



Bell Media Digital

Digital Brands Profile Highlights Q2 2016

Created by Bell Media Strategic Insights

BellMedia



bellmediasales.ca



Contents

- Brand Overviews
 - Digital - TV
 - Digital - Radio
 - Pure play
 - Partner Brands

- Appendix
 - Methodology and Sources
 - About Cross Visiting
 - Category definitions



Digital - TV



AUDIENCE PROFILE

479K
Monthly Unique Visitors

M 70% / F 30%

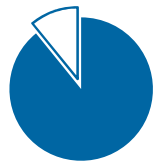


CATEGORY AFFINITIES

Site Category	Index
Financial Information/Advice	243
Retail - Consumer Electronics	218
Telecommunications	211
Travel	177
Banking	177
Automotive	175
Sports	165

PLATFORMS

TRAFFIC



■ 3.2M Desktop Visits
□ 395K Mobile Visits



10.1M Page Views
53 min / Visit

VIDEO



983K Video Starts
75 min / Viewer

SOCIAL



14K Facebook Page Likes
44K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



DIGITAL

AUDIENCE PROFILE

58K
Monthly Unique Visitors

M 21% / F 79%



CATEGORY AFFINITIES

Site Category	Index
Retail - Consumer Electronics	414
Beauty/Fashion/Style	219
Entertainment - Movies	216
Telecommunications	202
Technology News	180
Sports	174
Banking	164

PLATFORMS

TRAFFIC



■ 26K Desktop Visits
□ 38K Mobile Visits



181K Page Views
5.3 min / Visit

VIDEO



32K Video Starts

SOCIAL



65K Facebook Page Likes
3K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



AUDIENCE PROFILE

66K
Monthly Unique Visitors

M 68% / F 32%



CATEGORY AFFINITIES

Site Category	Index
Telecommunications	208
Automotive	192
Technology News	169
Financial Information/Advice	165
Retail - Consumer Electronics	161
Entertainment - Movies	160
Banking	147

PLATFORMS

TRAFFIC



■ 88K Desktop Visits
□ 58K Mobile Visits



399K Page Views
9.9 min / Visit

VIDEO



50K Video Starts

SOCIAL



178K Facebook Page Likes



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



DIGITAL

AUDIENCE PROFILE

665K
Monthly Unique Visitors

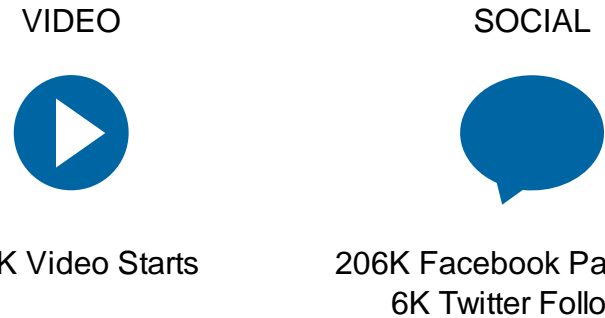
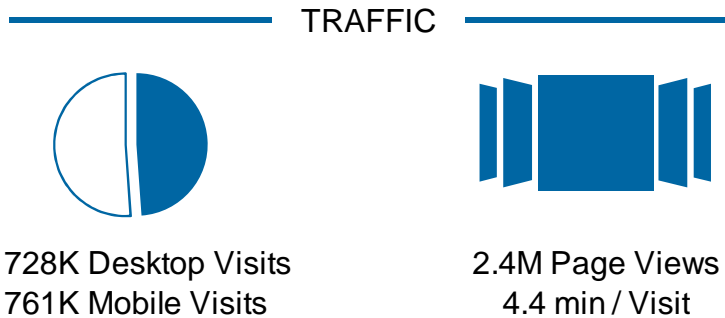
M 31% / F 69%



CATEGORY AFFINITIES

Site Category	Index
Food	231
Home	221
Beauty/Fashion/Style	213
Family & Parenting	202
Retail - Apparel	186
Retail - Consumer Electronics	182
Telecommunications	172

PLATFORMS



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



AUDIENCE PROFILE

1.7M
Monthly Unique Visitors

M 51% / F 49%



CATEGORY AFFINITIES

Site Category	Index
Retail - Apparel	196
Home	188
Beauty/Fashion/Style	177
Family & Parenting	170
Financial Information/Advice	164
Entertainment - Music	163
Telecommunications	161

PLATFORMS

TRAFFIC



3.0M Desktop Visits
3.9M Mobile Visits



13.2M Page Views
13 min / Visit

VIDEO



554K Video Starts
33 min / Viewer

SOCIAL



58K Facebook Page Likes
1.4M Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

7.5M
Monthly Unique Visitors

M 50% / F 50%



CATEGORY AFFINITIES

Site Category	Index
Home	185
Family & Parenting	184
Retail - Apparel	183
Financial Information/Advice	170
Food	168
Beauty/Fashion/Style	166
Telecommunications	162

PLATFORMS



VIDEO



4.2M Video Starts
45 min / Viewer

SOCIAL



652K Facebook Page Likes
503K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

991K
Monthly Unique Visitors

M 40% / F 60%



CATEGORY AFFINITIES

Site Category	Index
Retail - Apparel	188
Entertainment - Movies	179
Food	178
Family & Parenting	178
Home	168
Beauty/Fashion/Style	168
Telecommunications	164

PLATFORMS

TRAFFIC



■ 2.4M Desktop Visits
□ 493K Mobile Visits



6.0M Page Views
87 min / Visit

VIDEO



6.0M Video Starts
258 min / Viewer

SOCIAL



174K Facebook Page Likes
386K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

107K
Monthly Unique Visitors

M 54% / F 46%



CATEGORY AFFINITIES

Site Category	Index
Telecommunications	184
Financial Information/Advice	173
Entertainment - Movies	161
Automotive	160
Sports	152
Kids	150
Health	146

PLATFORMS

TRAFFIC



■ 79K Desktop Visits
□ 60K Mobile Visits



273K Page Views
19 min / Visit

VIDEO



53K Video Starts

SOCIAL



178K Facebook Page Likes
133K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



DIGITAL

AUDIENCE PROFILE

130K
Monthly Unique Visitors

M 16% / F 84%



CATEGORY AFFINITIES

Site Category	Index
Home	297
Family & Parenting	241
Beauty/Fashion/Style	239
Retail - Apparel	234
Telecommunications	233
Food	211
Entertainment - Movies	202

PLATFORMS

TRAFFIC



■ 85K Desktop Visits
□ 107K Mobile Visits



248K Page Views
2.3 min / Visit

VIDEO



5K Video Starts

SOCIAL



6K Facebook Page Likes
121K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



AUDIENCE PROFILE

34K
Monthly Unique Visitors

M 34% / F 66%



CATEGORY AFFINITIES

Site Category	Index
Entertainment - Music	297
Retail - Apparel	222
Entertainment - Movies	213
Home	188
Food	152
Technology News	146
Beauty/Fashion/Style	139

PLATFORMS

TRAFFIC



■ 42K Desktop Visits
□ 14K Mobile Visits



112K Page Views
2.5 min / Visit

VIDEO



n/a

SOCIAL



7K Facebook Page Likes
10K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

DIGITAL

AUDIENCE PROFILE

119K
Monthly Unique Visitors

M 25% / F 75%



CATEGORY AFFINITIES

Site Category	Index
Home	319
Family & Parenting	251
Food	239
Beauty/Fashion/Style	197
Telecommunications	180
Retail - Apparel	180
Health	180

PLATFORMS

TRAFFIC



■ 144K Desktop Visits
□ 106K Mobile Visits



718K Page Views
8.3 min / Visit

VIDEO



67K Video Starts

SOCIAL



52K Facebook Page Likes
31K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



AUDIENCE PROFILE

299K
Monthly Unique Visitors

M 25% / F 75%



CATEGORY AFFINITIES

Site Category	Index
Retail - Apparel	175
Entertainment - Movies	170
Food	154
Beauty/Fashion/Style	145
Family & Parenting	142
Home	138
Entertainment - Music	136

PLATFORMS

TRAFFIC



- 2.0M Desktop Visits
- 244K Mobile Visits



4.7M Page Views
220 min / Visit

VIDEO



9.7M Video Starts
383 min / Viewer

SOCIAL



581K Facebook Page Likes
193K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



AUDIENCE PROFILE

97K
Monthly Unique Visitors

M 55% / F 45%



CATEGORY AFFINITIES

Site Category	Index
Entertainment - Music	297
Entertainment - Movies	188
Telecommunications	163
Beauty/Fashion/Style	151
Family & Parenting	150
Retail - Consumer Electronics	146
Food	142

PLATFORMS

TRAFFIC



■ 118K Desktop Visits
□ 58K Mobile Visits



348K Page Views
21 min / Visit

VIDEO



136K Video Starts

SOCIAL



1.2M Facebook Page Likes
1.0M Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



DIGITAL

AUDIENCE PROFILE

1.1M
Monthly Unique Visitors

M 73% / F 27%



CATEGORY AFFINITIES

Site Category	Index
Sports	216
Automotive	160
Banking	146
Technology News	128
Retail - Consumer Electronics	127
Entertainment - Movies	126
Travel	125

PLATFORMS

TRAFFIC



■ 6.9M Desktop Visits
□ 5.5M Mobile Visits



29.2M Page Views
60 min / Visit

VIDEO



1.4M Video Starts
72 min / Viewer

SOCIAL



305K Facebook Page Likes
221K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month





DIGITAL

AUDIENCE PROFILE

67K
Monthly Unique Visitors

M 47% / F 53%



CATEGORY AFFINITIES

Site Category	Index
Retail - Consumer Electronics	223
Entertainment - Movies	190
Entertainment - Music	172
Home	165
Retail - Apparel	152
Technology News	122
Games/Gaming	121

PLATFORMS

TRAFFIC



- 62K Desktop Visits
- 29K Mobile Visits



321K Page Views
12 min / Visit

VIDEO



84K Video Starts

SOCIAL



87K Facebook Page Likes
85K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



AUDIENCE PROFILE

78K
Monthly Unique Visitors

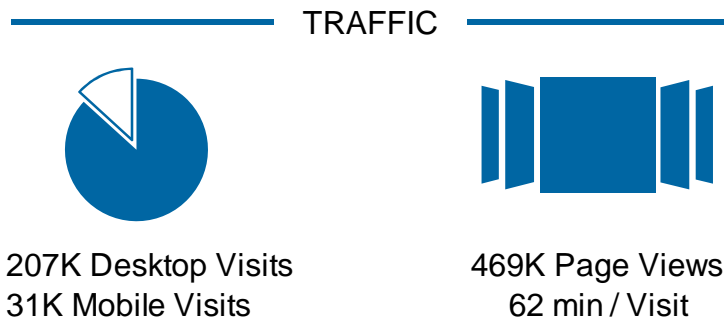
M 51% / F 49%



CATEGORY AFFINITIES

Site Category	Index
Entertainment - Music	198
Entertainment - Movies	163
Travel	156
Sports	151
Health	143
Financial Information/Advice	141
Technology News	137

PLATFORMS



VIDEO



556K Video Starts

SOCIAL



31K Facebook Page Likes
259K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

103K
Monthly Unique Visitors

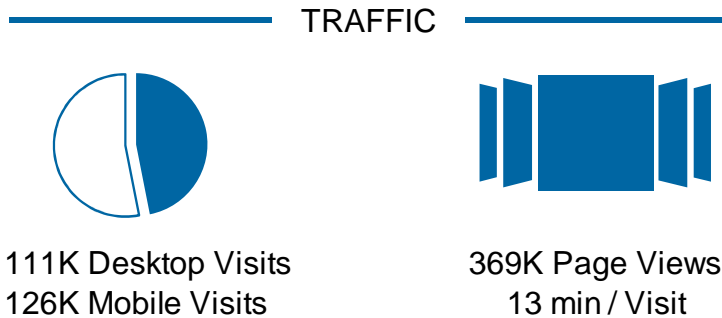
M 5% / F 95%



CATEGORY AFFINITIES

Site Category	Index
Family & Parenting	330
Retail - Apparel	322
Beauty/Fashion/Style	309
Entertainment - Music	273
Food	232
Entertainment - Movies	221
Travel	198

PLATFORMS



VIDEO



155K Video Starts

SOCIAL



56K Facebook Page Likes
99K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

3.8M
Monthly Unique Visitors

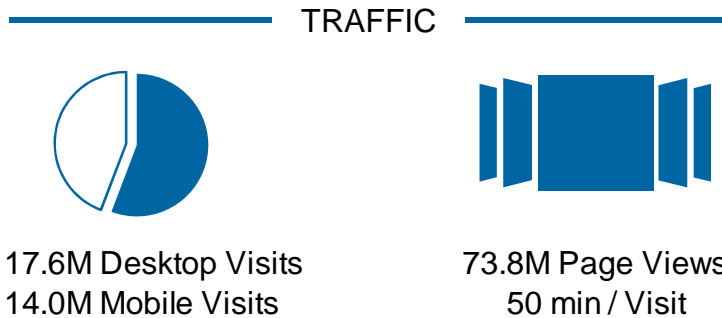
M 73% / F 27%



CATEGORY AFFINITIES

Site Category	Index
Sports	216
Entertainment - Music	156
Telecommunications	150
Entertainment - Movies	140
Travel	139
Banking	137
Automotive	137

PLATFORMS



VIDEO



6.2M Video Starts
107 min / Viewer

SOCIAL



703K Facebook Page Likes
641K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



DIGITAL

AUDIENCE PROFILE

86K
Monthly Unique Visitors

M 29% / F 71%



CATEGORY AFFINITIES

Site Category	Index
Retail - Apparel	175
Entertainment - Movies	164
Beauty/Fashion/Style	151
Family & Parenting	143
Games/Gaming	140
Entertainment - Music	132
Financial Information/Advice	130

PLATFORMS

TRAFFIC



162K Desktop Visits
89K Mobile Visits



904K Page Views
11 min / Visit

VIDEO



85K Video Starts

SOCIAL



156K Facebook Page Likes
36K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month





AUDIENCE PROFILE

156K
Monthly Unique Visitors

M 61% / F 39%



CATEGORY AFFINITIES

Site Category	Index
Home	234
Beauty/Fashion/Style	204
Automotive	187
Family & Parenting	186
Food	180
Retail - Consumer Electronics	165
Entertainment - Movies	160

PLATFORMS

TRAFFIC



146K Desktop Visits
145K Mobile Visits



452K Page Views
3.8 min / Visit

VIDEO



38K Video Starts

SOCIAL



106K Facebook Page Likes
32K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



Digital – Radio



AUDIENCE PROFILE

480K
Monthly Unique Visitors

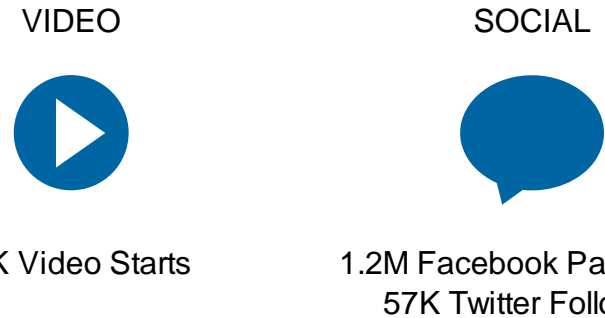
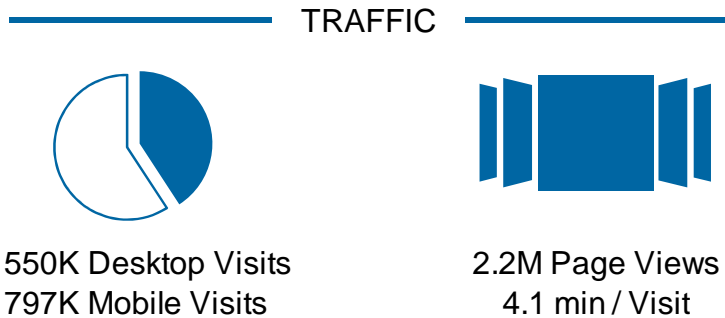
M 41% / F 59%



CATEGORY AFFINITIES

Site Category	Index
Retail - Consumer Electronics	206
Financial Information/Advice	189
Entertainment - Music	178
Sports	170
Telecommunications	167
Entertainment - Movies	163
Technology News	162

PLATFORMS



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

333K
Monthly Unique Visitors

M 30% / F 70%



CATEGORY AFFINITIES

Site Category	Index
Beauty/Fashion/Style	215
Home	203
Food	197
Family & Parenting	183
Retail - Apparel	164
Automotive	161
Banking	156

PLATFORMS

TRAFFIC



■ 473K Desktop Visits
□ 413K Mobile Visits



1.7M Page Views
4.1 min / Visit

VIDEO



13K Video Starts

SOCIAL



330K Facebook Page Likes
17K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

347K
Monthly Unique Visitors

M 47% / F 53%



CATEGORY AFFINITIES

Site Category	Index
Entertainment - Music	183
Retail - Apparel	177
Beauty/Fashion/Style	153
Family & Parenting	147
Retail - Consumer Electronics	141
Telecommunications	140
Sports	140

PLATFORMS

TRAFFIC



■ 547K Desktop Visits
□ 400K Mobile Visits



1.8M Page Views
3.2 min / Visit

VIDEO



35K Video Starts

SOCIAL



1.9M Facebook Page Likes
169K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

Pure Play



AUDIENCE PROFILE

277K
Monthly Unique Visitors

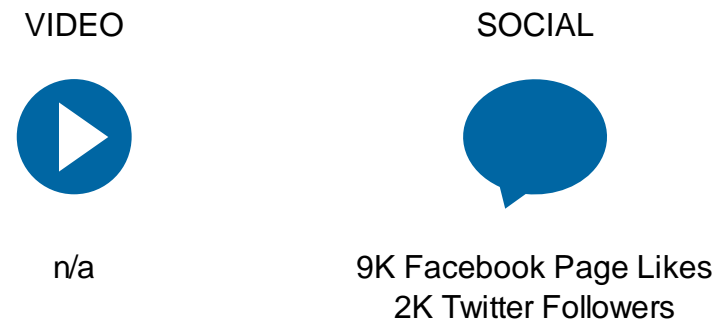
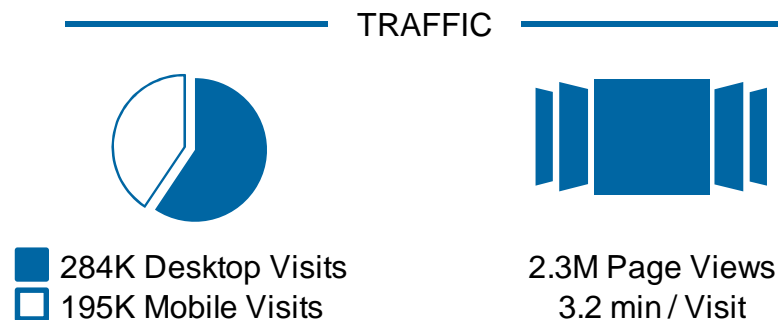
M 72% / F 28%



CATEGORY AFFINITIES

Site Category	Index
Automotive	261
Financial Information/Advice	195
Telecommunications	190
Retail - Consumer Electronics	179
Technology News	164
Travel	156
Entertainment - Movies	153

PLATFORMS



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

336K
Monthly Unique Visitors

M 37% / F 63%



CATEGORY AFFINITIES

Site Category	Index
Home	216
Food	204
Beauty/Fashion/Style	201
Telecommunications	185
Family & Parenting	177
Automotive	170
Retail - Apparel	163

PLATFORMS

TRAFFIC



■ 573K Desktop Visits
□ 443K Mobile Visits



1.7M Page Views
4.7 min / Visit

VIDEO



5K Video Starts

SOCIAL



61K Facebook Page Likes
2K Twitter Followers

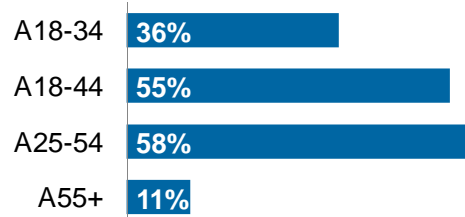


Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

159K
Monthly Unique Visitors

H 17% / F 83%



CATEGORY AFFINITIES

Site Category	Index
Home	295
Food	294
Beauty/Fashion/Style	262
Retail - Apparel	221
Family & Parenting	218
Telecommunications	214
Health	185

PLATFORMS

TRAFFIC



■ 131K Desktop Visits
□ 185K Mobile Visits



456K Page Views
3.4 min / Visit

VIDEO



5K Video Starts

SOCIAL



209K Facebook Page Likes
3K Twitter Followers



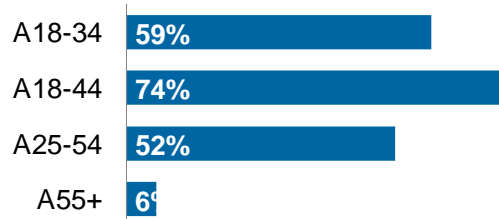
Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month; age/gender profile = Google Analytics, Apr-Jun 2016, % of sessions

DIGITAL

AUDIENCE PROFILE

114K
Monthly Unique Visitors

H 15% / F 85%



CATEGORY AFFINITIES

Site Category	Index
Beauty/Fashion/Style	380
Retail - Apparel	243
Home	200
Family & Parenting	186
Health	176
Banking	166
Food	158

PLATFORMS

TRAFFIC



■ 108K Desktop Visits
□ 161K Mobile Visits



333K Page Views
3.1 min / Visit

VIDEO



4K Video Starts

SOCIAL



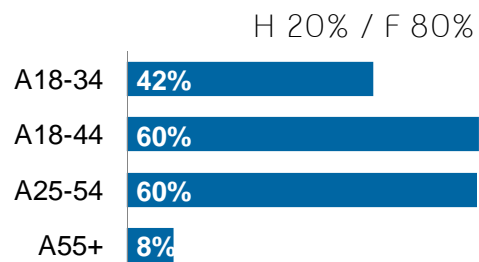
70K Facebook Page Likes
1K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month; age/gender profile = Google Analytics, Apr-Jun 2016, % of sessions

AUDIENCE PROFILE

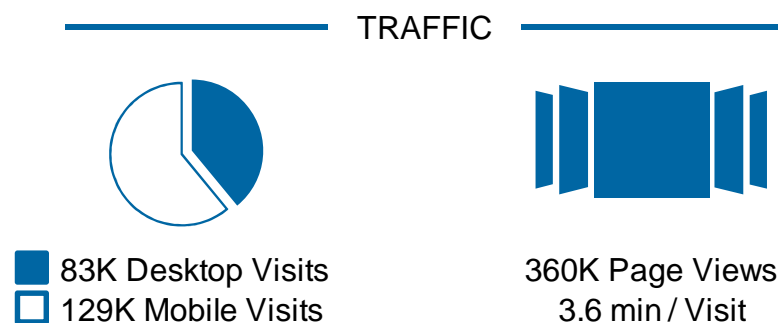
119K
Monthly Unique Visitors



CATEGORY AFFINITIES

Site Category	Index
Home	438
Retail - Apparel	224
Beauty/Fashion/Style	209
Food	207
Family & Parenting	179
Banking	173
Health	168

PLATFORMS



VIDEO



6K Video Starts

SOCIAL



50K Facebook Page Likes



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month; age/gender profile = Google Analytics, Apr-Jun 2016, % of sessions

Sympatico.ca HOME PAGE

DIGITAL

AUDIENCE PROFILE

265K
Monthly Unique Visitors

M 46% / F 54%

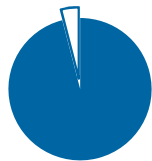


CATEGORY AFFINITIES

Site Category	Index
Telecommunications	213
Home	179
Banking	161
Food	152
Automotive	142
Beauty/Fashion/Style	142
Retail - Consumer Electronics	142

PLATFORMS

TRAFFIC



■ 3.7M Desktop Visits
□ 152K Mobile Visits



4.9M Page Views
14 min / Visit

VIDEO



n/a

SOCIAL



53K Facebook Page Likes
3K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

BellMedia

Sympatico.ca NEWS DIGITAL

AUDIENCE PROFILE

253K
Monthly Unique Visitors

M 43% / F 57%



CATEGORY AFFINITIES

Site Category	Index
Home	223
Family & Parenting	191
Beauty/Fashion/Style	190
Food	175
Retail - Consumer Electronics	165
Banking	161
Health	159

PLATFORMS

TRAFFIC



450K Desktop Visits
202K Mobile Visits



735K Page Views
3.0 min / Visit

VIDEO



1K Video Starts

SOCIAL



52K Facebook Page Likes
4K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

BellMedia

AUDIENCE PROFILE

681K
Monthly Unique Visitors

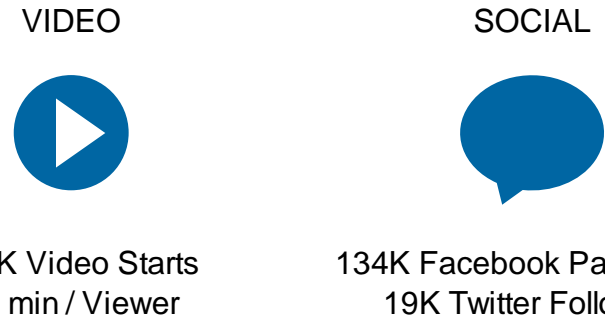
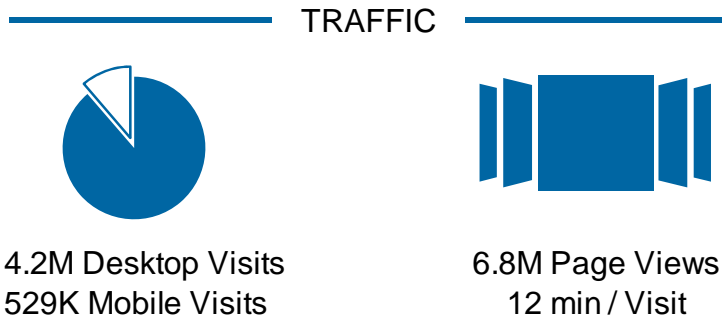
M 47% / F 53%



CATEGORY AFFINITIES

Site Category	Index
Telecommunications	218
Retail - Consumer Electronics	181
Home	168
Family & Parenting	162
Retail - Apparel	155
Beauty/Fashion/Style	154
Food	146

PLATFORMS

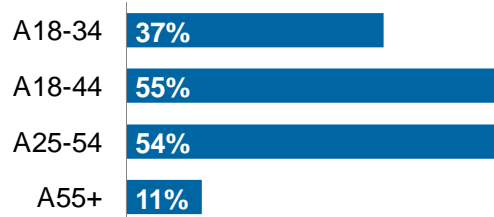


Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

142K
Monthly Unique Visitors

H 32% / F 68%



CATEGORY AFFINITIES

Site Category	Index
Home	284
Beauty/Fashion/Style	255
Food	252
Retail - Apparel	221
Family & Parenting	215
Automotive	214
Travel	209

PLATFORMS

TRAFFIC



■ 111K Desktop Visits
□ 126K Mobile Visits



412K Page Views
2.9 min / Visit

VIDEO



2K Video Starts

SOCIAL



65K Facebook Page Likes



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month; age/gender profile = Google Analytics, Apr-Jun 2016, % of sessions

CTV News Local Sites



AUDIENCE PROFILE

396K
Monthly Unique Visitors

M 54% / F 46%



CATEGORY AFFINITIES

Site Category	Index
Home	230
Family & Parenting	215
Food	206
Retail - Apparel	185
Beauty/Fashion/Style	174
Automotive	171
Telecommunications	169

PLATFORMS

TRAFFIC



■ 1.1M Desktop Visits
□ 602K Mobile Visits



1.8M Page Views
6.3 min / Visit

VIDEO



78K Video Starts

SOCIAL



41K Facebook Page Likes
100K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

AUDIENCE PROFILE

790K
Monthly Unique Visitors

M 58% / F 42%



CATEGORY AFFINITIES

Site Category	Index
Retail - Apparel	209
Home	197
Entertainment - Music	173
Family & Parenting	167
Travel	163
Financial Information/Advice	163
Food	163

PLATFORMS

TRAFFIC



833K Desktop Visits
784K Mobile Visits



2.3M Page Views
7.2 min / Visit

VIDEO



160K Video Starts
52 min / Viewer

SOCIAL



45K Facebook Page Likes
315K Twitter Followers



Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month

Partner Brands



AUDIENCE PROFILE

6.9M
Monthly Unique Visitors

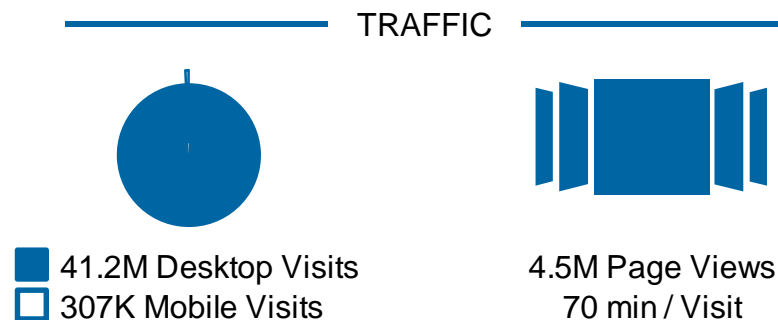
M 51% / F 49%



CATEGORY AFFINITIES

Site Category	Index
Entertainment - Music	297
Retail - Apparel	185
Beauty/Fashion/Style	175
Family & Parenting	159
Entertainment - Movies	158
Retail - Consumer Electronics	150
Home	148

PLATFORMS



Note: mobile video is not included in Visits metric

Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month



Appendix



Methodology and Sources

- All metrics except social likes/followers are 3 month averages sourced from comScore
- UVs, traffic and video come from Media Metrix Multiplatform
- Age/gender profile comes from Media Metrix (desktop-only)
- Category affinities are sourced from Segment Metrix (desktop-only)
- Multiplatform includes desktop and mobile measurement across web sites and apps, but does not yet include mobile video
- Mobile measurement captures iOS and Android smartphones and tablets



Category Affinities – Definitions & Examples

The “Category Affinities” section of the following slides shows how likely Bell Media visitors are to also visit site categories that are interesting to advertisers.

For example, BNN visitors index at 219 versus the Automotive category, meaning BNN visitors are 119% more likely than the Internet average to also visit auto manufacturer or automotive resources web sites at least once during the month measured.

Automotive

Automotive sites and buying guides, automotive publications, automotive news and information, and racing sites

Entertainment – Movies

Sites for movies, movie studios and movie related content. Examples: Moviefone.com, Moviepilot.com, IMDb

Entertainment – Music

Sites that provide music news, concert info, contests, and music related content. Examples: Vevo, Yahoo Music



Category Affinities – Definitions & Examples

Health

Sites containing diet information, exercise programs, health and fitness, diseases and medical journals. Examples: Qualityhealth.com

Beauty/Fashion/Style

Sites that focus on beauty, fashion and style trends. Examples: Instyle, ELLE.com

Food

Sites that provide restaurant reviews, recipes, cooking tips and meal plans. Examples: Allrecipes.com, Foodnetwork.com

Home

Sites that provide information on decorating, home improvements and gardening. Examples: HGTV, DIY Network

Banking

Sites that include corporate banks and allow users to conduct online banking. Examples: Chase.com, Bankofamerica.com, WellsFargo.com

Financial Information/Advice

Sites offering information on mortgages, loans, insurance or mutual funds. Examples: Vanguard.com, Eloan.com, AllState.com.



Category Affinities – Definitions & Examples

Retail-Apparel

Sites where users can buy clothing online. Examples: Asos.com, Gap

Retail-Consumer Electronics

Sites where users can purchase electronics (Radios, TV's, VCR's, etc.). Examples: Bestbuy.com, RadioShack Corporation

Kids

Activities and games online for kids. Examples: Nickelodeon Kids & Teens, Cartoon Network Online

Family & Parenting

Sites that focus/contain information, products and/or services on parenting, ancestry or family history. Examples: Momlogic.com, Ancestry Sites, Babyzone.com

Games/Gaming

Sites where consumers can play online video games or find information on video games. Example: EA Websites



Category Affinities – Definitions & Examples

Sports

Sites that offer fantasy leagues, scoreboards, sporting news, sports magazines and other sport-related sites. Examples: ESPN, NFL Internet Group, SI.com

Travel

Sites that function as online travel agencies, travel service providers (e.g., airlines, hotels, car rental agencies), discount travel sites, and travel information resources. Examples: Expedia Inc, Yahoo Travel, Hertz, Hampton Inn, United Airlines.

Technology-News

Sites that provide technology business news, analysis and research. Examples: AOL Tech, Wired

Telecommunications

Sites of companies that provide voice, data, and video communications services to the consumer market. Examples: Sprint Nextel Corporation, AT&T, Inc.



AUDIENCE PROFILE

20.7M
Monthly Unique Visitors

M 52% / F 48%



CATEGORY AFFINITIES

Site Category	Index
Retail - Consumer Electronics	145
Home	141
Banking	140
Food	137
Beauty/Fashion/Style	136
Travel	132
Health	130
Retail - Apparel	130
Automotive	130
Financial Information/Advice	130

PLATFORMS

TRAFFIC



71.9M Desktop Visits
64.0M Mobile Visits



421M Page Views
49 min / Visit

VIDEO



215M Video Starts
96 min / Viewer

SOCIAL



9.3M+ Facebook Page Likes
6.3M+ Twitter Followers



Note: Reach and video include Vevo and Discovery Digital Media Sites.
Source: comScore Media Metrix Multi-Platform, Apr-Jun 2016, age/gender profile based on desktop-only; Category Affinities = Segment Metrix, Apr-Jun 2016, site visitor also visited at least one site in category within reporting month