

Numeris

Mandatory Radio Broadcaster Subscription Policy

The following policy will govern mandatory radio broadcaster-publisher subscriptions:

- (a) In the interests of providing consistent, complete audience coverage, each individual radio broadcaster within an Ownership Group (an organization that owns/controls 50% or more of two or more radio broadcast undertakings as defined by the CRTC) in each Mandatory Market (as defined below) must maintain an a Numeris annual subscription for each radio undertaking in each Mandatory Market, except as exempted below.

Mandatory Market Definition:

Mandatory Markets are defined as markets measured by Numeris in its radio diary or meter services.

- (b) Mandatory Subscription applies to each radio broadcast undertaking in a Mandatory Market, with the **exception of:**
- (i) ethnic, religious, aboriginal, community or non-commercial radio broadcaster undertakings or satellite feeds, as defined by Numeris in paragraph (c) and confirmed annually by Numeris;
 - (ii) broadcast undertakings with less than 10% of the population of the Numeris central market assigned to the broadcaster within their 3 mV/m contour in the case of FM stations or their night interference free contour in the case of AM stations, based on an annual evaluation of population coverage by Numeris. To determine the broadcaster's population coverage of the central market, Numeris will plot the 3 mV/m contour in the case of FM stations and the night interference free contour in the case of AM stations on population maps, determine an estimate of the population within that contour that falls within the central market assigned to the broadcaster, and the percentage of the population of that central market the broadcaster's contour represents. Note: broadcasters may be required to provide Numeris with their most recent CRTC coverage maps;
 - (iii) radio broadcast undertakings otherwise subject to Mandatory Subscription but exempted by Numeris as outlined in paragraph (d) or (e).
- (c) Numeris broadcaster definitions:
- (i) An ethnic broadcaster is defined as a broadcaster that as a condition of their CRTC licence, must carry more than 50% of the broadcast day (6a – midnight) in a language other than English or French.
 - (ii) A religious broadcaster is defined as a broadcaster that is licenced by the CRTC as a religious broadcaster.
 - (iii) An aboriginal broadcaster is defined as a broadcaster that is licenced by the CRTC as a native undertaking.
 - (iv) A community broadcaster is defined as a broadcaster that is licenced by the CRTC as a community radio station.
 - (v) A non-commercial broadcaster is defined as a broadcaster that as a condition of their CRTC licence carries 504 minutes per week (4 minutes per hour on average) or less of commercial content during the broadcast day (6a – midnight) and is not licenced under the CRTC licence for the Canadian Broadcasting Corporation (Radio One, Radio Two, ICI Radio-Canada Premiere or ICI Musique).
 - (vi) A satellite feed is defined as a unique channel broadcasting under a CRTC licence of a subscription radio undertaking.

- (d) Each radio broadcast undertaking within an Ownership Group subject to Mandatory Subscription, other than those exempted in paragraph (b) (i) or (b) (ii), can request Numeris grant an annual exemption **from subscription under the Mandatory Subscription** for the broadcast year commencing September 1 following the application, under certain circumstances, as outlined below:
- (i) Individual broadcast undertakings subject to Mandatory Subscription with less than full technical coverage (as defined below) of a Numeris market can apply to Numeris for exemption from subscription. Applications must be submitted no later than March 1 in any year for an exemption that may be effective the following broadcast year.
 - (ii) The application for exemption requires the submission of the most recent CRTC coverage maps (REC Sep'16) for the broadcaster's 3 mV/m contour in the case of FM stations and the night interference free contour in the case of AM stations, as accepted by the CRTC.
 - (iii) Numeris will plot the 3 mV/m contour in the case of FM stations and the night interference free contour in the case of AM stations on population maps and calculate an estimate of the population within that contour that falls within the Numeris central market assigned to the broadcaster, and the percentage of the population of that Numeris central market measured by Numeris that the broadcaster's contour represents.
 - (iv) If based on the Numeris estimate, 10% but less than 33% of the population of the central market is within the 3 mV/m contour in the case of FM stations and the night interference free contour in the case of AM stations, the broadcaster is defined as having less than full technical coverage of the market. However, Numeris may also consider matters such as broadcaster advertising, promotion, marketing or sales efforts in the market when determining whether an exemption is appropriate. The broadcaster may request a meeting with Numeris, at its option, to discuss its advertising, promotional, marketing, and sales efforts in the market, or may provide a written documentation of why an exemption is appropriate.
 - (v) Exemptions are granted at the sole discretion of Numeris and on the condition that broadcaster receiving an exemption participates in Numeris' audio services, such as encoding for the radio meter service, as directed by Numeris.
 - (vi) To maintain the exemption, Numeris annually reviews the broadcaster's eligibility for exemption and extends the exemption for the upcoming broadcast year if the broadcaster is defined as having less than full technical coverage of the market based on current population estimates and current CRTC coverage maps, which the broadcaster may be required to submit. Numeris may, at its discretion, review a broadcaster's exemption when the broadcaster's attributes change.
 - (vii) If a broadcaster has been approved for an exemption but is determined by Numeris to exceed the threshold for less than full technical coverage of the market in a subsequent year, they may request that Numeris review their exemption request. Failing an exemption from Numeris, the broadcaster is subject to the Mandatory Radio Broadcaster Subscription Policy and is required to execute a Numeris Subscription Order Form.
 - (viii) If a broadcaster has been approved for an exemption by Numeris but is determined by Numeris to fall below the threshold for less than full technical coverage of the market in a subsequent year, the broadcaster qualifies for exemption from mandatory subscription based on paragraph (b) (ii).
- (e) Each radio broadcast undertaking within an Ownership Group subject to Mandatory Subscription, other than those exempted in paragraph (b) (i) or (b) (ii), can request Numeris grant an annual exemption from subscription under the Mandatory Subscription for the broadcast year commencing September 1 following the application, under certain circumstances, as outlined below:

- (i) An individual broadcast undertaking subject to Mandatory Subscription can apply to Numeris for exemption from subscription if it is the only commercial broadcaster within an Ownership Group that is a Numeris subscriber in good standing and subject to full subscriber fees in their home market. Applications must be submitted no later than March 1 in any year for an exemption that may be effective the following broadcast year.
 - (ii) To maintain the exemption, Numeris annually reviews the broadcaster's eligibility for exemption and extends the exemption for the upcoming broadcast year if the broadcaster would be the only commercial broadcaster subject to full subscriber fees in their home market in the upcoming broadcaster year.
 - (iii) If a broadcaster has been approved for an exemption but is determined by Numeris to no longer be the only commercial broadcaster subject to full subscriber fees in their home market in the upcoming year, the broadcaster is subject to the Mandatory Radio Broadcaster Subscription Policy and is required to execute a Numeris Subscription Order Form.
- (f) Subscription of a broadcaster undertaking in a Mandatory Market that could be exempt as outlined in paragraph (b) requires other broadcasters in Mandatory Markets within the broadcaster's ownership group to become Numeris subscribers.
- (g) Ownership groups seeking a subscription for one of their broadcasters not located in a Mandatory Market for:
- (i) Spill Reporting, are required to obtain a subscription for other owned broadcasters that are located within a Mandatory Market but not other owned broadcasters that are not located in a Mandatory Market.
 - (ii) Historic data access, are not required to obtain a subscription for other owned broadcasters in Mandatory Markets.
- (h) For Ownership Groups that subscribe to both the radio diary and meter service, 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 radio broadcast undertakings not subject to this Mandatory Radio Broadcaster Subscription Policy (either as exempt or from a non-mandatory market (for spill reporting or historic data access)) that choose to subscribe to the radio diary service 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).