



NTV Newfoundland

Canada's Superstation

Newfoundland and Labrador



1. Newfoundland and Labrador Overview
2. Fall Program Ranker
3. Viewer Profile
4. Consumer Habits
5. NTV News

Newfoundland and Labrador Overview

Newfoundland and Labrador



- **Time Zone:**
 - Newfoundland: Time Zone – 90 minutes ahead of Eastern
 - Labrador : Atlantic Time Zone - 2 hours ahead of Eastern
- **Population of Newfoundland and Labrador: 519,716**
- **Population of St. John's: 205,995***

*Based on St. John's Census Metropolitan Area (CMA) – Statistics Canada 2016 survey

Newfoundland and Labrador



Unique culture ...

- St. John's is the oldest city in North America: Water Street is the oldest street in North America.
- The most spoken language in Newfoundland is English. Just a half percent of the people speak French as their sole mother tongue
- According to Maclean's magazine, Newfoundland and Labrador has one of the Top 10 Friendliest Cultures in the World

Newfoundland and Labrador



Unique media ...

- The company includes **NTV Television**, **OZ-FM Radio** and Provincially distributed **Newfoundland Herald** magazine
- NTV is [Newfoundland and Labrador](#)'s first television station, and remains the province's only privately owned station to this day
- NTV's mission is to inform, enlighten, and entertain our audience, while strengthening the social and economic fabric of Newfoundland and Labrador.

Fall 2016 Program Ranker

NTV Carries The Top Programs



Fall'16 Market Ranker - A25-54

Program	Channel	Weekday	Rtg%
NEWS:NTV EVENING	CJON	TF..MTW	16.2
NEWS:NTV FIRST	CJON	TF..MTW	10.7
NEWS:HERE&NOW6 & 630	CBNT	TF..MTW	9.8
NEWS:NTV SUN EVE	CJON	...S...	6.9
HOCKEY:NHL:PRM:E	CBNT	..S...	6.6
SURVIVOR	CJONW	6.4
CORONATION ST	CBNT	TF..MTW	5.6
NCIS	CJONT.	5.2
ENTRTNMNT TONITE	CJON	TF..MTW	4.8
LAND AND SEA	CBNT	...S...	4.3
HAWAII 5-0	CJON	.F.....	4.2
MACGYVER	CJON	.F.....	4.1
22 MINUTES	CBNTT.	3.8
DAYS OUR LIVES	CJON	TF..MTW	3.7
JEOPARDY	CJON	TF..MTW	3.5
RICK MERCER	CBNTT.	3.4
NCIS:LOS ANGELES	CJON	...S...	3.4
GRT INDOORS	CJON	T.....	3.2
MURDOCH MYSTERY	CBNTM..	3.1
VOICE:MON	ASNM..	3.1

NTV has more programs in the **Top 10** and **20** than any other broadcaster.

NTV's **Evening News** is the **most watched** program in the market while **Survivor**, the **NCIS** franchise and **Hawaii Five-O** remain fan favorites.

NTV also welcomes new programs such as **MacGyver** and **The Great Indoors**.



Source: F116 Numeris Diary Data/St. John's/Cornerbrook EM, A25-54 Rtg%

NTV Carries The Top Programs



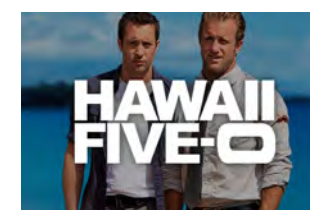
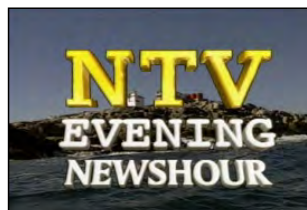
Fall'16 Market Ranker - A18-49

Program	Channel	Weekday	Rtg%
NEWS:NTV EVENING	CJON	TF..MTW	12.0
NEWS:NTV FIRST	CJON	TF..MTW	7.2
NEWS:HERE&NOW6 & 630	CBNT	TF..MTW	6.8
HOCKEY:NHL:PRM:E	CBNT	..S....	5.6
SURVIVOR	CJONW	5.1
NEWS:NTV SUN EVE	CJON	...S...	4.7
NCIS	CJONT.	4.1
ENTRTNMNT TONITE	CJON	TF..MTW	3.5
CORONATION ST	CBNT	TF..MTW	3.4
22 MINUTES	CBNTT.	3.4
LAND AND SEA	CBNT	..S...	3.1
MACGYVER	CJON	.F.....	3.0
DAYS OUR LIVES	CJON	TF..MTW	3.0
HAWAII 5-0	CJON	.F.....	2.9
RICK MERCER	CBNTT.	2.9
VOICE:MON	ASNM..	2.9
GRT INDOORS	CJON	T.....	2.6
VOICE:TUE	ASNT.	2.6
YOUNG&RESTLESS	CJON	TF..MTW	2.4
JEOPARDY	CJON	TF..MTW	2.3
MURDOCH MYSTERY	CBNTM..	2.3
KIMS CONVENIENCE	CBNTT.	2.3

NTV has more programs in the **Top 10** and **20** than any other broadcaster.

NTV's **Evening News** is the **most watched** program in the market while **Survivor**, **NCIS**, **Entertainment Tonight**, **Days of Our Live** and **Hawaii Five-O** remain some of the station's fan favorites.

MacGyver was the **#1 new** program in the market.



Source: F116 Numeris Diary Data/St. John's/Cornerbrook EM, A18-49 Rtg%

NTV Carries The Top Programs



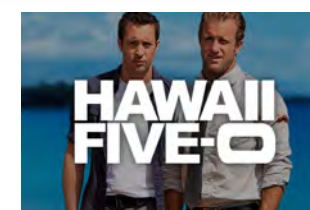
Fall'16 Market Ranker - F25-54

Program	Channel	Weekday	Rtg%
NEWS:NTV EVENING	CJON	TF..MTW	17.5
NEWS:NTV FIRST	CJON	TF..MTW	11.9
NEWS:HERE&NOW6 & 630	CBNT	TF..MTW	9.6
CORONATION ST	CBNT	TF..MTW	7.3
NEWS:NTV SUN EVE	CJON	...S...	7.1
ENTRTNMNT TONITE	CJON	TF..MTW	6.7
DAYS OUR LIVES	CJON	TF..MTW	6.4
SURVIVOR	CJONW	6.3
YOUNG&RESTLESS	CJON	TF..MTW	5.1
NCIS	CJONT.	4.8
HAWAII 5-0	CJON	.F.....	4.8
VOICE:MON	ASN	...M..	4.6
MACGYVER	CJON	.F.....	4.4
GRT INDOORS	CJON	T.....	4.1
MILLIONAIRE3	CJONW	3.9
JEOPARDY	CJON	TF..MTW	3.8
LAND AND SEA	CBNT	...S...	3.7
MURDOCH MYSTERY	CBNT	...M..	3.7
MAN WITH A PLAN	CJON	...M..	3.5
VOICE:TUE	ASNT.	3.5

NTV dominates the **Top 10** and has **13** of the **Top 20** programs with women 25-54.

NTV's **Evening News** is the **#1** program. Other **Top** prime time programs include **Survivor**, **NCIS** and **Hawaii Five-O**, **Days of Our Lives** and **Young and The Restless** are some of the markets most popular **daytime** programs.

NTV also welcomes new programs such as **MacGyver** and **The Great Indoors**.



Source: FI16 Numeris Diary Data/St. John's/Cornerbrook EM, F25-54 Rtg%

NTV Carries The Top Programs

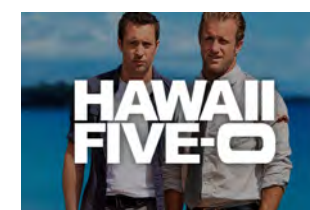


Fall'16 Market Ranker - F18-49

Program	Channel	Weekday	Rtg%
NEWS:NTV EVENING	CJON	TF..MTW	13.5
NEWS:NTV FIRST	CJON	TF..MTW	8.2
NEWS:HERE&NOW6 & 630	CBNT	TF..MTW	6.4
SURVIVOR	CJONW	5.3
ENTRTNMNT TONITE	CJON	TF..MTW	5.2
DAYS OUR LIVES	CJON	TF..MTW	5.1
CORONATION ST	CBNT	TF..MTW	4.6
VOICE:MON	ASN	...M..	4.3
NEWS:NTV SUN EVE	CJON	...S...	4.1
YOUNG&RESTLESS	CJON	TF..MTW	4.1
NCIS	CJONT.	4.1
VOICE:TUE	ASNT.	3.8
HAWAII 5-0	CJON	.F.....	3.6
GRT INDOORS	CJON	T.....	3.6
MACGYVER	CJON	.F.....	3.3
MILLIONAIRE3	CJONW	3.2
LAND AND SEA	CBNT	...S...	3.1
HOCKEY:NHL:PRM:E	CBNT	..S....	3.0
RICK MERCER	CBNTT.	3.0
22 MINUTES	CBNTT.	2.9

NTV's Evening News is the **most watched** program in the market. **Survivor**, **Ent Tonight**, **Days Of Our Lives**, **Y&R** and **NCIS** and are also **NTV** favorites.

Hawaii Five-O, **Great Indoors**, **MacGyver** and **Who Wants To Be A Millionaire** rank in the **Top 20**.



Source: F116 Numeris Diary Data/St. John's/Cornerbrook EM, F18-49 Rtg%

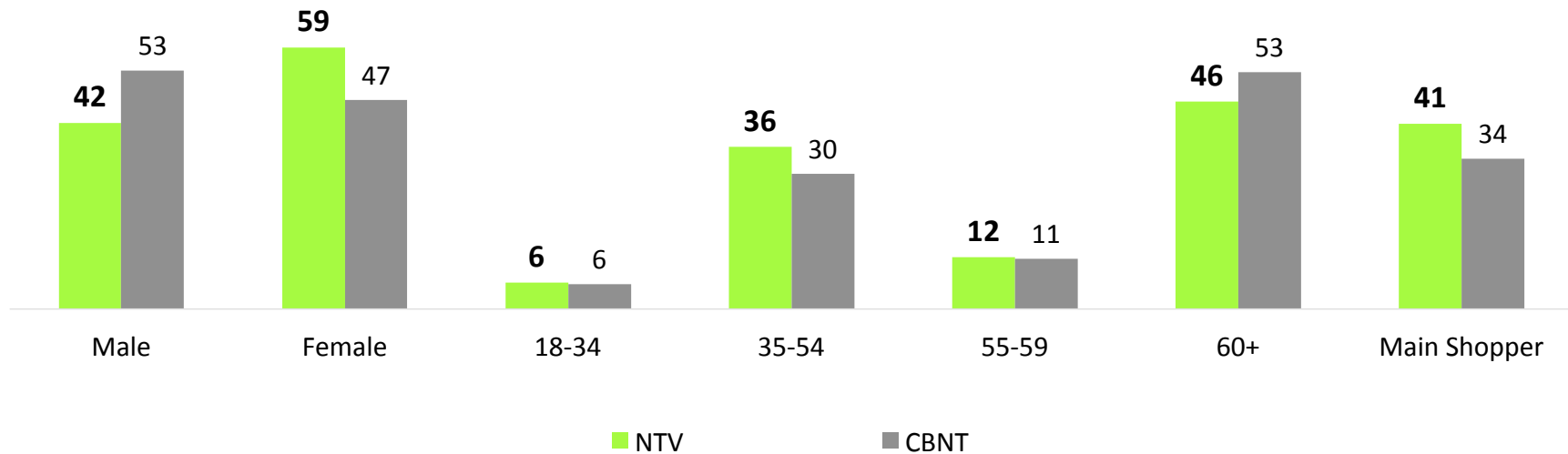
Profile - Fall 2016

NTV Has a Desirable Viewer Profile



NTV viewers are more likely than the TV population to be younger and female. They are also active consumers.

Viewer Profile - M-Su 8p-11p
Comp% based on A18+
St. John's Corner Brook EM/Fall 2016 Numeris Diary Data



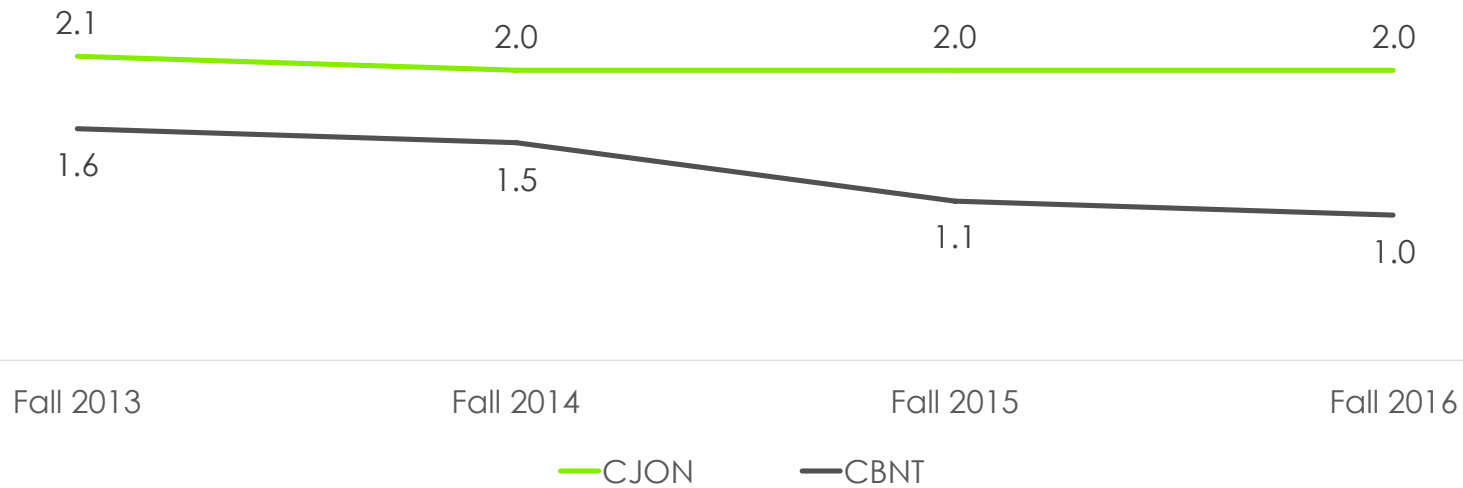
Source: FL16 Numeris Diary Data/St. John's/Corner Brook EM, Comp% based on A18+

NTV Dominates the Market



NTV's Fall '16 ratings are consistent with the previous years. NTV also delivers higher ratings than the next closest competition.

A25-54 Ratings – M-Su 6a-2a
St. John's/ Corner Brook EM/Numeris Diary Data



Source: FL16 Numeris Diary Data/St. John's/Corner Brook EM, A25-54, Rtg%

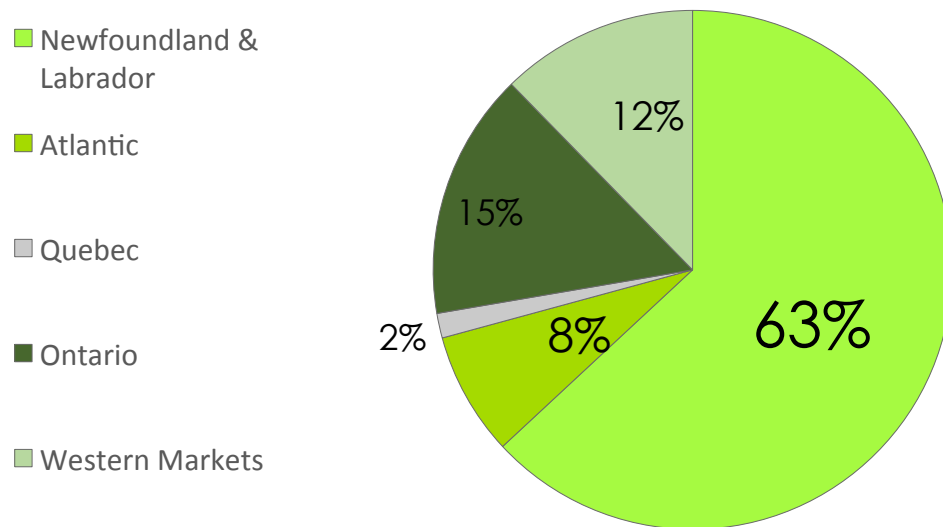
NTV Delivers Nationally



Almost 40% of NTV's audience comes from outside of Newfoundland. Branded as Canada's Superstation, NTV is available across the country via satellite and digital cable providers

NTV's Audience Distribution

A25-54, M-Su 6a-2a
Fall 2016 Numeris Diary Data



- NTV has increased both its full day and primetime audience year over year
- 54% of NTV's prime time audience comes from outside of Newfoundland (up from 48% in Fall '15).
- 63% of the afternoon viewers reside outside of the home province.

Note: Prime Time = M-Su 7p-11p/ Afternoon = M-F 1p-5p

Coverage Across Canada



748,000 Weekly Viewers

Numeris Fall 2016 Persons 2+ Average Weekly Reach Total Canada

British Columbia
56,000

Alberta
91,000

Saskatchewan
26,000

Manitoba
9,000

Ontario
198,000

Quebec
17,000

PEI
6,000

New Brunswick
27,000

Nova Scotia
37,000

Newfoundland and Labrador
280,000

CANADA'S SUPERSTATION

Available on...

Bell Satellite Channel 199 • Shaw Direct Channel 310 & 063

Digital Cable: Rogers • Shaw • Eastlink • Telus
and various cable systems across Canada

INTERNATIONAL WORLD COVERAGE

NTV News Programs available in the Tampa Bay Area on Ch. 48 (OTA on digital cable)
and on various cable systems in Florida • Bahamas Ch. 30 • St. Pierre & Miquelon Ch. 12

SATELLITE • CABLE • INTERNET

NTV-HD COVERAGE

Over the air via antenna in St. John's and surrounding areas Ch. 21 UHF
Eastlink Ch. 605 • Rogers Ch. 521 • Bell Aliant TV Ch. 404 • Shaw Direct Ch. 054 & 554






NTV Reaches More Viewers



NTV reaches over 100,000 viewers a week!*

Station	Rtg%
	1.9
	0.4
	0.3
	0.3
	0.3

NTV delivers 5 times the viewers of the highest ranked specialty station!

Station	AvWkRch(000)
	111
	46
	34
	29
	29

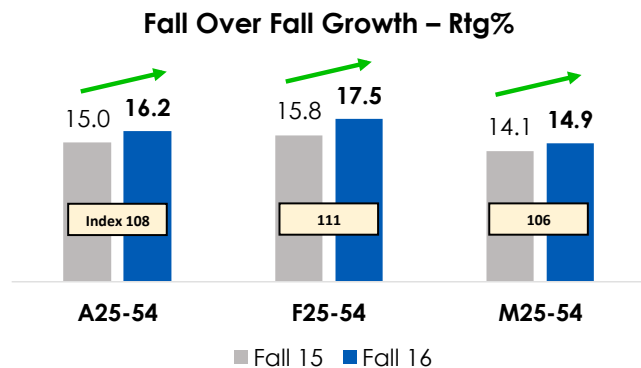
NTV delivers over twice the viewers of the highest ranked specialty station!

Source: FI16 Numeris Diary Data. NFLD/Lab; Mon-Su 6a-2a, Rtg% and AvgWkRch. *Based on AvWkRch(000)

NTV News



#1 Destination For News



- NTV Evening News ranks as the **#1 program** across all four key demos
- **Grew fall over fall** for adults, females and males
- **47%** of people watching TV from 6p-7p are watching NTV Evening News
- Reaches **57,000 viewers** every week

Source: FL 15/FL16 Numeris Diary Data. St.John's - Cornerbrook EM. Rtg% and AvgWkRch. Based on A25-54 unless otherwise specified, M-F 6p-7p

Why plan Newfoundland?



- NTV continues to dominate the market
- NTV News is the #1 program in the market across the 4 key demos
- NTV delivers 5 times the viewers of the highest ranked specialty station!

NTV Dominates this market



- #1 News
- #1 On-air team
- #1 In key demos
- #1 In composition – (NTV viewers are more likely than the Provincial TV population to be younger and female)
- #1 in Reach (True full coverage across Canada)

Why buy NTV?



- NTV continues to dominate the market
- NTV News is the #1 program in the market across the 4 key demos
- NTV continues to deliver a desirable audience
- NTV delivers 5 times the viewers of the highest ranked specialty station!

Addendums

Key facts

- Owner: Stirling Communications International
- Tenure: 62 years in business
- Affiliation: Global Television Network
- Web-site: NTV.CA
- CJON call letters: Canada Joins on Newfoundland
- Location: CJON's studios are located on Logy Bay Road in St. John's, and its transmitter is located atop the South Side Hills.
- Re-broadcasters: The station also operates additional rebroadcast transmitters throughout the province.

On-air coverage

- Through extensive coverage in Canada, this station can be seen on [Rogers Cable](#) channel 5 (St. John's); [Eastlink Cable](#) channel 7 (most other parts of NL); [Bell Aliant FibreOP](#) channel 27 ([NL/NS/NB/PEI](#)); [Bell TV](#) channel 199; [Telus Optik TV](#) channel 30 ([AB/BC](#)); [SaskTel Max](#) channel 30 ([SK](#)); and [Vidéotron](#) Illico channel 405 ([QC](#)).
- On [Shaw Direct](#), the channel is available on 310 (Classic) or 063 (Advanced), and in high definition on channel 054 (Classic) or 554 (Advanced).
- There is a high definition feed offered on Rogers Cable channel 521, Eastlink TV channel 605 and Bell Aliant IPTV channel 404

Geoff Stirling - Founder

Geoffrey William Stirling (March 21, 1921 – December 21, 2013) was a [Newfoundland businessman](#). Born in [St. John's](#), Stirling, along with other members of his family, owned several media outlets in the Canadian province of [Newfoundland and Labrador](#) under the corporate brand **Stirling Communications International**.^[1] Specifically, these properties are independent [television station CJON-DT](#); [radio station CHOZ-FM](#); and the [Newfoundland Herald](#), a weekly news, gossip and [TV listings magazine](#).

NTV became the first station to broadcast 24 hours a day in 1972. NTV was possibly the first in North America to air programming from all of the "big 3" U.S. television networks (CBS, ABC and NBC), CTV and its own programming, giving itself the nickname "Your Five-Star Network".

In 2001 Stirling was inducted into the [CAB](#) Broadcast Hall of Fame and in 2009, was awarded the [Order of Newfoundland and Labrador](#).