48	0:06:10		
	average duration between the interruptions 12-13	0:11:43					0:10:06	0:13:21		

Note : The analysis concerns week 43 of 2004 since channels did no longer dispose of data for 2003.

5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast)

Comments:

- These figures are not available in Canada
- According to Marketing Magazine, 67% of Canada's commercial spots are 30-second spots.

- The consumer might have the impression that there is more advertising than there used to be, but this impression is created by the trend towards shorter spots.

- 40 years ago, there were many 60-second spots and a few 30-second spots on TV. Nowadays, 30- and 15-second spots are the most popular, thus increasing the number of spots without increasing the number of minutes of advertising per hour.

This situation is based upon several observations:

- o The same trend has been observed in the US. Canada usually follows US trends.
- o Individual TV viewing experience.
- o TV-buying experience during the last 25 years.

6. Advertising revenues - Top 5 TV stations

gross income 2002 in (000) euros		
Global	464.804 €	
CTV	412.784 €	
CHUM	262.803 €	
CBC	135.117 €	
TVA	131.064 €	% of tot TV in 2002
TOTAL	1.406.572 €	80,2%

gross income 2003 in (000) euros		
Global	460.369 €	
CTV	440.133 €	
CHUM	275.083 €	
TVA	128.372 €	
CBC	106.239 €	% of tot TV in 2003
TOTAL	1.410.196 €	79,0%

Conversion rates for 1 euro :

1,48 in 2002

1,58 in 2003

Sources: CRTC, 2002 and 2003 statistical and financial summaries, 2002 and 2003 broadcasters' annual reports.

Comments:

- Public television networks (CBC in English and Radio-Canada in French) in Canada are losing ground to private networks
- According to the average Profit Before Interests and Taxes (PBIT), margin from the CRTC's Statistical and Financial Summaries, profits of conventional private networks and specialty networks are stable: Average PBIT Margin in Canada, 1999-2003

	Conventional Private Networks	Specialty Networks
1999	15%	14%
2000	14%	17%
2001	13%	18%
2002	10%	11%
2003	14%	15%

7. National Advertising Category: Definitions (1)

Advertising

- Advertising spots:
 - Traditional advertising slots, transmitted in a break separately from the channel's programme
 - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising spots linked with sponsoring:
 - Spots tied to a sponsorship contract
 - Reinforcement of billboard spots with advertising spots
 - Same as advertising spots, but with references to sponsored programmes
- Splitscreen
 - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public interest messages and charity appeals
 - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment
 - Example: political messages, public health campaigns
- Isolated spot
 - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or product placement:
 - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising
 - With/without financial contribution
- Verbal reference
 - As part of a programme, the host or a famous person names the product and the brand
 - Verbal, lasts a few seconds

7. National Advertising Category: Definitions (2)

Sponsoring

- Sponsoring (billboard spots):
 - Message during which the programme sponsor's name is mentioned
 - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- Break bumper:
 - Type of billboard spot placed in a bumper or jingle
- Sponsored self-promotion spots (trailers):
 - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
 - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
 - Example: a bank's new structure or financial possibilities
- Bartering
 - Programme (co)financed by an advertiser against advertising space
- Virtual advertising
 - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injection / pop-ups
 - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chrono watches
 - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

Teleshopping

- Direct Response TV spots (DRTV)
 - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered as an advertising spot
- Teleshopping spots
 - Category of DRTV spots. Direct offers broadcast to public with a view to supply goods or services, including immovable property, rights and obligations, in return for payment

7. National Advertising Category: National Measurements

	Does this advertising category exist in Canada ?	Is it used in Canada ?
Advertising		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	Yes	Yes
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	Yes	Yes
Verbal reference	Yes	No
Sponsoring		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	Yes
Infomercial / programming	Yes	Yes
Bartering	Yes	Yes
Virtual Advertising	Yes	Yes
Injection / pop up's	Yes	Yes
Scoreboards / chronowatches	Yes	Yes
Teleshopping		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	Yes	Yes

	Are they measured ? Please specify value definition modes... ... for audience ? ... for investment ?	
Advertising		
Advertising Spots	No	No
Advertising Spots linked with sponsoring	No	No
Splitscreen	No	No
Public Interest messages	No	No
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	No	No
Sponsoring		
Sponsoring (Billboard Spots)	No	No
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	No	No
Infomercial / programming	No	No
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
Teleshopping		
Direct Response TV Spots	No	No
Teleshopping Spots	No	No

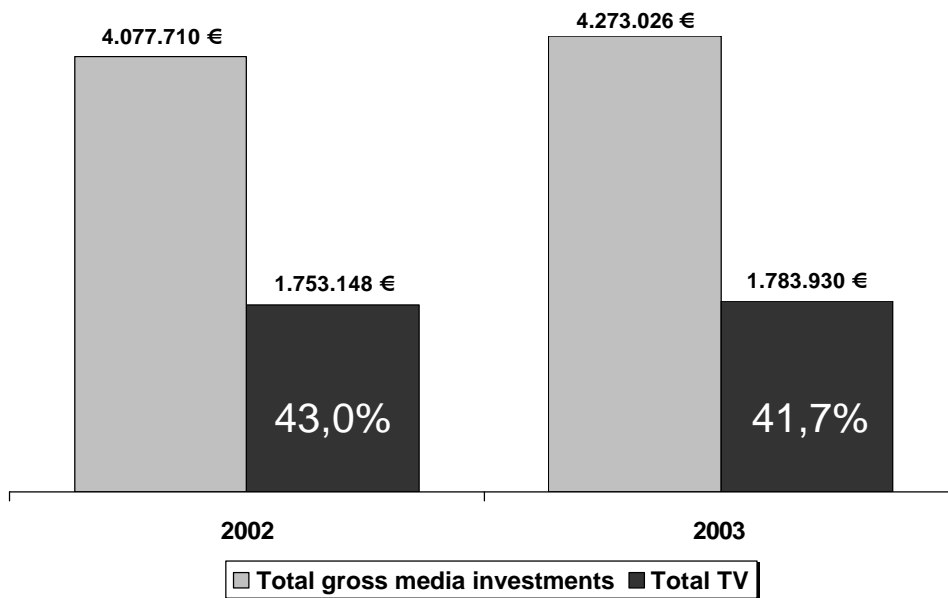
Do you know of other kind of TV advertising messages/action modes in Canada? **no**

Comments about Canadian Advertising Category:

- In Canada, sponsorships are signed for an entire evening of television. For example, a grocery store chain buys the Monday evening from 7 pm to 10 pm on a specific network. The advertiser gets the exclusivity of being the only grocery store advertised that evening on that network, at least one commercial spot per commercial break and a few 15-second announcements along the lines of “Next on CTV, Law & Order, followed by... This television evening is brought you by SuperFoods (insert punch line)”.
- There is no regulation about advertising formats. Broadcasters are very open to all kinds of formats.

8. Media Investments

Rate cards * - in 000 EURO



Conversion rates for 1 euro:

1,48 in 2002

1,58 in 2003

* Rate cards: based on official rates as applied by media sales houses
- see methodological report.

Source: Nielsen Media Research

9. Yearly number of total minutes broadcast - Breakdown by channel

Comments:

- These figures are not available in Canada

10. Category of advertising by Channel

- These figures are not available in Canada.
- The Telecommunication Commission (CRTC) regulates the maximum number of minutes per hour on a case-by-case basis when granting broadcasting licenses (usually 12 minutes of advertising per hour). Political advertising, self-promotion of programmes or events, and advertising for non-profit organizations are not included in the usual maximum of 12 minutes of advertising per hour. In other words, the 12 minutes can be extended up to 15 minutes without being illegal.
- The CRTC regulates this and can penalize if this rule is broken. To ensure that the advertising minutes limit is respected, they ask that the station provide them with the logs. The logs specify what is aired on a station for every second of airtime. Once in a while, the CRTC does spot checks to see if the provided logs are accurate by comparing it with observations of actual broadcasts during a few days per year.

<http://www.crtc.gc.ca/eng/backgrnd/brochures/b29903.htm>



III. Programmes

11. Duration - Breakdown of Programme types

Comments:

- These figures are not available in Canada

12. Typology of Programmes by Channel - All Day

Total adv. IN and BEFORE each type of programme

Comments:

- These figures are not available in Canada.
- There are regulations governing programmes. On Canadian conventional private networks, at least 60% of the airtime between 6am and midnight must be taken up by Canadian programmes. That leaves 40% or less for US and foreign programming. Again on Canadian conventional private networks, at least 50% of the airtime between 6pm and midnight must be Canadian programmes. Percentages of Canadian programming vary for specialty networks, but they are much like those set for conventional private networks as regards the proportion of Canadian programmes. The rules for digital specialty networks are different: 15 to 35% of their airtime must consist of Canadian programmes.
- The Telecommunication Commission (CRTC) regulates this and can penalize infractions on this rule (see chapter 10). One of their objectives is to provide diversity in TV programming and to promote Canadian programming.



IV. Specific products

13. Advertising for Specific Products by Channel

- These figures are not available in Canada.
- Apart from the 12-minute rule, there are regulations concerning advertising for alcohol and tobacco and for children's products.
 - Cigarettes and tobacco derivatives: Advertising and sponsoring of any kind are prohibited.
 - Medicines and related substances: a prescription drug brand and a reference to a doctor can be advertised, as well as an illness and its symptoms, but the illness and the prescription drug brand cannot be linked in the same spot.
 - As it is prohibited to sell alcoholic beverages to minors, all advertising for alcohol must be clearly aimed at adults.
 - To advertise products for children, it is necessary to address their parents. The ad cannot be aired in a programme with more than 15% of its audience aged between 2 and 11. If the ad is directly aimed at kids, the proportion of 2- to 11-year-olds in the audience must not exceed 5%. In Quebec, laws on advertising to children are more restrictive. Advertising with commercial intentions is prohibited to children under 13.
- For more details, please refer to Advertising Standards Canada, <http://www.adstandards.com/en/index.asp>

Advertising Standards Canada is the advertising industry's self-regulatory body committed to creating and maintaining community confidence in advertising. ASC offers advertising copy clearance services in six industry categories: advertising to children, alcoholic beverage advertising, food and non-alcoholic beverage advertising, cosmetics advertising, non-prescription consumer drug advertising, and natural health products advertising to consumers. ASC's members include Canada's leading advertisers, advertising agencies and media organizations.

- It is also important to note that public networks have more restrictive ethical codes than the Canadian Advertising Standards. For example, CBC and Radio-Canada cannot air any advocacy advertising during its "serious" programming (public affairs, news).