



Press Release
For immediate release

TC Media launches the *Canadian Programmatic Marketplace*, Canada's Largest, Fully Transparent Source of Premium, Brand-safe Programmatic Media

TORONTO, April 23, 2014 - [TC Media](#) is proud to announce the launch of the [Canadian Programmatic Marketplace](#) (www.CPM.tc), Canada's largest, fully transparent source of premium, brand-safe programmatic advertising inventory in English and French. The marketplace is TC Media's unique solution to the evolving and complex world of Real-Time Bidding inventory supply.

The *Canadian Programmatic Marketplace* provides buyers with access to digital display inventory across more than 95 premium content partners and more than 650 websites in real-time. The network, launched in March, is already delivering over 1 billion monthly impressions to more than 14 million unique Canadian visitors and features exclusive programmatic partners like TC Media, Livingly Media, Spin Media and Hockeybuzz along with more than 100 regional newspaper sites in English, French and Atlantic Canada.

"TC Media recognizes the importance of programmatic buying and has invested heavily in its team, technology, and partnerships", says Patrick Lauzon, Senior Vice President of Interactive Marketing Solutions at TC Media. This investment includes TC Media's acquisition of Canadian real-time bidding supply company Redux Media Inc. in May 2012. "The *Canadian Programmatic Marketplace* provides Canada's only fully transparent, brand safe programmatic environment and can offer advertisers the largest reach of RTB enabled display, video and mobile inventory in Canada, setting the bar in terms of premium programmatic".

"The *Canadian Programmatic Marketplace* was developed to be complementary to TC Media's national sales offer, and advertisers will now benefit from a large portfolio of RTB enabled websites", added Claude Cajolet, Chief Operating Officer, Redux Media.

TC Media and its launch partners will continue to offer advertisers their direct sales solutions while granting buyers access to a dedicated amount of RTB enabled inventory, private marketplace and programmatic reserve deals through the *Canadian Programmatic Marketplace*. "Through this initiative, buyers will gain access to premium websites like canadianliving.ca, ellecanada.com, hockeybuzz.com, stylebistro.com, and spin.com, as well as French properties like ellequebec.com and coupdepouce.com in a 100% programmatic environment" concluded Lauzon.

For a more robust list of programmatic partner sites, content channels and ways to connect, please visit www.CPM.tc.

About TC Media

Canada's leading provider of media and marketing activation solutions, employing over 3,500 people, TC Media reaches 24 million consumers in Canada through its integrated multiplatform offering that includes print and digital media, the production of magazines, newspapers, books and custom content, mass and personalized marketing, interactive and mobile applications, and door-to-door distribution.

TC Media is a division of Transcontinental Inc. (TSX: TCL.A, TCL.B, TCL.PR.D), which has over 9,000 employees in Canada and the United States, and revenues of C\$2.1 billion in 2013. Website www.tc.tc.

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