

PREMEDIA SPECTRUM 2011

TRANSCONTINENTAL INTERACTIVE



TSX • TCL.A, TCL.B

REVENUE • \$2.5 BILLION

LOCATIONS • CANADA, USA, MEXICO

EMPLOYEES • 13,000

TRANSCONTINENTAL CORPORATION LIMITED

TRANSCONTINENTAL INTERACTIVE

combines a set of highly specialized practices and a portfolio of solutions un-matched in the market place.



Print to web:
transforms offline promotional content for use on interactive digital channels



Mobile solutions:
commerce, entertainment, informational services and marketing



Outsource advertising creation and production and digital asset management



Digital print solutions for one-to-one messaging.



Email marketing:
database-driven marketing automation technologies and strategic solutions

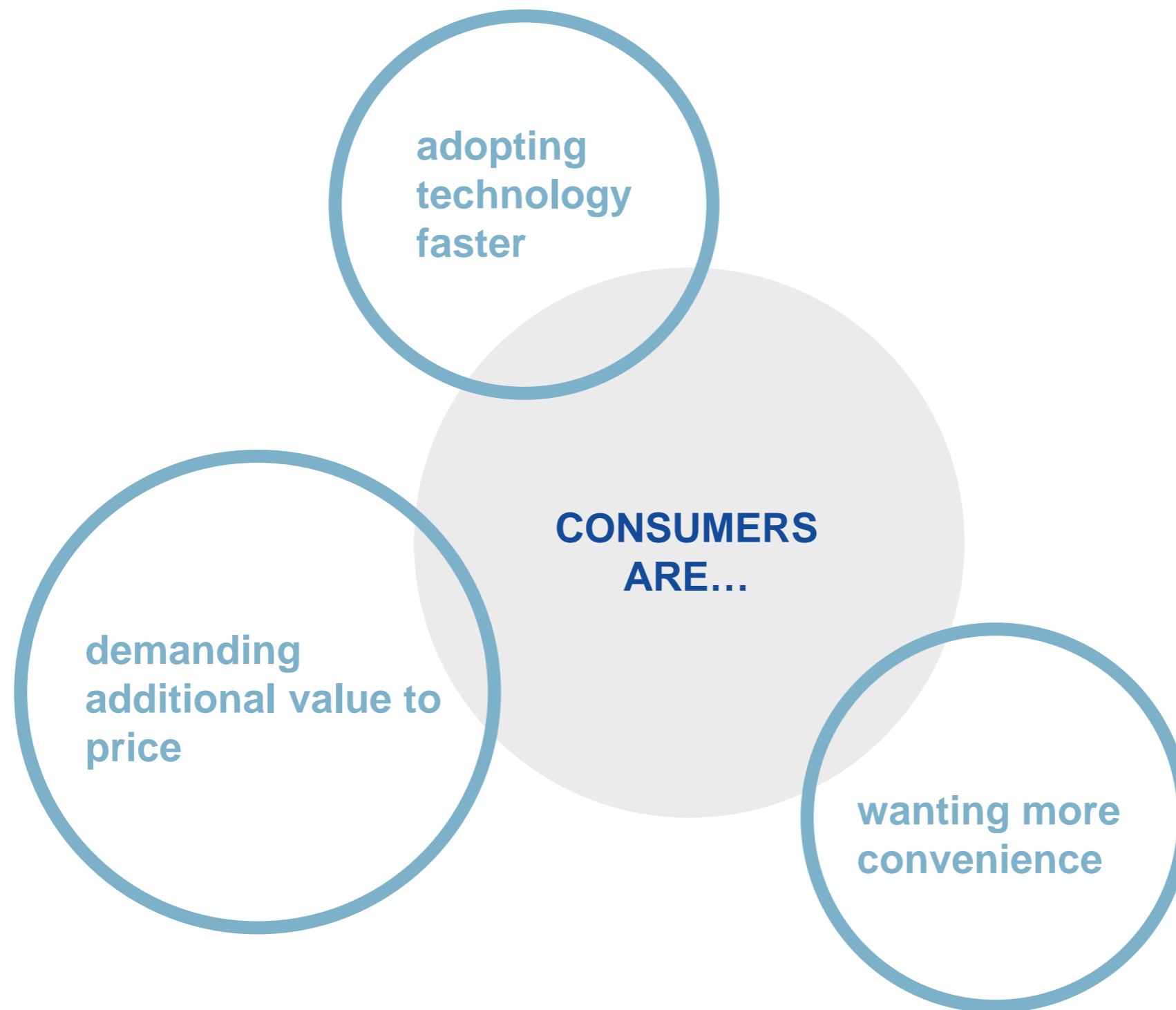


Branded Content:
Multi-channel strategy, creation, production, delivery and management



Integrated mobile solutions: mobile internet, native application development (iPhone, Android, Blackberry) and social media mobile integrations

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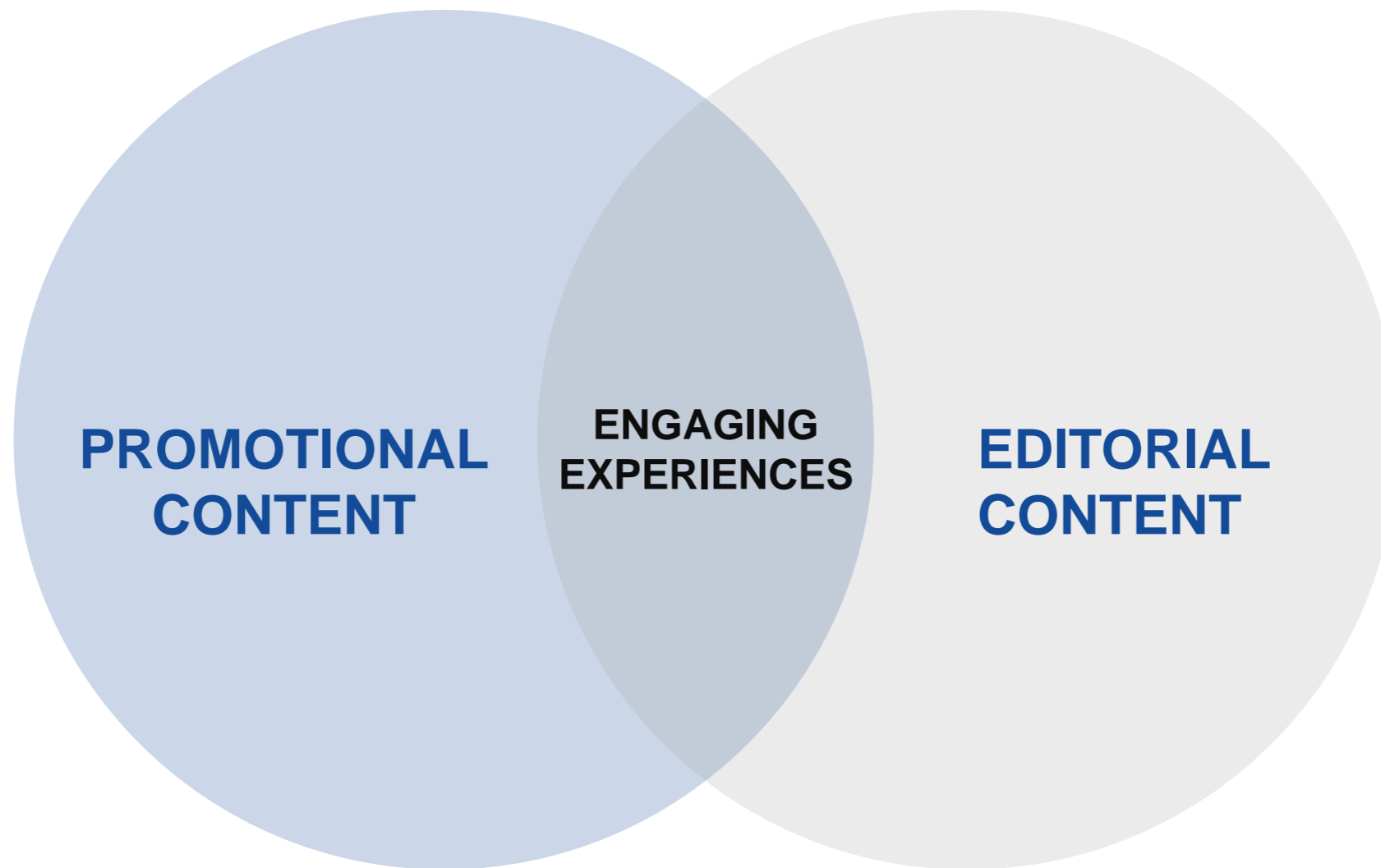
UNDERSTANDING MARKET CHALLENGES



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“To continue to do things the same way and expect a different result... is insanity”

- Albert Einstein



ANTICIPATING DEMAND

Consumers' choice for media has mushroomed...

1966

1. Newspapers
2. Broadcast TV
3. Magazines
4. Broadcast Radio
5. Eight Track

1986

1. Newspapers
2. Magazines
3. Cable TV
4. Broadcast TV
5. Radio
6. Cassette Tapes
7. Walkman
8. VCR
9. Cable TV
10. Personal Computer
11. Console Video Games
12. PC Video Games

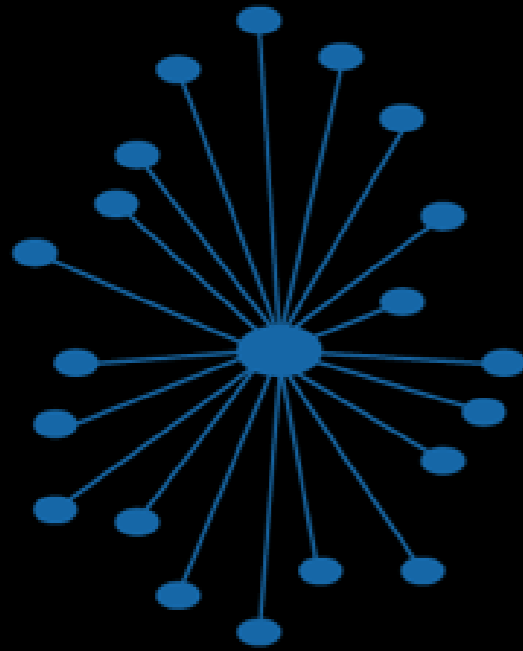
2006

1. Newspapers
2. Magazines
3. Email
4. Broadcast TV
5. Radio
6. CD Player
7. Cable TV
8. Personal Computer
9. Satellite Television
10. Internet
11. Cell Phone
12. DVD Players
13. Satellite Radio
14. MP3 Players
15. TiVo/DVR
16. Slingbox
17. iPod
18. Blogs
19. Online Video
20. Mobile Internet
21. Console Video Games
22. PC Video Games
23. MMORP Games
24. Mobile Games
25. Text Messaging
26. Mobile Video
27. Download Movies
28. Podcasts
29. Instant Messaging
30. Social Networks

...and the fragmentation of media consumption continues

Source: Piper Jaffray & Co.

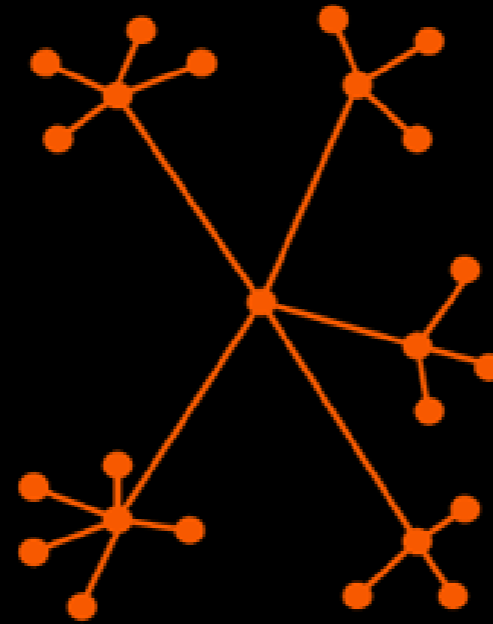
Communication is evolving from closed to open media



Broadcast

Centralized control;
broad message
deployment

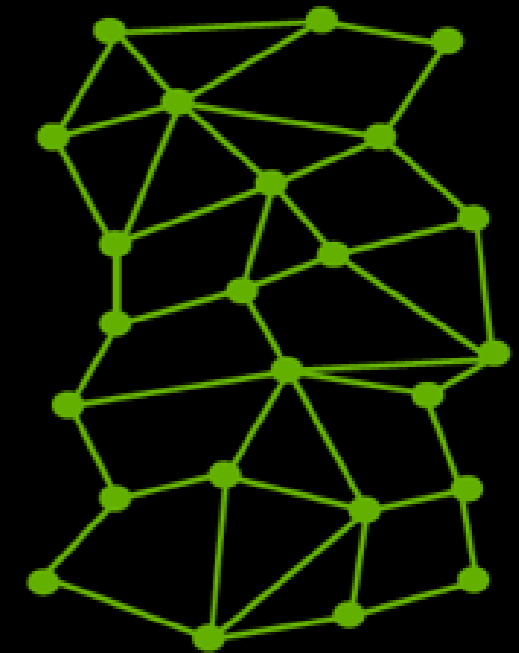
Traditional: **Closed**



Narrowcast

Centralized control;
specific message
deployment

Online: **Closed**



Networked

Decentralized control;
fluidity; dynamic
message deployment

Digital: **Open**

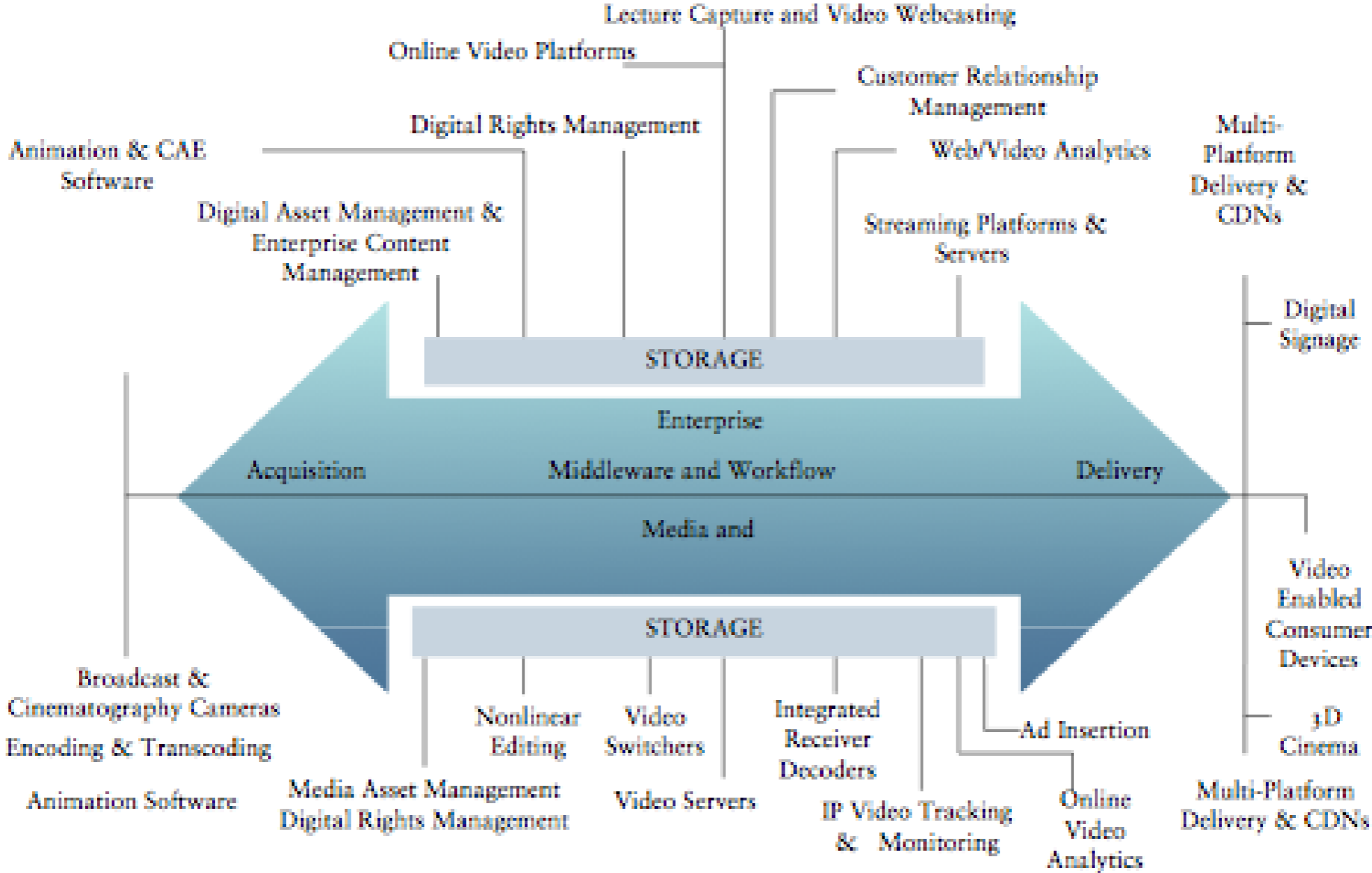
Source: Fleishman-Hillard

“The Enterprise Content Swamp” is a growing reality.

The Marketing and eBusiness sides of the business can't categorize and deliver content to segmented populations.

Content and structure are now forever distinct.

Dynamic Publishing Solutions Market: The Digital Media Value Chain (World), 2010



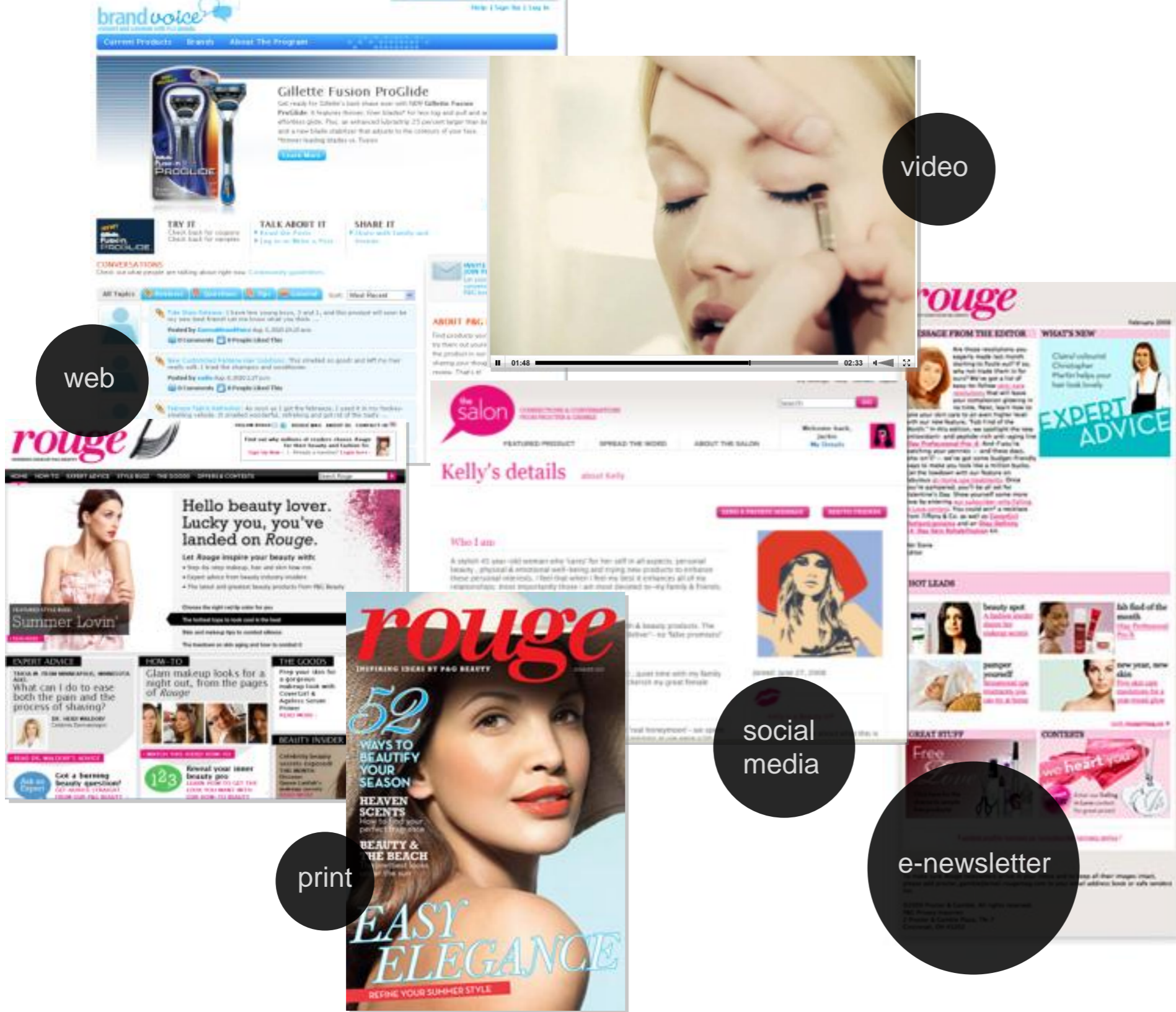
Source: Frost & Sullivan

“[The] fragmented dynamic publishing market measured in excess of \$528.7 million dollars in 2009 representing a 15.9 percent growth rate since 2008. Market adoption rates for dynamic publishing solutions have exceeded expectations despite the stagnation of the international economy [...]”

Frost & Sullivan (2010)

What can we do about it?

- Content component awareness
- Bringing flexible structure to the madness
- My structure is not your structure
- Communication standards are essential to industry survival
- Bring value not through obscurity but through quality



CLIENT SITUATION

- Create a CRM platform for brands to connect to their consumers

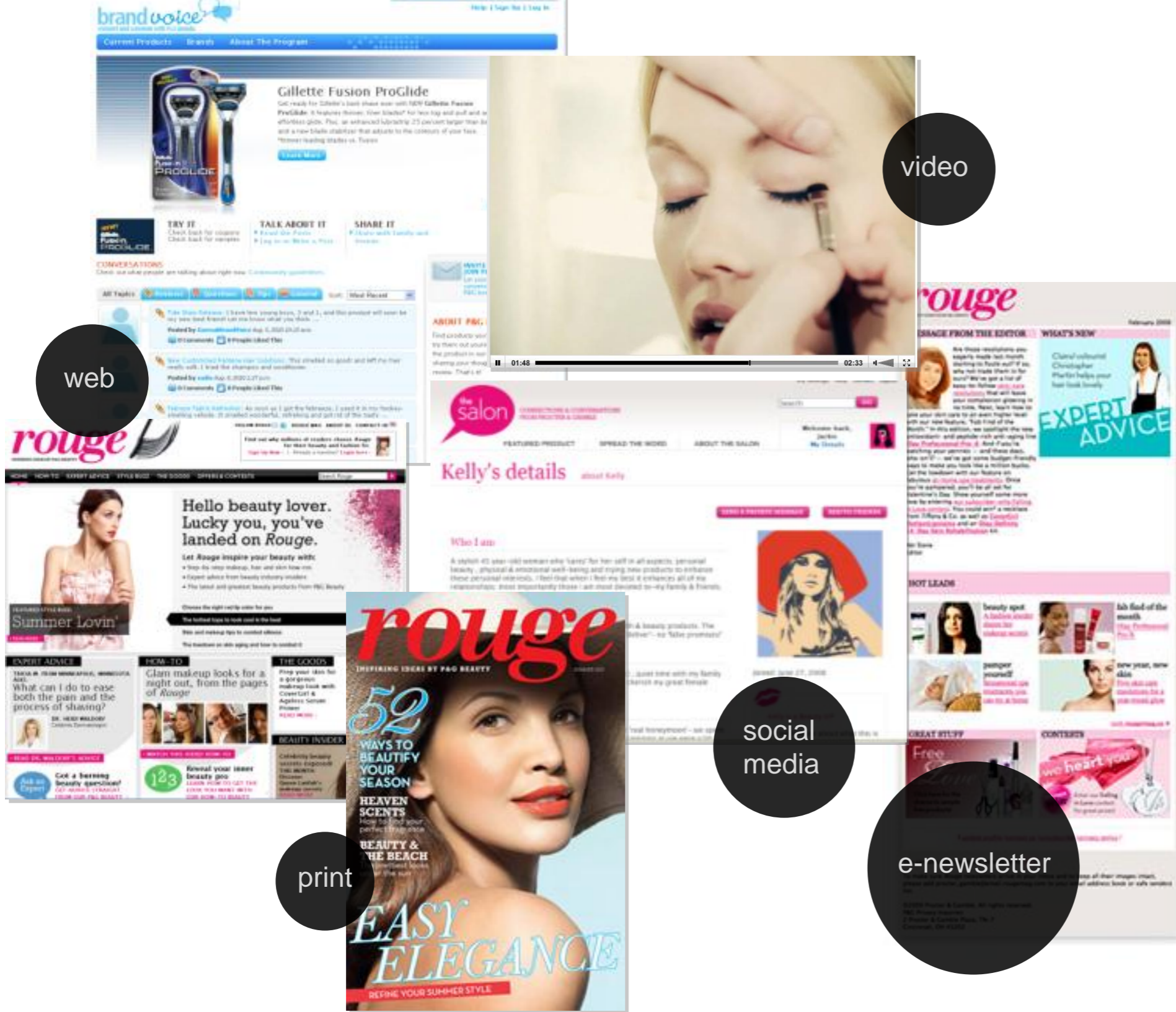
CLIENT SOLUTION

- CRM program integrated across digital and print properties
- WOM platform for consumer to try, review and talk about P&G products

CLIENT RESULTS

- Positive product lift driving program ROI
- Top performing email

CASE STUDY • PROCTER & GAMBLE



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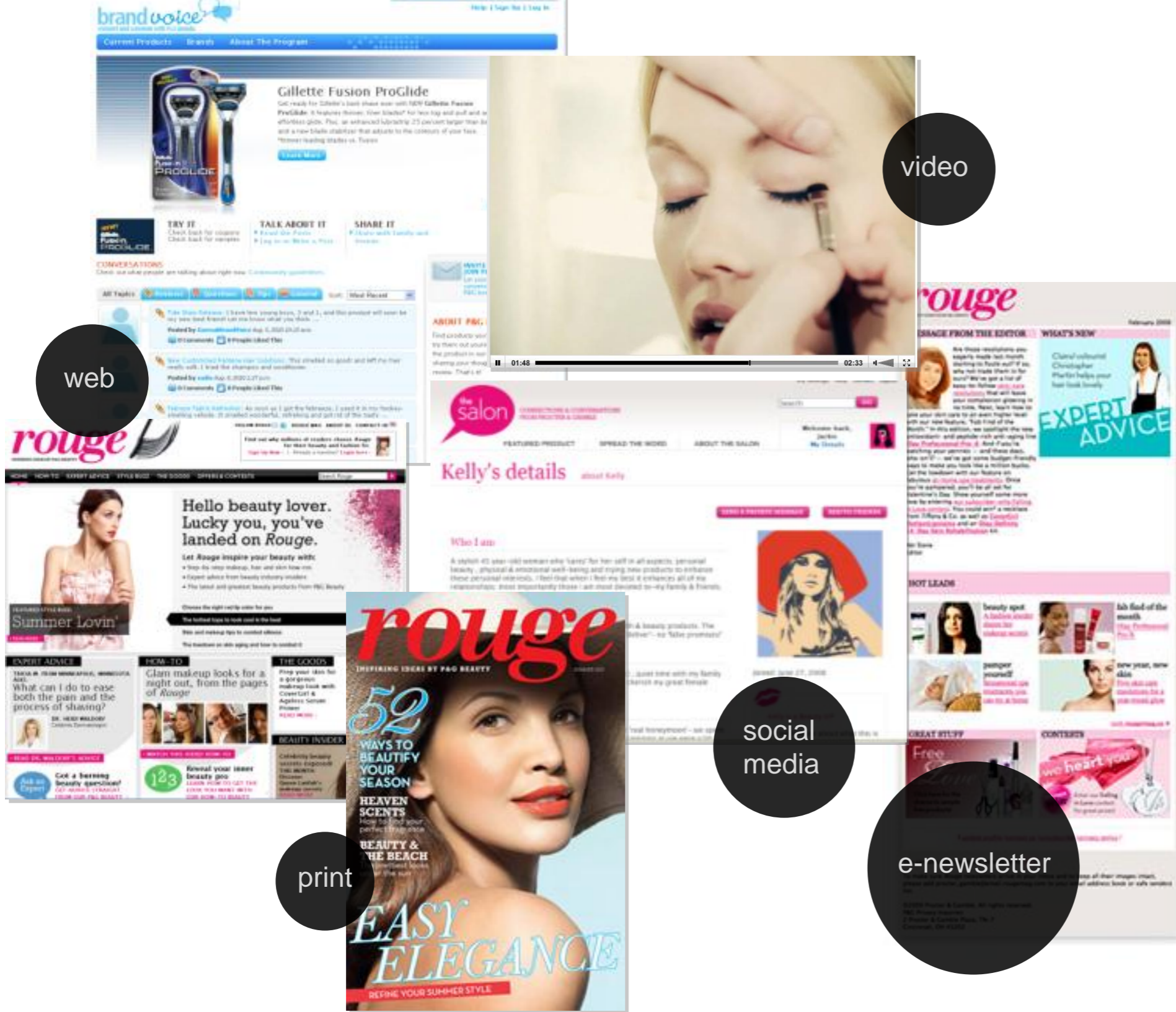
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video

web

social media

e-newsletter

print

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CLIENT SITUATION

- Drive engagement and transactions with member base

CLIENT SOLUTION

- New brand platform to drive inspiration and engagement
- Email program to deliver transaction and experience

CLIENT RESULTS

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CASE STUDY • AEROPLAN



print



e-newsletter



video



ipad

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CLIENT RESULTS
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web & social media



media sales



CASE STUDY • AEROPLAN

print



e-newsletter

video



ipad

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media sales



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