



AdCIA Report

For July 13, 2009 to July 19, 2009

Telephone Service Providers



Summary

This analysis reflects all monitored occasions of television advertising for the Telephone service providers (phone) category, collected between Monday July 13, 2009 and Sunday July 19, 2009.

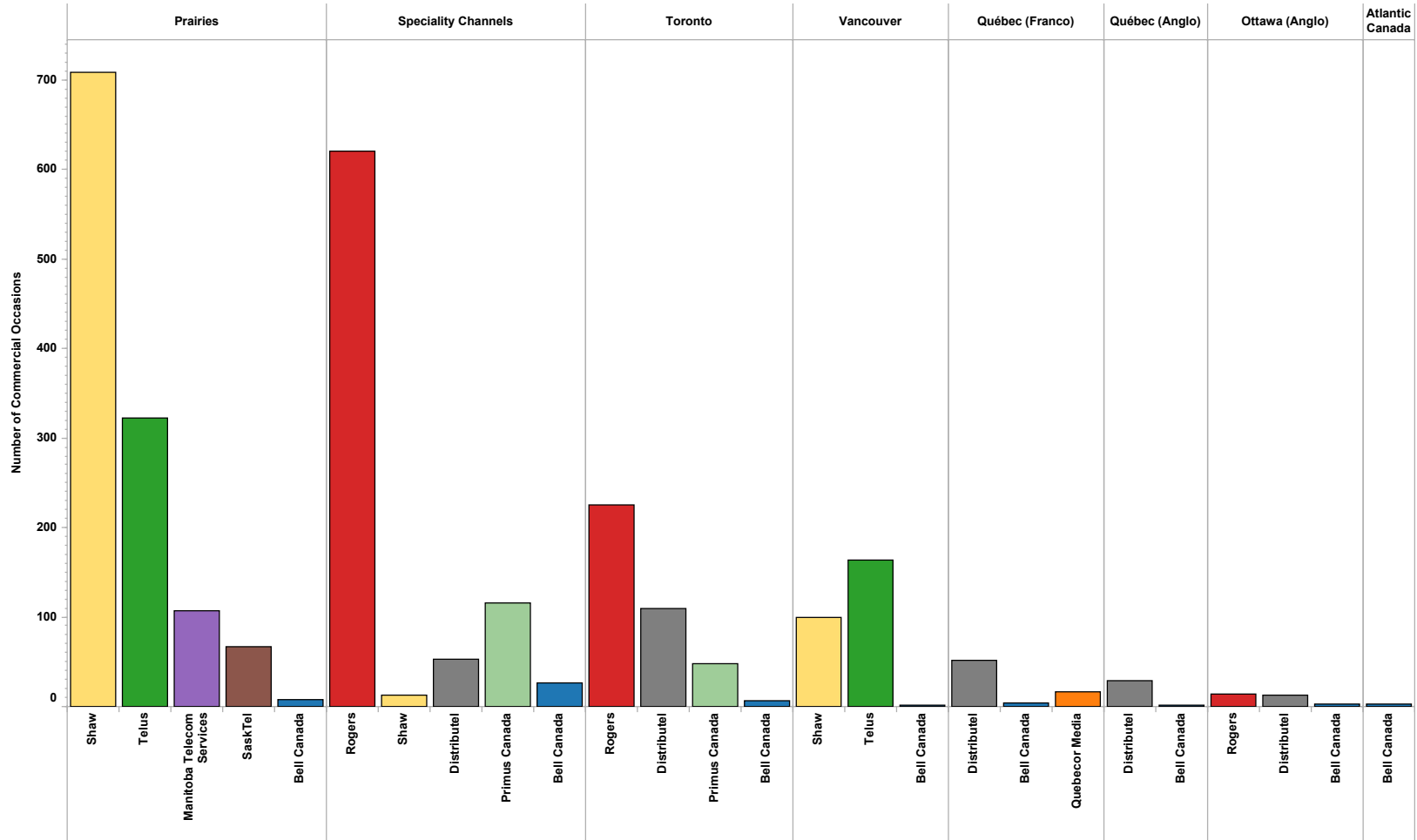
Please see Appendix I on p. 10 for detailed list of markets & stations.



Number of TV Ads by Advertiser

Period of July 13 to 19, 2009

Category: Phone



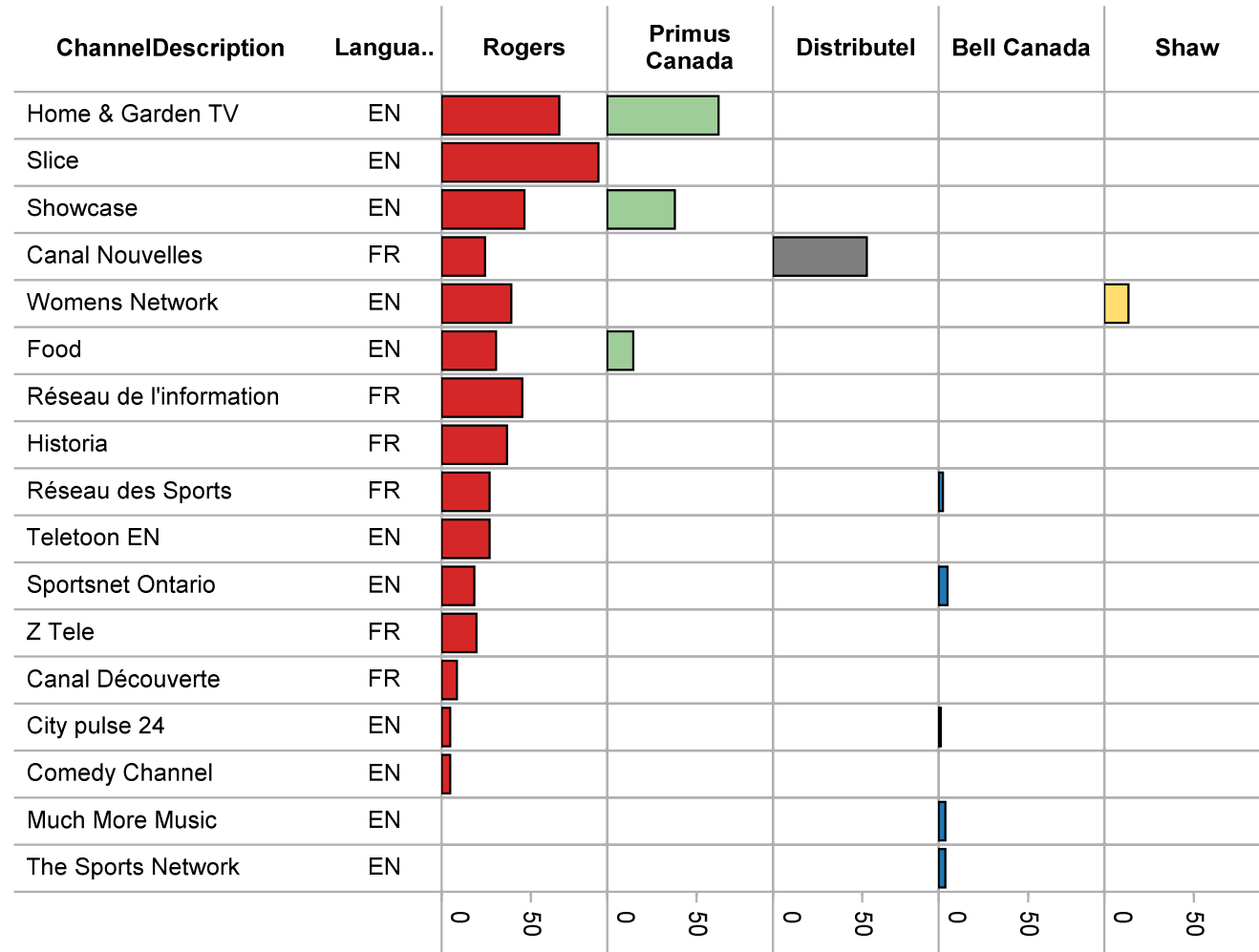
This chart displays the number of tv ads shown by advertiser sorted by market. Markets are sorted by activity level and advertisers listed by activity across all markets.



Number of TV Ads by Advertiser – Specialty Networks

Period of July 13 to 19, 2009

Category: Phone



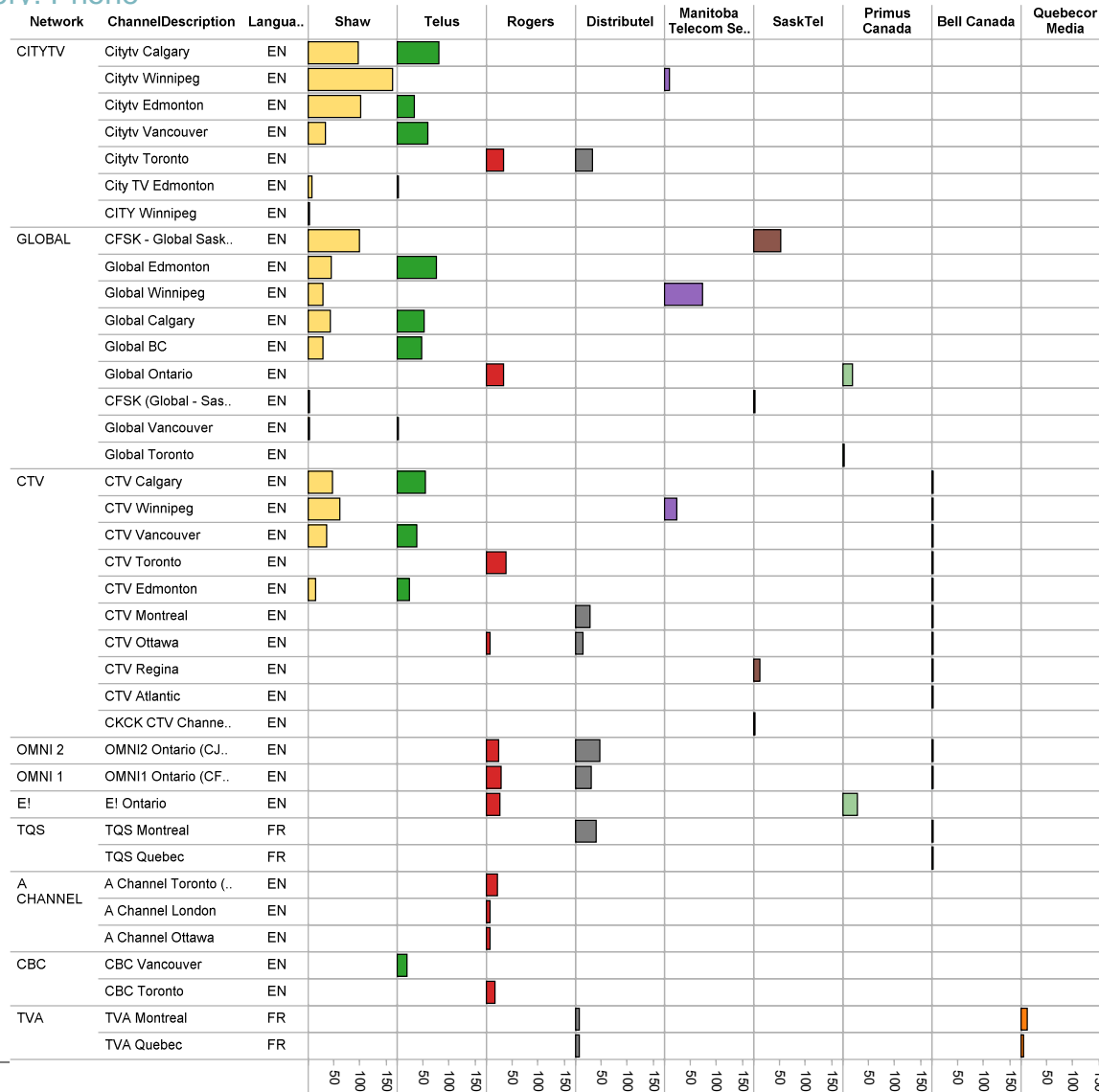
This chart displays the number of tv ads shown for each advertiser across each of the specialty networks. Advertisers are ranked by total activity on specialty networks.



Number of TV Ads by Advertiser – Conventional TV

Period of July 13 to 19, 2009

Category: Phone





Activity Trend by Period

Period of July 13 to 19, 2009

Category: Phone

Advertiser	Product	Category	Language	July						
				13	14	15	16	17	18	19
Rogers	Rogers Home Phone - Classic Value Plan	Phone	EN							
	Rogers Home Phone Challenge	Phone	EN							
	SmartTeam Sharing Plan	Telecommunications	FR							
Shaw	Shaw - Home Phone Service	Phone	EN							
Telus	Telus Superbundles	Telecommunications	EN							
Distributel	Distributel	Phone	EN							
		Telecommunications	FR							
Primus Canada	Primus Local Home Phone Service	Phone	EN							
Manitoba Telecom Ser..	MTS - Total Home Phone Package	Phone	EN							
SaskTel	Sasktel Max HDTV & High Speed Internet	Telecommunications	EN							
Bell Canada	Bell - Vancouver 2010	Telecommunications	EN							
		Telecommunications	FR							
Quebecor Media	Videotron - Cable Telephone Service	Phone	FR							
	Videotron Trio package	Telecommunications	FR							

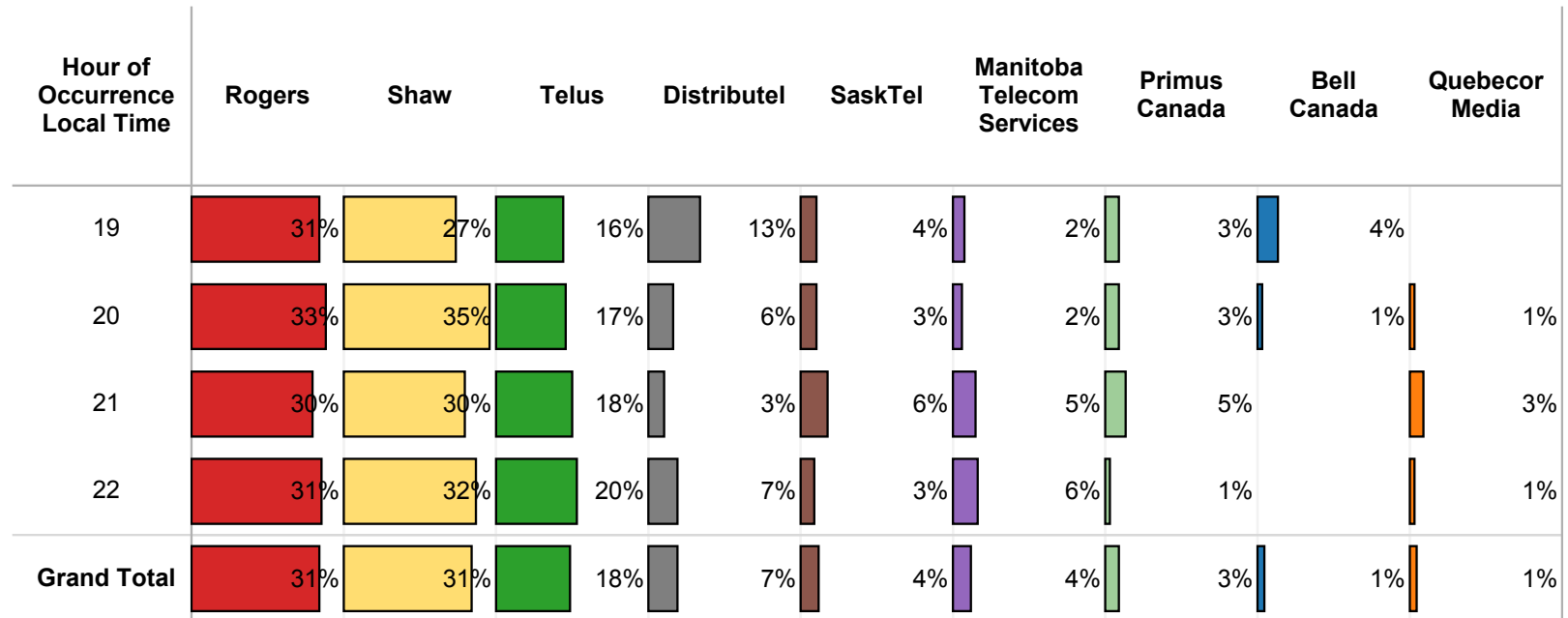
This chart shows the activity level by product. The size (width) indicates number of tv ads. The colours are in relation to the advertiser.



Activity Trend for Prime Time - Canada

Period of July 13 to 19, 2009

Category: Phone



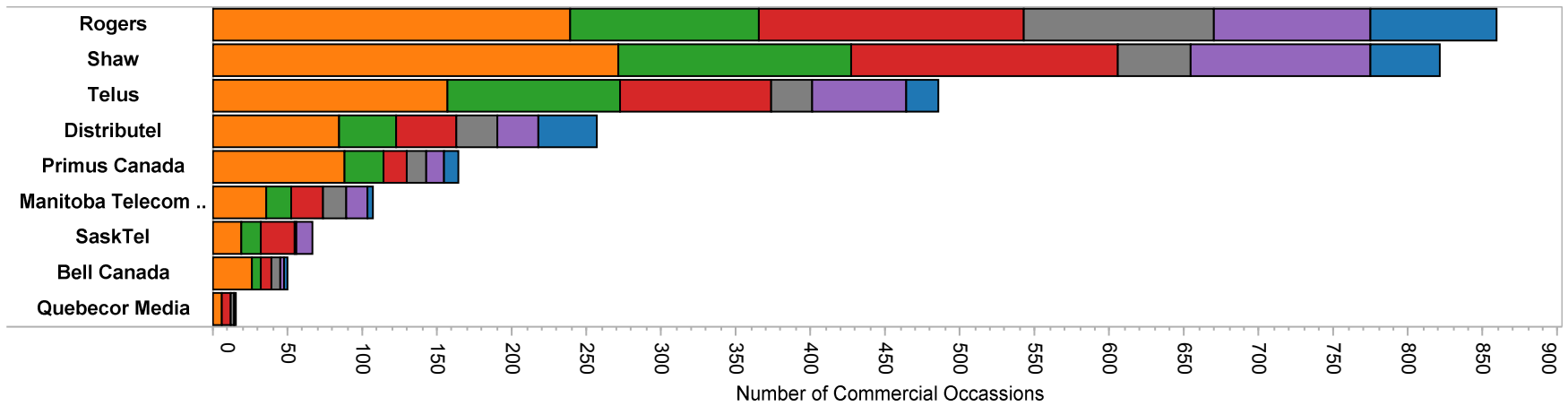
This chart shows the percentage of the total number of tv ads for each advertiser, for the selected advertisers in Canada during prime time between 7pm-11pm (19=7pm, 20=8pm, 21=9pm, 22=10pm). Each line adds up horizontally to 100%. Advertisers are sorted by activity level in Toronto between 7pm-11pm. Percentages are rounded to the nearest whole number.



Activity by Dayparts

Period of July 13 to 19, 2009

Category: Phone



This chart shows the activity level of each advertiser by daypart. Each segment of the bar shows the amount of activity by each daypart. For example, advertising during fringe hours is shown ONLY by the green portion of the bar.

DayPart

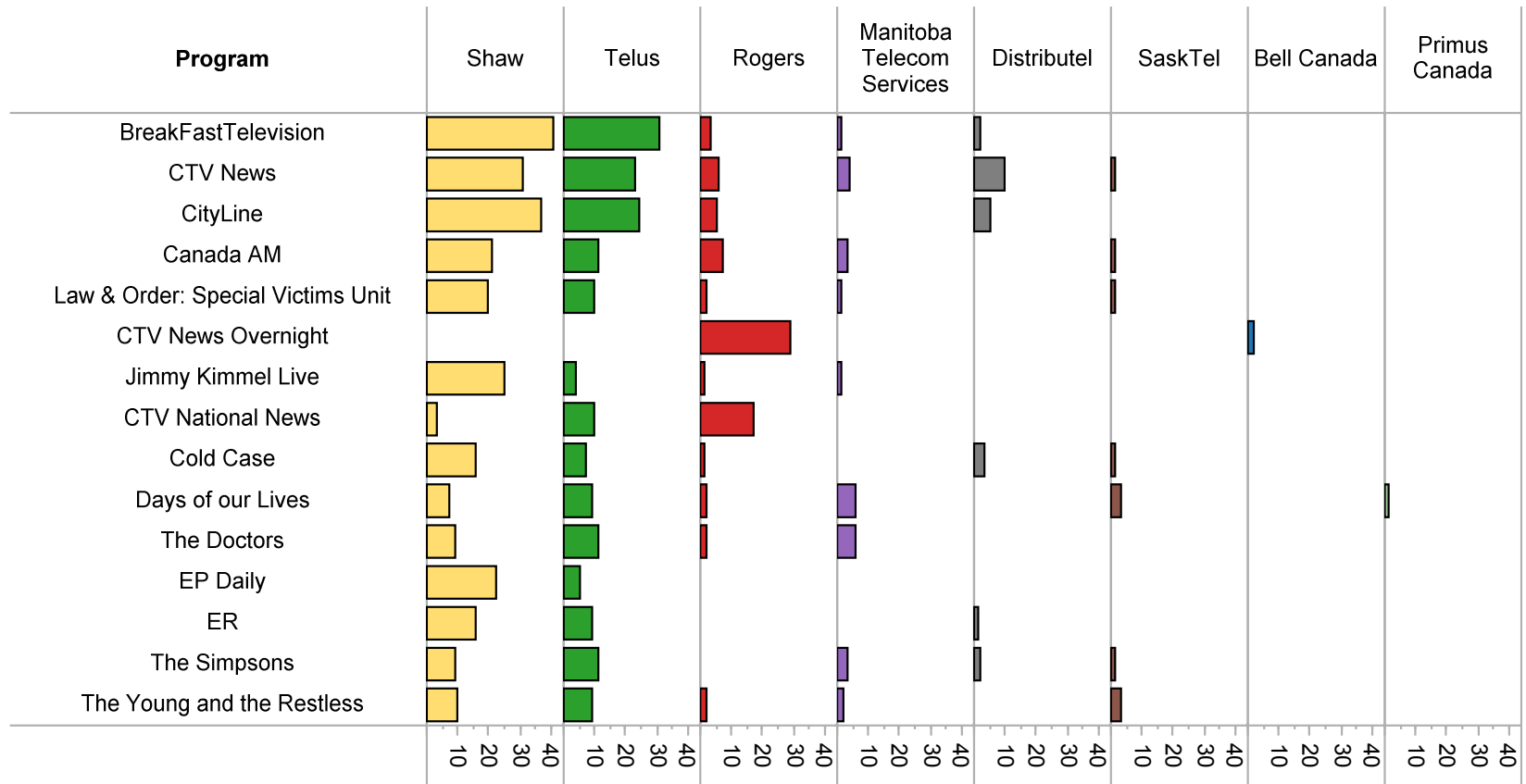
- Others (2h00-5h00)
- Late Night (23h00-2h00)
- Weekend Daytime (5h00-16h00)
- Prime Time (19h00-23h00)
- Fringe (16h00-19h00)
- Daytime (5h00-16h00)



Activity by TV Program

Period of July 13 to 19, 2009

Category: Phone



Advertisers' level of activity from the 15 programs with the highest number of occasions during the monitored period. Programs are sorted according to their activity level. Advertisers are sorted according to their number of occasions in the top 15.



Channels Monitored

Appendix I

Toronto

- CFTO** - CTV Toronto
- CIII** - Global Toronto
- CITYT** - City TV Toronto
- CBLT** - CBC Toronto
- CKVR** - A Channel Toronto
- CHCH** - CH Hamilton
- CFMT** - Omni 1 Ontario
- CJMT** - Omni 2 Ontario
- CFPL** - A-Channel London

Ottawa - Anglo.

- CHRO** - A-Channel Ottawa
- CJOH** - CTV Ottawa

Quebec - Anglo.

- CFCF** - CTV Montreal
- CBMT** - CBC Montreal
- CJNT** - CH Montreal
- CKMI** - Global Quebec City

Quebec - Franco.

- CFTM** - TVA Montreal
- CBFT** - SRC Montreal
- CFJP** - TQS Montreal
- CFAP** - TQS Quebec City
- CFCM** - TVA Quebec City
- CBVT** - SRC Quebec City

Vancouver

- CHAN** - Global Vancouver
- CIVT** - CTV Vancouver
- CBUT** - CBC Vancouver
- CITYV** - City TV Vancouver

Prairies

- CITV** - Global Edmonton
- CFRN** - CTV Edmonton
- CKEM** - City TV Edmonton
- CKND** - Global Winnipeg
- CKY** - CTV Winnipeg
- CHMI** - City TV Winnipeg
- CKAL** - City TV Calgary
- CFCN** - CTV Calgary
- CICT** - Global Calgary
- CKCK** - CTV Regina
- CFSK** - Global Saskatoon

Atlantic Canada

- ASN** - Atlantic Satellite Network
- CJCH** (ATV National) - CTV Halifax
- CIHF** - Global Halifax
- CJON** - CTV St-John's

Specialty networks

English

- TSN** - Television Sport Network
- YTV** - Youth Television
- MUCH** - Much Music
- TOONE** - Teletoon EN
- DISC** - Discovery
- WTN** - Women's TV
- SLICE** - Slice Network
- SHOW** - Showcase
- HGTV** - Home & Garden TV
- FOOD** - Food Network
- MTV** - Music TV
- AE** - Arts and Entertainment
- CMDY** - Comedy Channel
- CTVNN** - CTV Newsnet
- MMM** - Much More Music
- SNET** - Sportsnet Ontario
- CP24** - City Pulse 24

French

- SERIE** - Séries+
- RDS** - Réseau des Sports
- MSQPL** - Musique Plus
- CVIE** - Canal Vie
- CAND** - Canal Découverte
- RDI** - Réseau de l'information
- LCN** - Canal Nouvelles
- HIST** - Historia
- ZTELE** - Ztélé
- TOONF** - Télétoon FR