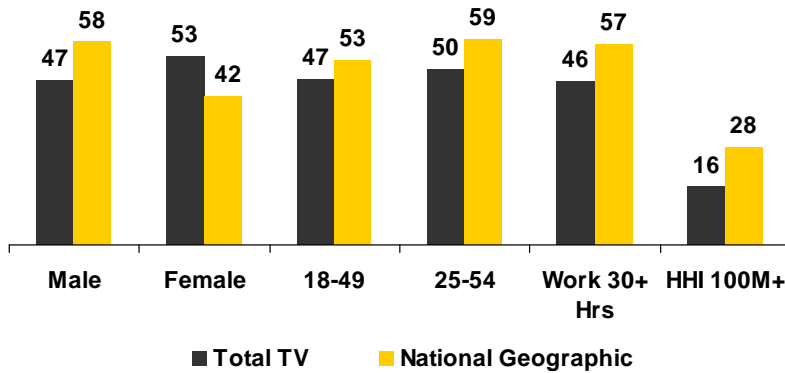


Who's watching?

Demographic Profile
% of A18+ vs. TV Population



Demographic Profile

- National Geographic skews to the male viewer
- 59% of viewers are 25-54
- Work full-time with higher household incomes



Other Viewer Highlights:

National Geographic viewers enjoy the entertainment experience and are more likely to:

- Have an HDTV and/or widescreen/LCD
- Rent 3+ videos monthly and have a home theatre system
- Own a video game system, spending \$200+ on it in the past year

They also have an adventurous spirit, appreciation of the outdoor life and are more likely to :

- Own/ lease a motorcycle
- Own/use a cottage and have the all the paraphernalia (snowmobile/ ATV, sailboat/powerboat)
- Have a dog or cat
- Have gone downhill skiing or snowboarding in the past year
- Have vacationed outside of their home province
- Consider purchasing a hybrid vehicle



3.8 million households subscribe to National Geographic

National Geographic Channel ranks #2!

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	MovieTime	6

Rank	Stations	M25-54 AMA(000)
1	Showcase Action	6.5
2	National Geographic	4.9
3	Showcase Diva	4.2
4	MovieTime	3.7
5	Mystery	2.6

For more, visit www.canwest.com

Contact your Specialty Television Account Executive for proposals and customized opportunities



Canwest