



Powered by  
**COMMUNITECH**®

# True North 2021

Partner information



# About True North TV

## 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](http://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](mailto: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:

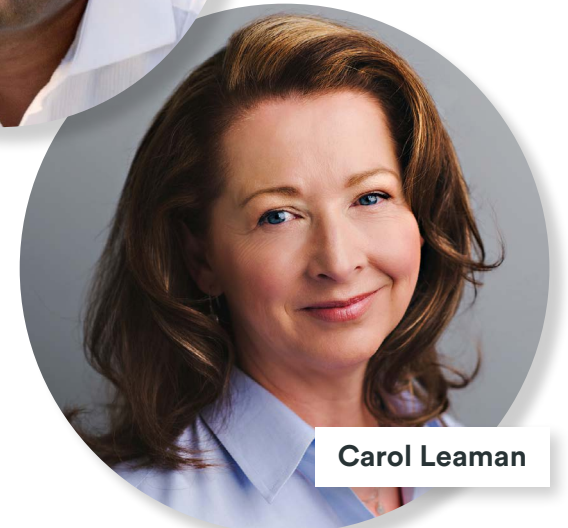
Tim Bray	Alex Benay	Digital Main Street
Noel Courage	David Stein	Martin Basari and Nick Solaro
Laura Mae Lindo	Michael Litt	Mallorie Brodie
John Seely Brown	Mark Sangster and J. Paul Haynes	Carol Leaman
Chief Bryan Larkin	Tyra Jones-Hurst	Marc Lefleur
Hillary Hartley	Hongwei Liu	Harleen Kaur
Josh Lerner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



Ash Maurya



Harleen Kaur



Carol Leaman

## 2020 performance

**445,158**  
**Total Impressions<sup>1</sup>**

<sup>1</sup> Based on # of posts since December 2019



## 2020 performance

**32** Total number of episodes/promos

**38,500**  
Total number of views<sup>1</sup>

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

<sup>1</sup> Including campaign results

<sup>2</sup> Since June 2020

**923**  
New subscribers gained<sup>2</sup>

**1,590**  
Total number of subscribers to date

Top geographies:  
**Canada, U.S.**

# 2020 performance

## Top 5 videos:

- **What's your plan to save the world?<sup>1</sup>: 29.8K**
- **Tune in on Tuesdays this summer<sup>2</sup>: 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**



Kumail Nanjiani



Ilia Tulchinsky



Talia Sanhewe



John Seely Brown

<sup>1</sup> This video was used in the December ad campaign

<sup>2</sup> This video was used in the launch campaign