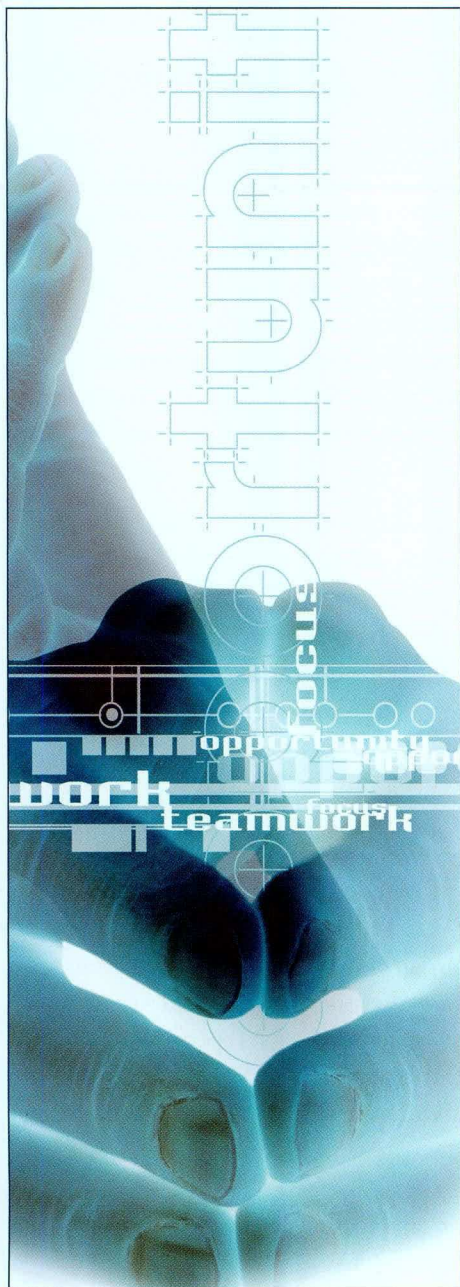


Working together nets a 52% return

La collaboration se traduit par un rendement net de 52 %



Canada's optometrists worked together again this spring to stage a cooperative television campaign. This cooperative effort resulted in a 52% return on investment. In other words, for every dollar contributed to the advertising fund by the provincial associations, the campaign delivered an average \$1.52 worth of value.

This value is solely the result of *volume purchasing and access to national media*. Negotiations are not reflected in these calculations. Regionally purchased media has been valued at par as it is assumed that local buyers would be able to negotiate equally favourable rates. Hence, this is a purely objective calculation of value.

This continued cooperation benefits the provinces in three ways:

① **ECONOMIES OF SCALE:** Pooling dollars into a national fund allows for one large television budget instead of ten smaller ones. Buying time on the entire CTV network is less expensive than buying that same time on each individual station in the network.

Similarly, buying regional time from one supplier, Global Television for example, yields greater discounts as the network bases rates on the total package. However, as previously stated, *media purchased on local stations has been valued at par*.

② **ACCESS TO INTERSTITIAL TIME:** CTV buys a significant amount of US programming wherein US networks are allowed to run two more commercial minutes per hour. Canadian networks must fill this extra time



Michael Walker
President, Walker Media Group

Key Note:
Numbers can often be impressive, but more important is understanding how this value is calculated. Depending on the approach, the value can invariably show higher or lower returns. Our media group provides dollar value on the basis that provinces benefit from negotiated rates that are achieved through the collective economies of scale. In the following article, Walker Media group provides the approach for this dollar value assessment. Here you will also read about the added benefits regarding a united effort as it relates to the media buy.

— Dr Lillian Linton
Chair, National Public
Education Committee.

For full article by Dr Linton,
please see 'Knock, Knock,
Eight Times' on page 125.

ARTICLE ARTICLE

Province	Investment In National Television	CTV	Value Received by Network by Region			Value per Dollar Invested
			CBC	Global	Total Value	
BC	98,472	113,705	4,565	41,520	159,790	\$ 1.62
Alberta	90,576	102,316	4,725	33,186	140,227	\$ 1.55
Saskatchewan	30,649	35,787	936	7,496	44,219	\$ 1.44
Manitoba	25,199	28,049	1,521		29,570	\$ 1.17
Ontario	253,570	371,618	19,963	10,040	401,621	\$ 1.58
New Brunswick	22,768	23,575	660	5,426	29,661	\$ 1.30
Nova Scotia	24,620	23,455	5,160		28,615	\$ 1.16
PEI	3,536	3,984	256		4,240	\$ 1.20
Nfld & Lab	10,230	1,647	625	12,760	15,033	\$ 1.47
Total	559,620	704,137	38,411	12,760	852,976	\$ 1.52

with non-commercial content, usually promotional time. In certain circumstances, where they can justify the need to the Canadian Radio and Television Commission (CRTC) they can sell sponsored information vignettes, known as 'interstitials', that provide a demonstrable benefit to the viewer. The CAO's message has been judged so vital that CTV has allowed us access to interstitial time. Interstitials are deeply discounted from the regular advertising rates and, with the exception of a few local programmes, are only sold on a national basis.

- ③ **SPILL OVER:** As television technology continues to explode, viewers are presented with ever-increasing options. One such option is time-shifting. Cable and satellite companies offer subscribers access to signals from stations in other regions. This can significantly increase the viewing audience of a program. For example, the spring 2006 Broadcast Bureau of Measurement (BBM) survey reported 163,400 women aged 25 to 54 watching *Desperate Housewives* on CIVT Vancouver on Sundays at 9 pm. Had BCOA bought their own advertising on this station, they would have reached these women but they would not have reached the 51,900 additional women who chose to watch that program on six other CTV stations from as near as Calgary and as far away as Saint John, New Brunswick. By contributing to the national campaign, BC reached all 215,300 for less than the cost for a local spot!

The value per province was determined by totalling the comparable cost of purchasing a like schedule on each individual station purchased. The calculation ignored the fact that interstitial time could not be bought on most of these programs nor could closed-captioning units so the figures on the accompanying chart are the minimum values enjoyed by each province.

The CAO has approved purchase of the fall 2006/spring 2007 campaign, which will be bought simultaneously for the first time. This strategy will give the CAO greater buying clout than ever before as well as the lowest rates on the broadest range of programs. The CAO spot will continue to be seen in such programs as *The Amazing Race*, *Desperate Housewives* and *Grey's Anatomy* at prices unavailable to the local buyer. When a dedicated group agree on direction, each individual will get where they're going much faster.

Les optométristes du Canada ont travaillé ensemble encore ce printemps pour mettre sur pied une campagne télévisuelle coopérative. Cet effort s'est traduit par un rendement de 52 %. Autrement dit, chaque dollar consacré par les associations provinciales au fonds publicitaire pendant la campagne a vu sa valeur passer à 1,52 \$.

Cette collaboration représente un avantage pour les provinces de trois façons:

- ❶ **ÉCONOMIES D'ÉCHELLE** : Le regroupement des dollars dans un fonds national crée un gros budget de télévision plutôt que dix petits budgets. Il est moins coûteux d'acheter du temps d'antenne sur tout le réseau CTV qu'à chaque station qui en fait partie.
- ❷ **ACCÈS À LA PUBLICITÉ INTERSTITIELLE** : CTV achète un volume considérable de programmation aux États-Unis, où les réseaux ont droit à deux minutes de publicité à l'heure de plus qu'ici. Les réseaux canadiens doivent remplir ces blocs de contenu non commercial, généralement des messages promotionnels. Dans certains cas, s'ils peuvent en justifier le besoin au Conseil de la radiodiffusion et des télécommunications canadiennes (CRTC), ils peuvent vendre des capsules d'information commanditées, qu'on appelle de la « publicité interstitielle », qui démontrent un avantage pour le téléspectateur. Le message de l'ACO a été jugé si crucial que CTV nous a permis de faire de la publicité interstitielle. Ces blocs publicitaires sont beaucoup moins coûteux que les blocs publicitaires classiques et, sauf pour quelques émissions locales, ils sont uniquement vendus à l'échelle nationale.
- ❸ **DÉBORDEMENT** : Puisque la technologie télévisuelle poursuit son expansion, les téléspectateurs se voient offrir un nombre de plus en plus grand d'options, comme la programmation vidéo. Les fournisseurs de services par câble et par satellite offrent aux abonnés l'accès aux signaux des stations des autres régions. Ainsi, l'auditoire d'une émission s'accroît considérablement. Par exemple, le sondage BBM (Broadcast Bureau of Measurement) du

printemps 2006 révèle que 163 400 femmes de 25 à 54 ans regardent *Desperate Housewives* à CIVT Vancouver le dimanche à 21 h. Si l'AOCB avait acheté elle-même sa publicité à cette station, elle aurait rejoint ces 163 400 femmes, mais pas les 51 900 autres femmes qui ont choisi de regarder l'émission à six autres stations de CTV, qu'elles soient proches (Calgary) ou loin (Saint-Jean, au Nouveau-Brunswick). En contribuant à la campagne nationale, la Colombie-Britannique a rejoint la totalité de ces 215 300 téléspectatrices en payant un montant inférieur au coût d'un message publicitaire local!

On a déterminé la valeur par province en faisant le total des coûts d'achat d'une programmation comparable à chacune des stations où l'on a acheté de la publicité. Ce calcul ne tient pas compte du fait qu'il était impossible d'acheter de la publicité interstitielle ou des sous-titres pour la plupart des émissions, si bien que les statistiques du diagramme ci-joint présentent les valeurs minimales dont bénéficie chaque province.

L'ACO a approuvé l'achat de publicité pour la campagne automne 2006 – printemps 2007, qui se fera simultanément pour la première fois. Cette stratégie donnera à l'ACO un plus grand pouvoir d'achat que jamais et lui garantira les tarifs les plus bas pour le plus vaste éventail d'émissions.

Le message de l'ACO continuera de passer pendant les émissions *The Amazing Race*, *Desperate Housewives* et *Grey's Anatomy* à des prix dont ne peuvent bénéficier les acheteurs locaux. Lorsqu'un groupe dévoué s'entend sur une orientation, chaque membre atteint ses objectifs beaucoup plus vite.

On Saturday October 28, 2006 join The Academy of Ophthalmic Education when it hosts the second annual gala celebration of THE EYE BALL, benefiting ORBIS Canada in their continuing efforts to save sight worldwide. The evening will feature:

- An awards presentation honouring four nominated individuals who have contributed significantly to eye care within the optometric community.
- A cocktail reception, dinner, live and silent auctions and live entertainment.
- Keynote speaker, the Honourable Tony Clement, Minister of Health.

For information on how to nominate an Ophthalmologist, Optometrist, Optician and/or someone in your Community, or to receive information on tickets and sponsorship, please contact:

Ali Khan | Academy of Ophthalmic Education | T: 905.731.6022 |
E: info@aoece.com and/or Daniella Bianchi | ORBIS Canada |
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