

Movietime™

# MovieTime Celebrates Record Growth

- ★ One year after the launch, MovieTime's audiences are up across all four key demos:
  - Up 53% with Adults 18-49\*
  - Up 99% with Women 18-48\*
  - Up 64% with Adults 25-54\*
  - Up 115% with Women 25-54\*
- ★ MovieTime a top 10 digital station for all demographics
- ★ 2.4 million households now subscribe to MovieTime\*\*
- ★ More growth to come with MovieTime HD launching March 2010

## MovieTime Fits Your Brand

- Unparalleled growth stimulated by strategic programming and promotions
- Only Canwest offers customizable content opportunities including program stunts
- Bundle MovieTime with other Canwest channels to deliver higher reach and lower CPM
- Associate your brand with big blockbuster movies and the hottest stars

Two Weeks Notice

## Audience Profile

- Viewers are 21% more likely than the average TV viewer to be aged 25-54
- MovieTime viewers over index vs. Total TV viewers for:
  - Having a personal loan (161)
  - Spending \$1,000+ on home improvements (153)
  - Being owners, managers or professionals (130)
  - Attending professional sporting events (166)
  - Purchasing a new vehicle in the past two years (119)
  - Having kids 12-17 years old (126)
- MovieTime viewers are current with today's technology and are more likely to:
  - Own an HD television (160)
  - Own satellite radio (144)
  - Use social networking sites (113)

Source: FL09 (Aug 31/09 - Jan 03/10) BBM Canada PPM, Total Canada, M-Su 2a-2a, A25-54

Miss Congeniality 2

## Why Audiences Love MovieTime

- MovieTime has over 250 hit movies each month, from thrilling, action packed movies like Spiderman 3, Live Free or Die Hard and Mr. and Mrs. Smith to fun-filled comedy adventures such as Superbad, Talladega Nights and The Bucket List
- With back-to-back movies every weekend, MovieTime is the ultimate digital TV destination for blockbusters 7 days a week
- More cable premieres of the biggest titles

\*Source: Fall '08 (Sep 1/08-Jan 4/09, BBM-NMR Meter data) vs F all '09 (Aug31/09-Jan 3/10, BBM Canada PPM); Total Canada, Mon-Su 2a-2a  
 \*\*Source: Remittance from Cable and DTH Distributors as of August 31, 2009 plus Rogers VIP subscribers

Spiderman 3

# MovieTime

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

Contact your Specialty Television Account Executive for proposals and customized opportunities

Superbad

