



HGTV is Canada's most inspiring and entertaining source for home ideas, offering design, real estate and renovation-related programming.

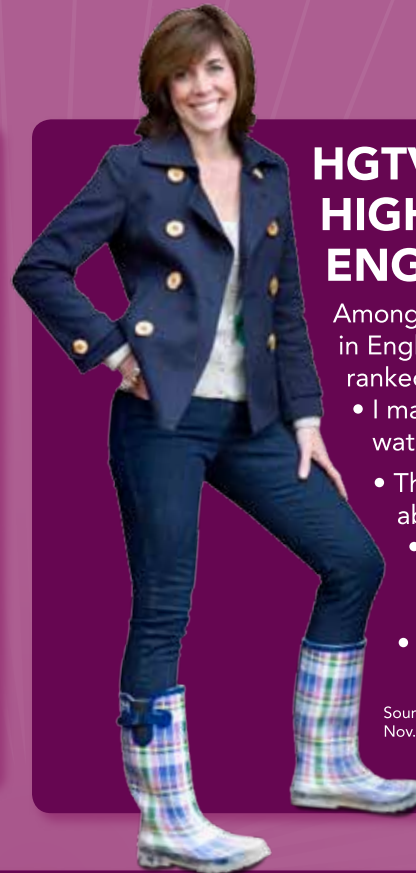
## WHY CHOOSE HGTV?

- 3rd ranked specialty station in Canada against W25-54 and amongst the top 10 for A25-54
- 27% increase in W25-54 and 21% increase in A25-54 in fall '09 vs. fall '08
- In 7.3 million homes across Canada

## WHO'S WATCHING?

- 54% of HGTV viewers are A25-54; Strong 63% female skew
- 75% of HGTV viewers own their own home
- 69% of HGTV viewers are more likely to have a HHI of 100K+ than other TV viewers
- HGTV viewers invest money in their homes, are financially responsible and enjoy vacationing and being outdoors

Source: BBM Canada PPM (Aug 31/09 – Jan 3/10); F08 BBM Canada Mark II (Sept 1/08 – Dec 25/08)



SARAH RICHARDSON

## HGTV DELIVERS HIGH VIEWER ENGAGEMENT

Among the top 30 specialty networks in English Canada, consumers ranked HGTV as follows:

- I make a point of always trying to watch this channel: #1
- This channel is a way to learn about new products: #1
  - I am more likely to purchase products advertised on this channel: #2
- I often pay attention to the ads on this channel: #3

Source: Specialty Engagement Study, SRG/Canwest, Nov. 2009 W25-54

## SPRING IS HERE ON HGTV

- Sarah's House
- Home to Flip
- Holmes Inspection
- House of Bryan
- Outdoor Room with Jamie Durie
- Curb Appeal: The Block
- Property Shop
- Relocation: Phil Down Under
- Bang For Your Buck
- For Rent

## NEW THIS SUMMER

- Design School
- Flipping Out
- Kirstie's Homemade Home
- Relocation, Relocation
- My First Place

## HGTV.CA

- Website boasts approximately 160,000 unique Canadian visitors per month
- 7th ranked for unique visitors in the Home Category, W25-54 (comScore)
- Average minutes per visitor = 8.01 (53% increase year-over-year)
- Most popular sections: show sites, video, photo galleries, resource lists, DIY projects, decorating content
- Spring initiatives: new show site for *Home to Flip*; updated show site for *Sarah's House*
- Fully re-designed website coming soon!

Source: based on an average from November 2009–January 2010; comScore Inc., Total Canada, All locations, 2+ audience

## CLIENT BENEFITS

Creative multiplatform advertising solutions on HGTV may include:

- Campaign integration
- Contests/promotions
- Sponsored events/stunts
- Brandsell ads/billboards

HGTV.ca online opportunities include:

- Integrated sponsorships of show sites
- Content verticals or original content microsites
- Display ad media • Video pre-roll • Contests

BRYAN BAEUMLER



HGTV is a trademark of Scripps Networks, LLC, used with permission.



For more, visit [www.canwest.com](http://www.canwest.com)

Contact your Specialty Television Account Executive for proposals and customized opportunities.