

From: Alan Dark Alan.Dark@rci.rogers.com
Subject: The Latest Trends Worth Sharing
Date: March 30, 2020 at 11:04 AM
To: sarah.schmidt@zgm.ca

AD



THE LATEST

News is evolving at a rapid pace. Kids are crashing our meetings. We're getting a glimpse into each other's personal lives like never before. If you're like me, then the COVID-19 pandemic has brought a lot of sudden and dramatic change to how you live, work and interact.

At first, things seemed unreal and unimaginable. But now that I'm into week three of working from home this crisis is feeling very real. I'm not alone. Canadians are feeling the same. This past week marked a major shift in Canadians' attitudes, behaviours and media consumption as the virus spread.

The effects of physical distancing are showing up in people's attitudes and media behaviours are shifting as Canadians are spending more time at home. We thought it might be helpful to summarize some of what we're seeing in the event that it could help you – even just a tiny bit – navigate through these uncertain times. **So today, we're launching *The Latest***, where we look through all of the data at our fingertips and summarize the big trends we're seeing at Rogers Sports and Media.

As always, reach out to me or our team if you'd like to book some time with us to dig deeper into any of these trends. We're in this together and we're here to help in any way we can.

Until next time, stay safe and healthy.



Alan Dark
SVP, Sales Rogers
Sports & Media

CORE INSIGHTS

TREND
01

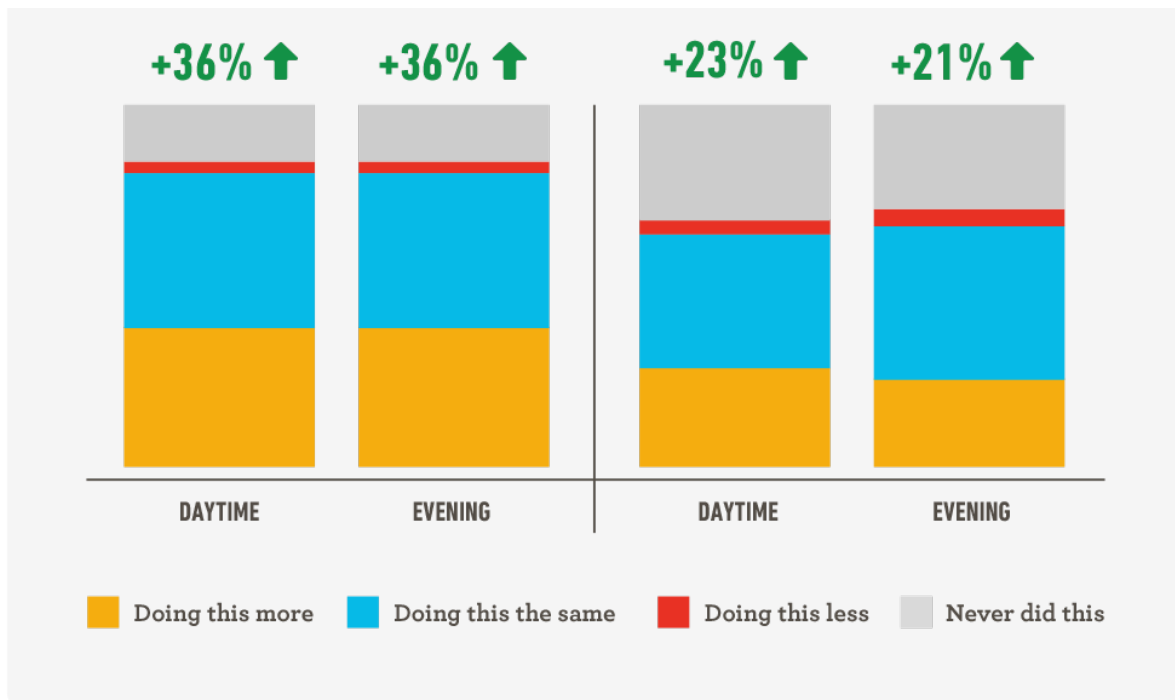
TV tuning is on the rise

Numeris reports that overall **TV tuning was up 12%** in the week of March 16th with News content driving the increase. When looking at self-reported behaviour, Canadians say they are streaming more TV and watching more cable consistently throughout the day. Viewership to news is up throughout the day with clear spikes during PM Trudeau's news conferences. There is also much higher tuning in the 5-7pm time period – when many conventional stations carry their local News coverage. When it comes to our programming, CityNews at 5 is up 65% (A25-54), CityNews at 6 is up 80% and CityNews tonight is up 165%. The increase in news is offsetting a decline of -7% in overall TV viewing among Sports Fans.

SHIFTING TV HABITS

Streaming TV (e.g. Netflix)

Watching Cable



TREND 02

People are tuning in for news and to escape the news

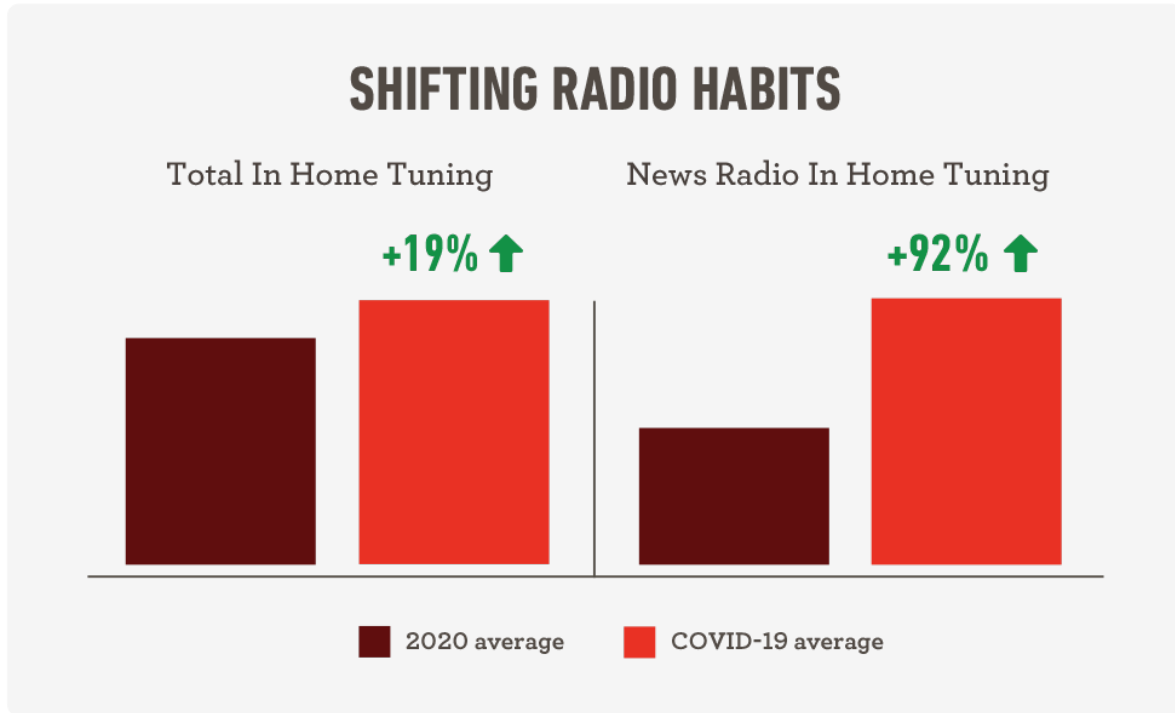
According to a survey commissioned by Rogers on Canadian media behaviours, **94% of Canadians** are turning to their TV because they find it easy to stay informed and 73% are turning to their TV because they need an escape from all the negative news in the media. Consumption patterns are fairly consistent throughout the day. When it comes to non-news content Canadians are seeking comedy above all else (net +37) followed by Documentaries, Drama, Action/Thriller and Children’s Programming.

TREND 03

Less time in the car, more time at home = shifting radio habits

With more people at home there’s been an overall decrease in out-of-home tuning (-25%) which has been partially offset by an **increase in home tuning** (+19%). In home tuning

now represents about 40% of all radio tuning in Canada. Like TV, more Canadians are tuning into news radio. We've seen a significant increase in streaming. In home tuning of Rogers News Radio is up 92% with 680 News in Toronto up +103% and News 1130 in Vancouver up 103%. Canadians are embracing new ways to listen at home too – they're listening more through smart speakers (up 12%).



TREND 04

Video and news app downloads are skyrocketing

App downloads have increased by 62% in the past week for the big three alone: Netflix, Amazon Prime and Disney+. Streaming on Tubi has increased 9% this past week. Video conferencing apps have also seen huge gains. Houseparty downloads have increased by 900%, Zoom downloads have tripled while Google Classroom, Microsoft Teams and Skype downloads have more than doubled. There's also been growth in educational and kids apps for example Google Classroom and Kids Messenger have more than doubled this week vs. previous averages. At Rogers Sports and Media our news app downloads in particular have grown 4x

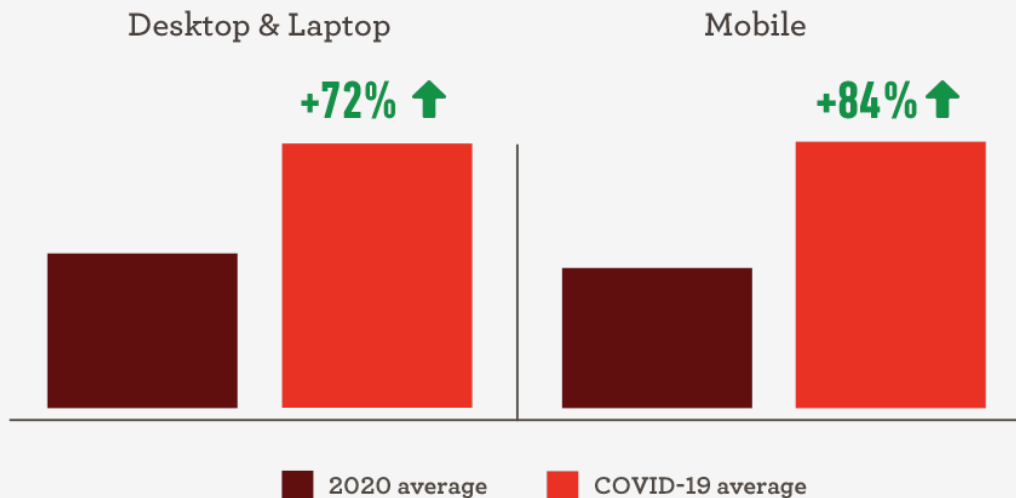
media, our news app downloads in particular have grown in downloads this past week.

TREND 05

Canadians are flocking to news.... and recipes

Are Canadians giving up take-out and delivery in lieu of home-cooked meals? That would certainly explain the 50% increase in traffic we've seen to our partner site, All Recipes this past week. Today's Parent is also up by 25%, as more parents look for tips, tricks and ideas to manage kids at home. And of course, news sites are up with major increase in daily average visits during the weekdays (+52%) and on the weekends (46%). Viewership to our news sites is also on the rise. CityNews in Toronto is getting 3x more traffic per day than a week ago and traffic to Maclean's has doubled. The number of visits is **significantly higher** during working hours on both desktop (+72%) and mobile platforms (+84%).

WORKDAY VISITS TO ROGERS PROPERTIES



TREND

Creative is becoming more



important as Canadian perceptions on advertising change

According to a survey commissioned by Rogers, majority of Canadians (64%) don't want to see companies launching any new advertising or promotions at this time. They also feel it's the wrong time for companies to advertise to encourage consumers to buy (65%). However, Canadians do want to hear from certain brands about how they are supporting them during this time. Canadians do appear to get behind brands that support those in need during the crisis (65%). Several brands have shifted their creative strategies to communicate about their crisis relief efforts.

Take Loblaw for instance, who launched a campaign with a [timely and thoughtful message](#) from their CEO, Galen Weston, to let consumers know how the company was changing amidst the crisis. Shameless plug: our team got the Loblaw piece to air in less than 24 hours.

If you need help with creative or getting a message out let us know, we're here to help anytime!



This email was sent to sarah.schmidt@zgm.ca

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

Rogers · One Mount Pleasant Avenue · Toronto, On M4J4C6 · Canada