



ANSWERS TO WRITTEN QUESTIONS

1st Session, 65th General Assembly

Legislative Assembly of PEI

Question number: 36	Question date: February 19, 2016
Question asked by: Matthew MacKay	
Question answered by: Brenda Gallant	Answer date: March 31, 2016

QUESTION:

36) Please provide a summary of all advertising expenditures around the recent broadcast of Anne of Green Gables movie, broken down by:

- (a) Television outlets
- (b) Online advertising

ANSWER:

a) Television outlets – total broadcast - \$123,349

YTV

Minimum of 9 minutes of integration on YTV's Big Fun Movie over 3 weeks - \$25,700

Corus Networks (YTV & W)

- 10s contest spots driving to online hub with content (video, images, stories) on over 3 weeks, total units 177 - \$11,993
- 10s billboards, 05s tags, and 30s spots airing one week prior to the premiere and during the airing and 4 weeks after. Total of 6 weeks, total units 299 - \$68,074
- 30s brand spots on air and integrated over 2 weeks – sponsor of repeat airing of Anne of Green Gables in May, total units 89 - \$17,582

b) Online advertising – total online \$20,001

Online – Corus Networks

- Online standard ad units (big box & leaderboards) across Corus Networks (YTV, Teletoon, Disney Channel, and Nick Canada).
- Contest badge on YTV.com – drive to the contest entry page
- Microsite: contest details, destination video, and information on the airing of the movie



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Question number: 37	Question date: February 19,2016
Question asked by: MLA Matthew MacKay	
Question answered by: Minister Heath MacDonald	Answer date: February 23, 2016

QUESTION:

Please provide a daily summary of web statistics for the provincial tourism website (www.tourismpei.com) for the period February 8-20, 2016, broken down by:

- (a) Unique visitors
- (b) Unique pageviews
- (c) Time on page
- (d) Referral source

ANSWER:

The following table summarizes the requested web traffic for the provincial tourism website (www.tourismpei.com) for the period February 8-20, 2016 inclusive*:

Date	Users**	Unique Page Views	Total Time on Page
8-Feb-2016	3769	16767	336:12:56
9-Feb-2016	3990	16387	345:57:29
10-Feb-2016	3576	16365	322:46:34
11-Feb-2016	3302	14305	294:14:57
12-Feb-2016	3272	12528	248:58:49
13-Feb-2016	3628	16265	340:46:02
14-Feb-2016	4409	20090	415:39:23
15-Feb-2016	4914	22253	473:37:56
16-Feb-2016	3820	16554	352:40:11
17-Feb-2016	3659	15474	323:03:25
18-Feb-2016	3786	15983	346:41:40
19-Feb-2016	3748	15775	318:18:28
20-Feb-2016	3930	17745	378:38:40
	49803	216491	4497:36:30

** Referral Sources are not included in this table owing to the large number of records associated with that data field. However, a memory stick has been provided that includes an encrypted Excel spread sheet containing the summary and is complete with Referral Sources in a pivot table format.*

Filename: TPEI_Website_Stats_08Feb2016_to_20Feb2016.xlsx

Password: 4BowTraps!

*** Google has renamed Unique Visitors to Users*

(see: <https://www.seroundtable.com/google-analytics-sessions-users-18424.html>)