

# Digital Advertising Standards and Creative Specifications

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To learn more about Bell Media Digital visit: <a href="http://www.bellmedia.ca/digital/">http://www.bellmedia.ca/digital/</a>

Contact AdOperationsSupport@bellmedia.ca for any questions

Bell Media sites are <u>IAB Canada</u> compliant. Bell Media reserves the right to refuse any advertising/advertisers, make exceptions to this policy on a case-by-case basis, as well as, to make changes and add to this policy at any time. If you have any questions regarding creative submissions, please contact your Bell Media Account Representative.

PLEASE NOTE: ANY ELEMENT NOT MEETING SPEC WILL BE RETURNED FOR REVISION, WHICH MAY DELAY THE EXPECTED LAUNCH DATE AND RESULT IN LOST IMPRESSIONS

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## **Available Web Ad Placements**

Sites	<u>In-Stream video</u>	Flying Carpet (mobile Phone)	Pause Ad	Sponsored Collection	<u>Casting Screen</u>	Video Overlay Banner	Custom In-Article/ Outstream / Carouse!	Custom In-Feed Ads	Connected TV	Homebox	320x50 (Mobile Web)	Skin	Mobile Web Interstitial	970×250	728×90	300x250	300×600	970x90
<u>Bardown.com</u>							•								•	•	•	
<u>Bloomberg.com</u>	•													•	•	•	•	
<u>BNNBloomberg</u>	•	•	•				•	•		•		•	•	•	•	•	•	•
<u>CP24</u>	•	•	•				•			•		•	•	•	•	•	•	
<u>Crave</u>	•								•									
CTV News <sup>A</sup>	•	•	•				•	•		•		•		•8	•8	•	●8	
CTVBC	•	•	•	•	•	•1			•			•			•	•		
<u>iHeart.com</u> <sup>D</sup>	•										•				•	•	•	
<u>iHeartRadio.ca</u>		•					•				•	•		•	•	•	•	
More.ctv.ca / Etalk.ca <sup>F</sup>	•										•			•4	•	•2	•3	
Shopico.ca											•				•			
<u>The Beaverton</u>	•										•				•	•	•	
<u>TSN</u>	•	•	•		•		•	•	•	•5	•	•		•6	•	•	•	
<u>iHeart.com</u> <sup>D</sup>	•										•				•	•	•	
<u>iHeartRadio.ca</u>		•					•				•	•		•	•	•	•	•
Noovo	•	•	•	•	•	•1			•			•			•	•		
Noovo Info	•	•	•			•1	•				٠			•	•	•	٠	
Noovo Moi	•	•					•				•			•	•	•	•	
<u>RDS</u>	•	•	•		•		•	•		•	•	•	•	•	•	•	•7	
RDS homepage <sup>E</sup>	•									•	•	•		•	•	•	•7	
Shopico.ca											•				•			

<sup>^</sup>CTV News includes National and Local sites. \*300x600 and Portrait 300x1050 and Leaderboard (728x90, 970x90, 970x250) are not available on News homepages.

Brands US inclus E! Online. Et seulement le 320x50 est supporté sur le site US pas sur le site Canadien

<sup>&</sup>lt;sup>B</sup> https://www.ctv.ca/etalk and https://www.ctv.ca/thesocial follow the same specs as CTV.ca

<sup>&</sup>lt;sup>c</sup> CTV includes CTV Life, CTV Drama, E! Canada/USA (320x50 is only supported on the US site, not the Canadian one), Discovery Canada, CTV Comedy, CTV Sci-Fi, CTV Throwback, CTV Movies, Much, and MTV.

<sup>&</sup>lt;sup>D</sup> On iHeart.com 300x250, 300x600, 300x1050, 728x90 are only available on Desktop and tablet. For the phone, only the 320x50 is available. Video is possible everywhere

<sup>&</sup>lt;sup>E</sup> RDS Homepage: 300x600 can only be served with an ad under 120px in length in the leaderboard slot.

<sup>&</sup>lt;sup>1</sup>Video Banner Overlay is available only on Desktop with maximum frequency of one banner per content

<sup>&</sup>lt;sup>2</sup> 300x250 unavailable on etalk.ca homepage – supported on etalk.ca articles

<sup>&</sup>lt;sup>3</sup> More.ctv.ca / etalk.ca – 300x600 supported only on Desktop

<sup>&</sup>lt;sup>4</sup> More.ctv.ca / etalk.ca – 970x250 lazy loaded at bottom of article above recommended articles

<sup>&</sup>lt;sup>5</sup> TSN.ca - The Banner is hidden when there is an Homebox

<sup>&</sup>lt;sup>6</sup> TSN.ca - 970x250 is available only on Homepage and article pages. For sponsorship, provide a 300x600 as responsive format (Tablet) and 300x250 (Mobile phone)

<sup>&</sup>lt;sup>7</sup> 300x600 and 300x1050 are only available on homepage and articles pages. For homepage Sponsorships, responsive sizes 300x600 (tablet) and 300x250 (mobile) are required for the 300x1050 format and 300x250 (mobile) for the 300x600 format.

 $<sup>^8</sup>$  300x600, 300x1050 and Banners (728x90, 970x90, 970x250) are not available on CTV News Homepage

## **SLA Creative Deadlines**

Standard Ad Creative Rich Media/Third Party Ad Creative In-Stream Video **Custom executions** 

3 business days before launch 5 business days before launch 5 business days before launch 30 days before launch

## **Z-Index Guideline**

Z-Index Range	Content Type			
0 - 4 999	Standard Ads, In-banner video, Filmstrip, Pushdown			
5 000 - 1 999 999 Expandable ads				
2 000 000 - 2 999 999	Floater			
Aucun	TSN creative types should not have z-index value			
4 999	RDS Masthead (Section Sponsorship, All around the world, Superboard, Billboard) z-index must be 4999			
2 000	RDS Expandable Big Box			
6 000 000 +	Mobile Web Interstitials			

## **Standard Ads**

Creative Unit Name	Dimension	Format	Max Initial K-weight (kB)	Max subload K-weight (kB)
Leaderboard	728x90 <sup>1</sup>		75 KB / HTML5 <sup>3</sup> : 150 KB	150 KB / HTML5 <sup>3</sup> : 300 KB
Big Box	300x250	IDC DNC CIE	73 KB / 111WL3*. 130 KB	130 KB / 111WL3*. 300 KB
Half Page	300x600 <sup>2</sup>	<ul> <li>JPG, PNG, GIF,</li> <li>htlm5<sup>3</sup></li> </ul>	80 KB / HTML5 <sup>3</sup> : 200 KB	400 KB / HTML5 <sup>3</sup> : 400 KB
Mobile Phone	320x50	nams	50 KB / HTML5 <sup>3</sup> : 50 KB	100 KB / HTML5 <sup>3</sup> : 100 KB
Leaderboard	320830		JO KB / TITIVILS*. JO KB	TOO KB / TITIVIES*. TOO KB

<sup>&</sup>lt;sup>1</sup>For mobile versions of RDS and iHeartRadio, 320x50 can be provided. (See chart below for specifications of the mobile format) <sup>2</sup> 300x600 requires responsive ad 300x250

 $<sup>^{3}</sup>$  HTML5 must be implemented within an <u>accepted third party tag</u>

## **Rich Media**

All rich media must be third party ad served

#### 970x250/970x90

Dimension	Max. Initial File Load Size	Max. Additional Initial File Load Size	Subsequent Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Animation & Video Length	Audio/Video
970x250 970x90	80 KB	5 KB	1 MB	1.5 MB for creative files 10 MB total for creative and video combined All videos must be progressive load. Cannot be streaming	30 sec. or less; unlimited with interaction. 30 sec max. If User initiated	User-initiated (on click: mute/un- mute); default is mute Play, Pause, Mute (and/or Volume control to 0)

- 1. For TSN, Z-Index Value must be removed
- 2. Adheres to IAB Canada specifications.
- 3. All media creativity products must be approved by a Web project manager and the editorial team before going live.
- 4. For RDS we will require responsive ad sizes of 970x90, 960x90, 728x90 and 320x50 for mobile web. Please add z-index 4 999 for any masthead.
- 5. BNN Bloomberg, CP24, and CTV News require editorial approval

#### In-Unit Video (video plays within an ad unit)

Creative Unit Name	Dimension	Max. Initial File Load Size	Max. Additiona I Initial File Load Size	Subsequen t Max. Polite File Load Size	Subsequent Max. User Initiated File Load Size	Max. Video Length	Audio Initiation	Minimum Required
Leaderboard	728x90¹	75 KB/ 150 KB				30 sec. or	lleen initiated	Play, Pause, Mute
Big Box	300x250 <sup>2</sup>	for HTML5	5 KB	100 KB	2,2 MB; unlimited if streaming	less; unlimited with interaction	User-initiated (on click: mute/un-mute); default is mute	(and/or Volume
Half Page	300x600 <sup>1</sup>	80 KB/ 80 KB for HTML5						control to 0)

<sup>1</sup> For RDS, client must provide a 320x50 to go with the sponsored 728x90; or a 300x250 to go with the sponsored 300x600 to serve on responsive mobile web.

#### **Innovation**

#### Flying Carpet

High impact full-screen inline brand experience with elegant scroll interaction on mobile web (phone only)

Dimension	Format	Max Initial K- Weight (kb)	Third Party	Safe Zone	Note
300x600	JPG, PNG, GIF	250 Ko	Trackers accepted	300x440  for all text, logos and essential images  See 300x600 for specification	Styling added by Bell Media
320x480	JPG, PNG, GIF	250 Ko	Trackers accepted	320x440  for all text, logos and essential images  See 320x480 for specification	Styling added by Bell Media

 $<sup>{\</sup>bf 2}$  A button must be added for mobile functionality for creative built in Studio in HTML5.

## Pause Ad

## Prime experience. Full screen with nice scrolldown. On mobile web phone only

Dimension	Format	Max File Size	Important Note	Plateforms
	PNG with transparent		Advertisement label must be	Connected TV
	background		included in creative file	Tablet Apps
315x400		150 Ko		Web (Full Screen or
	Third party tags not		Use PSD Template to create	1024px or above)
	compatible		Must adhere to Design Specs	Might vary by brand

## Video Overlay banner

Dimension	Format	Taille max. du fichier	Notes importantes	Plateformes
728x90	PNG, JPEG	75 KB	Third party trackers (Clicks and Impressions) are supported Creative disappear after 8 secs Can be closed at any time	Desktop

#### Custom In-Article Ad

D	Enhanced display or video ad appears mid article as user scrolls						
Description	<u>Exemples</u>						
Image Format	JPG, PNG, GIF or Cinémographe						
inage ronnac	• Max 30KB						
	MP4 or MOV (high Resolution) Note: VAST non compatible						
Video Format	• Max 400MB						
video i orinidi	• 30 FPS						
	Codec: H264 or Pro Res						
Video parameter	AutoPlay with mute. Sound is user initiated						
Ratio	Radio 16:9 ou 4:3						
Title	Max 25 caracters						
ride	For News brands, must capture the brand's message and avoid new-like headlines						
Text	Max 90 caracters						
	Ratio 1:1 (Mandatory)						
Brand Logo	• 180x180 px						
	<ul> <li>Мах 30КВ</li> </ul>						
Other text	Brand Name Max 25 caracters (Mandatory)						
Other text	CTA/Caption URL: max 30 caracters						
	Impression Tracking URL						
т .	<ul> <li>Click Tracking URLs (Headline, Body Text, Main Image, Call to Action, Brand Name and Caption URL)</li> </ul>						
Trackers	Video completion tracking URLs for video format.						
	<ul> <li>For News brands, click tracking urls should point to brand's page instead of another news site</li> </ul>						

## Carousel Ad

Brand Logo	Ratio 1:1   Max 30KB
Text	Brand Name: Max 25 characters Headline: Max 40 characters  Cong Body: Max 90 characters Short Body: Max 25 characters  This interpretation of the state of the s
	Total: Min: 2 (Recommended Min:3), Max: 10 (Only one tile can be a video, and it must be the first tile)
	Image: RATIO: 1:1   file type: JPG, PNG, or GIF   MAX file size: 30KB
Tiles	Video o Ratio: 1:1   Resolution: Min 1080x1080px o File type: MP4 or MOV (VAST not accepted)   Max file size: 4GB o Length: Up to 1 minute o Settings: Auto-play with mute (sound is user initiated)
Call to	o settings: noto-plug with mate (sound is user initiated)
action button:	Max 20 caracters
Options	English Options: Apply Now, Book now, Contact Us, Download, Get Showtimes, Get Quote, Get Offer, Learn More, Listen Now, Request Time, See Menu, Send Message, Shop Now, Sign Up, Subscribe, Watch More
0   0   10   10   10   10   10   10   1	French Options : Aucun, Acheter, En profiter, En savoir plus, Écouter, Nous contacter, Postuler, Réserver, S'abonner, S'inscrire, Télécharger, Voir le menu
Reporting	<ul> <li>Impressions, clicks, video completion and mutes/un-mutes</li> <li>Impression is recorded when ad unit renders and sold on a CPM basis</li> <li>Tile views are recorded for performance and granularity, but do not count towards impressions goal</li> <li>Third party trackers accepted for impressions, clicks, and video completion</li> </ul>

## Vertical Video

	Aspect Ratio: 9:16 (portrait)
	File Type: MP4 (20MB Max)
	Settings: Autoplay with mute
Video	Audio: User-Initiated
video	Metrics: Plays, Midpoint, Complete, Unmute
	Full screen: User-initiated
	Recommended duration: 15s or less
	Not VAST or VPAID compatible
	File Size: 300x60 (40KB Max)
Image	File Type: JPG (40KB Max)
image	Template
	Backup JPG: 300x600

## **Casting Screen**

Dimension	Format	Max File Size	Importantes Note	Plateforms
1280x720 (600x520 artwork safe zone)	PNG	250 KB	<u>template PSD</u> with mandatory brand logo and Ready to Cast imagery is available	Chromecast

## **Homepage Takeover (HPTO)**

## Skin/Wallpaper

Brand	Maximum Width (pixels)	Maximum Height (pixels)	Center width (pixels)	Safe Zone (from content edge on either side)	Max. File Size (KB)	Clickable (Y/N)	Mobile Web Interstitial (Y/N)
BNNBloomberg	2560	620	970 + textured background	970x250	200	Υ	N
CP24.12,	2560	620	970 + textured background	970x250	200	Y	N
CTV <sup>3</sup>	2560	270	970x250	n.a.	120	Y	N
CTV News¹	2560	620	970 + textured background	970x250	200	Υ	N
IHeartRadio.ca <u>and All Radio Stations</u>	2560	270	970x250	n.a.	120	Y	N
NOOVO <sup>5</sup>	2560	270	970x250	n.a.	120	Y	N
RDS Sous-sections 1272 (Large)	1920	1000	1272	84	130	Y	Y
RDS Sous-section Nouvelles 1105 (Small)	1920	1000	1100	130	115	Y	Y
RDS Accueil et Accueil Sections	2560	620	970	970x250	200	Y	N
TSN sous-sections	2560	800	*Réfer to the PSD	136	150	Υ	N
TSN Accueil et Accueil Sections <sup>4</sup>	2560	620	970 + textured background	970x250	200	Y	N

#### Skin and Wallpaper specs: https://review.bellmedia.ca/view/162661364

#### HPTO Mobile Web - Interstitial

## (Offered as part of standard homepage takeover package)

Section	Homepage
Plateform	Mobile Web Serving via out of page ad tag

#### In-House (Studio) Recommanded

Close functionality is required for mobile web interstitials.

close runetionality is required for mobile web intersections.					
Format	JPEG				
Dimension	Tablet : 1024 x768 / 768 x 1024 Phone : 480x320 / 320x480				
Creative Spec	Leave 40px X 40px space at top right for close button to be built in-house				
Max File Size	Tablet : Max 150 KB Phone : Max 80 KB				

 $<sup>^{1}</sup>$  Sponsorship logo(s) should not appear side by side with the CTV News or CP24 logos.

<sup>&</sup>lt;sup>2</sup> CP24 Safe Zone (height from the fold) 732px. Top 68px on CP24 is reversed for breaking news; any text or graphics that appear within the top 68px will be cut off in the event of breaking news.

<sup>&</sup>lt;sup>3</sup> CTV includes CTV Life, CTV Drama, CTV Comedy, CTV Sci-Fi, CTV Throwback, CTV Movies, Much, MTV, Discovery

## **Bell Media Dominance Product**

Description: 1-day home page dominance across Bell Media's top digital destinations.

Product Name	Plateform	Language	Ad units*	Creative Specs
BMDP Desktop EN	Web	English	728x90, 300x250	
BMDP Desktop FR	Web	French	728x90, 300x250, 320x50	
BMDP Mobile EN	Mobile Apps	English	320x50, 300x250	
BMDP Desktop & Mobile EN	Web Mobile Apps	English	320x50, 300x250, 728x90	
BMDP Premium (BMDPP) Mobile EN	Mobile Apps	English	320x50, 300x250, 300x600, 970x550, 320x480, 1024x768	Standard ads only
BMDP Premium (BMDPP) Desktop & Mobile EN	Web Mobile Apps	English	320x50, 300x250, 300x600, 970x550, 320x480, 1024x768, 728x90	Rich media not accepted
Bell Media News Dominance (BMNDP) <sup>1</sup> EN	Web Mobile Apps	English	320x50, 300x250, 728x90, 300x600, 970x550, 320x480, 1024x768	
Bell Media Entertainment Dominance (BMEDP) <sup>2</sup> EN	Web Mobile Apps	English	300x250, 728x90, 300x600, 970x550, 320x480, 1024x768	

<sup>\*</sup> Ad units may vary across platforms. Provide all available ad units to get the max amount of impressions.

## **Custom In-Feed Ad**

Description	Enhanced display ad fully integrated with content feed. Placement varies by brand			
Brand Logo	1:1 Ration, Max File Size: 30KB (Mandatory)			
Image	JPG, PNG, GIF (Max File Size: 30KB)			
Image	16:9 (e.g. 407x229)			
Headline	Max 25 characters (Mandatory)			
Body	Max 90 characters (Mandatory)			
Call to Action Max 30 characters (Mandatory)				
Trackers (optional)	Impression Tracking URL			
rrackers (optional)	Click Tracking URLs (Headline, Body, Image, Logo, Call to Action)			
Note	Video and third party tags not compatible			

## **Sponsored Collection (Branded Row)**

Version	Dimensions	Max File Size	Format	Important Note	Plateformes	
Hard Coded	3624x2040	10Mb	PNG with solid colour background, please do not use White as your background colour.	<ul> <li>Advertiser to provide background</li> <li>color with hexcode</li> <li>Use .PSD template to create</li> <li>Must adhere to design specs</li> </ul>	<ul> <li>Connected TV</li> <li>Amazon Fire</li> <li>Android TV</li> <li>Samsung TV</li> <li>Xbox</li> </ul>	
Ad served	320x480	250Kb	JPG, PNG with solid colour background Do not use white as background color		Desktop and Mobile     Web     Mobile Apps     (iOS/Android)	

<sup>1</sup> Bell Media News Dominance targets BNN, CP24, CTV News only, TSN

<sup>2</sup> Bell Media Entertainment Dominance targets MTV, MUCH, CTV, CTV Throwback, CTV Movies, CTV Comedy, CTV Sci-Fi, CTV Drama, CTV Life,

## **RDS App Open Page**

Version	Dimensions	Max File Size	Format	Importante Note
Hard Coded	1980x2960 portrait 2560x1920 landscape	250КЬ	PNG only	The advertiser occupies almost 80% of the page every time the user opens the application  Maximum 1x per day (when the application restarts)  Minimum of 2 weeks of campaign for the same creative  Monday to Friday (between 9 a.m. and 5 p.m.)  The material must be provided 14 days before the Monday of going online.  Client MUST change creative each month  Customer MUST use the Template  No tracking possible

## **Media Creativity Products**

All creativity media product must be approved by a Web project manager and the editorial team before going live.

## Logo (hardcoded)

Hub	Dimensions	File Format	Max File Size	Location	Notes		
Noovo	180x72px		Available on the home page	Clicktracking possible     Do not include tag lines, slogans or product images     with the logo			
Noovo Moi	120х90рх	PNG with	10kb	and on the page	Do not include more than 1 logo per template     Logos should not have a background and should be visible on dark background		
iHeart and Radio Stations (.ca)	150x48	transparent background	10.00	Available in contest, event, local news, music news and shows content)  Also available on lineups, but not on section page	Clicktracker available     No tracker impressions     Maximum of 2 logos on the page		

## Scoreboard Sponsor

Marque	Dimensions	Format du fichier	Taille max du fichier	Notes
TSN	85x24, 180x40	.JPG ou .GIF	20 Ko	
	225x75 (responsive ad sizes : 120x75, 44x75)	.JPG ou .GIF	40 KB	-
RDS	Flip 731x75 (Desktop only)* et 225x75  More info here See Exemple			Only on HPO (header width – 1272 pixels); must be combined with 225x75
	Flip 564x75 (Desktop only)* et 225x75			Only on non-HPO sections (header width – 1105 pixels); must be combined with 225x75

<sup>\*</sup>Frequency cap must be set to 1 per day.

## CTV News Weather Widget

Brand	Dimensions (Desktop only)	Notes
CTV News	64x40	<ul> <li>Logo should have WHITE background</li> <li>The fonts used in the weather widget are CTV Sans Bold at 22px for the temperature and 15px for the other copy.</li> <li>The weather icons are SVG graphics so that they are scalable and will look good on all screen resolutions.</li> </ul>

## In-Stream Video (preroll and midroll)

Définition	Aspect Ratio	Video Frame Rate	Video Length	Audio	Max File Size	Media File	Required Max Bitrate	Settings
High	Pixel aspect ratio 16:9 1:1	30 fps (progressive)	Min= 5 secs Max= 30 secs	Always permitted  44.1 kHz - Audio should be set to an average of -12 db with nothing peaking over - 9 db  Audio Levels -24 LKFS (+/- 2.0 db)	Max 10MB	MP4 Codec: H.264 (baselin e @3.1)	2.5 Mbps (o 2 500 Kbps)	Third party tags should be set to 100% fill within third party ad server  Non-skippable  Secure (https)

- VPAID tags MUST include a .mp4 asset within the tag body if the tag is meant to deliver in Bell Media apps or Bell Media Connected TV
- iHeartRadio app accepts 15 and 30 sec pre-roll
- VPAID not supported on Apps and Connected TV.
- VAST 2,0 and VAST 3.0 support only
- E! Online USA supports only VAST 2.0 creative
- Preroll must contain background image <u>Example</u>
- 60 second video ads approved only in mid rolls capped at 1 per hour (CTV, CTV Comedy, CTV Drama, CTV Sci-Fi, CTV Life, BNN Bloomberg, Noovo.ca and CTV News)
- Double Verify, Moat, Nielson are supported everywhere except for E! Online US.

## Video Encoding Services Ad Specifications (Encoded by Bell Media)

Video files sent to be encoded and hosted on Bell Media servers should follow below specs:

OPTION 1 : File Type: MXF (	(preferred)
Stream Type	MPEG-2 Transport or Program Stream
Video Codec	Sony XDCAM 422
Video Format	MPEG- 2 Long GOP
Frame Size	1920x1080
Aspect Ratio	16x9
Frame Rate	29.97
Bit Rate/Type	50 Mbps XDCamHD
Profile	4:2:2
Closed Captions	EIA708/608 + SCTE20 (optional)
Audio Stream Type	AES
Audio Bits	24 bits
Audio Sample Rate	48kHz - Audio should be set to an average of -12 db with nothing peaking over -9 db
Audio Channels	8 Channels: Ch. 1- Left, Ch. 2- Right, OPTIONAL: Ch. 3- Center, Ch. 4- LFE, Ch. 5- Left surround, Ch. 6- Right surround, Ch. 7- Descriptive video left, Ch. 8- Descriptive video right

<sup>\*</sup>If source is only available in standard definition, please up-convert to MXF XDCAM-HD422, with pillar bars to maintain aspect ratio.

OPTION 2: File Type: MP4	
Container Format	MPEG-4
Container Codec ID	M4V
Container Overall Bit Rate Mode	Constant
Container Overall Bit Rate	15 000 Kbps
Video ID	1
Video Format	AVC
Video Format/Info	Advanced Video Codec
Video Profile	High@L4.1
Video Format Settings, CABAC	Yes
Video Format Settings, ReFrames	2 frames
Video Codec ID	avc1
Video Codec ID/Info	Advanced Video Coding
Video Bit Rate Mode	Constant
Video Bit Rate	14,000 Kbps
Video Width	1,920 pixels
Hauteur de la vidéo	1,080 pixels
Video Display Aspect Ratio	16:9
Video Frame Rate Mode	Constant
Video Frame Rate	29.970 fps max
Video Color Space	YUV
Video Chroma Subsampling	4:2:0
Video Bit Depth	8 bits
Video Scan Type	Progressive
Audio ID	2
Audio Format	AAC
Audio Format/Info	Advanced Audio Codec
Audio Format Profile	LC
Audio Bit Rate Mode	Constant
Audio Bit Rate	192.0 Kbps
Audio Channel(s)	2 channels
Audio Channel Positions	Front: L R
Audio Sampling Rate	44.1 KHz
Audio Compression Mode	Lossy

#### Third Party Video Tags: VAST, VPAID

Video files that have already been encoded and served through third party tags should follow below specs:

#### **Third Party Certification Process**

If third party is not listed, tag must be evaluated, tested and approved prior to running.

Send request to <u>AdOperationsSupport@bellmedia.ca</u>.

In order to monitor the quality of ad content on our network, Bell Media reserves the right to the following at any time

- Evaluate third-party tags on their performance and response time.
- Request a list and/or template page for all online creatives.
- The power to request express approval for all creatives added or removed

•	Approved
	Need to be tested before going live.

#### Videos 3rd party ad tags

Videos are not skippable

#### Desktop & Mobile Web

Third Party Ad Server	Format	Visibilité (Viewability)	CTV	CRAVE	BNN	CP24	CTV News	NSL	More.ctv.ca /	iHeart Radio	iHeart.com	RDS	Noovo	Noovo Moi	Noovo Info
CM 360	VPAID	MOAT, Integral Ad Science, comScore	•	•	•	•	•	•	•	•		•	•	•	•
CM 360	VAST	=	•	•	•	•	•	•	•	•	•	•	•	•	•
Extreme Reach	VAST	=	•	•				•							
Innovid	Vast, VPAID*	=	•	•	•	•	•	•	•	•			•	•	•
Adform	VAST		•	•	•	•	•	•	•			•	•	•	•

- Innovid VPAID: Overlays (interactive elements) require content and rate approvals. 3rd party to resize to ensure any interactive éléments are not in the bottom 65 pixels of the player and aren't within the top 70 pixels of the player
- Double Verify, Moat, Nielson are supported everywhere except for E! Online US.
- CTV includes MTV, MUCH, Discovery, E!, CTV Throwback, CTV Movies, CTV Comedy, CTV Sci-Fi, CTV Drama, and CTV Life
- E! Online US VAST 2 support only

#### IOS, Android Apps, and Connected TV

Third Party	Format	BNN	CP24	CTV News	CRAVE	CTV	TSN	RDS	IHeart.com	Noovo	F.A.S.T LG Channel
DFA/CM 360		•	•	•	•	•	•	•	•	•	•
Extreme Reach	VACT anh				•	•	•	•		•	•
Innovid	VAST only	•	•	•	•	•	•	•		•	•
Adforms		•	•	•	•	•	•	•		•	•

- CTV includes MTV, MUCH, Discovery, E!, CTV Throwback, CTV Movies, CTV Comedy, CTV Sci-Fi, CTV Drama and CTV Life
- VPAID is not supported in-app and Connected TV

## **Connected TV**

App based content ad-supported and delivered through connected devices onto the big screen. Non clickable.

Platform	Samsung Smart TV	Xbox One	Amazon Fire TV Stick	TVOS (Apple TV)	Android TV	Chromecast	LG TV	Roku	HiSense	F.A.S.T Channel
Brand	CRAVE CTV <sup>1</sup> TSN	CRAVE CTV <sup>1</sup> TSN	CRAVE CTV <sup>1</sup> NOOVO TSN	CRAVE CTV <sup>1</sup> NOOVO RDS TSN	CRAVE CTV <sup>1</sup> NOOVO	BNN / CP24 CRAVE CTV NEWS CTV <sup>1</sup> NOOVO TSN	CRAVE	CTV <sup>1</sup> TSN	CRAVE	LG Channels
Туре					Vide	eo/mp4				
Dimensions		1920x1080								
Durée		:6, :15, :30sec								
Option publicité skippable					:15,	:30sec				
File Size					2	5MB				
Audio	44.1 kHz	- Audio s	should be set	to an aver		db with noth /- 2.0 db)	ing peak	ing over	-9 db Aud	io Levels -24
Optimal bitrate:			Minimur	m of 5,000 l	kbps (can	be lower but	will affec	ct quality	(ر	
Delivery		Progressive								
VAST		VAST 2.0 and VAST 3.0 only are supported.								
VPAID		VPAID and MRAID Not supported as per industry standard								

 $<sup>^1 \</sup>text{CTV Includes CTV Throwback, Discovery, Movies, CTV Life, CTV Drama, CTV Comedy, CTV Sci-Fi, Much et MTV.} \\$ 

## **Available Connected TV Placements**

Brand	CoTV	In-Stream	Pause Ad	Sponsored Collection	Video Overlay Banner
<u>BNNBloomberg</u>	Chromecast	•			
<u>CP24</u>	Chromecast	•			
	Chromecast	•			
	TVOS (Apple TV)	•			
	Android TV	•			
	BellStreamer	•			
	Amazon Fire TV Stick	•			
Crave	Android TV	•			
0.000	Xbox One	•			
	LG TV	•			
	Roku	•			
	HiSense	•			
	Samsung Smart	•			
	TV F.A.S.T Channel	•			
<u>CTV News</u>	Chromecast	•	•		
	Chromecast	•	•	•	•
	TVOS (Apple TV)	•			
	Android TV	•	•		
<u>CTV</u>	BellStreamer		•		
CIV	Samsung Smart TV	•			
	Amazon Fire TV Stick	•	•		
	Xbox One	•			
	TV F.A.S.T Channel				
	Chromecast		•		
	Xbox One				
TSN	TVOS (Apple TV)				
1314	Amazon Fire TV Stick	•	•		
	Samsung Smart TV	•			
	Roku	•			
	Chromecast	•	•	•	•
[	TVOS (Apple TV)	•			
Mague	Android TV	•	•		
<u>Noovo</u>	Amazon Fire TV Stick	•	•		
Ī	BellStreamer	•	•		
Ī	TV F.A.S.T Channel	•			
RDS	Chromecast	•	•		
עטא	TVOS (Apple TV)	•			

## Adressable TV (ATV) including Bell Media Video on Demande (VOD) and Livestream

Туре	Video/mp4				
Dimensions	1920×1080				
File Size	25MB				
Audio	44.1 kHz – Audio should be set to an average of - 12 db with nothing peaking over -9 db Audio Levels -24 LKFS (+/- 2.0 db)				
Optimal bitrate	Minimum of 5,000 kbps				
Delivery	Progressive				
VAST	VAST 2.0, VAST 3.0 are supported Min 720p (1280x720 progressive) or 1080i (1920x1080 interlaced).				
VPAID	Not supported (please do not include in tag)				
Wrappers including DoubleVerify or IAS	Not supported (please do not include in tag)				

If using pre-ingested TV creatives (also known as "Broadcast-ready"), assets must be available in Extreme Reach or equivalent TV delivery services

Please refer to pre-ingested TV specs <u>here</u>.

## **Dynamic Audio Ad Insertion (DAAI)**

Creative Type	Max File Size	Maximum Duration	Type de Media	Notes
Audio	15 MB	30s	<ul> <li>Livestream/BStream: VAST or mp3</li> <li>Podcast: mp3 only</li> <li>On Demand: mp3 only</li> </ul>	Bit rate: 32 Kbps to 320 Kbps 1 or 2 channels Audio codecs: - MP3 - aac_hev1 - aac_hev2 - aac_lc

## **Outstream and Homebox**

Outstream : Video that expands within the article content as the unit is scrolled into view

uses exactly the same technical specifications as the continuous video format. (preroll).

Homebox: Video pushdown

Uses the same technical specifications for instream format (preroll), but with :

mp4 and codec

640x360 resolution

• 750 kbit/s bit rate

• Max file size 3.75MB

## **YouTube**

Bell Media suit les spécifications technique de YouTube pour les vidéos :

YouTube Options	6 seconds (bumper ads)
	<ul><li>15 seconds (non-skippable ads)</li><li>30+ seconds (skippable ads)</li></ul>
Maximum Video Length	Up to 6 minutes (skippable ads)
Creative Specifications Options	Encoded .mp4 file hosted by Bell Media
	Third-party ad tag (VAST)
	o Must pass YouTube VAST QA Tool:
	https://ytvastqa.appspot.com/

- RON/ROC and ROS products available please contact your sales associate for more details
- Viewability measurement is not yet available.

<sup>\*</sup> When running homebox on tsn.ca leader board will be hidden during homebox campaign

<sup>\*</sup> Minimum frequency cap of 1 per 6 hours required for Homebox

## Bell Media Mobile and Bell Media Geo+

## **Display Ad Specifications**

Standard Ads (Static)	Placement	Dimensions	Max File Size	Formats	
Mobile	Big Box	300x250			
Wobiic	Leaderboard	320x50	150 KB	JPG, PNG, 3rd Party Tag,	
Tablet	Leaderboard	728x90	150 KB	HTML5*	
Tablet	Big Box	300x250			
	Big Box	300x250			
Desktop	Leaderboard	728x+0	150 KB	JPG, PNG, 3rd Party Tag, HTML5*	
Desktop	Billboard	970x250	130 KB	JFG, FNG, SIG FAILY TAB, ITTNES	
	Half Page	300x600			
Advanced Ads (with Movement)	Placement	Dimensions	Max File Size	Formats	
Mobile <sup>1</sup>	Big Box	300x250			
Mobile-	Leaderboard	320x50		JPG, PNG, 3rd Party Tag,	
Tablet¹	Leaderboard	728x90	1		
Tablet*	Big Box	300x250	150 KB		
	Big Box	300x250		HTML5*	
Desktop <sup>1</sup>	Leaderboard	728x90			
Desktop-	Billboard	970x250			
	Half Page	300x600			
Video Ad	Placement	Dimensions	Max File Size	Formats	
Video, Pre-Roll, Mid-Roll, Post-Roll	30 secs Video Max 24 FPS Min, 30 FPS Max Illimited with user interaction	4:3 16:9	20 MB Streaming illimited	Standard Video, VAST, VPAID	

<sup>\*</sup>HTML5 creative must be hosted by client.

#### Rich Media Ads

Туре	Dimensions	Description				
Interstitial	320x480 (phone), 1024x768 (tablet)	Personalised html experience				
Store Finder		Expandable unit which can provide mapped directions to a given location.				
Dynamic Distance		Rich unit which displays the distance from the user to a given location (can subsequently click into map). The dynamic distance is displayed in the unit				
360 Image		Panoramic unit allowing the user to manipulate the creative to allow for a 360 view.				
Shake & Tilt		As described. Shaking / tilting your phone drives action.				
Wipe Off/Scratcher		As described – wipe off top layer of messaging to reveal message beneath.				
Time Triggered	320x50, 300x250	Time triggered action				
Slider		This is a carousel unit allowing the user to scroll through various models.				
Weather Triggered		Creative executions triggered by weather.				
Animation		Animation				
Video		Expandable video unit.				
Pop Up		Expandable function				
Countdown		Dynamic countdown to an event				
Map Units	Click to access nearest stores					
Bell Media follows IAB and MMA standards for display advertising. For more information on ad specs, capabilities, and campaign trafficking,						
lease contact your Bell Media account manager.						

Туре	Delay	Description					
Standard Ad	48-72 hours	Creative Standard Banner Mockups (Assembly Required Only). One version included. These consist of up to 3 sizes and only one version.					
	24-48 hours	Creative modifications to existing standard banners. One version included.					
Advanced advertising	48-72 hours	Advanced Creative Banner Mockups (Assembly Required Only). One version included. These consist of up to 3 sizes and only one version.					
/ tarancea daver tising	24-48 hours	Changes to existing advanced banners. One version included.					
Rich Media Ad	5 days	Creative Example - https://www.celtra.com/insights/ad-gallery/					
Micro-Sites	10-15 days	Planning session required to define requirements					

<sup>&</sup>lt;sup>1</sup>Animation length must be 30 seconds or shorter, and animated GIF ads must have a framerate of 5 frames per second or lower

## **Available Mobile & Tablet App Ad Placements**

		Nouvel	les et divertis	sement		Spc	orts	Vidéo hub	Radio
Ad Format	Crave	CTV 4	CTV News	CP24	BNN	NST	RDS	No o vo	iHeart.com <sup>3</sup>
lpad									
Pre-roll <sup>3</sup>	•	•	•	•	•	•	•	•	
Midroll	•	•	•	•	•	•	•	•	
Pause Ad		•	•	•	•	•	•	•	
Interstitial <sup>1</sup>			•	•	•	•	•		
970x550									
300x600						•	•		
300x250			●5	●5	●5	•	•		
728x90		•		•	•	•	<b>●</b> <sup>2</sup>	•	
320x50									
Android Tablet		<b>'</b>							
Pre-roll <sup>3</sup>	•	•	•	•	•	•	•	•	•
Midroll	•	•	•	•	•	•	•	•	
Pause Ad		•	•	•	•	•	•	•	
Interstitial <sup>1</sup>			•	•	•	•	•		
970x550									
300x600						•	•		
300x250			•	•	•	•	•		
728x90		•		•	•	•	• <sup>2</sup>	•	
320x50					•				•
Iphone									
Pre-roll <sup>3</sup>	•	•	•	•	•	•	•	•	•
Midroll	•	•	•	•	•	•	•	•	
Interstitial <sup>1</sup>			•	•	•	•	•		
300x250		•	•	•	•	•	•	•	
320x50				•	•	•	•		•
Android Phone									
Pre-roll <sup>3</sup>	•	•	•	•	•	•	•	•	•
Midroll	•	•	•	•	•	•	•	•	
Interstitial <sup>1</sup>			•	•	•	•	•		
300x250		•	•	•	•	•	•	•	
320x50				•	•	•	•		•

 $<sup>{}^{1}\</sup>overline{\text{Please see Available Mobile \& Tablet Display Sizes}} - \text{Interstitial chart for available sizes}$ 

 $<sup>^2</sup>$  728x90 is not available on all RDS sections. Please refer to this  $\underline{\text{chart}}$  for a list of sections with the 728x90 unit.

 $<sup>^{\</sup>rm 3}\,\text{Not}$  available on iPad for iHeart.com

 $<sup>^4</sup>$  CTV includes, CTV Throwback, Movies, CTV Life, CTV Drama, CTV Comedy, CTV Sci-Fi, MTV, Much, and Discovery Canada.

<sup>&</sup>lt;sup>5</sup> 300x250 available on all in-app articles. Booked as Mobile Web targeting. In-app targeting is not available for 300x250.

<sup>•</sup> Brands not listed in above charts do not have equivalent mobile or tablet apps

#### **IOS and Android Apps**

Category	Prise en charge sur	Dimensions	Taille de fichier max.	Média enrichi - Dimensions extensibles max.	Note	Formats pris en charge	
	Tablet	728x90		1024x768/ 768x1024			
Display	Mobile Phone and Tablet	300x250	40 Ko	M : 320x480; T : 1024x768/ 768x1024			
	Mobile Phone ONLY <sup>4</sup>	320x50	40 Ko	n.a.	Creative should account for		
	Mobile Tablet	1024x768	150 Ko	150 Ko	n.a.	space for close (X) button added by app to top left/right corner	.JPG, .GIF, .PNG,
Interstitial <sup>1</sup>	ONLY	768x1024 <sup>3</sup>	130 10	11.4.	of interstitial (approx. 30 pixels	Third party: CM360 only <sup>3</sup>	
meerstida	Mobile Phone	320x480	40 Ko	n.a.	in size).		
	ONLY	480x320 <sup>2</sup>	40 KO				
Large Format	Mobile Tablet	300x600	150 Ko	1024x768/ 768x1024			
25.50.011100	ONLY	970x550	255 110	n.a.			

 $<sup>^{1}</sup>$  See chart for  $\underline{\text{Interstitial by brand}}$  and  $\underline{\text{specsfor Video Interstitial}}$ 

All third-party interstitial tags must be set as 'responsive' vs fixed aspect ratio to force full screen display.\*

#### Available Mobile & Tablet App Display Sizes - Interstitial

\*\*Les 2 formats (portrait et paysage sont nécessaires pour assurer que l'interstitiel soit centré dans l'application

	Android Tablet		Android Phone		iP	ad	iPhone		
Brand	1024x768	768x1024	320x480	480x320	1024x768	768x1024	320x480	480x320	
TSN	•	•	•	•	•	•	•	•	
RDS	•	•	•	•	•	•	•	•	
CP24	•	•	•	•	•	•	•	•	
BNN	•	•	•	•	•	•	•	•	
CTV News	•	•	•	•	•	•	•	•	
CTV									
Crave									
Noovo									
iHeart									

<sup>\*</sup>Both portrait and landscape versions of the interstitials are required in order to center and scale.

#### Video Interstitial in App: Third Party

Third Party Approved	Third parties to be tested upon request						
Brand Availability	CTV News, CP24, BNN, TSN, RDS						
Max Video Length	15 seconds						
Subsequent Max Polite File Load Size	2.2 MB unlimited if streaming						
Max Video Frame Rate	24 FPS						
Video Setting	Auto play Hide video controls Video should be full screen when device is landscape						
Audio Initiation	<ul> <li>Default state is muted</li> <li>Video mute button must be created externally and should use the HTML volume values to set mute (0.0) and unmute state (1.0 as max).</li> <li>Native mute button should not be used</li> </ul>						
Minimum Required Controls	Positioning and close functionality handled by app and not third party similar to in-unit video						
Video Tracking Events	To be added by third party if desired						
Imagani	Please ensure third-party interstitial creative tags are 'responsive' and are not fixed width and height to allow for full screen on devices						
Imagery	See examples						

<sup>&</sup>lt;sup>2</sup> RDS: 768x1024 and 480x320 are not available

<sup>&</sup>lt;sup>3</sup> 3rd party tags must be responsive html to force full-screen

<sup>&</sup>lt;sup>4</sup> On iHeart.com app, only 320x50 is available (tablet and phone) but not available on NOOVO app

<sup>\*</sup>Responsive behavior of interstitial is dependent on settings implemented by advertiser and/or 3rd party vendor.

<sup>\*</sup>Please ensure third-party interstitial creative tags are 'responsive' and are not fixed width and height to allow for full screen on devices.

## Accepted Third Party Ad Tags - Display

Fournisseurs autorisés	Crave	BNN	CP24	CTV News	CTV1	Discovery Canad	ia	More.ctv	TSN	RDS	Noovo Moi	Noovo	Noovo Info	iHeart.com	iHeartRadio.
Third Party Ad Servers (Websites1)	- Displa	ıy													
CM 360		•	•	•	•	•	•	•	•	•	•	•	•	•	•
Innovid		•	•	•	•	•	•	•	•	•	•	•	•		•
Third Party Ad Servers (Mobile & T	ablet Ap	pps) – D	isplay												
CM360		•	•	•	•				•	•				•	•

<sup>1 -</sup> CTV includes MTV, MUCH, Discovery, El, CTV Throwback, CTV Movies, CTV Comedy, CTV Sci-Fi, CTV Drama, CTV Life

Sites are not built to support skins on mobile web HTML5 is accepted only when served via approved third party tag

If third party is not on above list, tag must be evaluated, tested and approved prior to running. Send request to <a href="mailto:AdOperationsSupport@bellmedia.ca">AdOperationsSupport@bellmedia.ca</a>, In order to monitor the quality of ad content on our network, Bell Media reserves the right to the following at any time:

- Monitor third party servers for performance and response times.
- Request a list and/or sample page of all creative currently live.
- The ability to require express approval of any creative additions or deletions.

<sup>2 -</sup> Websites represent desktop and mobile websites

## Data Ownership, Privacy and Laws

Bell Media adheres to the IAB Canada Standard Terms and Conditions regarding use of collected data.

From page 16 XIII. d. i. and ii. Of the IAB Canada Standard Terms and Conditions:

Unless otherwise authorized by Media Company in writing, Advertiser will not: (A) use Collected Data for Repurposing; provided, however, that Performance Data may be used for Repurposing so long as it is not joined with any IO Details or Site Data; (B) disclose IO Details of Media Company or Site Data to any Affiliate or Third Party except as set forth in Section XII(d)(iii).

Unless otherwise authorized by Agency or Advertiser, Media Company will not: (A) use or disclose IO Details of Advertiser, Performance Data, or a user's recorded view or click of an Ad, each of the foregoing on a non-Aggregated basis, for Repurposing or any purpose other than performing under the IO, compensating data providers in a way that precludes identification of the Advertiser, or internal reporting or internal analysis; or (B) use or disclose any User Volunteered Data in any manner other than in performing under the IO.

## **Viewability**

- Bell Media will accept viewability tracking from above vendors on CPM campaigns only when appended to accepted third party tags.
- We will continue to deliver and bill the campaign from the contracted CPM as indicated on the insertion order based on Bell Media numbers.
- Any content/keyword flags coded into the viewability tags must be disclosed to Bell Media prior to campaign going live.
- We do not bill off of in-view numbers or guarantee in-view compliance, nor offer make goods based on viewability.
- Viewability tags cannot usher in any other platform or vendor. Bell Media will pause any campaign where
  this behavior is detected.

## **Nielsen Digital Ads Ratings (DAR)**

- Bell Media will accept Nielsen DAR on Desktop CPM campaigns only when appended to Accepted third party tags
- We will continue to deliver and bill the campaign from the contracted CPM as indicated on the insertion order based on Bell Media numbers.
- No make goods or cancellations accepted based on DAR reporting.
- Nielsen DAR tags cannot usher in any other platform or vendor. Bell Media will pause any campaign where this behavior is detected.

## **Cache-Busting**

- Cache busting is required for all third party served campaigns.
- Placement of cache-busting parameters must be clearly indicated in the ad tag code.
- Third party served click URLs for hard-coded placements (text links, etc.) do not make use of cache busting.

#### **Rich Media Restrictions**

- We do not support JAVA (not to be confused with JavaScript) due to security issues, in addition to performance issues and initial load times.
- Ad code using ILAYER, LAYER or NOLAYER tags due to compatibility and stability issues.

:

• Mailto fields, as we cannot ensure the user will have a consistently good experience using ads with this functionality..

## **Creative Notes**

- Creative with a white background must have a solid 1-pixel border (black recommended).
- All Rich Media (In-Banner Video, Expandable, Floater, and IAB Rising Stars) must be <u>Third party served</u> and must provide a standard GIF/JPG image backup file.
- Maximum animation and video frame rate is 30 FPS (frames-per-second)
- In-Stream Video ads (i.e. pre-roll video) that are served within a video player environment; should have audio that plays automatically.
- When an ad is clicked it must launch the advertiser's landing page in a new browser window.
- Impression Tracker tags must be secure (HTTPS)

## **Bell Média Performance (CPC)**

#### **Creative Design Specifications**

Dimensions	Creative Type	Max. File Size	Animation	Number of loops	Durée max.	Max. images par seconde
728x90				Unlimited as long as		
300x250	GIF/JPG/Tag third	80 KB	Yes	IL	30 seconds	30
320x50	party tags	00 10	163	ends after 30 on the call- to-action frame	30 seconds	30

- For desktop: 300x250 and 728x90 are required
- For mobile: 320x50 and 300x250 are required 300x50 and 728x90 are optional
- Rich media accepted.
- The creative must:
  - o Be clickable at any moment throughout the duration of the animation.
  - o Be a static image after 30 seconds.
  - o Have a 1 pixel border minimum.
  - o Have a clear call to action: i.e.: "click here", "click here to register now"
- Refer to the Accepted Third Party Ad Tags
- Offline tactics are not accepted in CPC creative content: Phone numbers, text messaging codes, websites, etc.

## The Insider

Dimension	Max. File Size	File Type
600x900	500Ko	HTML , css in-line for email (JavaScript non supported), JPG ou PNG

#### **ESPN**

The following ad sizes are available for ESPN:

- 1280x100 & 1280x101 (top/bottom banners)
- 300x250
- 1680x690
- 970x66 & 970x67 (top/bottom banners)
- 970x250
- 1280x455
- 728x90 & 728x91 (top/bottom banner)
- 320x50 & 320x51 (top/bottom banner)

## **Apple News**

Dimensions	Format	Supported Third Party Tag Vendors
728x90	lmage	Bonsai     Celtra     Dianomi
300x250	Third party tags	<ul><li>Google Campaign Manager</li><li>Polar</li><li>ResponsiveAds</li></ul>
Preroll	Third party tags VAST only	Celtra Innovid Kargo Sizmek Teads Transmit.Live Unrulu

## **Bloomberg.com**

Video ad specifications can be found <u>here</u> (Please refer to Bloomberg Digital Specs Sheet)

## **Appendix**

#### **English Radio Stations**

https://www.chum1045.

https://www.cjau92.com https://www.htzfm.com

https://www.thebearrocks.com

#### Stations Bounce Radio (https://www.bounceradio.ca)

https://www.bounceradio.cg/bathurst.htm

https://www.bounceradio.ca/brandon.html

https://www.bounceradio.ca/brockville.html https://www.bounceradio.ca/fort-nelson.html

https://www.bounceradio.ca/fort-st-john.html

https://www.bounceradio.ca/fredericton.html

https://www.bounceradio.ca/golden.html

https://www.bounceradio.ca/grand-falls.html

https://www.bounceradio.ca/hamilton.html

https://www.bounceradio.cg/kitchener-waterloo.html

https://www.bounceradio.ca/kitimat.html

https://www.bounceradio.ca/kootenaus.html https://www.bounceradio.ca/lindsay.html

https://www.bounceradio.ca/simcoe-county.html

https://www.bounceradio.ca/nelson.html

https://www.bounceradio.ca/nova-scotia.html

https://www.bounceradio.ca/osouoos.html

https://www.bounceradio.ca/grey-bruce.html

https://www.bounceradio.ca/penticton.html

https://www.bounceradio.ca/prince-rupert.html

https://www.bounceradio.ca/revelstoke.html

https://www.bounceradio.ca/salmon-arm.html

https://www.bounceradio.ca/summerland.html

https://www.bounceradio.ca/terrace.html https://www.bounceradio.ca/winnipeg.html

#### Stations Newstalk

https://www.610cktb.com

https://www.am1150.ca

https://www.am800cklw.com

https://www.cfax1070.com https://www.cfra.com

https://www.cjad800.com

https://www.newstalk1010.c

#### Stations Move Radio (https://www.moveradio.ca)

https://www.moveradio.ca/brockville.html

https://www.moveradio.ca/fort-st-john.htm

https://www.moveradio.ca/fredericton.html

https://www.moveradio.ca/halifax.html

https://www.moveradio.ca/kelowna.html

https://www.moveradio.ca/kingston.html

https://www.moveradio.ca/niagara

https://www.moveradio.ca/ottawa

https://www.moveradio.ca/penticton

https://www.moveradio.ca/peterborough ://www.moveradio.ca/vai

#### Stations Pure Country (https://purecountry.ca/

https://www.purecountry.ca/bcnorth

https://www.purecountry.ca/brandon

https://www.purecountry.ca/centralontario

https://www.purecountry.ca/dawsoncreek

https://www.purecountru.cg/fredericton

https://www.purecountru.ca/kingston https://www.purecountry.ca/london

https://www.purecountry.ca/novascotia

https://www.ourecountru.cg/ottawa https://www.purecountru.cg/pembroke

https://www.purecountry.ca/peterborough

https://www.purecountry.ca/regina https://www.purecountry.ca/sudbury

https://www.purecountry.cg/vernon

https://www.purecountru.cg/windsor

https://www.purecountru.ca/woodstock

#### Stations Virgin Radio (https://virginradio.ca/

https://www.virginradio.ca/calgary.html

https://www.virginradio.ca/edmonton.html

https://www.virginradio.ca/halifax.html

https://www.virginradio.ca/kelowna.html https://www.virginradio.ca/kitchener.html

https://www.virginradio.ca/london.html

https://www.virginradio.ca/montreal.html https://www.virginradio.ca/toronto.html

https://www.virginradio.ca/vancouver.html

https://www.virginradio.cg/victoria.html https://www.virginradio.ca/windsor.html

https://www.virginradio.ca/winnipeg.htn

#### Stations de radio Francophones

#### Station Boom FM (https://www.boomfm.com)

https://www.boomfm.com/boom-104-1.html

## Stations Rouge FM (https://www.rougefm.ca )

https://www.rougefm.ca/amqui.html

https://www.rougefm.ca/drummondville.html https://www.rougefm.ca/estrie.html

https://rougefm.ca/ottawa-gatineau.html

https://www.rougefm.ca/mauricie.html

https://www.rougefm.ca/montreal.html

https://www.rougefm.ca/quebec.html https://www.rougefm.ca/rimouski.html

#### Station Radio Energie (https://www.radioenergie.ca)

https://www.radioenergie.ca/drummondv

https://www.radioenergie.ca/estrie.html

https://www.radioenergie.cg/gatinegu-ottawa.html https://www.radioenergie.ca/mauricie.html

https://www.radioenergie.ca/montreal.html

https://www.radioenergie.cg/quebec.html

https://www.radioenergie.ca/rimouski.html

https://www.radioenergie.ca/rouyn.html https://www.radioenergie.ca/saguenay.html

https://www.radioenergie.ca/val-d-or.html

EN Bell Media -	FR Bell Media -	APPS (iOS,	CoTV
Desktop/Mobile Web	Desktop/Mobile Web	Android)	
https://www.bnnbloomberg.ca https://www.ctv.ca https://www.ctv.ca/en https://www.ctv.ca/comedu https://www.ctv.ca/comedu https://www.ctv.ca/life https://www.ctv.ca/life https://www.ctv.ca/life https://www.ctv.ca/mtv https://www.ctv.ca/mtv https://www.ctv.ca/mtv https://www.ctv.ca/much https://www.ctv.ca/much https://www.ctv.ca/much https://www.ctv.ca/much https://www.ctv.ca/much https://www.ctv.ca/mich https://www.ctv.ca/mich https://www.ctv.ca/mich https://www.eo/line.com https://www.iheart.com https://www.iheart.com https://www.shopico.ca/?⟨=EN https://www.shopico.ca/?⟨=EN https://www.bardown.com	https://iheart.com https://iheartradio.ca https://www.noovo.ca/ https://www.noovo.info/ https://www.noovo.info/ https://www.noovomoi.ca/ https://shopico.ca/?klang=FR https://www.ballecourbe.ca/ https://www.rds.ca/ https://www.crave.ca/fr	BNN CP24 CRAVE CTV <sup>1</sup> CTV News iHeart Radio RDS TSN NOOVO	BNN (Chromecast) CP24 (Chromecast) CTV News (Chromecast)  CRAVE (Chromecast, TVOS, Android TV, Amazon Fire TV Stick. Roku, Samsung Smart TV, Xbox One, LG TV, HiSense) CTV (Chromecast, TVOS, Android TV, Amazon Fire TV Stick. Roku, Samsung Smart TV, Xbox One) NOOVO (Chromecast, TVOS, Android TV, Amazon Fire TV Stick)  RDS (Chromecast, TVOS) TSN (Chromecast, Amazon Fire TV Stick. Roku, Samsung Smart TV, Xbox One)

<sup>&</sup>lt;sup>1</sup>CTV includes CTV Throwback, CTV Life, CTV Drama, CTV Movies, CTV Comedy, CTV Sci-Fi, Discovery, MUCH, MTV, E

## Video On-Demand (VOD)

Rogers English	Bell Fibe English	Bell Fibe French
CTV CTVComedy CTVDrama CTVLife CTVSciFiDiscovery MUCH Music TV Canada	AnimalPlanet CP24 CRAVE CTV CTV Movie CTV Throwback CTVComedy CTVDrama CTVLife CTVNews CTVSciFi Discovery Discovery Investigation Discovery Science Discovery Velocity E! Online MTV Canada MUCH TSN	Canal D CRAVE Vie Noovo Investigation Ztele