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Nanos: Only 20% of Canadians Say Ability to Watch Super Bowl Ads More Important Than Supporting Canadian Broadcasters

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TORONTO, March 2, 2015 /CNW/ - A new Nanos survey for Bell Media released today suggests that Canadians by a margin of more than three to one would rather support Canadian broadcasters who have paid for the broadcast rights for the Super Bowl over the ability to watch U.S. commercials during the Super Bowl.

**** Media Note **** – View the full report at <http://www.nanosresearch.com/library/polls/POLNAT-S15-T635.pdf>

Survey Highlights

- **Support for CRTC Broadcasting Principles** – At least nine of 10 Canadians support or somewhat support a series of broadcasting principles including the promotion of local news, and having a policy which supports Canadian companies' ability to advertise to Canadians. These principles are on the CRTC website: http://www.crtc.gc.ca/eng/INFO_SHT/bdt10.htm
- **Broadcast Policy Approach** – Canadians are more likely to believe that broadcasting policies should be applied consistently to everyone (64%) compared to being able to make an exception (28%).
- **Watching U.S. Super Bowl Commercials** – Canadians believe it is more important to support Canadian broadcasters who have paid for broadcast rights (69%) over the ability to watch U.S. Super Bowl commercials (20%).
- **Awareness of Online Availability of Super Bowl Commercials** – 62% of Canadians are aware that Super Bowl ads are available online before, during, and after the game while 36% are unaware.
- **How Many Complaints Merit a Policy Change** – 28% of Canadians thought that if there were 500,000 or more complaints, the policy should be changed, followed by 19% who said 100,000 complaints merited a policy change, 16% who said 10,000 complaints, 11% who said 1,000 complaints and, 9% who said 100 complaints should trigger a policy change. 18% of Canadians were unsure how many complaints would merit a policy change.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

About Bell Media

With passion and an unrelenting commitment to excellence, Bell Media creates content and builds brands that entertain, inform, engage, and inspire audiences through the platforms of their choice. Bell Media is Canada's premier multimedia company with leading assets in television, radio, out-of-home advertising, and digital media. Bell Media owns 30 local television stations led by CTV, Canada's #1 television network; 35 specialty channels, including TSN and RDS, Canada's most-watched specialty channels in English and French; and four pay TV services, including The Movie Network and Super Écran. Bell Media is also Canada's largest radio broadcaster, with 106 licensed radio stations in 54 markets across Canada. Bell Media owns Astral Out-of-Home, one of Canada's most dynamic and innovative out-of-home advertising companies with a network of more than 9,500 advertising faces in Québec, Ontario, Alberta, and British Columbia. Bell Media also operates more than 200 websites; delivers TV Everywhere with premium subscription on-demand streaming service CraveTV, as well as its innovative GO video streaming services including CTV GO, TMN GO, and TSN GO; holds an equity stake in digital

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startup Hubub; is partners in Cirque du Soleil Media, a joint venture with Cirque du Soleil; and owns Dome Productions Inc., a multi-platform production company. Bell Media is part of BCE Inc. (TSX, NYSE: BCE), Canada's largest communications company. For more on Bell Media, please visit www.bellmedia.ca.

SOURCE Bell Media

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