FULL STREAM AHEAD

AN IN-DEPTH LOOK AT THE RISE OF STREAMING IN CANADA
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INTRODUCTION

Over the past two years, Canadians have embraced streaming in unprecedented numbers.

While ‘traditional’ television is still a significant method of consumption, long-form video content streamed through a connected device is a regular part of Canadian viewing patterns. In some cases, viewing through a connected device is the only way Canadians are consuming content.

Whether ad supported (YouTube, CityTvNow, Tubi), paid subscription (Netflix, Disney+, Sportsnet NOW etc.) or a hybrid of both, streaming is a growing method of content consumption in Canada.

With enforced isolation and restrictions brought on by the pandemic, streaming consumption has been accelerated. Canadians are spending more time and money with streaming services. From our research, we estimate that Canadians spent $2.7B on streaming services in 2020.1 Is this a one time aberration, or a sign of things to come?

Now, as we enter what appears to be the final phase of the COVID-19 pandemic, this report takes a look at the state of Streaming in Canada: What streaming content are Canadians consuming, and how these changes affect advertisers, agencies, content creators and distributors, as they look to forge ahead in a post-COVID landscape.

Methodology
Rogers Sports & Media (RSM) in partnership with Tubi commissioned this study through MARU/Matchbox using their Voice Canada panel. It was an online survey conducted April 16-19th, 2021 with a sample size of n=2150. The sample was representative of the Canadian population of A18+.

To further explore streaming audience behaviour, Tubi and RSM analyzed first party and third party data sources, which are also included in this report.
A LOOK AT CANADIAN STREAMERS

As of Fall 2020, **80% of Canadians have SVOD** (subscribed and are paying for a streaming service), up 21% from 2018.¹ That % increases among younger demographics.

GROWTH OF CANADIAN STREAMERS

<table>
<thead>
<tr>
<th></th>
<th>CDN STREAMERS</th>
<th>CDN POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>25-34</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>35-44</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>45-54</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>55-64</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>65+</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
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<td>50%</td>
<td>49%</td>
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<td>Female</td>
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<td>Have Kids</td>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>Single</td>
<td>44%</td>
<td>41%</td>
</tr>
<tr>
<td>Married/Relationship</td>
<td>55%</td>
<td>59%</td>
</tr>
<tr>
<td>Full-Time Employed</td>
<td>52%</td>
<td>47%</td>
</tr>
<tr>
<td>HHI Less Than $50K</td>
<td>22%</td>
<td>25%</td>
</tr>
<tr>
<td>HHI $50K-74.9K</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>HHI $75K-99.9K</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>HHI $100K-124.9K</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>HHI $125K+</td>
<td>20%</td>
<td>18%</td>
</tr>
<tr>
<td>University Degree</td>
<td>49%</td>
<td>47%</td>
</tr>
</tbody>
</table>

Source: Rogers Sports & Media Canadian Streaming Study April 2021

To put this into context, while 75% of people without SVOD have a TV/cable subscription,² **62% of Canadians who stream also have a TV/cable subscription.¹**

GLOSSARY OF TERMS

**Over-the-Top (OTT)**
Television content that is streamed over the Internet to a connected device and can be viewed on multiple screen sizes from mobile phones to TVs. Connected devices include personal computers, laptops, tablets, mobile devices, digital media players / streaming devices (Apple TV, Fire TV, Roku) and gaming consoles (PS4).

**Connected TVs (CTVs)**
Television content that is streamed over the Internet to a connected device and is viewed on a television set.

**SVOD**
Subscription based video on demand services where consumers pay for content with no advertising. (ex. Netflix, Amazon and Disney+).

**AVOD**
Advertising supported video on demand services that are free to consumers. (ex. Tubi, CityTvNow, CBC Gem).

**Rogers Ignite**
Rogers Sports & Media IPTV service.

**RSM Streaming**
Includes all Rogers Sports & Media streaming properties. (CityTvNow, FXNOW, SN NOW, NHL LIVE, Tubi).

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¹ Source: MTM SVOD Services Report – April 2021
² Source: MTM SVOD Services Report – April 2021

4 An In-depth Look at the Rise of Streaming in Canada
On average, Canadian streamers subscribe to 2.2 SVOD services, and consume on average 3.2 hours of streaming content every day.¹

While TV/cable subscriptions remain a vital part of viewing habits, there is a shift in those habits among younger streamers, who are less likely to have grown up with cable.

**MOST POPULAR AVOD**

- YouTube: 34%
- Tubi: 20%
- CTV: 15%
- Gem: 13%
- Global: 13%
- CitytvNow: 10%
- Twitch: 7%

**MOST POPULAR SVOD**

- Netflix: 76%
- Amazon Prime: 54%
- Disney+: 29%
- Crave: 22%
- Apple TV+: 13%
- Youtube Premium: 6%

Source: Rogers Sports & Media Canadian Streaming Study April 2021

53% of A18-24 have never had a cable subscription¹

38% of streamers have no TV subscription¹

15% of non-TV subscribers have never had a TV subscription (5.7% of Canadians)¹
Canadian streamers say their daily consumption of streamed content has increased on average by 2.4 hours per day, with AVOD (free) streamers consuming an additional 30 minutes more per day than SVOD (paid) streamers.1

These figures increase significantly with younger demographics.
While Canadians may be streaming more than ever before, their viewing habits have not changed significantly from more traditional models.

Canadians still stream more in the evening, and on weekends. However, with pandemic restrictions and Canadians now available more hours in the day, that viewing is now spread through the daytime and late-night viewing.¹

1. Source: Rogers Sports & Media Canadian Streaming Study April 2021
Overall, this behavioural change will have a lasting affect. **Two out of three** Canadians who stream content say their consumption will not decrease once pandemic restrictions loosen.¹

Expected Streaming Consumption Post-Pandemic

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less</td>
<td>4%</td>
</tr>
<tr>
<td>The Same</td>
<td>63%</td>
</tr>
<tr>
<td>Even More</td>
<td>33%</td>
</tr>
</tbody>
</table>

Another reason SVOD streamers seek other options is the amount of content available.

It should be noted that there is a plateau for SVOD streaming.
In total, 37% of Canadians who pay for streaming content have three or more services.¹ However, at that third service mark, streamers hit subscription fatigue, and are more likely to supplement their viewing by streaming for free with ad-supported platforms.

41% of 3+ SVOD subscribers agree they are running out of content to watch. This is 21% higher than those with two or less SVOD services.¹

This “content gap” represents an opportunity for advertisers to incorporate free services like Tubi, which offers 100% free content with lighter ad loads when compared to linear TV.
CONSUMPTION PLATFORMS: CONNECTED TV IS NOW #1

Content can be streamed anywhere on any device. However, Canadians prefer streaming content through the big screen on Connected TVs (CTVs). Nearly three out of four (72%) Canadian households have a Connected TV.²

PREFERRED STREAMING DEVICE

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connected TV</td>
<td>57%</td>
</tr>
<tr>
<td>Laptop/desktop</td>
<td>42%</td>
</tr>
<tr>
<td>Connected TV Device</td>
<td>40%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>29%</td>
</tr>
<tr>
<td>Tablet</td>
<td>22%</td>
</tr>
<tr>
<td>Cable Box</td>
<td>14%</td>
</tr>
<tr>
<td>Gaming Console</td>
<td>11%</td>
</tr>
</tbody>
</table>

On Rogers Ignite, we’re seeing significant growth in Canadians accessing streaming services through their Set Top Box on a monthly basis:

MONTHLY STREAMING USAGE THROUGH SET-TOP BOX

- Tubi: 25%
- SVOD Services: 70%
- Video application: 77%

This shift is likely due to a desire to upgrade the home experience during enforced isolation. Connected TVs are expected to be the preferred method for entertainment for the foreseeable future.

However, among streamers 18-34, streaming is more equally divided between CTVs, computers, smartphones, and tablets. This demographic continues to prefer flexibility, with the freedom to watch whatever, whenever, and wherever they want.
In the US, while VOD represents the majority of ad impressions seen on digital devices (55%), live content viewership is growing. In Q4 2020, ad impressions served to live audiences increased by 85% globally YoY.

At Rogers Sports & Media (RSM), we have seen the same trend: In 2020, live streaming on CityTvNow more than tripled to 29% of total video starts from only 9% in 2019.

45% of ads in live content were on connected TVs

40% of VOD ad content viewed on mobile devices

At Rogers Sports & Media (RSM), we have seen the same trend: In 2020, live streaming on CityTvNow more than tripled to **29% of total video starts** from only 9% in 2019.
PAID VS. FREE PLATFORMS
SVOD VS. AVOD STREAMERS

Up to this point we have treated SVOD (Subscription-based Video On Demand) and AVOD (Advertising-supported Video On Demand) streamers as one.

**SVOD streamers are more likely to have a TV subscription** (64% vs. 60% of AVOD users), while AVOD streamers spend more time streaming daily (3.5 hours vs 2.5 hours for SVOD streamers).¹

There is still significant overlap between the two: 81% of AVOD streamers also subscribe to an SVOD service.¹

85% of Tubi streamers in Canada are watching through a Connected TV or connected device.¹

When it comes to content consumption, television is a popular device used by both SVOD and AVOD streamers. However, AVOD streamers tend to use companion devices more so than SVOD streamers. **For AVOD streamers, a computer/laptop is their top device for streaming.**

AVOD streamers are more likely to have tried a free trial of an SVOD service in 2020. (44% vs 33% of SVOD).¹

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¹ Source: Rogers Sports & Media Canadian Streaming Study April 2021
STREAMERS ARE PRICE SENSITIVE

Free trial offers proved to be an effective way for gaining and maintaining SVOD subscribers in 2020. Fully One-third of Canadians (33%) used a free trial last year.¹

While price played a significant role in SVOD subscription cancellation, content was nearly as important: of those who cancelled a subscription after their free trial was over, 47% cited lack of content as the primary reason for cancellation.¹

We look more closely at how content influences streaming consumption in the next section.

CANADIANS WHO USED FREE TRIAL TO SUBSCRIBE TO A NEW PAID STREAMING SERVICE IN 2020

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>37%</td>
</tr>
<tr>
<td>25-34</td>
<td>38%</td>
</tr>
<tr>
<td>35-54</td>
<td>35%</td>
</tr>
<tr>
<td>55+</td>
<td>36%</td>
</tr>
</tbody>
</table>

Reason for cancelling subscription:

- 53% Cost
- 47% Lack of Content

1. Source: Rogers Sports & Media Canadian Streaming Study April 2021

97% Agree quality of program is an important factor¹
97% Agree it is important for their service(s) to carry programs they love¹
95% Agree it is important to have a wide library¹

We look more closely at how content influences streaming consumption in the next section.
Canadians expect both breadth and depth from their streaming services. For example, 85% of Canadians who stream agree it is important to have a mix of older and newer content. As we see here, a mix of genres is equally important.

### Top Genres Being Watched - All Streamers:

<table>
<thead>
<tr>
<th>Genre</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy</td>
<td>63%</td>
</tr>
<tr>
<td>Crime/Suspense Dramas</td>
<td>53%</td>
</tr>
<tr>
<td>Action</td>
<td>52%</td>
</tr>
<tr>
<td>Documentaries</td>
<td>51%</td>
</tr>
<tr>
<td>Sci-Fi/Fantasy</td>
<td>39%</td>
</tr>
<tr>
<td>Family</td>
<td>28%</td>
</tr>
<tr>
<td>Animated</td>
<td>21%</td>
</tr>
<tr>
<td>Horror</td>
<td>21%</td>
</tr>
<tr>
<td>Sports</td>
<td>19%</td>
</tr>
<tr>
<td>Reality TV</td>
<td>19%</td>
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<tr>
<td>News</td>
<td>19%</td>
</tr>
<tr>
<td>Travel</td>
<td>16%</td>
</tr>
<tr>
<td>Foreign</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: Rogers Sports & Media Canadian Streaming Study April 2021
SPORTS STREAMING: IT’S SMALL BUT GROWING QUICKLY

While we expect sports streaming to grow rapidly in the future, it has yet to become a mainstream part of viewing habits.

Even here, however, there are signs that habits are shifting. Streaming on SN NOW increased 15% in 2020 vs. 2019, with the NHL being a key driver.4

STREAMS INCREASED 81% ON SN NOW DURING HOCKEY SEASON THROUGHOUT THE PANDEMIC VS. THE SAME PERIOD PRE-PANDEMIC.4

Similarly, in the first months of this year’s baseball season, streaming on MLB.tv increased with total minutes up 19%, and the number of games watched to date up 24% YoY.4
The “must see” nature of sporting events shifts streamers priorities: they want high quality, convenient, and centralized access, and for now that means watching live via TV/cable. We expect increased investments in content personalization, including highlights, customized catch-up features, and betting integration, will drive more usage across sports streaming platforms.

Although small, advertising opportunities on sports SVODs represent an opening to reach incremental audiences and our increased investment in SN NOW will drive product adoption and scale over time.
UNDERSTANDING WHO STREAMS ROGERS SPORTS & MEDIA CONTENT

More than 6 million Canadians A18+ consume content through Rogers Sports & Media (RSM) streaming platforms, including Sportsnet Now, CityTvNow, Tubi, and others. From here on, we will refer to this group of users as RSM Streamers.

OF RSM STREAMERS:

- **36%** do not have a cable subscription
- **86%** have 1+ SVOD subscription
- **86%** have increased their consumption >1 hour in the past year

*Top Subscriptions in order: Netflix, Amazon, Disney+, Apple+, Crave.

Across all platforms, Canadians streamed **6.4B minutes of Rogers Sports & Media content** across all our properties in 2020.4
Including Rogers Sports & Media (RSM) streamers on your media plan provides 13.3% incremental audience reach of A18+ to RSM Television.1 In total, RSM Television plus RSM Streaming reaches more than 20 million people every month including two out of three Canadian adults.1

### MINUTES STREAMED MORE THAN DOUBLED IN Q4 2020 YOY1

**DID YOU KNOW?**

**WHEN LOOKING AT WHO IS WATCHING**

<table>
<thead>
<tr>
<th>Category</th>
<th>RSM (ONLY)</th>
<th>TUBI</th>
<th>TV Subscriber</th>
<th>SVOD Streamer</th>
<th>AVOD Streamer</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>11%</td>
<td>11%</td>
<td>5%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>25-34</td>
<td>34%</td>
<td>25%</td>
<td>17%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>35-44</td>
<td>24%</td>
<td>19%</td>
<td>13%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>45-54</td>
<td>15%</td>
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<td>24%</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>55-64</td>
<td>9%</td>
<td>13%</td>
<td>15%</td>
<td>12%</td>
<td>12%</td>
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<td>Male</td>
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<tr>
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<td>51%</td>
<td>43%</td>
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<tr>
<td>Have Kids</td>
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<td>36%</td>
<td>30%</td>
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<td>34%</td>
</tr>
<tr>
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<td>44%</td>
<td>47%</td>
<td>38%</td>
<td>38%</td>
<td>46%</td>
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<tr>
<td>Married/Relationship</td>
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<td>53%</td>
<td>62%</td>
<td>62%</td>
<td>54%</td>
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<tr>
<td>Full-Time Employed</td>
<td>64%</td>
<td>50%</td>
<td>44%</td>
<td>53%</td>
<td>54%</td>
</tr>
<tr>
<td>HHI Less Than $50K</td>
<td>25%</td>
<td>36%</td>
<td>22%</td>
<td>21%</td>
<td>30%</td>
</tr>
<tr>
<td>HHI $50K-74.9K</td>
<td>20%</td>
<td>16%</td>
<td>18%</td>
<td>18%</td>
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<tr>
<td>HHI $75K-99.9K</td>
<td>16%</td>
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<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>HHI $100K-124.9K</td>
<td>10%</td>
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<tr>
<td>HHI $125K+</td>
<td>20%</td>
<td>12%</td>
<td>20%</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>University Degree</td>
<td>51%</td>
<td>45%</td>
<td>45%</td>
<td>50%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Source: Rogers Sports & Media Canadian Streaming Study April 2021

**WHEN LOOKING AT ALL RSM STREAMERS:**

- **70%** use Connected TV1
- **68%** have TV/cable subscription1
- **Spend on average 3.8 hours/day streaming content**1

17 An In-depth Look at the Rise of Streaming in Canada

An In-depth Look at the Rise of Streaming in Canada
In 2020, Canadians streamed a total of 4.4 billion minutes on Tubi, up 155% from the previous year. All indications show consumption continuing to increase, as in Q1 2021, where total time streamed on Tubi increased 107% YoY.

The AVOD service Tubi, a Rogers Sports & Media partner, reaches 4.65 million Canadians. Of those:

- 63% use connected TV to watch
- 64% also have a TV subscription
- 85% also have an SVOD subscription

Tubi provides 10.1% incremental audience reach of A18+ to an RSM Television campaign. It should be noted that more than 15% of Tubi viewers do not watch YouTube, offering brands an incremental audience you’ll have a hard time finding elsewhere.

In 2020, Canadians streamed a total of 4.4 billion minutes on Tubi, up 155% from the previous year. All indications show consumption continuing to increase, as in Q1 2021, where total time streamed on Tubi increased 107% YoY.
STREAMING OFFERS NEW OPPORTUNITIES FOR ADVERTISERS

While streaming is a fast-growing force, it has not replaced linear TV but has become a complement. Streamers tend to use SVOD and AVOD to supplement their TV viewing. For advertisers, reaching a representative audience includes an investment in a mix of video platforms.

For example, AVOD streaming services add an 18% incremental reach to TV campaigns.¹

HOURS SPENT WATCHING TV ON A TV SET:

- **Non-Subscribers Watch 19.4 Hours/Week of TV on a TV Set**²
- **SVOD Subscribers Watch 11 Hours/Week in addition to the 10.1 Hours/Week they Stream**²

**Streamers in general are open to advertising as part of their viewing experience:**

- **52%**
  Say they would watch advertising for a discounted rate on paid streaming services.¹
- **64%**
  Say they would watch advertising if service was free.¹

**And the younger demographic, while less likely to have a TV subscription, are more accepting of ads:**

- **60%**
  Agree they will watch ads for a discounted rate on paid streaming services.¹
- **71%**
  Agree they will watch ads if the streaming service was free.¹

**Free (AVOD) streamers are even more open to advertising.¹**

Would watch ads for a streaming service that was free:

- **74.5%**
  AVOD Streamers¹
- **63%**
  SVOD Streamers¹

They are also **2x more likely** to purchase a product after seeing an advertisement while streaming than the general population.
Streamed ads have significant impact, especially for Canadians who stream content with Rogers Sports & Media (RSM) and Tubi.

In fact, Tubi & RSM streamers are 47% more likely than the average Canadian streamer to say they have been influenced by an advertisement while streaming.¹

**TOKK ACTION AS A RESULT OF SEEING AN AD WHILE STREAMING**

<table>
<thead>
<tr>
<th>Overall¹</th>
<th>AVOD¹</th>
<th>SVOD¹</th>
<th>TV Viewers²</th>
<th>RSM (incl Tubi)¹</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>54%</td>
<td>39%</td>
<td>43%</td>
<td>60%</td>
</tr>
</tbody>
</table>

*1Searched online, made a purchase, visited the website, recommended the advertiser, followed the advertiser on social media etc.

²60%
3 KEY TAKEAWAYS

01 STREAMING IS A SIGNIFICANT OPPORTUNITY FOR ADVERTISERS

Younger audiences are supplementing TV viewing with streaming. They represent a huge opportunity for advertisers. These heavy streamers are more open to advertising and more likely to be influenced by ads.

But with this shift there is an increased opportunity: heavy streamers are more open to advertising as a way to reduce or eliminate the cost of their services and more likely to be influenced by ad impressions.

This effectiveness is even stronger for Rogers Sports & Media (RSM) and Tubi streamers, making them a desirable audience for advertisers.

By supplementing a TV buy with targeted streaming, advertisers can significantly boost not just their reach, but the impact of their campaigns.

02 SPORTS STREAMING IS ONE TO WATCH

Fans prefer the experience of watching sports on the big screen and find cable/TV is more convenient to get all the games they are looking for today.

However, with an increase in sports subscriptions and time spent viewing on streaming services, we expect the landscape to change rapidly and that fans will follow and shift their habits too. Sports streaming is definitely one to watch.
AVOD IS A SUPPLEMENTAL OPPORTUNITY

As more and more younger Canadians grow up with streaming ingrained into their habits, AVODs may be the best way for advertisers to reach them.

Canadians who stream are less likely to watch TV, and for highly desirable audiences you cannot reach on SVOD, AVOD offers an alternative.

For advertisers, incorporating AVOD services such as Tubi is a way to engage with hard-to-reach viewers in an ad-friendly environment.

Tubi, which offers more than 24,000 free movies and TV shows, also has some of the lightest ad loads in the industry, giving consumers and brands alike a true value exchange.
Rogers Sports & Media is a diverse sports and content company that connects with more than 30 million Canadians each week. The company's multimedia offerings include 54 radio stations, 29 local TV stations, 23 conventional and specialty television stations, podcasts, digital and e-commerce websites, and sporting events. Rogers Sports & Media delivers unique storytelling through its range of powerful brands: Citytv, OMNI Television, FX, TSC, 680 NEWS, 98.1 CHFI, KiSS, Breakfast Television, Cityline, CityNews, Sportsnet – Canada’s #1 sports network, and the Blue Jays – Canada’s only Major League Baseball team. Rogers Sports & Media is a subsidiary of Rogers Communications Inc. (TSX, NYSE: RCI).

For questions related to this report, please contact your Rogers Sports & Media team lead or visit RogersSportsandMedia.com
Headquartered in San Francisco, CA, Tubi (www.tubi.tv), a division of FOX Entertainment, is an ad-supported video on demand (AVOD) service with movies and television shows from every major Hollywood studio.

Tubi gives fans of films and television programs an easy way to discover new content that is available completely free.

The service is currently available in the US, Canada, Australia, and Mexico.