



## CITYTV LAUNCHES NEW AD-SUPPORTED STREAMING CHANNELS ON PRIME

Source: Media in Canada

Date: 04/13/2022

Citytv has introduced two new streaming video channels: Citytv+ and CityNews 24/7 on Amazon Prime Video.

Citytv+ is an ad-supported SVOD channel available to Prime members and includes live stream content from Citytv, FX, FXX and access to all three channels' complete video-on-demand libraries. Also included in Citytv+ is live news and entertainment programming from OMNI Television. A CityTV+ subscription costs \$4.99, though Prime members can also access a free tier made up of Citytv's live programming.

Meanwhile, CityNews24/7 is a free channel available to Prime members that includes news, entertainment and sports stories from the Citytv news team, as well as live coverage of Breakfast Television and CityNews local newscasts.

Janice Smith, VP of national media sales at Rogers Sports & Media, says Citytv+ offers advertisers new and incremental reach to engage streaming audiences in both on-demand and live TV content.

"With dynamic ad insertion technology and first-party data, we continue to build on our position as leaders in connected TV and streaming in Canada and work even more closely with marketers on total TV opportunities across all platforms," she said in a statement.

Mid-roll ads are available on the Citytv+ video on-demand content. A spokesperson for Rogers tells MiC that as the audience and reach grow, more ad opportunities will be available, including in live content. Currently, the live content carries the same ad load as the broadcast feed. Advertisers looking to buy on Citytv+ can do so through Rogers Sports & Media.

Rogers says it's too early to forecast what kind of incremental reach Citytv's steaming platforms will bring to advertisers, but noted that research from Media Technology Monitor estimates that 46% of Anglo Canadians have a subscription to Amazon Prime Video. The company also noted that Rogers Sports & Media's current digital platforms offer advertisers 13.3% incremental reach, according to a report it released last May.

Amazon Prime Video launched in Canada in 2016 and now features additional ad-supported subscriptions to Corus' STACKTV and Nick+, and a free Global News channel with news feeds from markets across the country.