

Appendix B – Summary of NHL Allocations – Revenue and Expenses

ABRIDGED VERSION

Rogers Media Inc.

National NHL Allocation Methodology

Summary of NHL Allocations - Revenues and Expenses

For the 2016/2017 NHL season

Season
Total

Conventional and Specialty:

Advertising Revenue

FX Canada
 OMNI Alberta
 OMNI BC
 OMNI Ontario
 Citytv Montreal
 CityTv Saskatchewan
 CFJC - Kamloops
 CHAT - Medicine Hat
 CityTv Edmonton
 CityTv Calgary
 CityTv Winnipeg
 CityTv Toronto
 CITYTV Vancouver
 Sportsnet
 Sportsnet One
 Sportsnet 360-TV
 Subtotal
 CBC NHL
 Total

Advertising Cost Allocation

FX Canada
 OMNI Alberta
 OMNI BC
 OMNI Ontario
 Citytv Montreal
 CityTv Saskatchewan
 CFJC - Kamloops
 CHAT - Medicine Hat
 CityTv Edmonton
 CityTv Calgary
 CityTv Winnipeg
 CityTv Toronto
 CITYTV Vancouver
 Sportsnet
 Sportsnet One
 Sportsnet 360-TV
 Subtotal
 CBC NHL (1)
 Total

148,408,623.11

Digital:

Digital Ad Revenue

G4 Tech TV Total
 Biography Channel Total
 OLN
 FX Canada
 OMNI Ontario
 CityTv Toronto
 Vice Network
 Sportsnet
 Sportsnet 360-TV
 Total

Digital Ad Cost Allocation

G4 Tech TV Total
 Biography Channel Total
 OLN
 FX Canada
 OMNI Ontario
 CityTv Toronto
 Vice Network
 Sportsnet
 Sportsnet 360-TV
 Total

835,134.10