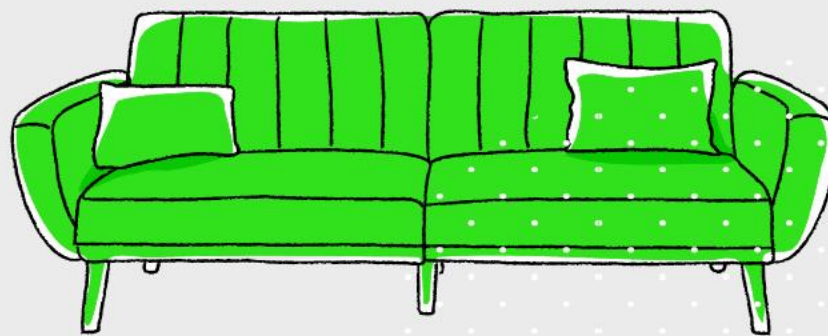


corus.

FROM THE COUCH





**conventional
stations**



websites



**specialty
networks**

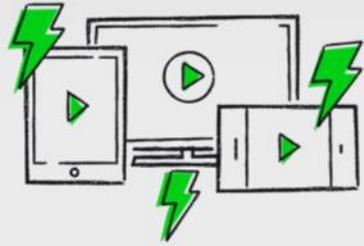


**radio
stations**

corus.

Corus Entertainment is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world.

Power of our content

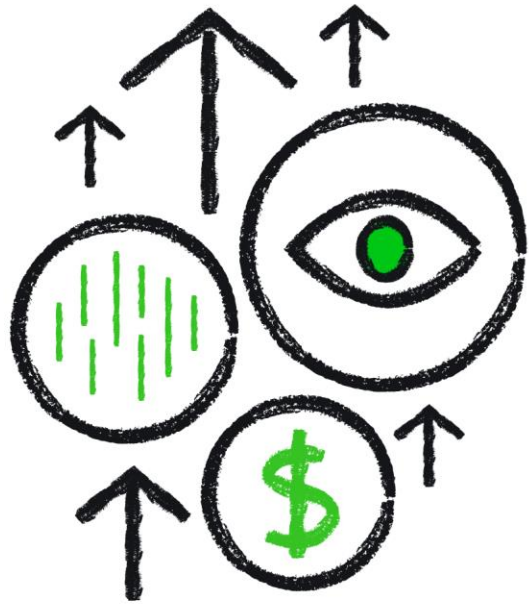


Power of our audiences



Power of our partnership



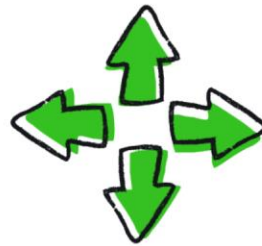


Power of our audiences

At Corus, we are committed to following our audiences, whenever and wherever they choose to engage with our content.



Growing your business



Expanding new platforms



Reaching net new audiences

Corus Radio

Vancouver, British Columbia



CHMJ-AM
AM730 All Traffic
All The Time



CKNW-AM
Global News Radio
980 CKNW



CFMI-FM
Rock 101



CFOX-FM
The World
Famous CFOX

Calgary, Alberta



CHQR-AM
Global News Radio
770 CHQR



CFGQ-FM
Q107



CKRY-FM
Country 105

Edmonton, Alberta



CHED-AM
630 CHED



CHQT-AM
Global News Radio
880 Edmonton



CISN-FM
CISN Country
103.9



CKNG-FM
92.5 Fresh Radio

Hamilton, Ontario



CHML-AM
Global News Radio
900 CHML



CING-FM
Energy 95.3



CJXY-FM
Y108

Winnipeg, Manitoba



CJOB-AM
Global News Radio
680 CJOB



CJGV-FM
Peggy @ 99.1



CJKR-FM
Power 97

Cornwall, Ontario



CFLG-FM
104.5 Fresh Radio



CJSS-FM
Boom 101.9

Kingston, Ontario



CKWS-FM
104.3 Fresh Radio



CFMK-FM
96.3 Big FM

Barrie/Collingwood, Ontario



CHAY-FM
93.1 Fresh Radio



CIQB-FM
101.1 Big FM



CKCB-FM
95.1 The Peak FM

Guelph, Ontario



CJOY-AM
1460 CJOY



CIMJ-FM
Magic 106.1

London/Woodstock, Ontario



CFPL-AM
Global News Radio
980 CFPL



CFHK-FM
103.1 Fresh Radio



CFPL-FM
FM96



CKDK-FM
Country 104

Ottawa, Ontario



CKQB-FM
Jump! 106.9



CJOT-FM
Boom 99.7

Peterborough, Ontario



CKRU-FM
100.5 Fresh Radio



CKWF-FM
The Wolf 101.5 FM

Kitchener, Ontario



CJDV-FM
107.5 Dave Rocks



CKBT-FM
91.5 The Beat

Toronto, Ontario



CFMJ-AM
Global News Radio
640 Toronto



CFNY-FM
102.1 the Edge



CILQ-FM
Q107

your brands
can reach

95%

of the Canadian population
through our linear TV,
radio and online assets
every month.

Source: Cross-platform reach: Total Canada, SP'19, Ind.2+; TV, Numeris PPM Data, avg monthly CumRch(000); Radio, Numeris PPM data, SP'19, + Micro+ FL18, avg weekly reach factored for avg monthly; Digital, comScore Media Metrix, Multi-Platform data, All Locations, monthly reach; Standard duplication formula applied



A National Radio Powerhouse

Corus News/Talk Radio

Global News RADIO

+13%

audience increase

1M

consumers reached
monthly

In Vancouver

#1

WORLD FAMOUS // 99.3FM

#2

#1

 Jeff O'Neil Show


In Toronto

#3

TORONTO'S ROCK STATION

In Toronto

#1

Joanne Wilder

TORONTO'S ROCK STATION

Source: Numeris PPM Toronto+Calgary+Edmonton+Vancouver CTRL, Spring 2020 (2/24/2019 to 5/24/2020) , A2+ Share (% of Total Tuning), Mo-Su 5a-1A
Source: Numeris PPM Toronto+Calgary+Edmonton+Vancouver CTRL, Spring 2020 (2/24/2019 to 5/24/2020) , A2+ AMA/AvMCume, Mo-Su 5a-1A, Global News Radio + CHED
Source: Numeris PPM Vancouver CTRL Spring 2020 (2/24/2019 to 5/24/2020) A25-54, Mo-Su 5a-2a, Jeff O'Neil Show Mo-Fr 6a-10a, Rank based on AMA
Source: Numeris PPM Toronto CTRL Spring 2020 (2/24/2019 to 5/24/2020) A25-54, Mo-Su 5a-2a, Joanne Wilder Show Mo-Fr 10a-2p, Rank based on AMA



Corus Television

Conventional Stations

Global 

B.C. Okanagan Lethbridge	Calgary Edmonton Saskatoon	Regina Winnipeg Toronto	Durham Peterborough Kingston	Montreal New Brunswick Halifax
--------------------------------	----------------------------------	-------------------------------	------------------------------------	--------------------------------------

Lifestyle

Drama

Kids

Original Content

Multi-Platform Presence

The hottest new way to watch TV

Now your ad dollars can reach the elusive cord-cutters and cord-nevers. On one great TV show after another.



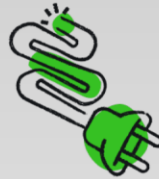
**Enormous Success
in First Year**

8.7M

streams/month
(Live + On Demand)

+208%

subscriber growth
in 2020



**Reaching the "cord-cutter"
& "cord never" audience**

43% 37%

25-34 demo

HHI >\$100K

47%

live viewing on
the platform



**Focused on
Growing**

+

Dynamic Ad Insertion on VOD

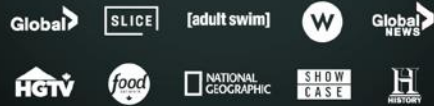
+

Expanding to new platforms
and partners

corus.
**FROM
THE
COUCH**



One app's got it all.



The new Global TV App

New brands – huge growth. Now reaching Lifestyle, Entertainment and News audiences. Now all of our New and Returning Fall shows can be streamed any time.



Audiences have exploded

+320%

Growth in mobile downloads



More people are watching

6.9M+

Video starts in the first month alone



A brand safe environment

+

Fully customized sales opportunities

Global
NEWS



More Canadians are watching, listening and following us... everywhere

Right across Canada, Global News delivers phenomenal ratings morning, noon and night.



We're Canada's #1 Digital News Brand

#1

News brand in Canada*



Reach younger audiences

+38% **+44%**

A25-54 linear audience growth

A18-34 linear audience growth



New Streaming Service

1st

Free and fully ad-supported streaming news channels in Canada

corus.
**FROM
THE
COUCH**

Digital Source: April 2020 ComScore

Linear Source: Numeris PPM Data, Post-Covid (Mar 16 - May 31/20) vs. Pre-Covid (Dec 30/19 - Mar 15/20), A25-54/A18-34 AMA(000), All national global news programming, Global Total, Total Canada

so.da

Corus's Award-Winning Social & Digital Agency

With Social experts and a Full-Service in-house studio to meet all your content marketing needs



so.da

We're a full-service, social digital agency offering strategy, content production, analytics and everything in between. In addition to managing Corus' vast portfolio of brands, including Food Network Canada, HGTV, Global TV, Complex Canada, History, YTV, Teletoon and many more, so.da works with many of Canada's leading brands to support their social and digital strategy plus content production.



**social & digital
strategy**



**full service content studio
including video, animation,
graphic design, editorial,
photography & translation**



**community
management
for your brands**



**social listening
& analytics**



**distribution &
performance
marketing**



**premium content
integration**



**talent & influencer
partnerships**



**PR, experiential
& event management**



KIN



Kin: Corus' dedicated, award-winning Creator Media Studio

With brand-safe creators at scale!



Social first strategy

#1

with the ability to tap into the distribution of Corus and the power of the audience



Better than the competition

4.8X

higher view rates than the industry average



We win big!

3 awards

Last year for our branded content strategies with Interac and Air Wick



Exclusive partnership with the #1 Youth Culture Brand in the world



#1 for Males

18-34

Source: comscore Media Metrix, MultiPlatform Data, September '19 to April '20 Monthly Average, Base: Total Canada, All Locations, Digital Audience



#1 for reaching Adults

18-34

Source: comscore Media Metrix, MultiPlatform Data, September '19 to April '20 Monthly Average, Base: Total Canada, All Locations, A18-34 Digital Audience



#1 for reaching Teens

12-17

Source: comscore Media Metrix, MultiPlatform Data, September '19 to April '20 Monthly Average, Base: Total Canada, All Locations, Persons 12 to 17 Digital Aud.

CORUS.
FROM
THE
COUCH



Corus is now selling YouTube inventory directly

Broadcast quality production...at scale. Including some of Canada's most recognizable brands, with 200+ channels across our verticals. Premium and brand safe.



Global News: 1 million subscribers

+

Only the second Canadian news organization to pass this mark and earn the Gold Creator Award



Monthly unique views

+14M

Monthly unique views across our YouTube Corus Network



Spending time with our audience

40 min

Average time spent across our YouTube Corus Network



We're game if you are

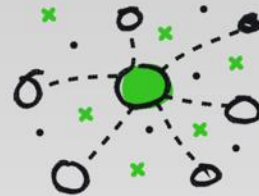
We've launched an e-gaming network in collaboration with one of the largest e-gaming networks in the world. Offering you in-game advertising and integration opportunities on games such as on games such as Fortnite™, Minecraft™ and Call of Duty™.



Custom data segments

+

Leverage first party data to reach comic book readers, fanboys, e-sports gamers & more



Reach gamers

+2.6M

gamers potentially reached in Canada (UVs)



In-game reach

1.2M

Corus and Playwire's Unique Visitors



CORUS.
FROM
THE
COUCH

Contact Emily Jurisevic at emily.Jurisevic@corusent.com or, 905-599-0850 for more details.

