



Business Television • Report on Business Television • Report on Business Television • Report on Business Television • Report on Business Television

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## Report on Business Television. Real-time power to build your business.

It's time to reach a vital part of your target market: a concentrated mass of high-income, high-influence viewers with remarkable purchasing power. It's a truly unique business-building opportunity: Report on Business Television, Canada's only all-business network.

### What viewers need. Right away.

Report on Business Television has viewers with the money and motivation to make purchase decisions. They tune in for comprehensive, real-time coverage of global market activity, from a Canadian perspective. They trust Canada's strongest team of business anchors, reporters and analysts, backed by many of the country's leading business journalists.

### What you need. The right way.

Report on Business Television allows your business to leverage the credibility of Canada's foremost voice in business news, Report on Business, from Canada's national newspaper, The Globe and Mail. You have access to program and segment sponsorship opportunities, customized content and multimedia packages that are completely turnkey, built on your marketing objectives, and extendable to the vast network of Bell Globemedia.

### It's real-time business, to build your business.



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## Viewer Profile: Highly valued. Hard to reach

Report on Business Television reaches 723,000 viewers weekly.\*

This is an opportunity to reach an extremely busy, valuable part of your target market that might be hard to capture elsewhere. The average Report on Business Television viewer watches 20% less television than the average Canadian.\* Yet they spend an average of 14% of their viewing time with Report on Business Television.\*\* Quality viewers make time to tune in to Report on Business Television.

Report on Business Television is a key resource for investors who often tune in to our live programming in their workplace, during daytime hours. These high net worth individuals do not typically participate in conventional broadcast measurement systems, nor are they captured in their out of home viewing locations.

### High income viewers

- More likely to have HHI of \$ 150,000+ (185)\*\*\*
- More likely to be a heavy investor (11+ transactions in the past 12 months) in Stocks/Bonds (349)\*\*\*
- Hold savings and securities valued over \$250,000+ range (171)\*\*\*
- Always have an accurate account of financial commitment (154)\*\*\*
- Taken steps towards sufficient income for retirement (143) \*\*\*

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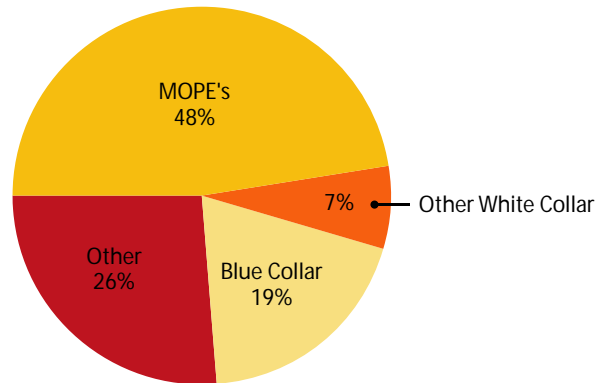
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## High influence viewers.

- Have a post-secondary education (160)\*\*\*
- Have the business purchase authority on computer hardware/software (132), telecommunications (122), office equipment/furniture (121), and business services (158)\*\*\*
- MOPEs (113)\*\*\*
- Rely on Report on Business Television to help make decisions:
  - 53% of investors use it to make investments they might have missed, and 47% to make better- timed decisionsj
  - 54% of brokers, analysts and advisors use it to make better client recommendationsj



Report on Business Television Viewers Occupation Distribution \*\*\*

## Viewers with ultimate purchasing power.

- Are the principal shoppers in their homes (142)\*\*\*
- Contribute \$10,000+ annually to an RRSP (135)\*\*\*
- Have travelled to an exotic destination in the past 12 months (129)\*\*\*
- Spent \$5,000+ on last vacation trip (166)\*\*\*
- Love expensive sports car & Full-Size Luxury Car (149)\*\*\*
- Look for designer labels (145)\*\*\*
- Enjoy being extravagant (119)\*\*\*
- Are willing to pay extra in order to save time (114)\*\*\*
- Tend to be first to own new electronics products (237)\*\*\*
- Likely to have 5+ credit cards (149)\*\*\*
- Spend over \$1,500+ on credit card each month (175)\*\*\*

### Sources:

\* Nielsen Media Research-Broadcast Year-to-date (8/30/04-3/6/05)  
 \*\* BBM Infosys-Broadcast Year-to-date (8/30/04-4/17/05)  
 \*\*\*PMB 2005 2-Year Study  
 j CTV Market Research Internet Survey, May 2005

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## Programming. A wealth of opportunities.

Report on Business Television is an indispensable tool for investors who want comprehensive, real-time coverage of market activity from a Canadian perspective. From personal investments to global economics, viewers get timely reports and analysis on the important financial stories of the day.

### Business Day. Get them where they live, and work.

Report on Business Television's powerful new daytime schedule focuses on the three most critical times of the business day. It allows you to reach at-home investors, as well as financial professionals and business executives in work environments across Canada.

#### *Bloomberg Television*

- Wake up to the top stories on Wall Street.
- Bloomberg's Morning Call program plugs you in to what traders and money managers are talking about before the bell, including the latest buy and sell recommendations, hot stocks interviews with leading CEOs.



#### *AM Business with Bridgitte Anderson*

- Canada's first look at business
- A thorough look at the day's big stories and prepares you for the trading day



#### *Business Morning with Jim O'Connell*

- Anchor Jim O'Connell and our team of reporters and analysts give you the early action on North American markets
- Corporate news and key economic reports as they happen



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## Business Day Programming continued

### *Lunch Money with Michael Hainsworth*

- A midday round up of the top stories moving your investments.
- Host Michael Hainsworth puts you in touch with the big stories of the business world



### *Market Call with Jim O'Connell*

- Canada's only national, daily interactive program for investors
- The country's top fund managers offer their expertise along with in-depth research from Report on Business Television's equities analyst Lou Schizas



### *The Trading Desk with Pat Bolland*

- Anchor Pat Bolland leads Report on Business Television's coverage of the afternoon market action
- The day's news along with smart analysis, context and the information needed for smart investing



### *The Wrap with Bruce Sellery*

- Newsmakers that shaped the trading day and breaking news after the closing bell
- Bruce Sellery rolls it all up in one concise hour, empowering viewers





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## Prime Time. The big picture.

The Report on Business Television prime time schedule delivers affluent, educated Canadians who want to go beyond the business day. They receive 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.

### *Squeeze Play* with Amanda Lang & Kevin O'Leary

- Money. Power. Politics.
- Anchor Amanda Lang and investor-at-large Kevin O'Leary weigh in on the topics Canadians are talking about today



### *Stars & Dogs* with Andrew Bell & Kim Parlee

- A review of which stocks soared and which fell on the daiy markets
- Andrew and Kim discuss the details and stories behind the market moves that viewers may have missed.



### *Primetime Various 6:30pm - 7:00pm*

- A daily variety of programs targeting specific business audiences hosted by Kim Parlee
- Monday: Startups & Small Caps; Tuesday: hotspot; Wednesday: Beat the Street; Thursday: Strictly Legal; Friday: Financial Fridays with Globe & Mail's Paul Waldie



### *The Business News* with Howard Green

- Canada's only prime time business news hour gives you with a Canadian perspective on the big business stories of the day
- Original reports, executive interviews, analysis and expert opinions



### *Market Call Tonight* with Howard Green

- Our dinner-hour version of Market Call
- Some of the country's top fund managers join Howard Green to answer your investment questions and concerns



## Report On Business Television Program Schedule

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6AM	<b>Bloomberg TV</b>					SqueezePlay (CC) (Repeat)	
7AM						Infomercial	
8AM	<b>am Business (CC)</b> with Bridgitte Anderson					Market Call (CC) (Repeat)	
9AM						Infomercial	
10AM	<b>Business Morning (CC)</b> with Jim O'Connell					MC Tonight (CC)   MC Tonight (CC)	
11AM						Car Business (CC)	
NOON	<b>Lunch Money</b> with Michael Hainsworth (CC)					Infomercial	
1PM						Talking Tax (CC)	
2PM	<b>The Trading Desk</b> with Pat Bolland (CC)					Market Call (CC) (Repeat)	
3PM						Infomercial	
4PM	<b>The Wrap</b> with Bruce Sellery (CC)					MC Tonight (CC)   MC Tonight (CC)	
5PM						Financial Fridays (CC)	
6PM	<b>SqueezePlay</b> with Amanda Lang & Kevin O'Leary (CC)					Infomercial	
7PM						SqueezePlay (CC) (Repeat)	
8PM	<b>Stars &amp; Dogs</b> with Andrew Bell & Kim Parlee (CC)					Infomercial   Money Talk(CC)(R)	
9PM						Market Call (CC) (Repeat)	
9PM	<b>Workopolis TV (CC)</b>					Market Call (CC) (Repeat)	
10PM						Strictly Legal (CC)	
10PM	<b>The Business News</b> with Howard Green (CC)					SqueezePlay (CC) (Repeat)	
11PM						Market Call Tonight with Howard Green (CC)	
11PM	<b>Market Call Tonight</b> with Howard Green (CC)					Infomercial	
12AM						Workopolis TV (CC)	
12AM	<b>SqueezePlay</b> with Amanda Lang & Kevin O'Leary (CC)					SqueezePlay (CC) (Repeat)	
1AM						Workopolis TV (CC)	
2AM	<b>Market Call</b> with Jim O'Connell (CC)					Infomercial	
3AM						Market Call (CC) (Repeat)	
3AM	<b>The Business News</b> with Howard Green (CC)					Infomercial	
4AM						MC Tonight (CC)	
4AM	<b>Market Call Tonight</b> with Howard Green (CC)					Infomercial	
5AM						Workopolis TV (CC)	
5AM	<b>SqueezePlay</b> with Amanda Lang & Kevin O'Leary (CC)					Infomercial	
6AM						Workopolis TV (CC)	
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4AM						Workopolis TV (CC)	
4AM	<b>SqueezePlay</b> with Amanda Lang & Kevin O'Leary (CC)					Infomercial	
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5AM	<b>SqueezePlay</b> with Amanda Lang & Kevin O'Leary (CC)					Infomercial	
6AM						Workopolis TV (CC)	

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## Sponsorship Ongoing: Make your dollar work harder.

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

### Programs



### Segments



### Extend your reach.

- Billboards
- Stock Tickers
- Closed Captioning
- Customized multimedia packages in conjunction with the Globe and Mail
- Promotions and Contests, with turnkey solutions

#### Testimonial:

*"As we cater to active traders and investors seeking sophisticated direct access brokerage solutions, we have found Report on Business Television to be our #1 source for qualified clients. Their viewers are highly knowledgeable about the markets and are an essential part of our audience. Report on Business Television has had a major impact in helping Trade Freedom mature from a start up pioneer to a real force in the online trading industry."*

Jay Ferst, CEO Trade Freedom Securities



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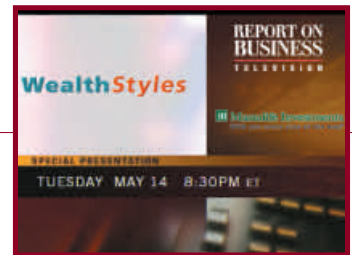
## Sponsorship - Customized Content: Your own powerful platform.

Report on Business Television can create completely unique, thoroughly impactful programming built around your needs and objectives. It's a chance to enhance the corporate image of your business while standing out from the competition. It's also completely turnkey. We offer all the resources you need, including creative development, studios and production.

### Vignettes

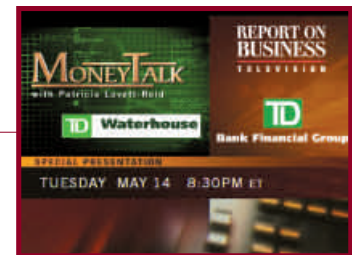


### Advertorials



### High Impact Prime Time.

- Your own 30-minute national, prime-time show
- Announce a new product or focus on a major initiative
- Broadcast a meeting coast-to-coast, live or taped
- Simulcast it on the web, through Report on Business Television.com



### Testimonial:

"MoneyTalk on Report on Business Television provides us with an opportunity to educate Canadians about personal finance. The ability to customize the program to address investment and financial planning matters greatly increases the efficiency and effectiveness of our education programs."

Laura Sadak  
Media Relations Manager  
TD Wealth Management



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## The following are traffic guidelines for Report on Business Television

**1** Report on Business Television is a member of TVB/Telecaster and abides by its content and traffic guidelines. Commercial content should be sent to Report on Business Television at:

720 King Street West  
10th Floor  
Toronto, Ontario  
M5V 2T3

**2** Traffic instructions are required a minimum of 5 working days prior to air date. The instructions must match the client's current contract(s) and be scheduled by contract number. For rotation programming, Monday is considered to be the air date and instructions are required accordingly.

**3** Orders, and/or revisions if required, should be received by the station no later than:

Monday to Friday, two business days prior  
Saturdays and Sundays, no later than 11:00 am on the prior Thursday

**4** Payment for advertising should be addressed to:

Report on Business Television attention: Account Receivables

**5** Sponsorship billboard logos, including stock tickers, should be provided in any of the following PC formats:

EPS • JPEG • BETA SP

### For advertising information, contact:

Catherine McCutcheon  
Director of Sales  
416.957.8128  
cmccutcheon@robtv.com

Bill Poole  
Account Manager  
416.957.8130  
bpoole@robtv.com

Andrew Reddick  
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416.957.8129  
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Richard Cartwright  
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Stephanie Hilson  
Sales Coordinator  
416.957.8131  
shilson@robtv.com