



# LEADING CONTENT

LEADING SPORTSNET TV FRANCHISE	NATIONAL RADIO PORTFOLIO	CITY NATIONAL TELEVISION NETWORK
OMNI MULTICULTURAL NETWORK	TELEVISED SHOPPING NETWORK	TORONTO BLUE JAYS BASEBALL TEAM
37.5% OWNERSHIP OF LEAFS, RAPTORS & TFC	ICONIC MAGAZINE BRANDS	DIGITAL MEDIA PORTFOLIO

ROGERS IS COMMITTED TO DELIVERING WORLD-CLASS CONTENT AND EXPERIENCES TO CONSUMERS AND ADVERTISING SOLUTIONS TO BUSINESSES. THE COMPANY HAS A STRONG LEGACY OF BUILDING POWERFUL MEDIA BRANDS WITH COMPELLING CONTENT THAT RESONATES WITH AUDIENCES ACROSS MULTIPLE PLATFORMS ON ANY DEVICE.

Today, businesses across Canada connect with customers through Rogers category-leading television and radio assets, sports entertainment, televised and online shopping, publishing, and digital media properties as the one-stop solution for all their local and national advertising needs.

Rogers Media is Canada's premier combination of diversified broadcast, specialty, sports, print and online media assets which together touch nearly 90% of Canadians every week. This includes over 50 popular AM and FM radio stations across Canada. In television, it includes the seven station City network which broadcasts intensely local, urban-oriented