THE GOAL IS FOR 25% OF ALL MEDIA INVESTMENT OR 370M BE DIRECTED BACK TO CANADIAN MEDIA.
IF WE DO NOT HAVE A VIBRANT AND HEALTHY MEDIA ECOSYSTEM IN CANADA THEN....
SINCE MARCH 2020...

AN ESTIMATED 3,023 EDITORIAL AND NON-EDITORIAL JOBS HAVE BEEN CUT TEMPORARILY OR PERMANENTLY.

53 OUTLETS HAVE CLOSED.
AND THIS WILL CREATE BIG PROBLEMS...

Lower Voter Turnout
Increase Government Spending and Taxes
More Reliant on Gossip
Ensuring Local Accountability
Environment is Not Covered
Polarization Grows
TOGETHER WE CAN CHANGE THIS BY...

- Move from efficiency to effectiveness
- Review your investment and brand safety/suitability
- Be more intentional (especially in digital)
- Brand values and the media supply chain connection
THE ROAD AHEAD FOR ALL OF US...

How do we educate and train? How do we make it work? How we know it is working?
WHAT WE ARE DOING....

How do we educate and train?
Supporting documentation for agencies, publishers and clients/brands to help you navigate.

Education and training for everyone and materials to help us understand this issue and what we can do.

How do we make it work?

How we know it is working?
WHAT WE ARE DOING....

How do we educate and train?
Supporting documentation for agencies, publishers and clients/brands to help you navigate.

Education and training for everyone and materials to help us understand this issue and what we can do.

How do we make it work?
Providing preferred media partnership options.

Providing guidance on building private marketplaces for agencies with Canadian site lists.

Showcasing leading approaches to managing suitability while supporting journalism and local news.

How we know it is working?
WHAT WE ARE DOING....

How do we educate and train?
Supporting documentation for agencies, publishers and clients/brands to help you navigate.

Education and training for everyone and materials to help us understand this issue and what we can do.

How do we make it work?
Providing preferred media partnership options.

Providing guidance on building private marketplaces for agencies with Canadian site lists

Showcasing leading approaches to managing suitability while supporting journalism and local news.

How we know it is working?
We have partnered with SMI to help us understand the shift of investment to Canadian media including digital. All members will have access.

Partner with us to help give visibility into investments and where we can keep adjusting
CMDC X SMI
TODAY, WE KNOW THAT ONLY 19.5% OF DIGITAL INVESTMENT IS GOING TO CANADIAN MEDIA.
SMI AS OUR ENGINE

Traditional
- Television
- Newspapers
- Magazines
- Radio
- Out of home
- Other

Digital
- Video
- Display
- Audio
- Search
- Social
- Programmatic

Apparel & Accessories
Automotive
General Business
CPG
Entertainment & Media
Financial Services
Pharmaceuticals
Restaurants
Retail
Technology
Travel Services
Wellness

CANADIAN MEDIA MANIFESTO
A UNIQUE COLLABORATION TO PROVIDE TRANSPARENCY INTO DIGITAL MEDIA INVESTMENT

CMM Taskforce Agencies

Jointly created digital disclosure template

Annual submission process and review
THE GOAL IS FOR 25% OF ALL MEDIA INVESTMENT OR 370M BE DIRECTED BACK TO CANADIAN MEDIA. DO MORE THAN PLEDGE. ACT.