



Media Alert  
For Immediate Release

## **CHCH AND COGECO CABLE CANADA FIRST TO OFFER TELEVISION ADVERTISING BY GEOLOCATION IN CANADA**

(Toronto, Canada – February 11, 2014) CHCH TV and Cogeco Cable Canada (“Cogeco”) are pleased to announce that CHCH made **Canadian television history** last week by being the first television broadcaster to offer its advertisers the ability to customize their message to their potential customers, according to their geolocation. Cogeco subscribers viewing CHCH will see the content of ads evolve to become more pertinent with regards to subscribers’ market locations.

The new service is thanks to the leading edge INVIDI Advatar® addressable advertising platform that supports geo-specific content delivery. The development of this platform is the result of collaborative efforts among Invidi Technologies Corporation, cable distributor Cogeco, CHCH Television and software distributor Capital Networks Limited, who is managing the ad insertion operation for the Advatar® platform.

“Cogeco is proud to be the first Canadian cable distributor to support television advertising by geolocation,” stated Jean-Pierre Caveen, Vice President, Affiliate, Partner and Carrier Relations at Cogeco Cable Canada. “This new and more efficient advertising opportunity brings the print direct marketing model to television,” concluded Mr. Caveen.

Through the INVIDI Advatar® addressable advertising system, CHCH’s advertising clients can deliver tailored messaging during a commercial break to households of a specific geographical area within Cogeco’s footprint in the Golden Horseshoe area of Southern Ontario. “The first advertiser to take advantage of this leading edge technology is the New Democratic Party of Ontario,” said Geoff Thrasher, General Sales Manager, Channel Zero Inc. “Their ads will only be seen in households within the Niagara Falls by-election riding boundaries, and with no spill outside of this area, the targeting ability of the Advatar® platform allows clients to include television in their media plan – affordably,” concluded Geoff.

Advertisers can utilize this technology during CHCH’s key 6 & 11 Evening Newscasts, as well as throughout the channel’s popular primetime movies and programs including U.S. simulcasts 20/20, 48 Hours and 60 Minutes.

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### About CHCH

CHCH started broadcasting in 1954 and is proud to be the news leader for Hamilton and the surrounding Halton and Niagara regions. CHCH produces more original news programming than any other local television station in North America. With a primetime line-up anchored by movies, news magazine shows, and hit dramas, CHCH is available to over 92% of Ontario households and is viewed by millions nationally each week. CHCH is owned and operated by Channel Zero Inc. For more information, please visit [www.chch.com](http://www.chch.com).

### About Channel Zero

Channel Zero is an independent Canadian media company that owns over-the-air channel [CHCH Ontario](#) and a growing bouquet of specialty channels including [Rewind](#), [Silver Screen Classics](#) and [Fight Now! TV](#) – the first 24/7 combat sports channel to air in the U.S. The company is parent to *Channel Zero Digital*, which owns popular sites [Andpop](#) and [ChartAttack](#), and the digital companions of its broadcast brands. *Channel Zero World Media* operates [Bollywood Times](#), [Mehndi TV](#) and [Halla Bol](#) – Canada's first South Asian HD TV channels. Channel Zero also operates [Ouat Media](#), an Academy Award® winning film sales and distribution company. For more information, please visit [www.tvchannelzero.com](http://www.tvchannelzero.com).

### About Cogeco Cable Canada

Cogeco Cable Canada ([www.cogeco.ca](http://www.cogeco.ca)) regroups the Canadian cable operations of Cogeco Cable Inc. Cogeco Cable Canada is the second largest cable operator in Ontario and Quebec in terms of the number of Basic Cable service customers served. Cogeco Cable Inc. is a telecommunications corporation and is the 11th largest hybrid fibre coaxial cable operator in North America operating in Canada under the Cogeco Cable brand name in Quebec and Ontario, and in the United States through its subsidiary Atlantic Broadband in Western Pennsylvania, South Florida, Maryland/Delaware and South Carolina. Its two-way broadband cable networks provide to its residential and small business customers Analogue and Digital Television, High Speed Internet («HSI») and Telephony services. Through its subsidiaries Cogeco Data Services and PEER 1 Hosting, Cogeco Cable Inc. provides its commercial customers a suite of IT hosting, information and communications technology services (Data Centre, Co-location, Managed Hosting, Cloud Infrastructure and Connectivity), with 20 data centres, extensive fibre networks in Montreal and Toronto as well as points-of-presence in North America and Europe. Cogeco Cable Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

### About Invidi Technologies Corporation

INVIDI Technologies Corporation is the world's leading advanced addressable television advertising solutions company. Our vision and expertise in building smart advertising systems provides unrivalled capability for delivering the right advertising message to the right audience with pinpoint accuracy and creates substantial monetary value for the cable, satellite, telco, IPTV and advertising industries. INVIDI's unique approach to addressable advertising delivery, reporting, and measurement is supported by a solid portfolio of patents and other intellectual property. Our innovations in content delivery solutions and intellectual property development in targeted demographic media is the foundation for a wide array of advanced advertising capabilities. Digital technology has revolutionized media and INVIDI is making targeted and addressable advertising, more efficient, more effective and more available than ever. INVIDI's investors include GroupM, Google, Motorola, NBC Universal, Experian and leading venture capital firms, among others. For more information, please visit [www.invidi.com](http://www.invidi.com).

### About Capital Networks

Capital Networks Limited, established in 1991 is the worldwide distributor of the Audience™ software platform used in range of applications for Broadcast, Cable TV and professional Digital Signage networks. Since 1994 the company has also managed local avails and TV Listings systems on a turnkey basis for numerous Canadian BDU's, from their Markham, ON headquarters.