



## Vividata's Winter 2021 Study Release: Guidelines for Data Use and Reporting

Dear Member:

On Thursday, February 18th, 2020 the **Vividata Winter 2021 Study** will be released @ 9:00am (EDT) to all members in good standing.

This release is based on fieldwork from October 2019 – September 2020. The total sample size is 31,233 Canadians 14+. The Winter 2021 release is a single source database containing cross-platform readership metrics for magazines and newspapers, as well as a comprehensive database of consumer behavior, media usage and product/brand usage data. Print and digital readership and product data is being released in a single database for all 51 daily newspapers, 4 community newspapers, 40 magazines and 1 'other' publication.

We are taking this opportunity to re-state the Guidelines included in your Membership Agreement and to provide guidelines specific to the upcoming Winter 2021 release.

As a member, we remind you of your obligation to comply with the Board's determination as set out in your Vividata membership agreement. Any violations of the membership agreement (including the guidelines) will be referred to the Board which will determine appropriate action in its sole discretion.

### **Release Date: Embargo on publication of results until 9:00am (EDT) on February 18th, 2021**

No results are to be shared or published in the public domain before 9:00 am (EDT) on February 18th, 2021. This applies to all members, including publisher members who may have early access to the data.

## Guidelines

### **Vividata Winter 2021 Study readership results are industry currency.**

- **Users** means all Vividata Members & Affiliates in good standing, and other parties to whom the board has granted access to the Study.
- **Public domain** means any use which is not confined to Users and their Representatives and includes advertising, promotional material and sales kits in any form.
- The Vividata database may be used in the public domain only by Users.
- When reporting the Vividata database in the public domain, Users must exercise their best efforts to avoid bringing the database and Vividata into disrepute.
- Users should use the Vividata database only in such a manner that will not depreciate the value of, or lead to a loss of confidence in, the Vividata database to other Users.

## General Usage and Reporting Guidelines for Vividata

- i) All data from the Vividata database quoted in the public domain must clearly state the relevant year and period of the Study or Studies as the source of the data. The study naming protocol should be observed (e.g. Vividata Winter 2021). Ensure that any data presented and reported in the public domain is accurate and the source clearly identified.
- ii) The data reference should be sufficiently clear that other members are able to replicate the data, and should provide a clear definition of the metrics used to avoid confusion and provide context for the reported data (e.g. Adults 25-54 Mon-Fri AIR-Vividata Winter 2021).
- iii) A metric that is currently available in Vividata should not be substituted with an estimate (e.g. Weekly Cume readership).
- iv) Users who develop simulations, projections, models or prototypes incorporating data from the Vividata database for use outside their immediate company must obtain advance written approval for these actions from the Board. Any data from the Vividata Study or database used for such purposes cannot be sourced as data from Vividata and must identify in a manner approved from the Board that such usage is an estimate.
- v) When Vividata results are presented in conjunction with data from other sources, the information should clearly distinguish the different data sources.
- vi) Data from Vividata on a measured publication may not be claimed, presented or used in any way as findings for any other publication, including, but not limited to, affiliated non-measured publications distributed to part, or all, of the same distribution base.
- vii) Users may not distribute data from the Vividata database in any form to media industry associations or government bodies without written consent from Vividata (e.g. CMDC Media Digest, News Media Canada, Magazines Canada, Canadian Heritage).

## Provision of Data to Members and Non-members

Users may distribute data from the current study to non-members in order to conduct business with their clients or potential clients who are non-members within the terms and conditions of the Vividata membership agreement.

Users may not provide the Vividata database in its entirety, in any form, to a client, or potential client, whether or not such client or potential client is a member of Vividata in its own right.

Users shall not have any right to make available directly or indirectly any data from the Vividata database to another media vehicle or publication for use in the public domain, when such a media vehicle or publication is not a member of Vividata.

Where Vividata data is supplied by a member to a client:

- i) The findings must be confined to the specific media vehicle, medium, product or service for which the member and the client have existing or prospective business dealings.
- ii) It is the member's responsibility to ensure that Vividata access rules and confidentiality provisions are observed by the client.

The data in the Vividata database collected for the sole purpose of research controls (including, without limitation, name, address, e-mail address, telephone number, date, week or day of interview) shall not be made available to Users for use in analysis.

## Unauthorized Use/Complaints

Any unauthorized use, publication, and distribution of the information except as provided under the Agreement is strictly forbidden and may give rise to legal proceedings.

Users will notify Vividata immediately upon discovery of any unauthorized or unlawful disclosure, divulgence, communication or use of any of the information.

All complaints should be submitted in writing to Vividata and must be supported by documented evidence.

Data usage issues which are raised by Users may be referred to the Board. The Board, in the Board's sole discretion, will determine appropriate action.

For those members without software access, please contact your Vividata representative: Tosha Kirk at [tosha@vividata.ca](mailto:tosha@vividata.ca) or Isabelle Michaud at [isabelle@vividata.ca](mailto:isabelle@vividata.ca).

If you have any questions, or require clarification on any of these points, please contact Pat A. Pellegrini, CEO & President, at 416 961 3205 or [pat@vividata.ca](mailto:pat@vividata.ca)



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Pat A. Pellegrini, Ph.D  
President & CEO

## APPENDIX I: Readership/Audience Metrics in Winter 2021 Study

*The readership metrics available in Vividata Winter 2021 Study Database are summarized below:*

Newspapers	Magazines
<p><b><u>Major and Local Markets</u></b></p> <ol style="list-style-type: none"> <li>1. Print Weekday AIR</li> <li>2. Print Sat AIR</li> <li>3. Print Sun AIR</li> <li>4. Print/Digital Summary               <ol style="list-style-type: none"> <li>a. Print/Digital Weekday AR</li> <li>b. Print/Digital Saturday AR</li> <li>c. Print/Digital Sunday AR</li> </ol> </li> <li>5. Weekly Cume               <ol style="list-style-type: none"> <li>a. Print 5 Day Cume</li> <li>b. Print 6-Day Cume</li> <li>c. Print 7-Day Cume</li> <li>d. Digital Weekly Cume</li> <li>e. Total Print/Digital Weekly Cume</li> </ol> </li> <li>6. Digital Content Readership (Last Time Access)               <ol style="list-style-type: none"> <li>a. Yesterday</li> <li>b. Past Week</li> <li>c. Past Month</li> </ol> </li> <li>7. Frequency of Access Digital Content               <ol style="list-style-type: none"> <li>a. Once a Day</li> <li>b. A Few Times a Week</li> <li>c. Once a Week</li> <li>d. A Few Times a Month</li> <li>e. Once a Month</li> <li>f. Less Often</li> </ol> </li> <li>8. Digital Content Readership (By Day)               <ol style="list-style-type: none"> <li>a. Mon-Friday</li> <li>b. Saturday</li> <li>c. Sunday</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Print AIR</li> <li>2. Digital Content Readership (Last Time Access)               <ol style="list-style-type: none"> <li>a. Yesterday</li> <li>b. Past Week</li> <li>c. Past Month</li> <li>d. Past 2 months</li> <li>e. Past 3 months</li> </ol> </li> <li>3. Frequency of Access Digital Content               <ol style="list-style-type: none"> <li>a. Once a Day</li> <li>b. A Few Times a Week</li> <li>c. Once a Week</li> <li>d. A Few Times a Month</li> <li>e. Once a Month</li> <li>f. Less Often</li> </ol> </li> <li>4. Total Print/Digital AR</li> </ol>
<p><b><u>Community Papers</u></b></p> <ol style="list-style-type: none"> <li>1. Print AIR</li> <li>2. Digital Content Readership (Last Time Access)               <ol style="list-style-type: none"> <li>a. Yesterday</li> <li>b. Past Week</li> <li>c. Past Month</li> </ol> </li> <li>3. Total Print/Digital AR</li> </ol>	

## **APPENDIX II: Title Specific Reporting for Winter 2021**

- 1. Good Times Magazine:** Prior to this release, there was potential confusion between the Good Times magazine brand audience and other properties with same/similar identification. Research and testing were conducted on this matter and the learning gained from this investigation was applied to the reporting of Good Times with this release. No comparison to the past should be made for this title.
- 2. Report on Business Magazine:** Print and digital Readership are based on 9 months of measurement (October 2019 – June 2020) and therefore data should not be compared with previous studies.
- 3. Titles available via numerical software coding:**
  - Financial Post Magazine
  - InStyle
  - NOW
  - People
  - Real Simple
  - Sports Illustrated
  - The Hockey News
  - Vancouver Magazine
  - Western Living
  - La Presse
  - Métro (Montréal)
- 4. Titles no longer available:**
  - Outdoor Canada
  - 5 ingrédients - 15 minutes
  - The Journal Pioneer
- 5. Titles with Digital Readership only:**
  - Urbania