



# New Name Announcement

---

## Transcript

00:00-01:32

There's data and there's insight.

There are opinions and then there's facts.

There's noise and there's signal.

For over 70 years, The Conference Board of Canada has guided leaders with research, analysis and insights.

There's the past and then there's the future.

Canada stands at a moment of change. Housing, challenging affordability. Climate, testing infrastructure. Trade, redefining sovereignty. Technology, reshaping labor.

This moment needs renewed clarity. We need action more than ever. It's a new world and we have a new name. **We are Signal49 Research.** A clear signal driving decisions that shape the future. A Canadian perspective on national and global issues.

Our name has changed, but the mission remains: to master complexity through research and connection so we can build a stronger future for Canada, together.

Because there's perceptions and then there's reality. There's confusion and there's clarity. There are echoes and there's a guiding voice.

Signal49 Research.

Where knowledge inspires action.