True North 2021
Partner information
Finally, binge watching that makes the world better

Technology offers amazing opportunities and strange, new challenges. In the face of all these changes and complications, how do we do the right thing? How do we know what the right thing is? We’re only going to find out by talking to each other – and that’s exactly what we did on True North TV in 2020.

Communitech’s straight-shooting and inquisitive CEO, Iain Klugman, talked to guest experts to explore what it means to be human (and humane) in a tech-driven world.

This year, Communitech shared Tech For Good™ from Waterloo Region, Ontario, Canada to the world (well, to your browser for now).
Partner recognition

Partnering with True North TV gives your brand visibility for the viewers that will be tuning in for our summer programming.

Your logo will be presented on our website: communitech.ca/truenorth and recognized with each episode as a presenting partner.

A Partnership report will be delivered within two months of the airing of the last episode of True North TV. The report includes data and metrics related to:

- YouTube episode exposure
- Website traffic
- Social media metrics

For further inquiries, please contact Janelle Chalouhi at janelle.chalouhi@communitech.ca.

Promotion

We'll be amplifying True North TV across our marketing channels, targeting the Canadian tech ecosystem, past True North attendees and our social media followers.

Amplification includes, but is not limited to:

- Social media (ex. Twitter, Instagram and LinkedIn)
- Email campaigns and newsletters
- Media coverage
2020 speakers

Our guests included celebrated authors, business moguls, economists, investigative journalists, community leaders, movie stars, professors and technology activists.

Including:

Tim Bray  Alex Benay  Digital Main Street
Noel Courage  David Stein  Martin Basari and Nick Solaro
Laura Mae Lindo  Michael Litt  Mallorie Brodie
John Seely Brown  Mark Sangster and J. Paul Haynes  Carol Leaman
Chief Bryan Larkin  Tyra Jones-Hurst  Marc Lefleur
Hillary Hartley  Hongwei Liu  Harleen Kaur
Josh Lerner  Tendayi Viki  Ilia Tulchinsky
John Baker  Ketaki Desai  Kumail Nanjiani
Ash Maurya  Ajay Agrawal  Steve Blank
Patty McCord

communitech.ca/truenorth
2020 performance

445,158
Total Impressions¹

¹ Based on # of posts since December 2019
2020 performance

32 Total number of episodes/promos

38,500 Total number of views\(^1\)

31.7 Total watch-time hours (58.3% of our overall channel)

923 New subscribers gained\(^2\)

1,590 Total number of subscribers to date

Top geographies: Canada, U.S.

\(^1\) Including campaign results
\(^2\) Since June 2020
2020 performance

Top 5 videos:

∙ What’s your plan to save the world?¹: 29.8K
∙ Tune in on Tuesdays this summer²: 877
∙ Talking the importance of connection with John Seely Brown: 520
∙ Solving healthcare challenges in the cloud with Google’s Ilia Tulchinsky: 455
∙ The episode with Kumail Nanjiani: 434

¹ This video was used in the December ad campaign
² This video was used in the launch campaign