

Numeris

Mandatory Television Broadcaster Subscription Policy

A. Definitions

a) Numeris Syndicated Video Services:

- (i) **Electronic Measurement Service:** defined as a video measurement service provided using a variety of primarily electronic measurement tools, including but not limited to PPM, VAM and STB. The geographies (markets and regions) covered by the service are determined by Numeris.

(each, a “**Service**” and together, the “**Services**”)

- b) **Ownership Group:** defined as an organization that owns 50% or more of, or effectively controls, two or more television broadcast undertakings as defined by the CRTC.

c) Numeris broadcaster definitions:

- (i) **Broadcaster:** defined as a television undertaking authorized by the CRTC to hold a broadcasting license under section 9(1) of the Broadcasting Act in one of the following categories.
 - **Television Stations** (commonly known as conventional stations)
 - **Discretionary services** (commonly known as specialty stations)
 - **On-demand services**
- (ii) **Cable Broadcaster:** defined as a Canadian broadcaster that operates one or more of the following services:
 - A programming service that operates in accordance with the CRTC’s Community Television Policy.
 - A special programming service consisting of ethnic and multicultural programs operated in accordance with a distributor’s CRTC broadcasting distribution license.
 - A barker service that operates in accordance with the CRTC’s Preview and Promotional Channel Policy.
 - A listings service that operates as an unrelated alphanumeric program guide in possible combination with a barker service (in accordance with the CRTC’s. Preview and Promotional Channel Policy).
- (iii) **Community Broadcaster:** defined as a broadcaster licensed by the CRTC as a community television station.
- (iv) **Educational Broadcaster:** defined as a broadcaster licensed by the CRTC as an educational television station.
- (v) **Ethnic Broadcaster:** defined as a broadcaster licensed by the CRTC as a television ethnic television station or as a condition of their CRTC license, must carry more than 50% of the broadcast day (6a – midnight) in a language other than English or French.
- (vi) **Exempt Broadcaster:** defined as a television broadcaster, categorized as a discretionary service that broadcasts under an exempt order, without the requirement to hold a broadcasting license.

- (vii) **International Broadcaster:** defined as a broadcaster originating outside of Canada or the U.S.
- (viii) **Movie Channel:** defined as a discretionary service that presents film content.
- (ix) **Network:** defined as a group of television stations grouped together to offer network programming or a network licensed by the CRTC as a national or regional network. Numeris defines the following as networks. National networks: CBC, CTV, Global & CITY National. Regional Networks: CBC Ontario, CTV Ontario, SRC, TVA & Noovo.
- (x) **Non-Commercial Broadcaster:** defined as a broadcaster that carries no commercial content.
- (xi) **Religious Broadcaster:** defined as a broadcaster licensed by the CRTC as a religious television station.
- (xii) **Re-transmission Broadcaster:** defined as a television station that shares the 4 digit alpha portion of its call letter with another separately licenced television station and is differentiated by a numeric suffix.
- (xiii) **Second Language Broadcaster:** defined as a television station broadcasting solely in English in a French market or broadcasting solely in French in an English market. For the purpose of this definition, Ottawa-Gatineau and Montreal are bilingual markets, other Quebec markets are French markets and all other markets are English markets.
- (xiv) **Shop-at-home Broadcaster:** defined as a Canadian programming undertaking, operating under a CRTC Exemption Order Respecting Teleshopping Programming Service Undertakings, that provides programming that is intended to sell or promote goods and services which are presented on-air and then delivered direct to the customer.
- (xv) **Specialty Broadcaster:** defined as a television undertaking licensed by the CRTC as a specialty category A, B or C station and has yet to be renewed by the CRTC based on the license framework that includes television stations, discretionary and on-demand services.

B. Policy

This policy governs mandatory television broadcaster subscriptions to Electronic Measurement Service.

An Ownership Group's subscription in the Electronic Measurement Service must include each individual broadcaster within the Ownership Group that meets one of the following criteria, with the exception of broadcasters listed in Paragraph C a) – Exceptions.

- a) a broadcaster licensed by the CRTC as a Television Station to serve a geography measured as part of the Electronic Measurement Service;
- b) a Network; or
- c) a Discretionary Service.

For clarity, an Ownership Group's subscription to the Electronic Measurement Service that includes a broadcaster listed in Paragraph C a) – Exceptions requires inclusion in the Ownership Group's subscription Television Stations, Networks and Discretionary Services, as noted above, with the exception of other broadcasters listed in Paragraph C a).

C. Exceptions

- a) The policy does not apply to the following broadcasters, but may be included in their Ownership Group's subscription if requested.
 - (i) Exempt Broadcasters
 - (ii) Ethnic Broadcasters
 - (iii) Second Language Broadcasters
 - (iv) Religious Broadcasters
 - (v) Educational Broadcasters
 - (vi) Community Broadcasters
 - (vii) Non-commercial Broadcasters or
 - (viii) On-demand services
- b) The policy applies to Specialty Broadcasters, if applicable, after first assigning them to one of the other Numeris broadcaster definitions.
- c) The policy does not apply to the following broadcasters that subscribe to the Electronic Measurement Service: U.S. Broadcasters, Cable Broadcasters, Shop-at-Home Broadcasters or International Broadcasters.
- d) The policy does not apply to the following broadcasters:
 - Re-transmission stations provided the amount of unique programming or separate commercial content compared to the station that shares the alpha portion of their call letter is not substantially greater than the amount in February 2020; and
 - Movie channels provided the amount of commercial content aired is not substantially greater than the amount aired by the station in February 2020.

D. Historic Television Data Access

For Ownership Group's whose subscription to the Electronic Measurement Service includes access to historic television diary data, the following applies:

Notwithstanding an applicable subscription period of 24 months or greater in the subscription order form, or a 24-month non-renewal notice period stipulated in the Subscription Terms of Use, individual broadcasters that do not service a geography measured as part of the Electronic Measurement Service and are identified as a Historic TV Station on a Television Meter Service Subscription Order Form are subject to a notice period of:

- 60 days prior to August 31st following the start of the subscription period listed on the Subscription Order Form; or
- 60 days prior to the end of a subscription period (listed on Subscription Order Form or a renewal period).

E. Example (for the Electronic Measurement Service)

An ownership group includes four broadcasters: a conventional station, specialty station, ethnic broadcaster and an exempt broadcaster.

- Subscription for the conventional station requires the specialty station to subscribe to the Service but not the ethnic or exempt broadcasters.
- Subscription for the ethnic broadcaster requires the conventional and specialty stations to subscribe to the Service but not the exempt broadcaster.