

Standard Media Index (SMI) Powers the Measurement Approach for the Canadian Media Manifesto

SMI Overview

SMI employs a Global partnership model with major holding company agencies and leading independents. HQ'd in NYC since 2011, Canada launched in 2020. SMI cleans and harmonizes client-level data for agencies, enabling faster and better reporting, insights, trends, and forward-pacing. They also produce category, spend and cost level insights which then become SMI data products. Clients include publishers, finance, consulting, brands and tech. SMI reporting covers 94% of the agency market in Canada.

CMM Approach

Using a customized reporting approach, the CMM Taskforce and SMI have created a reporting process that provides a new view of Canadian media investment. Given the nuances of digital platforms, trade desks and agency structure, understanding the contribution to Canadian Media from Digital is a significant challenge.

We are employing a first-of-its-kind, industry collaboration to provide transparency and support for Canadian media. SMI and the CMM Taskforce have developed an Agency Disclosure model, whereby all contributing agencies calculate and submit their investment percentages in Canadian media through major digital platforms. These figures are managed anonymously via SMI and applied to each agency's investment weight rolling up to our overall number. Where agencies do not disclose, we are leveraging a proxy-based on the overall agency average.

Current Picture and Target

Employing the above model, we can understand the progression of investment in Canadian Media since 2017:

	2017	2018	2019	2020	2021
% CA Digital	24.2%	23.0%	21.6%	21.3%	19.5%



Our goal is to support our collaboration as an industry to increase the investment and visibility of Canadian-owned media and Canadian creators. Our goal is to increase the % of digital investment to 25%, increasing the total amount invested in Canadian media above \$1B.

For further information, please contact the following:

SMI | Darrick Li - <u>darrick@standardmediaindex.com</u>

CMDC | Shannon Lewis - shannon@cmdc.ca

CMDC Taskforce | Brian Cuddy, Cossette - brian.cuddy@cossettemedia.com