

The logo for Business News Network (BNN) features a large, bold 'B' in red, followed by 'NN' in black. To the left of the 'B' is a solid red square, and to the right of the 'NN' is a solid black square. Below the 'BNN' text, the words 'BUSINESS NEWS NETWORK' are written in a smaller, bold, sans-serif font. 'BUSINESS' is in red, and 'NEWS NETWORK' is in black. This text is also flanked by red and black bars on either side.

BNN
BUSINESS NEWS NETWORK

CANADA'S ONLY ALL BUSINESS AND FINANCIAL NEWS CHANNEL

INTRODUCTION

Business News Network is Canada's only television service devoted exclusively to business and finance news with wall-to-wall coverage of the markets. The network features the only televised stock ticker with real-time data from the TSX, NYSE and NASDAQ. BNN provides Canadian investors with the latest business news, newsmaker interviews and stock market analyses.



INTRODUCTION

RESEARCH

PROGRAMMING

PEOPLE

CONCLUSION

REACHING THE PERFECT CUSTOMER:

INTELLIGENT

TO KNOW WHAT THEY WANT

AFFLUENT

TO BE ABLE TO AFFORD IT

CONNECTED

WITH ACCESS TO THE LATEST

TRENDS AND TECHNOLOGY

BNN
BUSINESS NEWS NETWORK

A LOYAL AND GROWING AUDIENCE



INTRODUCTION

RESEARCH

PROGRAMMING

PEOPLE

CONCLUSION

Key Broadcast Stats - BNN Viewer

6.2M

Subscribers

942K

P2+ Weekly Reach

66/34

Male/Female Split (%)

Fast Facts

AUDIENCE CONTINUES TO TREND

UPWARD

FROM BROADCAST YEAR 13/14

+8% P2+

WEEKDAYS 9:30A-4P ADULTS WATCH

1.4 HOURS

PER WEEK WITH BNN

MORE THAN ANY OTHER NEWS CHANNEL

BNN
BUSINESS NEWS NETWORK

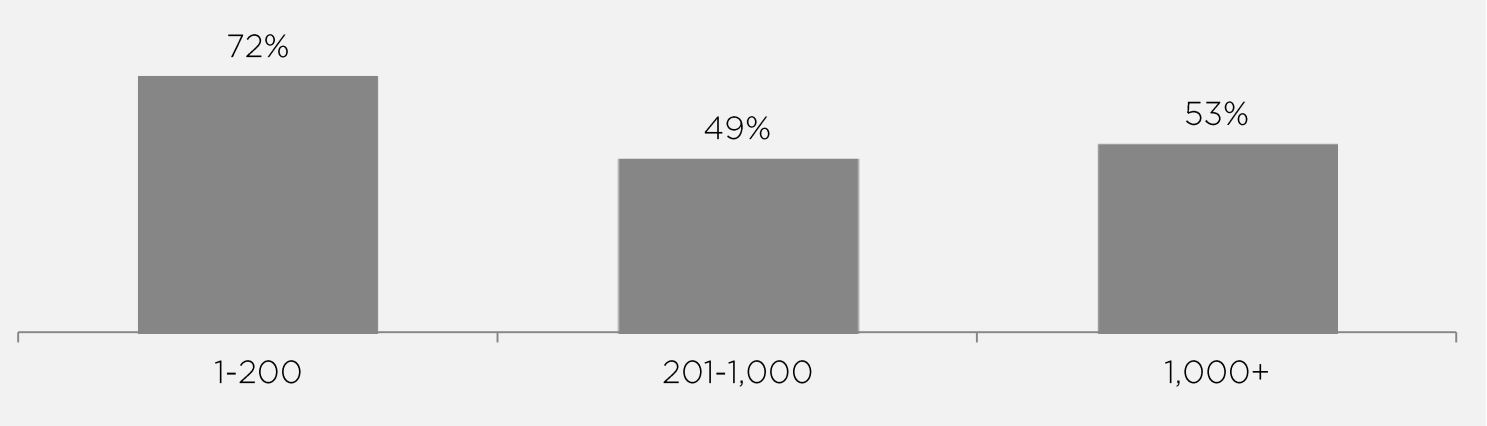
Source: Numeris (BBM Canada), BY14/15 (9/1/14-7/19/15) BY13/14 (8/26/13-7/13/14) for growth. Subscribers based on CRTC Financial Summary 2014

TARGETING OF TOP EXECUTIVES

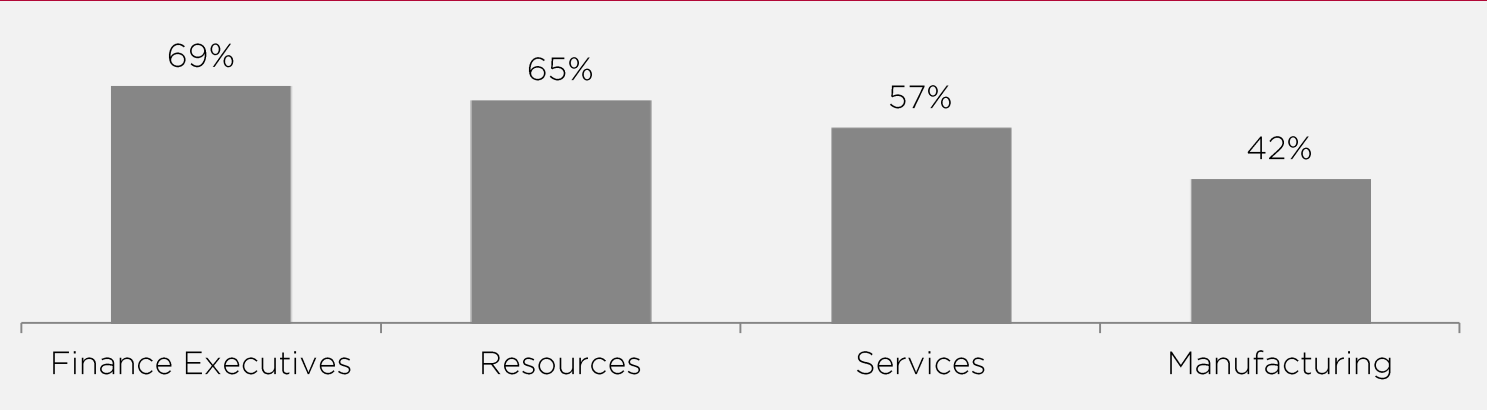
Summary

- 59% of C-Suite Executives watch BNN at least once a week
- Top executives from companies of all sizes and business sectors tune in to BNN

% of C-Suite Executives Watching BNN* - Company Size



% of C-Suite Executives Watching BNN* - Business Sector



*At least once per week

Source: Gandalf Group, C-Suite Survey: BNN Viewership December 2014 Growth vs. October 2014

- INTRODUCTION
- RESEARCH
- PROGRAMMING
- PEOPLE
- CONCLUSION

REACHING THE EDUCATED

Summary

- Reaches 48,000 self-employed adults weekly
- Viewers are well educated, affluent and have employees who report to them

A18+ Self Employed Index vs. Population



INTRODUCTION

RESEARCH

PROGRAMMING

PEOPLE

CONCLUSION



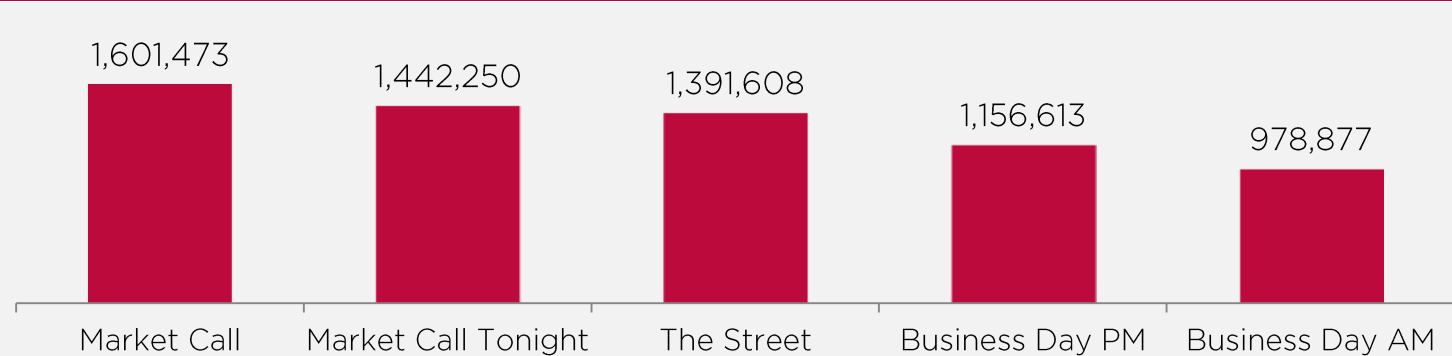
Source: Numeris (BBM Canada), 9/1/2014 to 7/19/2015, PMB 2015 Spring 2-Year Product Database. A18+ self employed who watched the station 1+ mins/week

#2 SITE WITH VISITS PER UV

Summary

- Reaches 403,000 unique visitors on desktop, mobile and tablet monthly
- BNN.CA saw a growth of 44% in Desktop Unique Visitors, YOY
- #2 Business/Finance site with Visits per UV
- Market Call is the #1 online show on BNN.CA

Top 5 Programs on BNN.CA with Video Starts



Fast Facts

403K

Unique Visitors and Viewers

7M

Total Pages Viewed

3M

Total Video Streams

40

Time Spent (Mins) per UV

25

Video Streams per UV

13

Visits per UV

Source: Omniture, 1/1/2015 - 6/30/2015; comScore Media Metrix Multi-Platform, Q2 2015. comScore Media Metrix Desktop, Q1 2014 vs. Q1 2015. Time Spent = MMX + VMX Ad Mins. Rank based on Business/Finance sites.

INTRODUCTION

RESEARCH

PROGRAMMING

PEOPLE

CONCLUSION

BNN
BUSINESS NEWS NETWORK

BNN PROGRAMMING

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
6:00 PM	Market Call Tonight with Mark Bunting					Market Call Tonight (R)	
6:30 PM							
7:00 PM	GetConnected	The Close (R)	MoneyTalk	The Disruptors (R)	Weekly w/ Andrew McCreath (R)	Taking Stock (R)	The Close (R)
7:30 PM	Taking Stock					Business Day (R)	Weekly with Andrew McCreath (R)
8:00 PM	Berman's Call (R)	Commodities (R)				Commodities (R)	The Disruptors (R)
8:30 PM	Commodities (R)						Berman's Call (R)
9:00 PM	Market Call Tonight (R)	Shark Tank	Market Call Tonight (R)	Shark Tank (R)	Market Call Tonight (R)	Infomercial	
9:30 PM						MoneyTalk (R)	MoneyTalk (R)
10:00 PM	Market Call (R)					Market Call Tonight (R)	
10:30 PM							
11:00 PM	GetConnected (R)	The Close (R)	MoneyTalk (R)	The Disruptors (R)	Weekly w/ Andrew McCreath (R)	Infomercial	
11:30 PM	Taking Stock (R)					The Disruptors (R)	The Disruptors (R)

INTRODUCTION

RESEARCH

PROGRAMMING

PEOPLE

CONCLUSION



BNN
BUSINESS NEWS NETWORK

Note: Schedule is for November 2015

BNN GUESTS

From our studios in the heart of Toronto, our contacts help us dig deeper in Canadian business, so you hear it first on BNN. All the big shots who are guests on BNN, watch BNN. They want to know what the other big shots are saying as well. BNN is not only on top of Canadian stories but also tracking relevant financial information all around the world.



LINDA HASENFRATZ,
LINAMAR CORP.



DAVID ROSENBERG,
GLUSKIN SHEFF



MICHAEL CHEN,
BLACKBERRY



ROBERT DELUCE
PORTER AIRLINES



LORENZO DONADEO
VERMILLION



MICHAEL PEARSON
VALEANT PHARMACEUTICALS

BNN TALKS TO KEY EXECUTIVES
WITH THEIR FINGERS ON THE PULSE OF BUSINESS

INTRODUCTION

RESEARCH

PROGRAMMING

PEOPLE

CONCLUSION

BNN
BUSINESS NEWS NETWORK

CONCLUSION

SUCCESS. PROFITS. MONEY.

IT GETS PEOPLE'S ATTENTION.

Do we have yours?



ANDREW MCCREATH,
BNN MARKETS COMMENTATOR



CATHERINE MURRAY,
ANCHOR

BNN CUTS THROUGH THE NOISE

TO GET TO WHAT IS RELEVANT
24 HOURS A DAY, 7 DAYS A WEEK

INTRODUCTION

RESEARCH

PROGRAMMING

PERSONALITIES

CONCLUSION

BNN
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