

September 2019

News Media - Canada

"News media is able to provide both important information as well as constant entertainment value – which is why nearly all Canadians consume its content. Yet the industry faces challenges after the internet disrupted its traditional revenue models. The result is a situation where news content consumption is almost ubiquitous ...

July 2019

TV Advertising - Canada

"The majority of Canadian consumers regularly see video ads on television and social media, and to a lesser degree, on platforms including streaming app/site for television channels, DVR/PVR recordings, video on-demand libraries, online news portals and other websites including blogs and forums. Although most Canadians are exposed to ...