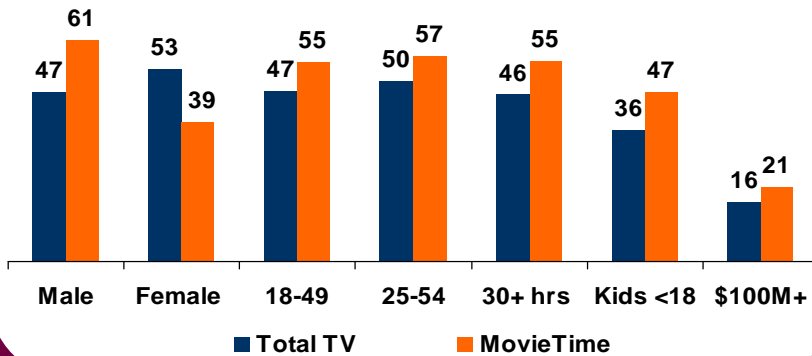


**Demographic Profile**  
% of A18+ vs. TV Population



## Demographic Profile

- MovieTime skews male
- 57% of the viewers are 25-54
- Have kids or teens
- Work full time and have a higher household income

## Other Viewer Highlights:

MovieTime viewers are current with today's technology and are more likely to:

- Own a video game system
- Have home theatre and/or widescreen/LCD TV
- Rent 3+ movies / month
- Have purchased a laptop in the past year
- Use the extra functions on their cell phone (ie camera, ringtones/games)

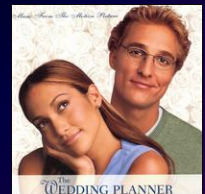
They invest in their home and are more likely to:

- Have a mortgage or personal line of credit
- Have spent \$2M on furniture
- \$2.5M on home repairs/renovations in the past year

MovieTime fans are more likely to have 3+ vehicles in household as well as to:

- Have purchased a new vehicle in the past year (\$25K+)
- Own a pick up, SUV or minivan
- Consider purchasing/leasing a hybrid vehicle
- Own a sailboat/powerboat, snowmobile/ATV or motor home/trailer

1.3 million households subscribe to MovieTime



## MovieTime ranks in the Top 5!



Rank	Stations	A18-49 AMA(000)
1	Showcase Action	9.9
2	Showcase Diva	8.5
3	National Geographic	7.7
4	Mystery	6.1
5	<b>MovieTime</b>	<b>5.8</b>
6	Scream	4.3
7	IFC	3.9
8	Teletoon Retro Eng	3.6
8	TSN2	3.6
10	Deja View	3.3

Rank	Stations	A25-54 AMA(000)
1	Showcase Action	9.8
2	National Geographic	8.6
3	Showcase Diva	8.4
4	Mystery	7.6
5	<b>MovieTime</b>	<b>6.0</b>
6	Scream	4.4
7	IFC	3.9
8	TSN2	3.8
9	Deja View	3.6
10	BBC Canada	3.4
10	Teletoon Retro Eng	3.4

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