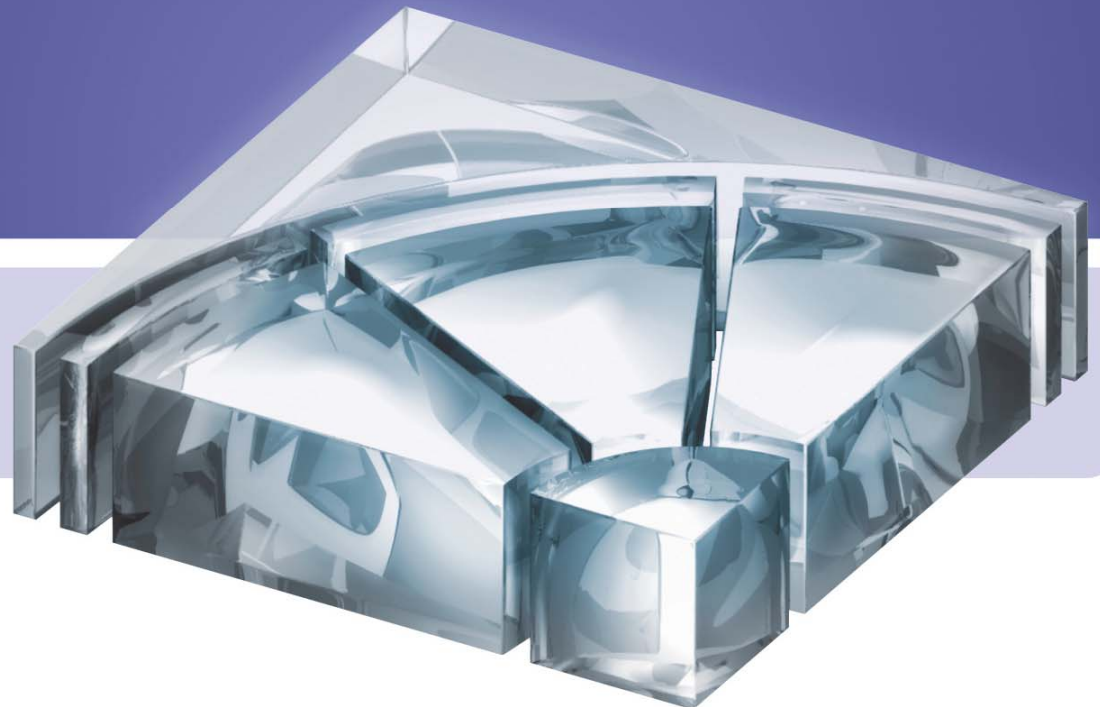


# Ipsos Reid 2007 Canadian Chinese Media Monitor Greater Toronto Area

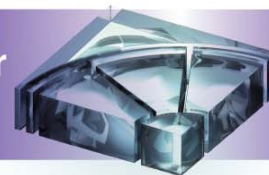
Presented by:  
Fairchild Television



新時代電視  
FAIRCHILD TELEVISION

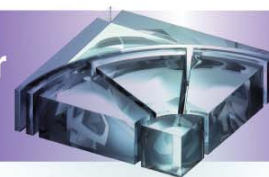
# The Study

- Ipsos Reid 2007 Canadian Chinese Media Monitor is a syndicated study jointly developed by Ipsos Reid and Era Marketing Communications.
- Survey period took place from May 31 to June 7, 2007 in Toronto to determine
  - The comparison of average audience/readership and reach estimates for media targeting Chinese-Speaking households in the Greater Toronto Area
  - The consumption and usage habits of Chinese consumers for selective products, services or industries



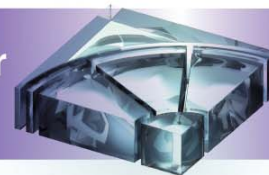
# Research Approach

- A total of 1,200 telephone interviews were conducted among Chinese Canadians who are 18 years of age or older
- All respondents are:
  - Self-identified as Chinese or Chinese Canadians
  - First generation Chinese Canadians, that is, born outside of Canada
  - Able to speak Mandarin or Cantonese



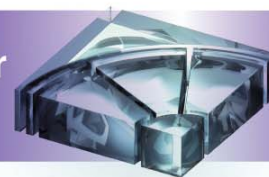
# Research Approach

- 600 interviews were completed in Vancouver between April 26 to May 9, and 600 interviews were completed in Toronto between May 31 to June 7
- With a sample of this size, overall results are considered accurate to within +/- 2.8 percentage points, 19 times out of 20, of what they would have been if all Chinese Canadians (of the same definition) have been surveyed
  - The margin of error will be larger within subgroups
  - Within each city, the margin of error is considered accurate to within +/- 4.0 percentage points, 19 times out of 20



# Research Approach

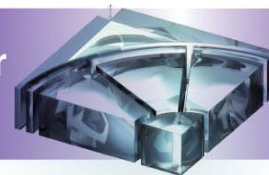
- The results were weighted, using projected 2007 Census data based on 2001 Statistics Canada results, to reflect the actual demographic composition in terms of region, gender, age, source country and household income



# Use of TV, Newspaper/magazine and Radio

- **Television:**
  - 92% watch TV
  - 81% of television viewers watch Chinese TV programs and 18% watch English TV programs only
- **Newspaper / Magazine:**
  - 72% read newspapers / magazines
  - 80% of these readers read Chinese newspapers / magazines and 20% read English newspaper / Magazines only
- **Radio:**
  - 59% listen to the radio
  - 58% of radio listeners listen to Chinese radio programs and 42% listen to English radio programs only

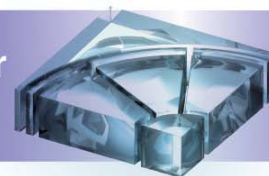
Base: Chinese and first generation Chinese 18+ who speak Chinese (Mandarin and Cantonese) at home



# Demographics of Chinese Population



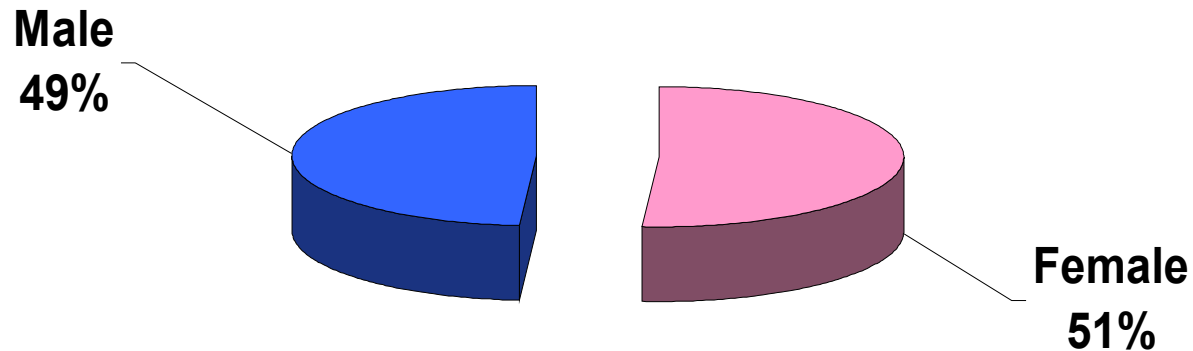
Ipsos Reid 2007 Canadian Chinese Media Monitor  
Greater Toronto Area



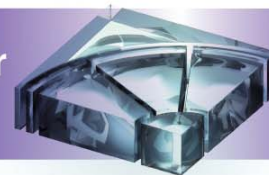
FAIRCHILD TELEVISION  
新時代電視

# Gender

- 51% of these people are female and 49% are male



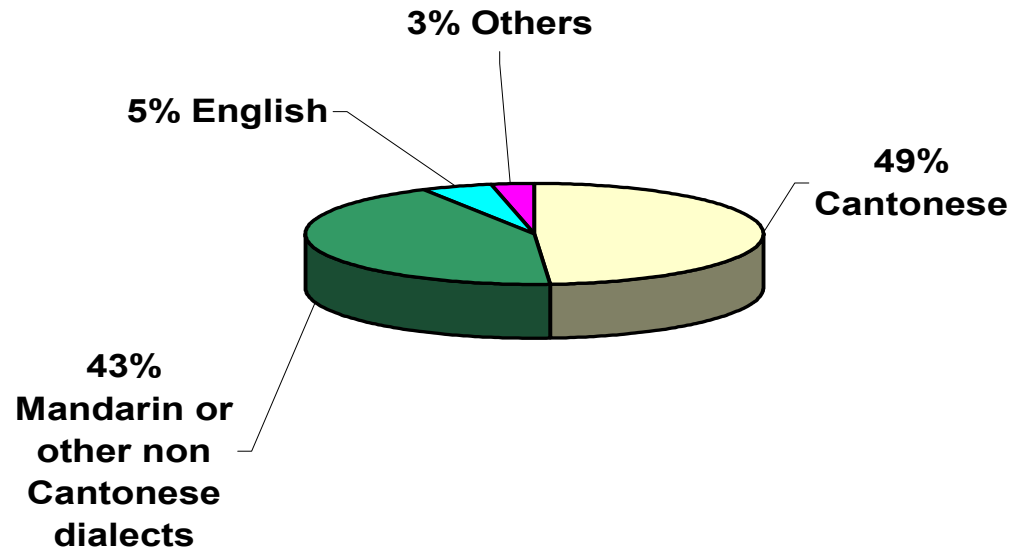
Base: Chinese and first generation Chinese 18+ who speak Chinese (Mandarin and Cantonese) at home



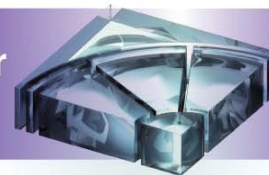


# Home Language

- 49% of these people speak Cantonese at home and 43% speak Mandarin or other non Cantonese dialects

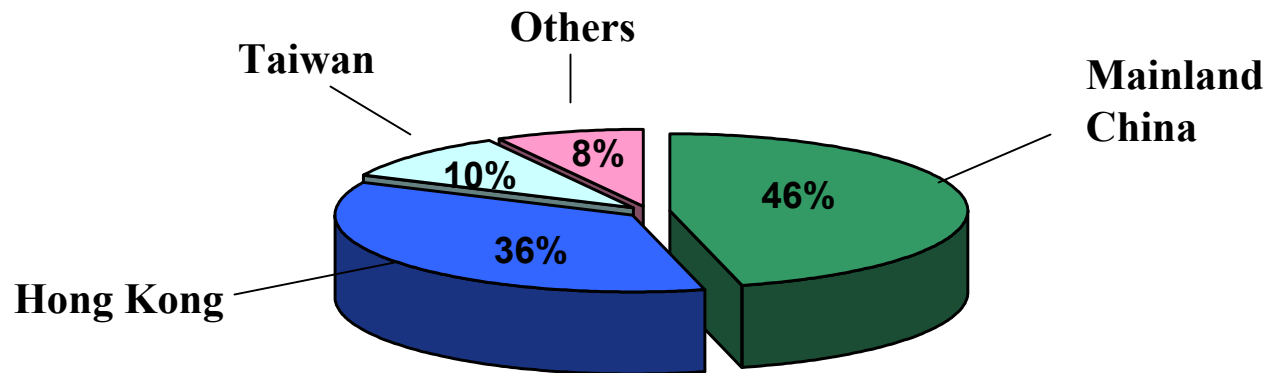


Base: Chinese and first generation Chinese Canadians who are 18+ of age and speak Chinese (Cantonese and/or Mandarin)

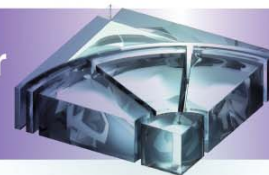


# Country of Origin

- 46% were born in Mainland China, 36% in Hong Kong, 10% in Taiwan, and 8% in other parts of the world

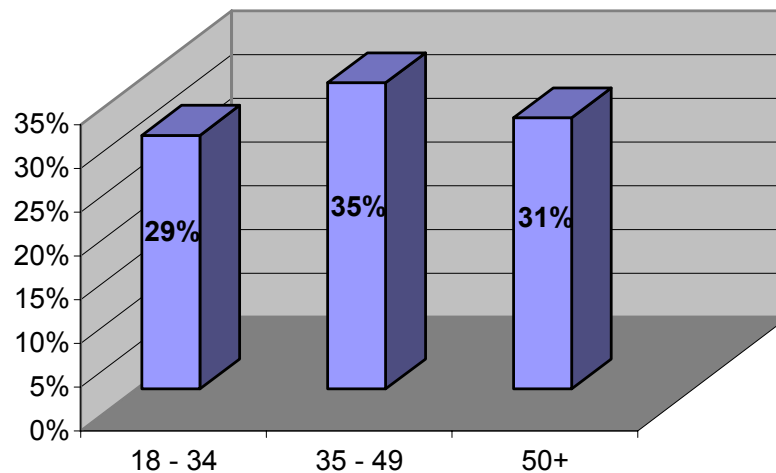


Base: Chinese and first-generation Chinese Canadians who are 18+ of age and speak Chinese  
(Cantonese and/or Mandarin)

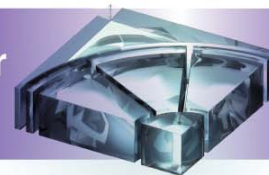


# Age Distribution

- 29% of these people fall into the age group of 18 – 34, 35% aged 35 – 49 and 31% aged 50+

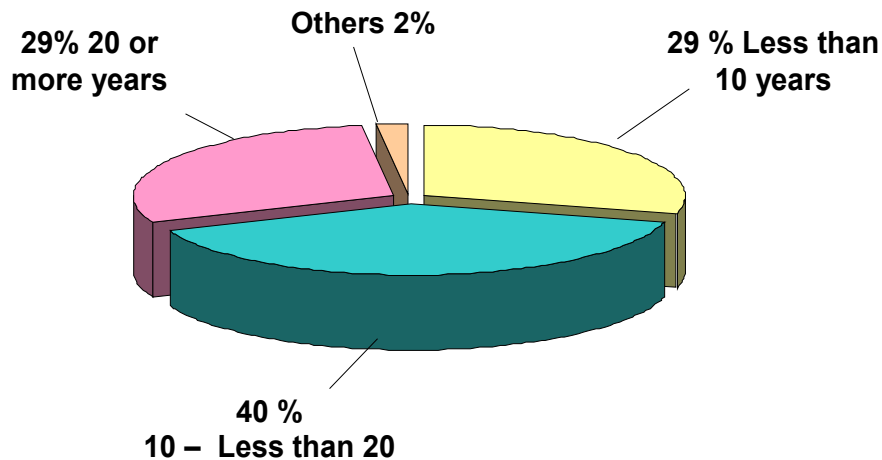


Base: Chinese and first-generation Chinese Canadians who are 18+ of age and speak Chinese  
(Cantonese and/or Mandarin)

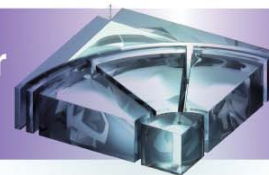


# Years in Canada

- 29% of these Chinese adults have lived in Canada for less than 10 years, 40% have lived here for more than 10 but less than 20 years, and 29% for more than 20 years

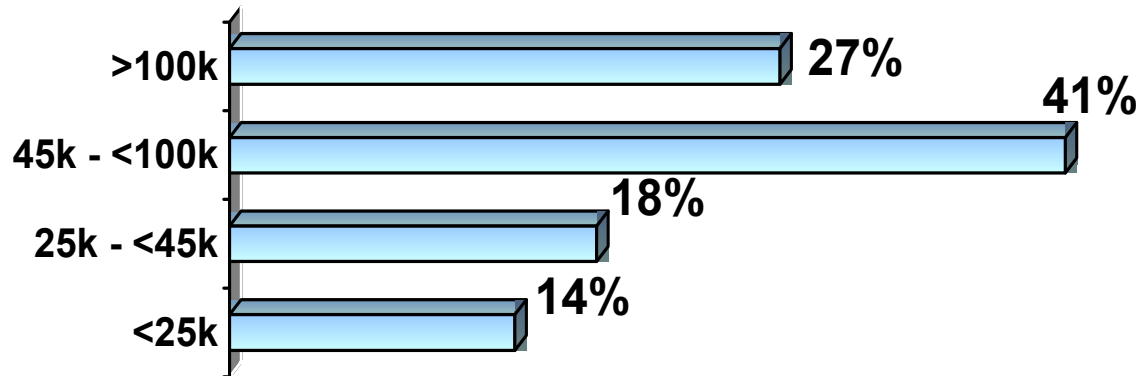


Base: Chinese and first-generation Chinese Canadians who are 18+ of age and speak Chinese (Cantonese and/or Mandarin)

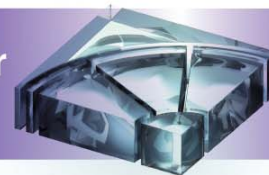


# Household Income

- 14% of these people have household income of less than \$25k, 18% at \$25k to under \$45k, 41% at \$45k to under \$100k, and 27% have household income of over \$100k annually



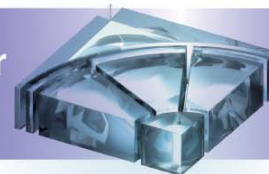
Base: Chinese and first-generation Chinese Canadians who are 18+ of age and speak Chinese (Cantonese and/or Mandarin)



# Media usage of Chinese Population



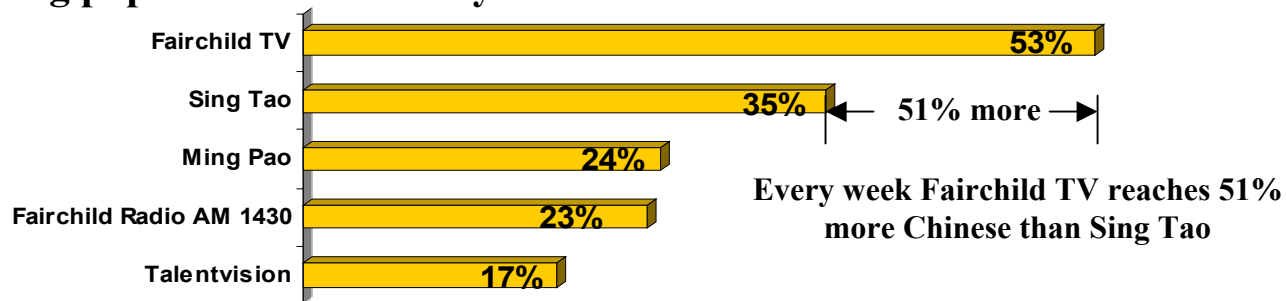
Ipsos Reid 2007 Canadian Chinese Media Monitor  
Greater Toronto Area



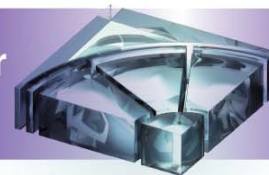
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# Top 5 Chinese Media – Weekly Reach

- In Toronto, Fairchild Television is the number 1 medium reaching Chinese Canadians. 53% of them watch Fairchild TV every week, that is, 51% more than the second ranking media
- Sing Tao is a major Chinese daily newspaper; it reaches an average of 35% of Toronto Chinese Canadians every week
- Ming Pao is a Chinese daily newspaper reaching 24% of Chinese Canadians every week
- Fairchild Radio AM 1430 offers over 70 hours of Cantonese and Mandarin programming each week has a weekly reach of 23%
- Talentvision is a division of Fairchild TV and primarily serves the Mandarin-speaking population. Its weekly reach is 17%

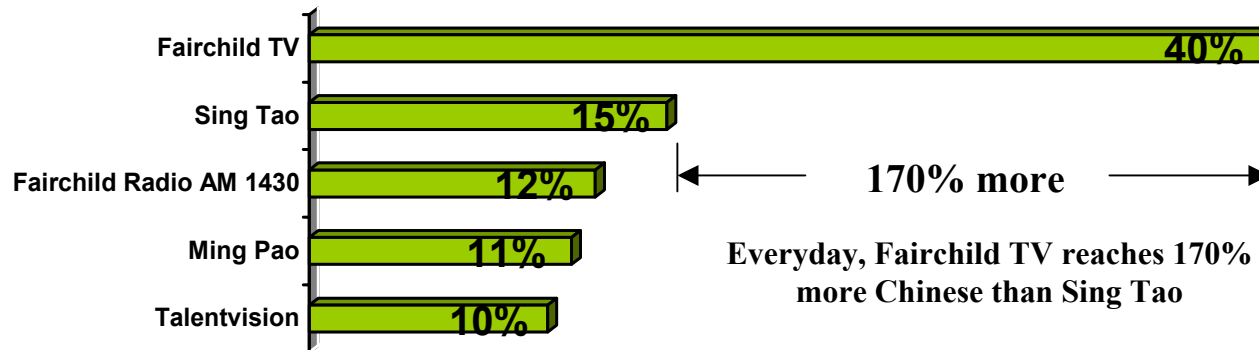


Base: Chinese and first-generation Chinese Canadians who are 18+ of age and speak Chinese (Cantonese and/or Mandarin)

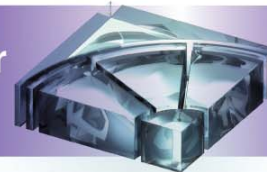


# Top 5 Chinese Media – Daily Reach

- **Being the number one medium, Fairchild Television reaches 40% of Chinese Canadians everyday outperforming the second ranking media by 170%**
- **Ranks second is Sing Tao with daily reach of 15%**
- **Fairchild Radio AM 1430 reaches 12% of Chinese Canadians everyday**
- **Ming Pao has 11% daily reach**
- **Talentvision has 10% daily reach**



Base: Chinese and first-generation Chinese Canadians who are 18+ of age and speak Chinese (Cantonese and/or Mandarin)

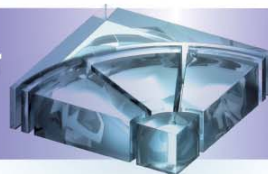




# Fairchild TV Reach



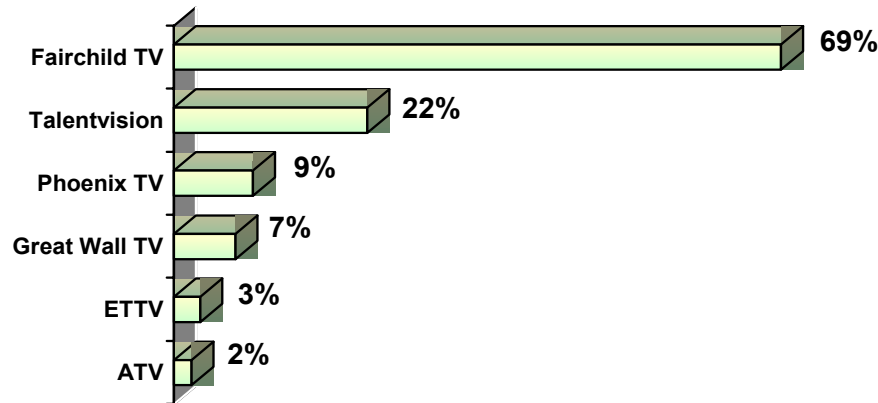
Ipsos Reid 2007 Canadian Chinese Media Monitor  
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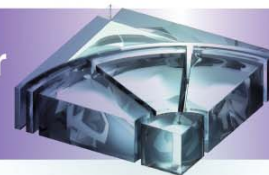
FAIRCHILD TELEVISION  
新時代電視

# Weekly Reach of Chinese TV (Mon to Sun)

- Among Chinese who watch Chinese TV, 69% have watched Fairchild TV in the past week. 22% have watched Talentvision which is a division of Fairchild TV
- Phoenix TV has 9% weekly reach, followed by Great Wall TV with 7%, ETTV and ATV at 3% and 2% respectively. These are foreign signals which can not solicit advertising revenue in Canada as a license condition

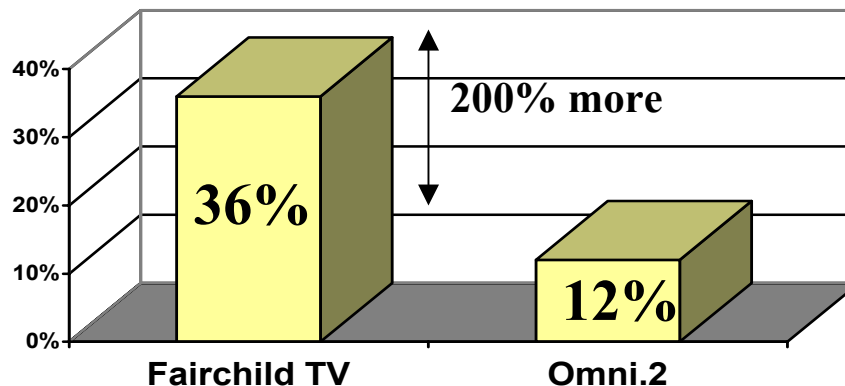


Base: Chinese and first-generation Chinese Canadians who are 18+ of age, speak Chinese (Cantonese and/or Mandarin) and watch Chinese TV

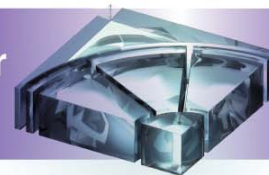


## Weekly Prime Time Reach (7pm – 11pm; Mon to Fri)

- During prime time, Fairchild Television reaches 200% more audience than Omni.2 every week

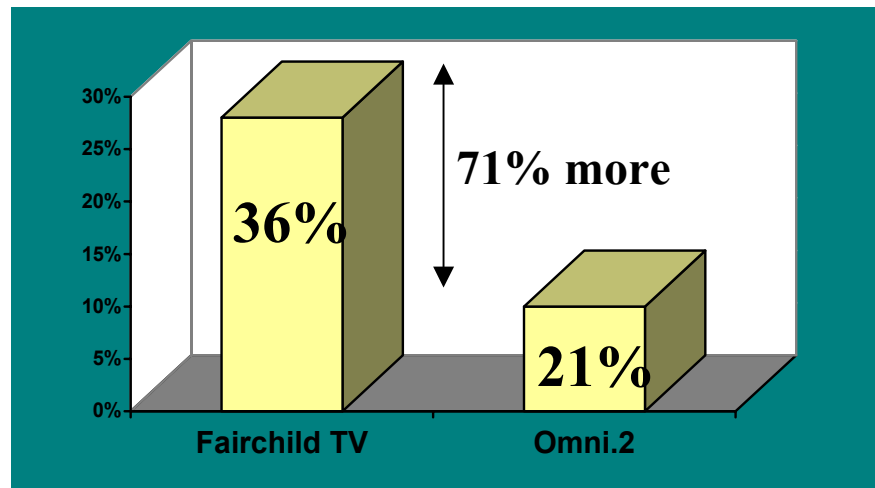


Base: Chinese and first-generation Chinese Canadians who are 18+ of age, speak Chinese (Cantonese and/or Mandarin) and watch Chinese TV

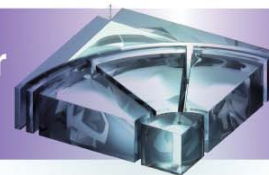


## Weekly Reach of Cantonese Prime Time News (Mon to Fri)

- Fairchild Television's prime time Cantonese News reach is 71% more than that of Omni.2's

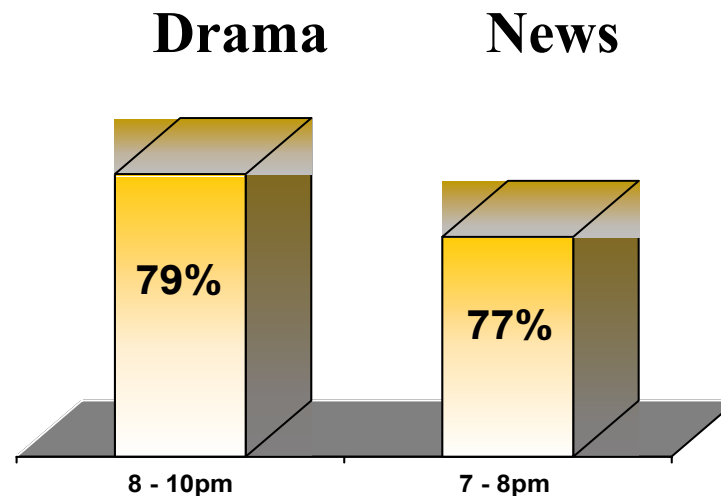


Base: Chinese and first-generation Chinese Canadians who are 18+ of age, speak Chinese (Cantonese and/or Mandarin) and watch Chinese TV

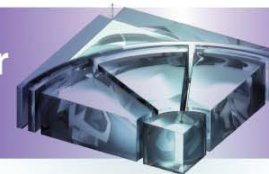


# Weekly Reach of Fairchild Prime Time Programs

- Evening drama is the most popular program reaching 79% of Fairchild audience every week; evening main news reaches 77%

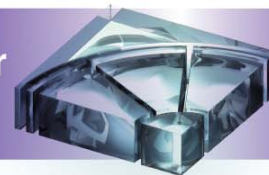


Base: Chinese and first-generation Chinese Canadians who are 18+ of age, speak Chinese (Cantonese and/or Mandarin) and watched Fairchild TV in the past week



# Fairchild Audience Profile

- 38% male and 62% female
- 67% aged 35 and up
- 72% speak Cantonese at home and 20% speak Mandarin
- 53% were born in Hong Kong, 29% in China and 7% in Taiwan
- 22% have annual household income of \$25k – under \$45k, 40% at \$45k – under \$100k and 23% at \$100k+
- 63% have post-secondary education or higher
- 63% surf internet



# Talentvision Reach



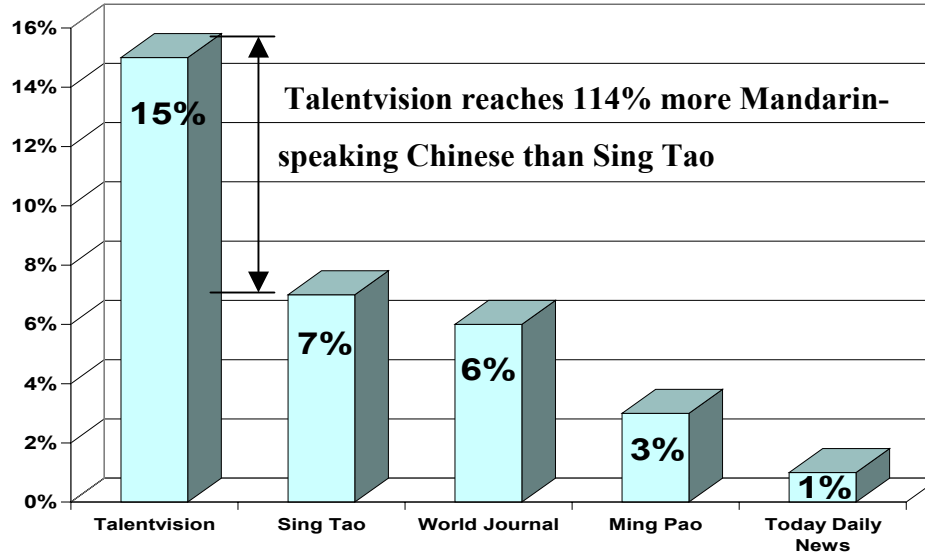
Ipsos Reid 2007 Canadian Chinese Media Monitor  
Greater Toronto Area



TALENTVISION 城市電視

# Daily Reach of Chinese Media among Mandarin-Speaking People

- Talentvision is the number one medium reaching Mandarin-speaking Chinese in the Greater Toronto area. 15% watch Talentvision everyday, which is 114% more Mandarin-speaking Chinese Canadians than the second-ranking medium, Sing Tao
- Sing Tao reaches 7%, World Journal 6%, Ming Pao 3% and Today Daily News 1%



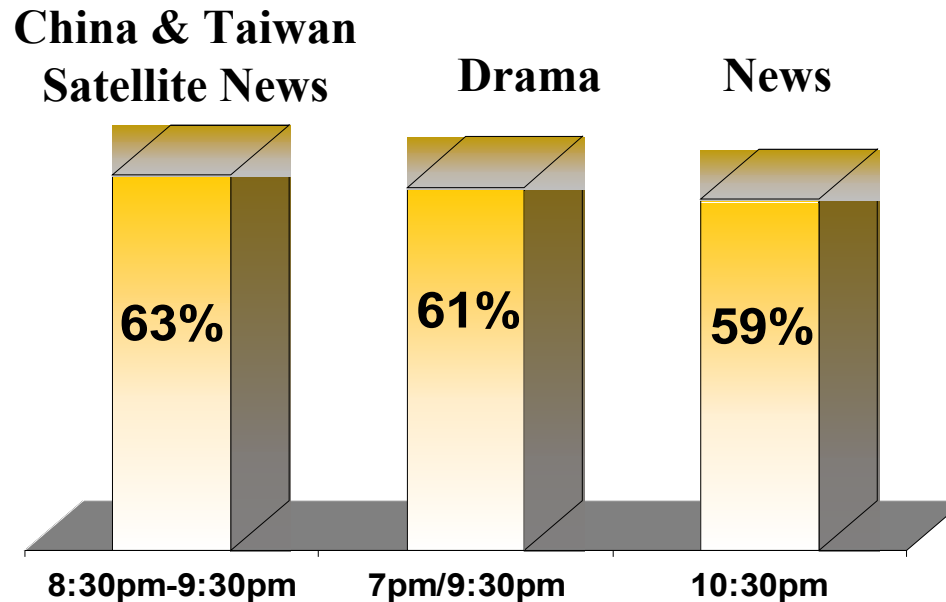
Base: Chinese and first-generation Chinese Canadians who are 18+ of age, speak Mandarin or other non Cantonese dialects





# Weekly Reach of Talentvision Prime Time Programs

- Amongst Mandarin audience, the prime time Satellite News is the most popular program with a weekly reach of 63%, followed by Drama at 61% reach and Daily News at 59%.



Base: Chinese and first-generation Chinese Canadians who are 18+ of age, speak Mandarin or other non Cantonese dialects, and watched Talentvision in the past week



# Talentvision Audience Profile

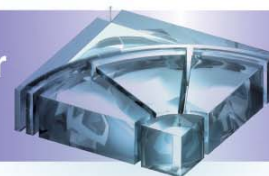
- 54% male and 45% female
- 50% aged 18 – 49 and 46% aged 50+
- 56% speak Mandarin and 27% speak Cantonese
- 43% were born in Mainland China, 29% in Taiwan and 17% in Hong Kong
- 28% with annual household income of \$25k – under \$45k, 39% at \$45 – under \$100k and 18% at \$100k+
- 76% have post-secondary education or higher
- 75% surf internet



# Powerful Duo – Fairchild TV and Talentvision



Ipsos Reid 2007 Canadian Chinese Media Monitor  
Greater Toronto Area

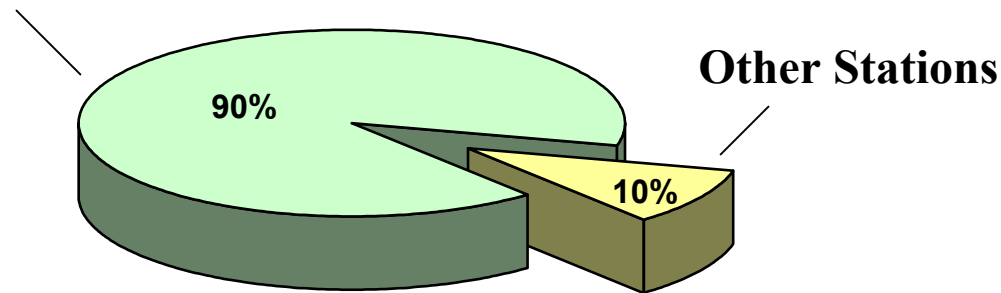


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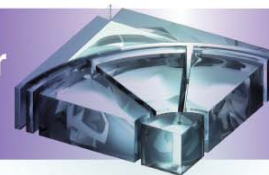
# Weekly Reach of Duo Stations – Fairchild TV/Talentvision

- Fairchild TV and/or Talentvision, with 90% Chinese audience reach every week, are proven to be the most powerful media vehicles to help advertisers tap into the lucrative Chinese-Canadian market

## Fairchild TV / Talentvision



Base: Chinese and first-generation Chinese Canadians who are 18+ of age, speak Chinese (Cantonese and/or Mandarin) who watch Chinese TV in the past week



# Contact

**For more information, please contact:**

**Tina Chow**

**Director, Marketing and Sales**

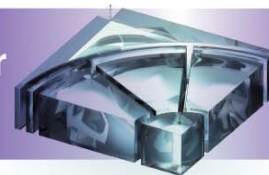
**Fairchild TV – Toronto**

**Tel: 905-882-7149**

**Fax: 905-882-7140**

**E-mail: [tchow@fairchildtv.com](mailto:tchow@fairchildtv.com)**

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