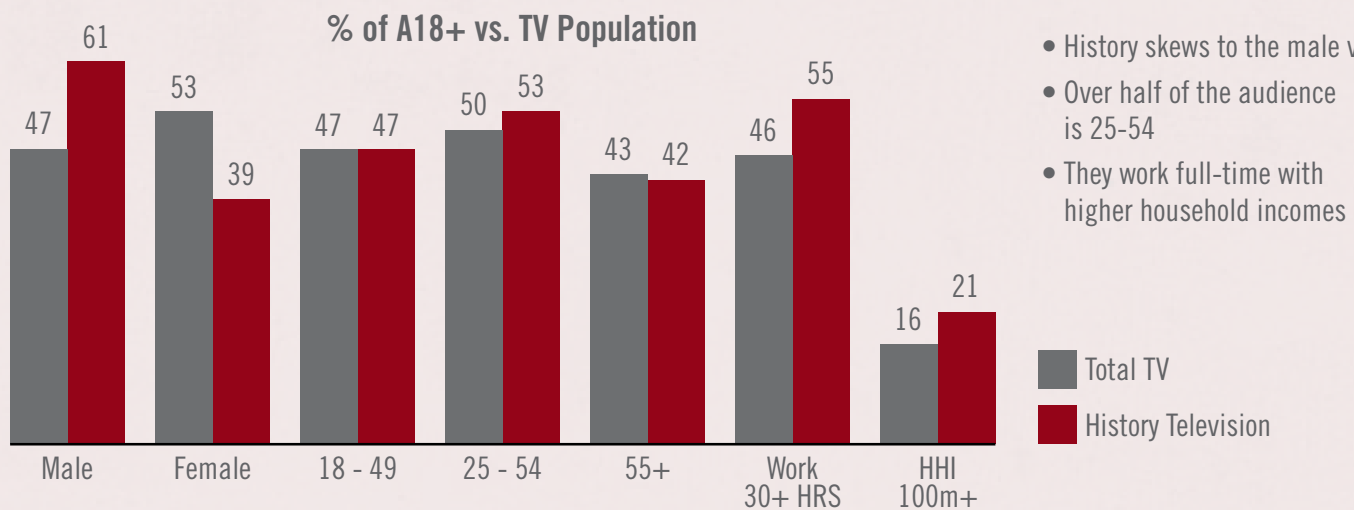


# WHO'S WATCHING HISTORY TELEVISION

## VIEWER HIGHLIGHTS

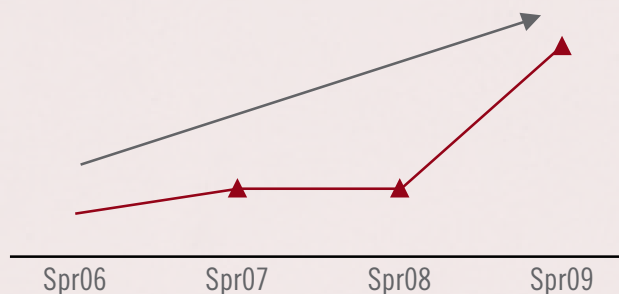
- Audiences are up 47% for A25-54!
- History viewers are active automotive consumers who are more likely to:
  - Own 3+ vehicles and own/lease domestic vehicles
  - Intend to purchase/lease a vehicle in next year
  - Own SUVs, sports cars, full size & compact pickups as well as luxury cars
  - Acquire a used vehicle in past 2 years
  - Do auto maintenance themselves
- They also enjoy outdoor activities and are more likely to own a cottage, sail/power boat and snowmobile/ATV
- History viewers are more likely to spend money on lottery tickets, beer, video gaming systems and movie rentals
- 6.8 million households subscribe to History Television

## DEMOGRAPHIC PROFILE



## A25-54 AUDIENCE TRACKING

AMA, M-Su 6a-6a, Total Canada

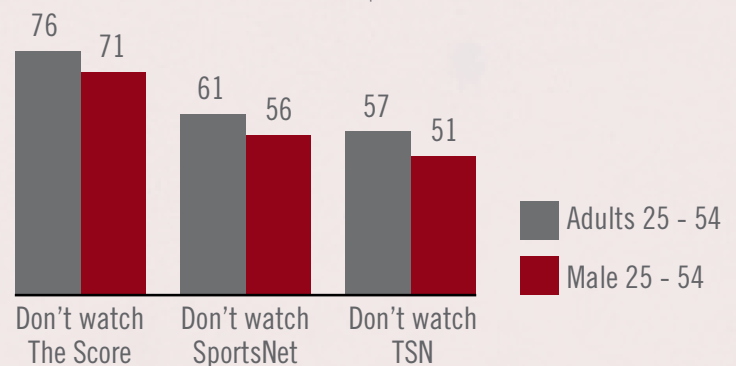


Series like *Ice Road Truckers*, *History on Film* and *M\*A\*S\*H\** have contributed to the 67% A25-54 growth in audience since Spring 06.

## HISTORY CAN HELP YOU REACH NON-SPORTS VIEWERS

% of History TV viewers who don't watch sports networks

BBM-NMR People Meter Data



Duplication based on avg. weekly reach 1 min. Mo-Su 6a-6a, 02/09/09-04/05/09



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