

THE GOAL IS FOR 25% OF ALL MEDIA INVESTMENT OR 370M BE DIRECTED BACK TO CANADIAN MEDIA







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

53 OUTLETS HAVE CLOSED.









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)

CANADIAN MEDIA MANIFESTO 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?

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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?

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How do we educate and train?

Supporting documentation for agencies, publishers and clients/ brands to help you navigate.

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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?

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Supporting documentation for agencies, publishers and clients/ brands to help you navigate.

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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



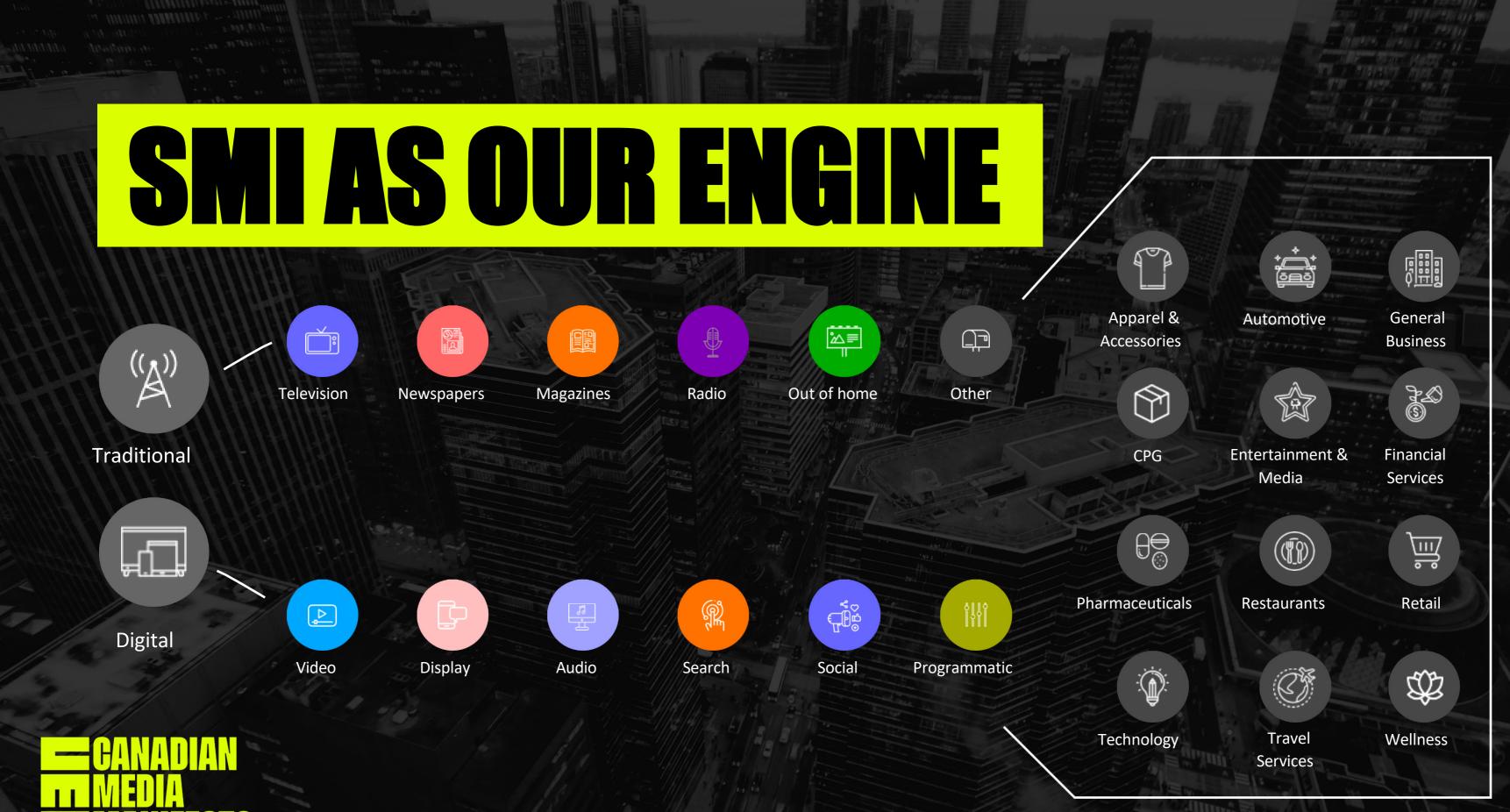








CANADIAN TEMEDIA TEMANIFESTO







A UNIQUE COLLABORATION TO PROVIDE TRANSPARENCY INTO DIGITAL MEDIA INVESTMENT

CMM Taskforce Agencies

Jointly created digital disclosure template

GANADIAN TEDIA TEMANIFESTO Annual submission process and review





