

Online Opportunity





- 50 years ago...



•Today...

Web = Life

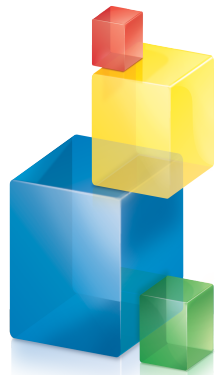
We are all consuming and creating...

The Google logo, featuring the word "Google" in its signature multi-colored font.

4.8 Billion
searches
per month
in Canada

The YouTube logo, consisting of the word "You" in black and "Tube" in white inside a red rounded square.

72 Hours
of video
uploaded per
minute



Canadians are digitally world class...



% broadband penetration

80%

69%

Hours per week online

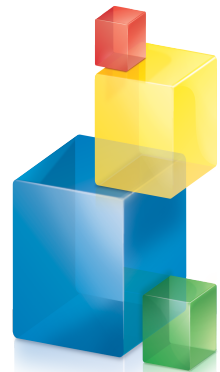
17.2

13.4

Searches per month

4.8B

17.8B



Canadians, Digitally World Class

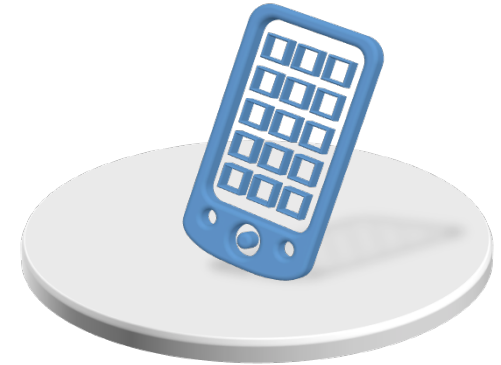
80% of Canadian households have internet access



91% online Canadians watching video



54% online Canadians own a smartphone



4.8B searches per month in Canada

316 average videos per viewer/month

56% access the internet on their phone at least once per day

The Canadian Digital Audience



80% Canadians online have broadband connections



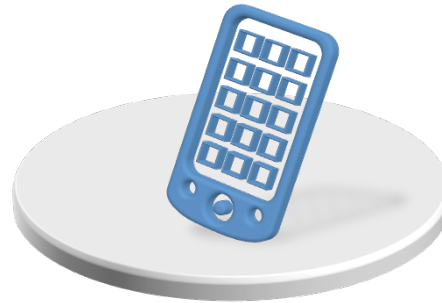
17 hrs per week online, among highest in the world



93% of internet users go online for product information



44% use online videos more than they did last year



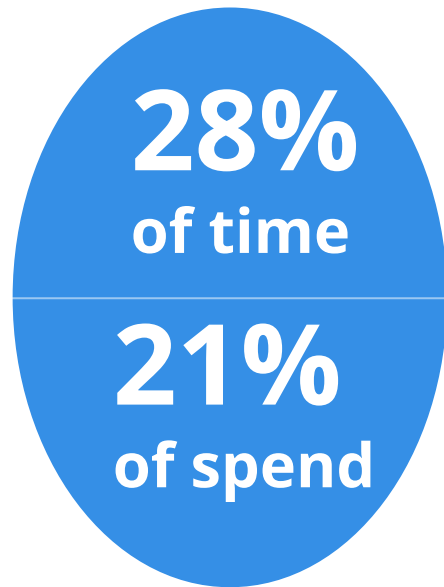
25% would give up TV before their smartphone



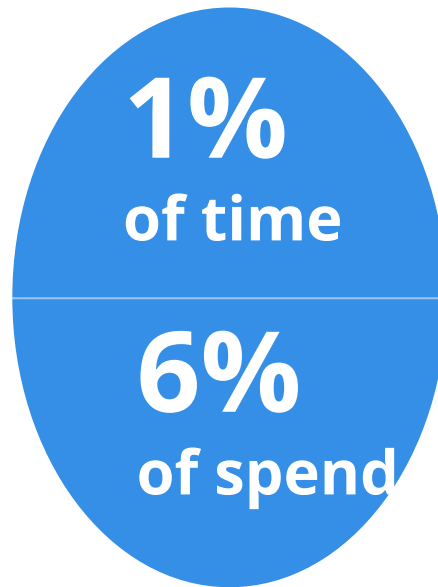
64% have a profile on a social network

Yet, Canadian marketers are not keeping pace

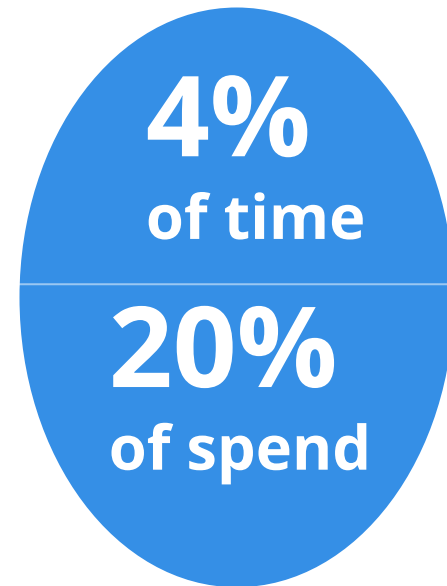
Internet



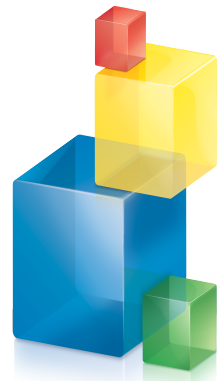
Magazine



Newspaper



Media Time: BBM Analytics for Television Bureau of Canada. Adults 18+
RTS Survey. http://www.tvb.ca/pages/RTS2011_hm
Ad Spending: ZenithOptimedia, July 2011; provided by Starcom
MediaVest Group, July 2011



Let's Take Advantage of the Online Opportunity with Google

