

# mystery TV

Over the past 2 years Mystery's  
AMA has more than tripled!\*

\*Source: BBM NMR data/ M-Su 6a-6a

## Why Mystery?

- Women love Mystery! It's the #1 digital specialty channel for W25-54.\*
- Mystery is ranked #4 digital specialty channel for A25-54.\*
- Ranked # 1 for minutes viewed A25-54 and W25-54 for all specialty (analog and digital) with 154 and 190 minutes viewed.\*

\*\*Source: BBM-NMR meter data Sept 1/08- Jan 4/09, M-Sun, 6a-6a

## Audience Profile:

- Target audience is true crime/drama lovers, A25-54 skewing female (65% women/35% men).
- A high proportion of Mystery viewers are 35-59 years of age.\*
- Mystery viewers are in the key income-earning stage of their lives and over-index vs. total TV for HHI \$80K+ (122%)\*\*

\*Source: Fall 2008 BBM NMR Data \*\*Source: Fall 2008 BBM NMR Data

Mystery is the home of television's top suspense and crime dramas.



**Law and Order: SVU**



**Law & Order: CI**



**House**



**Bones**

And more...  
**Las Vegas**  
**NUMB3RS**

## Client Benefits

- #1 for minutes viewed means that Mystery audiences stay with programs longer than any other analog and digital channel!
- Associate your brand with the most popular suspense and crime drama series
- Specials & Marathons: Only Canwest offers customizable content opportunities including scheduling specials & unique marathons
- Canwest is the leader in dramatic specialty TV with strong growth stimulated by strategic programming



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

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