

# SHOWCASE **DiVA**

## AUDIENCE PROFILE

Target Audience: W25-54

Showcase Diva over indexes vs. Total TV for:

- A18-49: 117%
- A25-54: 110%
- HHI 80K+: 129%
- For children/teens at home
- 116% children under 12
- 114% Teens

60%+ of Showcase Diva viewers own their homes and they spend on it:

- More likely to have a mortgage, and have spent on appliances, furniture and home renovations/repairs in the past year

Showcase Diva viewers are more likely to own/lease a vehicle

Showcase Diva viewers are fashion-focused and are more likely to spend on cosmetics and visit a spa

Source: SPSS Jan '05 - May '04/05 BBM-MRI People Meter Data M-So-Fr for Total Canada/ FLIR BBM Extended Day Data M-So-Fr-26, English-Canada

## RECORD BREAKING DIVA!

With audiences **doubling** over the past year, women are flocking to Showcase Diva for the hot Hollywood movies and series they love!

- A25-54 and A18-49 AMA are up 85%

Diva ranked in Spring '09:

- #1 digital specialty for W18-49
- #2 digital specialty for W25-54
- #3 digital specialty for A25-54
- 2.3 million subscribers

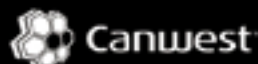
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## DIVA SHINES THIS FALL WITH:

- A new logo and on-air look that savvy women will love
- **Bones** and **Numb3rs** join list of popular dramatic series including **CSI: Miami**, **Boston Legal**, **NCIS** and **ER**
- With 7.1 million viewers per week, movies are the most popular type of program for A25-54! And Diva has the star-studded hit movie premieres of **27 Dresses**, **Fools' Gold** and **Lucky You**
- Catch Showcase Diva on a National Free Preview this October, making the channel available in over 7 million homes across Canada!

## DIVA = HAPPY CLIENTS!

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



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

Contact your Specialty Television Account Executive for proposals and customized opportunities