



PRESS RELEASE

Local news drives TV value

Only 12% understand that none of the proceeds of the monthly cable/satellite TV bill goes to local TV stations

(Ottawa, Canada – January 24, 2008) – A new study of cable/satellite TV subscribers shows that while a large majority value local news programs more than any other Canadian programming and services, few know that none of the proceeds of the monthly cable/satellite TV bill directly supports local TV stations.

In the survey, conducted by Nanos Research, 77% assigned a high or very high value to having access to local television news. The intensity of very high value assigned to local TV news was at least twice that of Canadian drama, specialty stations or high-definition TV.

Reflecting the importance they place on local news, 68% of subscribers assumed that part of their basic monthly cable/satellite TV bill goes to pay for it – when in fact local stations do not get any money directly from cable or satellite distributors.

“People truly believe that when they pay their monthly cable/satellite TV bill it supports local TV news and local programming. In fact only a little over one of every ten people (12%) knew that no part of the cable/satellite TV bill goes to local TV stations,” said Nik Nanos, President of Nanos Research. “It’s quite ironic that the thing they value most – local TV news, is something they think they are directly financially supporting but in fact they are not. The research demonstrates that there is an opportunity for Canadians to better understand their cable/satellite TV bill and what they are directly financially supporting.”

Between December 15th and 22nd, 2007 a total of 1,024 random telephone interviews were conducted by Nanos Research among English speaking cable/satellite subscribers across Canada. The survey is accurate $\pm 3.1\%$, 19 times out of 20 and was commissioned by CTVglobemedia and CanWest MediaWorks.

For the detailed statistical tables please visit the Nanos website at www.nanosresearch.com.

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On a scale of 1 to 5 where 1 is a very low value and 5 is a very high value, what type of value would you place on the following? [ROTATE]

		Question - Having local TV news							
		Total	Very low value	2	3	4	Very high value	Unsure	
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	
Subscriber	Total	1024	4.13	5.8	4.9	11.5	25.5	51.8	.6
	Cable TV service	701	4.19	4.6	4.4	11.4	26.1	53.2	.3
	Satellite TV service	323	4.00	8.4	5.9	11.8	24.1	48.6	1.2
Gender	Male	411	4.02	6.6	5.4	13.4	28.0	46.2	.5
	Female	613	4.21	5.2	4.6	10.3	23.8	55.5	.7
Age	18 to 24	45	3.93	11.1	.0	17.8	26.7	44.4	.0
	25 to 34	104	4.11	5.8	4.8	8.7	33.7	46.2	1.0
	35 to 44	197	4.07	4.6	8.1	10.2	29.9	47.2	.0
	45 to 54	232	4.13	5.2	4.3	14.2	24.1	51.3	.9
	55 to 64	194	4.14	6.7	4.6	12.4	20.1	56.2	.0
	65 or over	162	4.32	4.3	3.1	9.3	22.2	60.5	.6
	Refused	90	4.03	7.8	5.6	10.0	26.7	47.8	2.2
Education	Some high school	62	4.26	6.5	1.6	12.9	17.7	61.3	.0
	Completed high school	158	4.17	4.4	3.2	15.8	22.8	52.5	1.3
	Some college or university	181	4.16	5.0	5.0	13.8	21.0	54.1	1.1
	Completed college	216	4.20	5.6	4.2	8.3	27.8	53.7	.5
	Completed university	254	4.07	5.5	7.9	8.7	29.5	48.4	.0
	Completed graduate studies	110	4.07	8.2	3.6	10.9	27.3	50.0	.0
	Refuse	43	3.83	9.3	4.7	18.6	25.6	39.5	2.3
Income	Less than \$35,000	147	4.25	4.1	3.4	10.2	26.5	53.7	2.0
	\$35,000 to less than \$55,000	189	4.17	7.4	3.7	9.5	22.8	56.6	.0
	\$55,000 to less than \$75,000	199	4.03	7.0	5.5	10.1	32.7	44.7	.0
	\$75,000 +	305	4.12	4.9	6.6	12.5	23.0	52.5	.7
	Refuse	184	4.13	5.4	3.8	14.7	23.9	51.6	.5

1,024 English-speaking Cable/Satellite TV Subscribers across Canada, Accurate $\pm 3.1\%$ 19 times out of 20
 Random Telephone Survey, December 15-22, 2007
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On a scale of 1 to 5 where 1 is a very low value and 5 is a very high value, what type of value would you place on the following? [ROTATE]

		Question - Having specialty channels							
		Total	Very low value	2	3	4	Very high value	Unsure	
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Subscriber	Aggregate 200712	1024	3.47	11.3	9.0	26.2	26.3	26.1	1.2
	Cable TV service	701	3.46	11.4	10.1	25.0	26.1	26.2	1.1
	Satellite TV service	323	3.50	11.1	6.5	28.8	26.6	25.7	1.2
Gender	Male	411	3.45	11.7	7.3	29.4	26.0	24.6	1.0
	Female	613	3.49	11.1	10.1	24.0	26.4	27.1	1.3
Age	18 to 24	45	3.82	11.1	6.7	13.3	26.7	42.2	.0
	25 to 34	104	3.62	7.7	8.7	22.1	35.6	25.0	1.0
	35 to 44	197	3.63	7.1	7.6	25.9	33.5	25.9	.0
	45 to 54	232	3.57	7.3	9.5	28.0	26.7	26.7	1.7
	55 to 64	194	3.44	13.4	8.8	25.8	23.7	27.8	.5
	65 or over	162	2.96	22.2	11.1	29.6	16.7	17.3	3.1
	Refused	90	3.51	11.1	8.9	27.8	21.1	30.0	1.1
Education	Some high school	62	3.02	24.2	16.1	12.9	17.7	24.2	4.8
	Completed high school	158	3.38	13.9	11.4	21.5	26.6	25.3	1.3
	Some college or university	181	3.47	8.8	7.2	33.7	26.5	22.1	1.7
	Completed college	216	3.63	8.3	7.9	25.9	27.3	30.1	.5
	Completed university	254	3.52	10.2	9.4	25.2	27.6	27.2	.4
	Completed graduate studies	110	3.41	13.6	6.4	30.0	25.5	24.5	.0
	Refuse	43	3.54	9.3	7.0	27.9	25.6	25.6	4.7
Income	Less than \$35,000	147	3.36	11.6	12.2	27.9	21.1	24.5	2.7
	\$35,000 to less than \$55,000	189	3.38	13.2	10.6	27.0	21.7	26.5	1.1
	\$55,000 to less than \$75,000	199	3.46	11.1	8.5	28.1	27.1	24.6	.5
	\$75,000 +	305	3.74	6.9	5.9	24.3	32.1	30.5	.3
	Refuse	184	3.23	16.8	10.3	25.0	24.5	21.2	2.2



On a scale of 1 to 5 where 1 is a very low value and 5 is a very high value, what type of value would you place on the following? [ROTATE]

		Question - Having Canadian drama							
		Total	Very low value	2	3	4	Very high value	Unsure	
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	
Subscriber	Aggregate 200712	1024	2.97	15.3	18.8	30.4	19.9	13.5	2.1
	Cable TV service	701	3.03	13.7	18.7	31.1	20.0	14.4	2.1
	Satellite TV service	323	2.85	18.9	19.2	28.8	19.8	11.5	1.9
Gender	Male	411	2.75	19.5	22.1	29.2	19.5	8.3	1.5
	Female	613	3.13	12.6	16.6	31.2	20.2	17.0	2.4
Age	18 to 24	45	2.67	26.7	17.8	26.7	20.0	8.9	.0
	25 to 34	104	2.87	12.5	20.2	40.4	17.3	7.7	1.9
	35 to 44	197	2.90	14.2	24.4	27.4	21.8	10.7	1.5
	45 to 54	232	2.93	14.2	21.1	33.2	16.4	13.4	1.7
	55 to 64	194	3.10	16.5	14.9	27.3	21.6	18.0	1.5
	65 or over	162	3.04	16.0	15.4	28.4	22.2	14.8	3.1
	Refused	90	3.10	14.4	14.4	30.0	20.0	16.7	4.4
Education	Some high school	62	2.74	27.4	16.1	24.2	16.1	14.5	1.6
	Completed high school	158	3.03	17.1	15.2	27.8	23.4	14.6	1.9
	Some college or university	181	2.85	17.7	19.9	29.8	15.5	12.7	4.4
	Completed college	216	3.04	13.0	21.8	27.8	20.4	15.7	1.4
	Completed university	254	2.98	11.0	19.7	36.6	22.0	9.1	1.6
	Completed graduate studies	110	3.00	19.1	15.5	30.0	17.3	18.2	.0
	Refuse	43	3.12	9.3	20.9	27.9	23.3	14.0	4.7
Income	Less than \$35,000	147	3.01	18.4	15.6	28.6	17.7	17.7	2.0
	\$35,000 to less than \$55,000	189	3.03	13.2	16.9	32.8	23.3	11.6	2.1
	\$55,000 to less than \$75,000	199	3.00	11.6	21.1	32.7	21.1	11.6	2.0
	\$75,000 +	305	2.89	16.1	22.6	27.9	19.7	12.1	1.6
	Refuse	184	2.99	17.9	14.7	31.0	17.4	16.3	2.7

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On a scale of 1 to 5 where 1 is a very low value and 5 is a very high value, what type of value would you place on the following? [ROTATE]

		Question - Having access to digital high definition television channels							
		Total	Very low value	2	3	4	Very high value	Unsure	
		Responses	Mean	Percentage	Percentage	Percentage	Percentage	Percentage	
Subscriber	Aggregate 200712	1024	2.87	25.9	16.1	18.8	15.0	20.3	3.9
	Cable TV service	701	2.91	26.4	14.6	18.3	15.7	21.3	3.9
	Satellite TV service	323	2.80	24.8	19.5	19.8	13.6	18.3	4.0
Gender	Male	411	2.96	24.1	15.6	18.7	16.1	21.9	3.6
	Female	613	2.81	27.1	16.5	18.8	14.4	19.2	4.1
Age	18 to 24	45	3.13	26.7	8.9	20.0	13.3	31.1	.0
	25 to 34	104	3.01	18.3	18.3	19.2	25.0	15.4	3.8
	35 to 44	197	3.05	22.3	17.3	16.8	19.3	23.9	.5
	45 to 54	232	2.80	27.2	16.4	22.0	14.7	18.1	1.7
	55 to 64	194	2.86	24.2	18.6	18.6	13.4	20.1	5.2
	65 or over	162	2.82	31.5	8.0	17.9	11.1	21.6	9.9
	Refused	90	2.49	32.2	23.3	15.6	6.7	16.7	5.6
Education	Some high school	62	3.11	21.0	11.3	12.9	17.7	22.6	14.5
	Completed high school	158	2.93	29.7	8.2	19.0	13.3	24.1	5.7
	Some college or university	181	2.93	21.5	18.8	21.5	11.0	22.1	5.0
	Completed college	216	2.80	26.9	18.5	20.4	13.0	19.9	1.4
	Completed university	254	2.94	22.0	19.3	19.3	19.3	19.3	.8
	Completed graduate studies	110	2.57	32.7	17.3	18.2	15.5	12.7	3.6
	Refuse	43	2.82	37.2	7.0	4.7	18.6	23.3	9.3
Income	Less than \$35,000	147	2.74	28.6	14.3	16.3	12.9	17.7	10.2
	\$35,000 to less than \$55,000	189	2.85	30.7	13.2	13.8	13.8	23.3	5.3
	\$55,000 to less than \$75,000	199	2.81	23.6	18.1	25.1	16.1	15.1	2.0
	\$75,000 +	305	3.05	20.7	18.0	17.7	19.3	22.6	1.6
	Refuse	184	2.76	29.9	15.2	20.7	9.8	21.2	3.3

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As you may know, a “basic” package of channels is provided to all customers by their cable or satellite providers. It consists of some local Canadian stations such as Global, and CTV and usually includes a community channel. Usually the cable/satellite TV companies also provide other services in the basic package, including major US networks such as ABC, NBC, and FOX and a few Canadian specialty services such as the Weather Network, CPAC, and Vision .

Optional channels are available for an additional fee and often come in packages such as Cable Plus/Value Pack/Value Combo and Gold Plus. Please tell me whether or not you believe that any part of the amount you pay for basic (CABLE/SATELLITE TV) goes toward....

Question - Local Canadian stations such as Global and CTV (if yes probe) - Do you think a very large, large, moderate, small, very small or no part of the amount you pay for basic (CABLE/SATELLITE TV) goes to local Canadian stations as a group

		Total	No part	Yes - very large	Yes - large	Yes - moderate	Yes - small	Yes - very small	Unsure
		Responses	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage	Percentage
Subscriber	Aggregate 200712	1024	12.3	1.6	4.3	28.6	26.0	7.7	19.5
	Cable TV service	701	11.8	1.3	5.0	27.4	25.4	8.3	20.8
	Satellite TV service	323	13.3	2.2	2.8	31.3	27.2	6.5	16.7
Gender	Male	411	14.1	1.5	4.4	25.3	28.2	8.8	17.8
	Female	613	11.1	1.6	4.2	30.8	24.5	7.0	20.7
Age	18 to 24	45	13.3	4.4	6.7	31.1	22.2	15.6	6.7
	25 to 34	104	12.5	1.0	1.9	26.0	30.8	9.6	18.3
	35 to 44	197	10.2	2.0	5.1	29.4	29.4	11.2	12.7
	45 to 54	232	15.5	1.3	4.7	23.3	27.2	6.9	21.1
	55 to 64	194	12.9	2.1	4.1	31.4	22.7	5.7	21.1
	65 or over	162	14.8	1.2	4.9	29.6	17.9	5.6	25.9
	Refused	90	2.2	.0	2.2	34.4	33.3	4.4	23.3
Education	Some high school	62	11.3	8.1	4.8	32.3	19.4	6.5	17.7
	Completed high school	158	9.5	.0	7.6	31.0	22.2	8.9	20.9
	Some college or university	181	9.9	2.2	2.8	28.2	26.5	7.7	22.7
	Completed college	216	13.4	.5	4.2	29.2	28.7	8.3	15.7
	Completed university	254	13.8	1.6	3.5	26.4	25.2	9.1	20.5
	Completed graduate studies	110	12.7	.9	1.8	30.9	28.2	4.5	20.9
Refuse	43	18.6	2.3	9.3	20.9	32.6	2.3	14.0	
Income	Less than \$35,000	147	8.8	2.0	6.1	32.0	22.4	6.8	21.8
	\$35,000 to less than \$55,000	189	11.1	.5	5.3	30.7	23.8	7.9	20.6
	\$55,000 to less than \$75,000	199	13.1	2.5	4.5	23.6	29.6	8.5	18.1
	\$75,000 +	305	12.1	2.0	3.0	31.8	25.9	7.9	17.4
	Refuse	184	15.8	.5	3.8	23.9	27.2	7.1	21.7