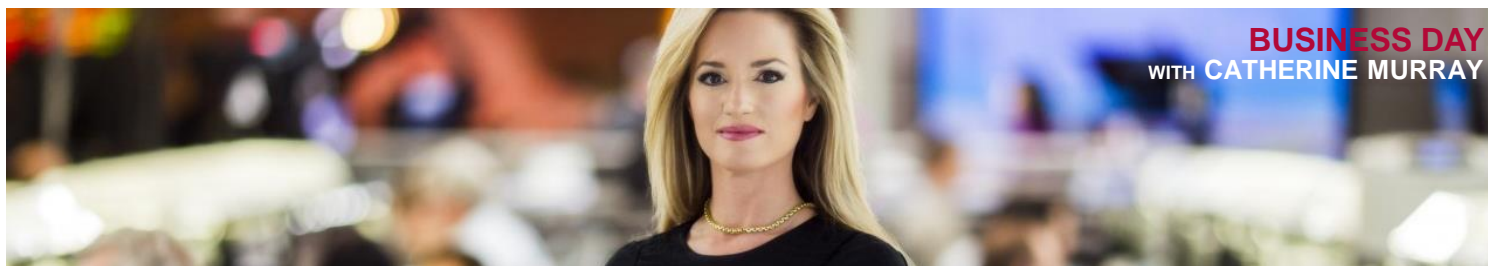




CANADA'S ONLY ALL BUSINESS AND FINANCIAL NEWS CHANNEL

# INTRODUCTION

**Business News Network** Canada's only English-language television and digital service devoted to helping Canadians invest, build their businesses, and protect their families' financial well-being. Along with 12 hours of market coverage, regular news updates, and direct access to the country's top financial minds, the network features the only televised stock ticker with real-time data from the TSX, NYSE, and NASDAQ.



INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT

## REACHING THE PERFECT CUSTOMER:

# INTELLIGENT

TO KNOW WHAT THEY WANT

# AFFLUENT

TO BE ABLE TO AFFORD IT

# CONNECTED

WITH ACCESS TO THE LATEST TRENDS AND TECHNOLOGY

# A LOYAL AND GROWING AUDIENCE



**BUSINESS DAY AM**  
WITH AMBER KANWAR  
AND JON ERlichman

INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT



## Key Broadcast Stats – BNN Viewer

**6.2M**  
SUBSCRIBERS

**982K**  
P2+ WEEKLY REACH

**69/31**  
MALE/FEMALE SPLIT (%)

## Fast Facts

AUDIENCE CONTINUES TO TREND

**UPWARD**

FROM BROADCAST YEAR 14/15

**+3% P2+**

WEEKDAYS 9:30A-4P ADULTS WATCH

**1.3 HOURS**

PER WEEK WITH BNN  
MORE THAN ANY OTHER NEWS CHANNEL

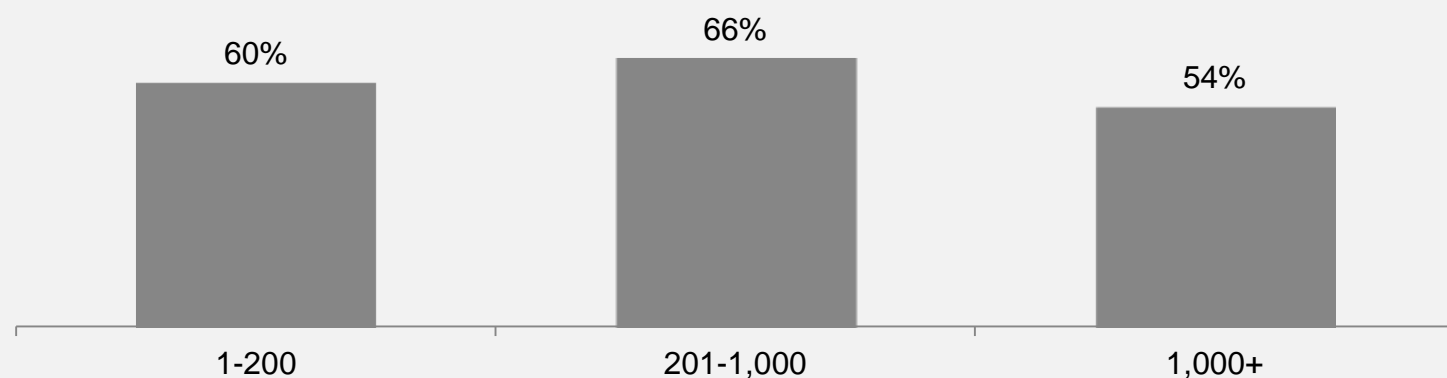
Source: Numeris, Total Canada, BY15/16 (8/31/2015 to 6/12/2016) vs. same weeks LY for growth, Mon-Sun 2a-2a, Subscribers based on CRTC Financial Summary 2014  
Bell Media – Strategic Insights

# TARGETING OF TOP EXECUTIVES

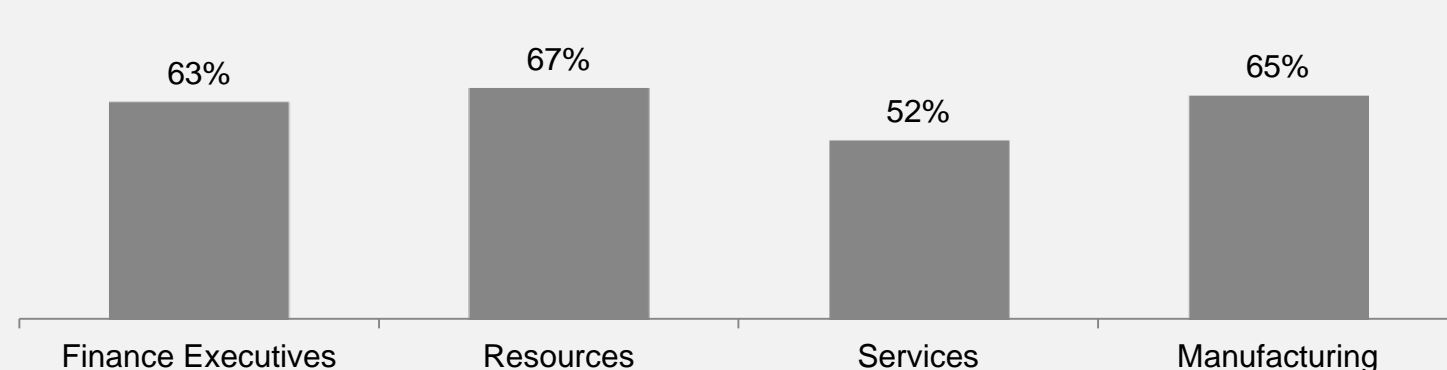
## SUMMARY

- **59%** of C-Suite Executives watch BNN at least once a week
- **84%** percentage of Canadian investment advisors and portfolio managers who say they watch BNN more than any other television network

## % OF C-SUITE EXECUTIVES WATCHING BNN\* – COMPANY SIZE



## % OF C-SUITE EXECUTIVES WATCHING BNN\* – BUSINESS SECTOR



\*At least once per week  
Source: Gandalf Group, C-Suite Survey: BNN Viewership, December 2015

INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT

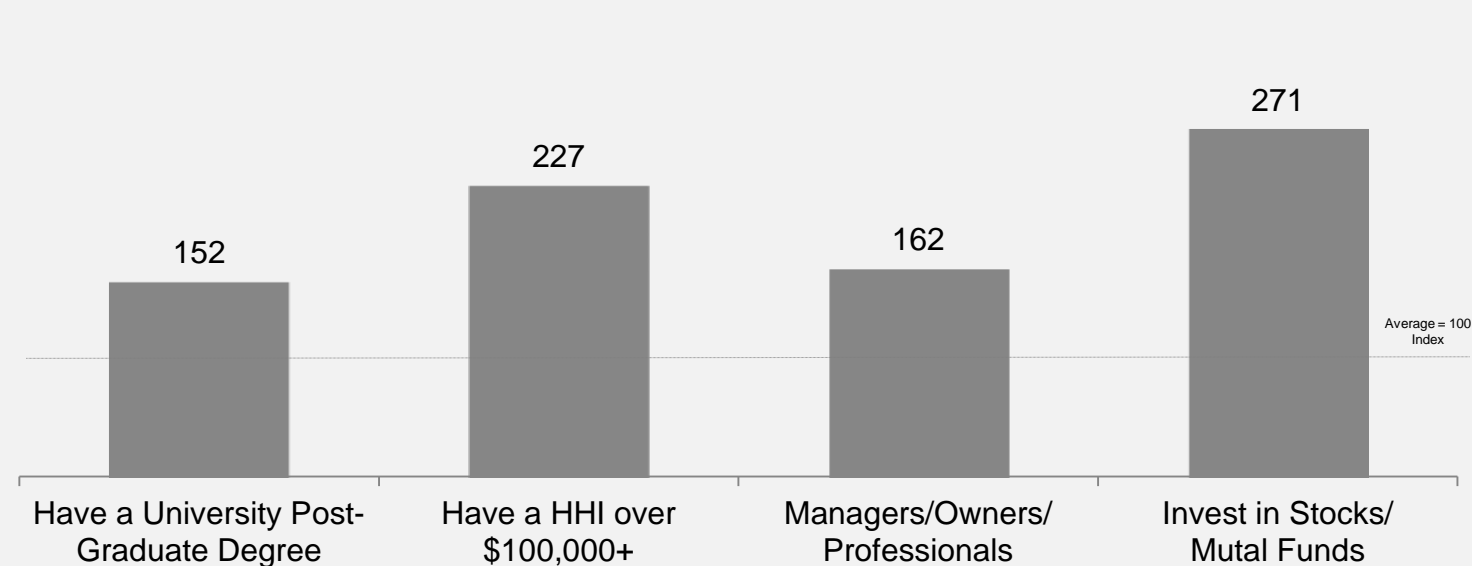
**BNN**  
BUSINESS NEWS NETWORK

# REACHING THE EDUCATED

## SUMMARY

- Reaches **75,000** independent business owning adults weekly
- Viewers are well-educated, affluent and have employees who report to them

## A18+ INDEPENDENT BUSINESS OWNERS INDEX VS. POPULATION



Source: Numeris, Total Canada, BY15/16 (8/31/2015 to 6/12/2016) Adults 18+, Mon-Sun 2a-2a, Indexed against Total TV viewers  
Bell Media – Strategic Insights

INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT

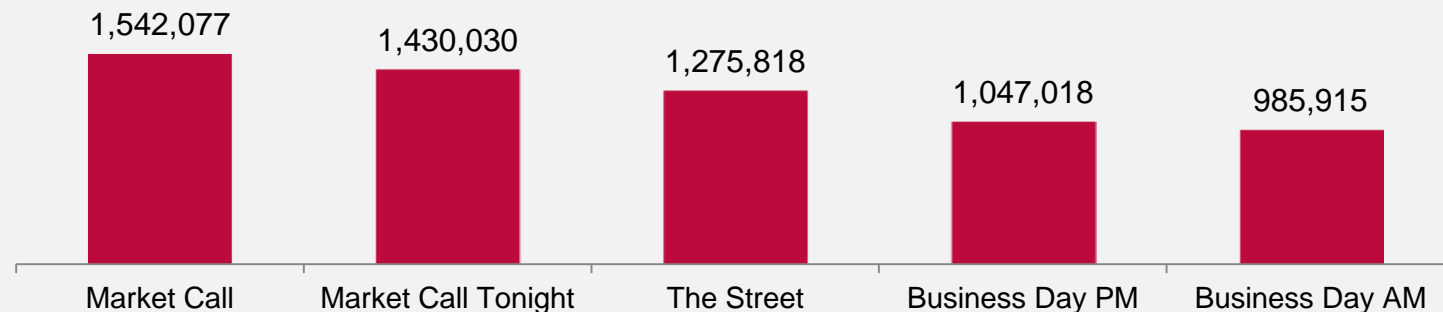
**BNN**  
BUSINESS NEWS NETWORK

# #2 SITE WITH VIDEOS PER VIEWER

## SUMMARY

- Reaches **482,000** unique visitors on desktop, mobile and tablet monthly
- BNN.CA saw a growth of **35%** in Desktop Unique Visitors, YOY
- **#2** Business/Finance site with Videos per Viewer, **#4** with Minutes per Viewer
- Market Call is the **#1** online show on BNN.CA

## TOP 5 PROGRAMS ON BNN.CA WITH VIDEO STARTS



## FAST FACTS

**482K**

Unique Visitors and Viewers

**9.7M**

Total Pages Viewed

**1.1M**

Total Video Streams

**39**

Time Spent (Mins) per UV

**10**

Video Streams per UV

**7**

Visits per UV

INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT

# BNN PRIMETIME SCHEDULE

Business News Network's Prime time schedule delivers affluent, educated Canadians who want to go beyond the business day. They received invaluable insight on all kinds of larger issues that could affect their investment decisions. They find out what happened and why, and what's next.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00 PM	Market Call Tonight					Market Call Tonight	
6:30 PM							
7:00 PM	GetConnected	House Money	MoneyTalk	The Disruptors	Weekly w/ Andrew McCreath	Market Call	Market Call
7:30 PM	Taking Stock						
8:00 PM	Berman's Call	Commodities				The Disruptors	Berman's Call
8:30 PM	Commodities					Weekly w/ Andrew McCreath	Money Talk
9:00 PM	GetConnected	Shark Tank	MoneyTalk	Shark Tank	Weekly w/ Andrew McCreath	Infomercial	
9:30 PM	Taking Stock		Taking Stock		Taking Stock	Money Talk	House Money
10:00 PM	Market Call					Market Call	
10:30 PM							
11:00 PM	Berman's Call	Commodities				Infomercial	
11:30 PM	Commodities					Berman's Call	The Disruptors



\*Schedule based on Fall (Oct 2016) Schedule. Subject to change.

INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT

**BNN**  
BUSINESS NEWS NETWORK



# BERMAN'S CALL

BUSINESS NEWS NETWORK



Larry Berman

When it comes to trading, thousands of Canadians look to Larry Berman, one of Canada's top technical analysts. Every Monday, Larry takes calls and answers emails from BNN viewers on everything from the latest market making swings to technical advice on the hottest stocks. Berman's Call is one of BNN's most popular programs. Mondays at 11:00 a.m. ET.

# BUSINESS DAY

BUSINESS NEWS NETWORK



Jon Erlichman



Catherine Murray

Business Day puts a spotlight on the stocks and stories expected to move the markets, then switches to minute-by-minute coverage throughout the trading day in Canada and the U.S. Jon Erlichman and Catherine Murray along with BNN's team of reporters and expert guests provide comprehensive reporting along with the best background and analysis in the business.

# COMMODITIES

BUSINESS NEWS NETWORK



Andrew Bell

From aluminum to zinc and everything in between, join BNN on for the latest insight into the volatile world of commodities Monday at 11:30 a.m. ET, 8:30 a.m. PT and Thursday through Friday at 11:00 a.m. ET, 8:00a.m. PTs and the companies that produce them, including interviews with mineral and mining entrepreneurs from Canada and around the globe. Whether it's a gold play in the Andes or a hot offshore oil prospect, BNN has you covered on commodities.

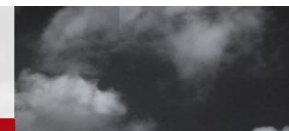
# MARKET CALL

BUSINESS NEWS NETWORK



# MARKET CALL TONIGHT

BUSINESS NEWS NETWORK



Market Call is Canada's leading stock market call-in program. Every weekday, BNN hosts top fund managers and market analysts - professionals who handle billions in retail and institutional investments. We take your calls on everything from small caps to ETFs. Don't miss the action. Market Call is an investment that always pays off.

INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT



# THE BUSINESS NEWS

BUSINESS NEWS NETWORK



Michael  
Hainsworth

Canada's leading business newscast brings you a complete roundup of the day's most important events. The Business News provides comprehensive coverage of all the market, company and economic news of note, along with outstanding analysis and insight. Don't miss The Business News at noon ET with Michael Hainsworth.

## THE CLOSE

BUSINESS NEWS NETWORK



Michael  
Hainsworth

A complete roundup of the day's most important events. Once the trading day ends, Michael Hainsworth provides comprehensive coverage of all the market, company and economic news of note, along with outstanding analysis and insight.

## THE DISRUPTORS

THURSDAYS 7PM<sup>ET</sup>/4PM<sup>PT</sup>



BRUCE CROXON AMBER KANWAR

The DISRUPTORS, traces the most exciting business news and trends. Interviewing venture capitalists, t=young entrepreneurs and CEOs of some of the most innovative companies in the world. Each week, the duo analyzes pitches from the hottest prospects, offering a frank assessment of whether they stand a chance of becoming the next Uber, Airbnb, or Facebook.

## THE STREET

BUSINESS NEWS NETWORK

Paul Bagnell



A fast-paced look at overnight developments and breaking business news affecting today's financial markets. **The Street** offers viewers the latest company developments and economic reports, as well as expert analysis from Bay St. and Wall St. Join Paul Bagnell and BNN's team of reporters as they review the latest information from Europe and North America to help you decide how to play the day.

## WEEKLY

WITH ANDREW McCREATH

BUSINESS NEWS NETWORK



Every Friday, tune in for Andrew McCreath's high-level take on the market action of the week. With his Bay Street experience, Andrew dissects the top global business stories and helps viewers digest what's moving the markets & where value can be found. Each week Andrew sits down with some of the biggest names in the world of finance, for one-on-one interviews to gain insight into the best strategies to play the markets here at home and around the world. Aired Friday at 7 p.m., 9 p.m., Saturday at 1 p.m., Sunday at 4:30 p.m.. All times Eastern.

INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT

**BNN**  
BUSINESS NEWS NETWORK

# BNN GUESTS

From our studios in the heart of Toronto, our contacts help us dig deeper in Canadian business, so you hear it first on BNN. All the big shots who are guests on BNN, watch BNN. They want to know what the other big shots are saying as well. BNN is not only on top of Canadian stories but also tracking relevant financial information all around the world.

INTRODUCTION

RESEARCH

PROGRAMMING

**BNN GUESTS**

PARTNERSHIPS

CONTACT



Dave McKay, president and CEO,  
Royal Bank of Canada



Steve Williams, CEO,  
Suncor Energy



John Chen,  
Blackberry



Brian Porter,  
CEO, Bank of Nova Scotia



Prime Minister,  
Justin Trudeau



Ryan Holmes, CEO,  
Hootsuite

## **BNN TALKS TO KEY EXECUTIVES**

WITH THEIR FINGERS ON THE PULSE OF BUSINESS

# UNIQUE PARTNERSHIP OPPORTUNITIES

## PARTNERSHIPS ONGOING: MAKE YOUR DOLLAR WORK HARDER.

Whether it's through the financial day or in prime time, Business News Network partnership opportunities will extend your reach to an elusive, affluent target market; associate your product with premium business content.

## BNN ADVISOR

A half hour digital show focused on the issues facing financial advisors. Each of the three segments features a panel of top advisors talking about a different issue. The topics are chosen based on time of year and current events to cover issues like: tax strategies, yield traps, ETFs, investing in foreign stocks, client services, product disclosure, etc. The show is hosted by a BNN personality to moderate and keep the flow going. We'll mix the personalities to get the best dynamic.

A show by Advisors for Advisors.

## HOUSE MONEY

A weekly show on Business News Network (BNN) focusing on Canada's real estate market and the major issues that surround it. The show would be hosted by anchor and real estate reporter Greg Bonnell and feature a mix of news, infographics, expert analysis and questions from callers.

Topics would include:

- Changing mortgage regulations and its effect on the market
- Foreign investors, what we know and don't know
- Domestic investors: from rental income to vacation properties
- Pros and cons of flipping houses
- Selling downtown and move to the suburbs

## THE DISRUPTORS

Uber creating cabbie riots. Facebook and Google redefining the advertising market. Over-the-top services that turn every device into a TV. And apps that turn every home into a hotel. The pace of disruption is accelerating at breakneck speed, and the only way to stay on top of it is to know what's next before it hits. BNN Anchor and Reporter Amber Kanwar, along with digital pioneer and entrepreneur Bruce Croxon, return to helm the weekly, half-hour program. Each week, the duo reviews pitches from Canadian start-ups, providing expert advice, insight, and analysis. In addition to identifying the big tech trends rocking the worlds of information, transportation, finance, and workplace, THE DISRUPTORS introduces an exciting new interactive component, allowing viewers to vote for Top Disruptor. The start-up that is chosen will get a chance to be spotlighted on the program and given the opportunity to pitch Croxon's investment company, Round 13.

INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT

**BNN**  
BUSINESS NEWS NETWORK

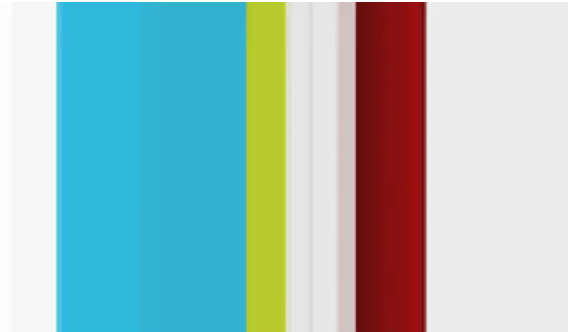
# BILLBOARD + STOCK TICKER OPPORTUNITIES

## BILLBOARD AND CLOSED CAPTIONING PARTNERSHIP

Extend your reach by sponsoring newscasts or closed captioning throughout the business day.



Video Billboard Example



Video Closed Captioning Example

## STOCK TICKER PARTNERSHIP

Increase brand awareness with unique exposure during editorial time.



Stock Ticker Example

# CONTACT

INTRODUCTION

RESEARCH

PROGRAMMING

BNN GUESTS

PARTNERSHIPS

CONTACT

---

## **Bill Poole** | Sales Manager

Business Development, Bell Media Specialty Sales  
t 416.440.6459 | m 416.577.4962  
[bill.poole@bellmedia.ca](mailto:bill.poole@bellmedia.ca)  
50 Eglinton Avenue East  
Toronto, ON M4P 1A6

---

## **Monique Musgrave** | Sales Manager

News and Entertainment Group, Bell Media Specialty Sales  
t 416.440.6486 | m 416.458.6248  
[Monique.musgrave@bellmedia.ca](mailto:Monique.musgrave@bellmedia.ca)  
50 Eglinton Avenue East  
Toronto, ON M4P 1A6

**BNN CUTS THROUGH THE NOISE**  
**TO GET TO WHAT IS RELEVANT**  
**24 HOURS A DAY, 7 DAYS A WEEK**