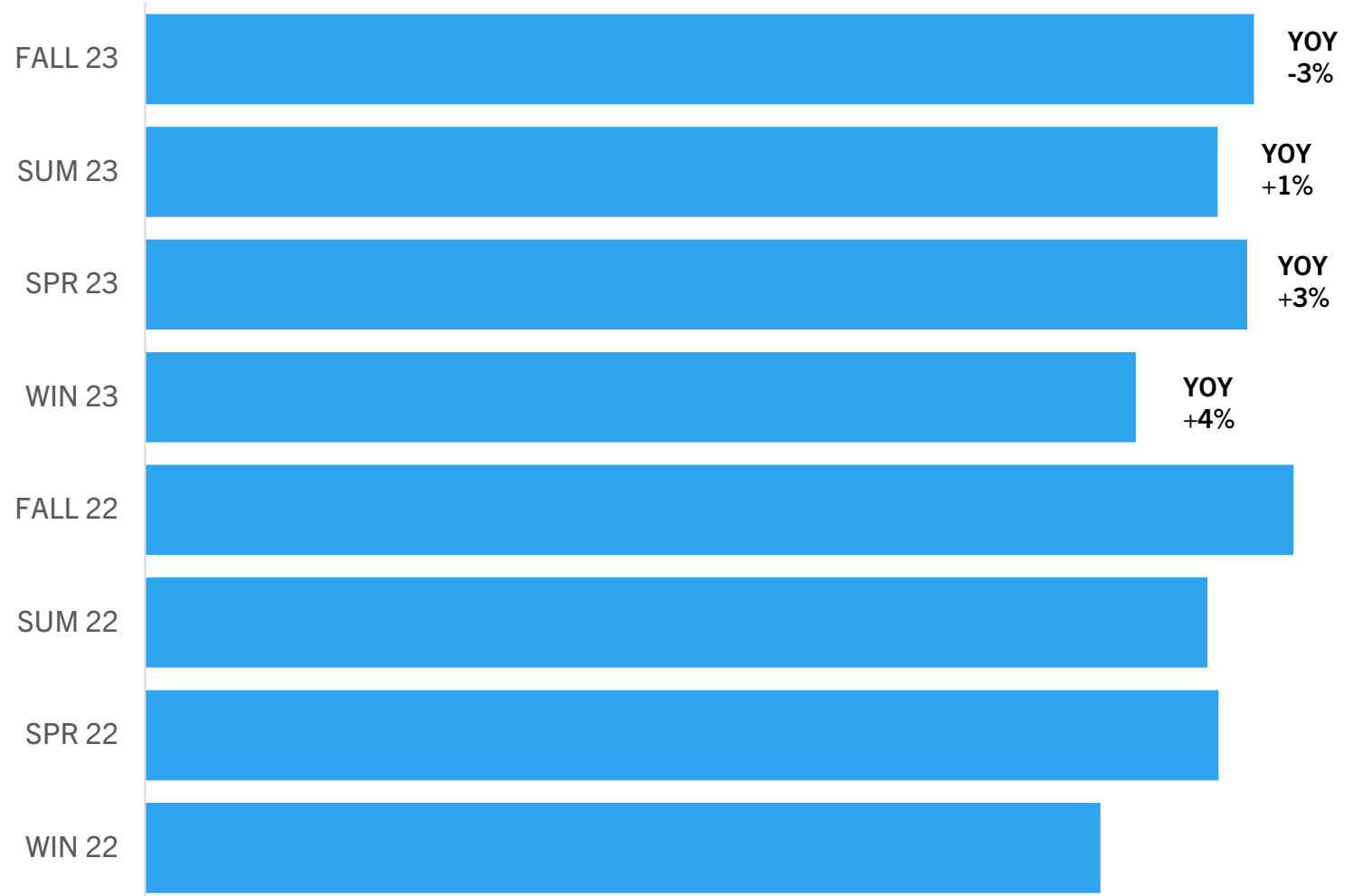
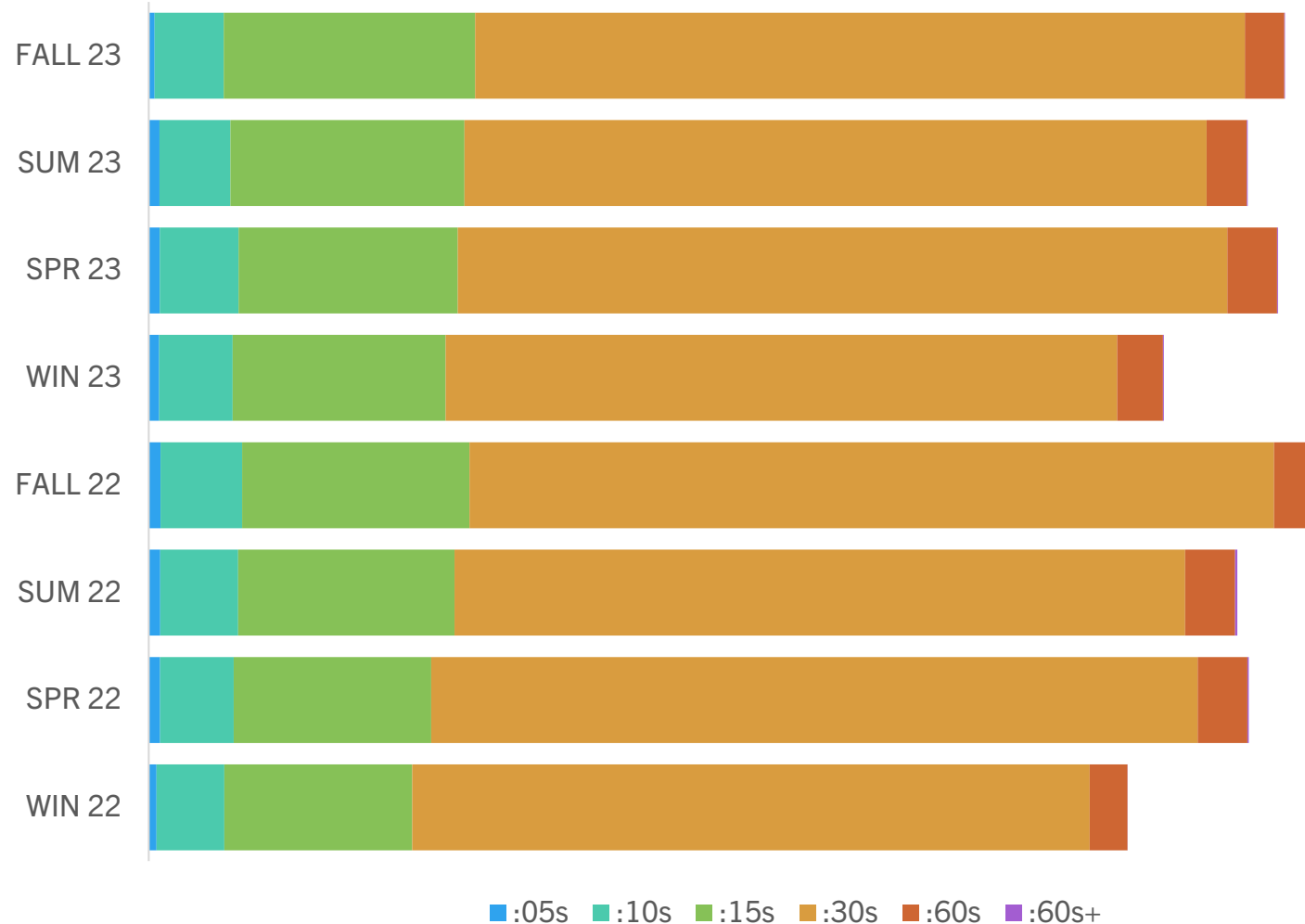


TOTAL SPOTS: YOY TRENDING



TOTAL SPOTS TRENDING BY DURATION: GROWTH IN :15S SLIGHT DECLINE IN :30S



	YOY			
	WIN 23	SPR 23	SUM 23	FALL 23
Total	104%	103%	101%	97%
:05s	135%	98%	93%	49%
:10s	108%	107%	91%	85%
:15s	113%	111%	108%	111%
:30s	99%	100%	102%	96%
:60s	121%	100%	81%	78%
:60s+	443%	64%	41%	81%

TOP COMPANIES BASED ON SPOTS: 2023 VS 2022

NOTE: BELL / ROGERS / CORUS ETC. HAVE BEEN REMOVED SO HAS PROMO & PSA SPOTS

		Date >>	2023-01-01 - 2023-12-31														2022-01-01 - 2022-12-31						
2022 Rank	2023 Rank	Duration >>	Total # Spots	Total YOY	:05s		:10s		:15s		:30s		:60s		:60s+		Total # Spots	:05s	:10s	:15s	:30s	:60s	:60s+
		Company			Spots	YOY	Spots	YOY	Spots	YOY	Spots	YOY	Spots	YOY	Spots	YOY		Spots	Spots	Spots	Spots	Spots	Spots
		Grand Total	2,515,400	7%	20,198	-1%	137,777	7%	701,747	18%	1,560,174	3%	94,351	-7%	1,153	8%	2,356,876	20,424	128,354	592,279	1,513,384	101,372	1,063
1	1	LOBLAWS COMPANIES LIMITED	284,110	-4%	1,321	-7%	22,169	80%	167,231	27%	93,384	-38%	5	-98%		-100%	297,120	1,422	12,316	131,915	151,167	298	2
3	2	MCDONALDS CORPORATION	232,854	23%	6	-14%	80	-4%	153,142	44%	79,609	-3%	17	1600%			189,138	7	83	106,662	82,385	1	
2	3	SPENCE DIAMONDS LTD	189,470	-8%	2	-71%	2	-71%	11	83%	104,465	-6%	84,160	-10%	830	-18%	206,185	7	7	6	111,300	93,855	1,010
4	4	SLEEP COUNTRY INC-BF	158,953	8%	6,031	49%	13,217	5%	5,131	-19%	134,400	9%	174	-43%			146,742	4,041	12,602	6,350	123,443	306	
7	5	TOYOTA MOTOR CORPORATION	146,250	24%	213	-18%	179	-62%	5,674	17631%	139,604	19%	580	753%			118,366	259	473	32	117,534	68	
6	6	INTERPROVINCIAL LOTTERY CORPORATION/ILC	130,568	4%	4,267	15%	22,372	7%	17,495	5%	85,300	2%	1,134	36%			125,595	3,726	20,939	16,690	83,392	833	15
8	7	DOCTOR'S ASSOCIATES, INC	120,603	25%	7	40%	1,198	14875%	32	357%	119,365	24%			1		96,545	5	8	7	96,525		
20	8	GOVERNMENT OF ALBERTA	108,906	97%	119	-51%	30	-98%	13,987	83%	94,399	107%	280	107%	91		55,390	243	1,762	7,650	45,600	135	
5	9	GOUVERNEMENT DU QUEBEC	108,642	-25%	24	243%	86	-88%	17,244	28%	91,136	-30%	152	75%			144,280	7	699	13,506	129,981	87	
14	10	RESTAURANT BRANDS INT'L., INC.	101,867	25%	6	-93%	63	-73%	80,731	21%	21,064	49%	2		1		81,204	82	231	66,718	14,173		
23	11	LOWES COMPANIES INC	100,770	355%	238	23%	1,373	31%	68	-87%	99,083	387%	3	-80%	5	67%	22,152	193	1,052	523	20,366	15	3
10	12	CANADIAN BLOOD SERVICES	94,768	-2%	25	-82%	2,008	-16%	10,042	-62%	82,538	24%	142	-61%	13		96,223	137	2,380	26,562	66,783	361	
18	13	CANADIAN TIRE CORPORATION LIMITED	92,602	45%	1,069	45%	6,593	92%	53,893	18%	28,490	133%	2,554	73%	3	200%	63,702	737	3,426	45,855	12,204	1,479	1
15	14	EMPIRE COMPANY LIMITED	89,509	24%	207	459%	218	-74%	67,655	36%	21,257	-1%	172	-45%			72,402	37	841	49,729	21,476	311	8
12	15	ALPINE CREDITS	89,305	-2%	4,497	-44%	5,153	-52%	2,329	239%	73,404	6%	3,713	36%	209	1393%	91,459	8,008	10,840	688	69,181	2,728	14
21	16	NISSAN MOTOR CO LTD	73,912	57%	567	389%	719	-2%	381	83%	72,245	57%					47,143	116	735	208	46,058	26	
16	17	WALMART STORES, INC	71,702	8%	174	2075%	48,923	-3%	22,098	41%	503	-41%	4				66,698	8	50,213	15,619	858		
19	18	SUBARU CORPORATION	68,638	21%	569	-13%	4,909	15%	3,475	98%	59,685	19%					56,763	657	4,283	1,759	50,058		6
13	19	DESJARDINS GROUP	61,727	-27%	121	5950%	2,034	-6%	3,496	-63%	55,208	-23%	868	25%			84,018	2	2,173	9,560	71,586	693	4
9	20	INTACT INSURANCE COMPANY	61,624	-36%	604	7%	1,221	94%	37,706	-38%	22,093	-36%					96,337	567	629	60,432	34,704	5	
22	21	METRO INC.	50,380	19%	49	-30%	3,306	359%	29,396	72%	17,563	-29%	66	450%			42,494	70	720	17,047	24,645	12	
11	22	GOVERNMENT OF BRITISH COLUMBIA	47,069	-49%	8	-86%	339	-38%	10,375	-25%	36,347	-53%					92,081	58	543	13,806	77,515	159	
17	23	AMAZON.COM INC.	31,171	-52%	74	111%	1,585	13%	155	-84%	29,032	-54%	325				64,839	35	1,399	955	62,450		