CANADA'S ONLY ALL BUSINESS AND FINANCIAL NEWS CHANNEL
Business News Network is 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**

**BUSINESS DAY**

**WITH CATHERINE MURRAY**

**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

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
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

- 60% for 1-200 employees
- 66% for 201-1,000 employees
- 54% for 1,000+ employees

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

- 63% for Finance Executives
- 67% for Resources
- 52% for Services
- 65% for Manufacturing

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

![Bar graph showing the comparison between A18+ Independent Business Owners Index and Population for various demographics.]

- Have a University Post-Graduate Degree: 152
- Have a HHI over $100,000+: 227
- Managers/Owners/Professionals: 162
- Invest in Stocks/Mutual Funds: 271

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
### 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

<table>
<thead>
<tr>
<th>Program</th>
<th>Video Starts</th>
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</thead>
<tbody>
<tr>
<td>Market Call</td>
<td>1,542,077</td>
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<tr>
<td>Market Call Tonight</td>
<td>1,430,030</td>
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<tr>
<td>The Street</td>
<td>1,275,818</td>
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<tr>
<td>Business Day PM</td>
<td>1,047,018</td>
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<tr>
<td>Business Day AM</td>
<td>985,915</td>
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</tbody>
</table>

### 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

## 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.

<table>
<thead>
<tr>
<th>TIME</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
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<tbody>
<tr>
<td>6:00 PM</td>
<td>Market Call Tonight</td>
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<td>Market Call Tonight</td>
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<td>Market Call Tonight</td>
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<td>6:30 PM</td>
<td>GetConnected</td>
<td>House Money</td>
<td>MoneyTalk</td>
<td>The Disruptors</td>
<td>Weekly w/ Andrew McCreath</td>
<td>Market Call</td>
<td>Market Call</td>
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<td>7:00 PM</td>
<td>Taking Stock</td>
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<td>Market Call</td>
<td>Market Call</td>
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<tr>
<td>7:30 PM</td>
<td>Berman’s Call</td>
<td>Commodities</td>
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<td>The Disruptors</td>
<td>Berman’s Call</td>
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<tr>
<td>8:00 PM</td>
<td>Commodities</td>
<td>Berman’s Call</td>
<td>Commodities</td>
<td>Weekly w/ Andrew McCreath</td>
<td>Money Talk</td>
<td>Weekly w/ Andrew McCreath</td>
<td>Berman’s Call</td>
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<td>8:30 PM</td>
<td>GetConnected</td>
<td>Shark Tank</td>
<td>MoneyTalk</td>
<td>Shark Tank</td>
<td>Weekly w/ Andrew McCreath</td>
<td>Money Talk</td>
<td>House Money</td>
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<td>Berman’s Call</td>
<td>The Disruptors</td>
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*Schedule based on Fall (Oct 2016) Schedule. Subject to change.*
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 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.

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, 8:00 a.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 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.
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.

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, traces the most exciting business news and trends. Interviewing venture capitalists, 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.

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.

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. Airs Friday at 7 p.m., 9 p.m., Saturday at 1 p.m., Sunday at 4:30 p.m.. All times Eastern.
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.

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