

SHOWCASE



DAMAGES

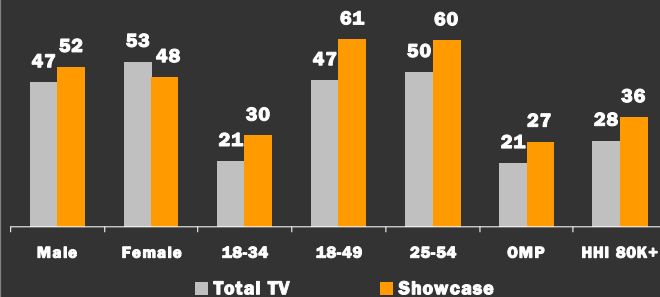
RESCUE ME

NUMB3RS



Who's watching Showcase?

Demographic Profile
% of A18+ vs. TV Population



Demographic Profile:

- Showcase has a balanced male/female split with 52% of viewers being male
- 60% of Showcase viewers are 25-54
- Showcase skews towards OMPs and higher household incomes

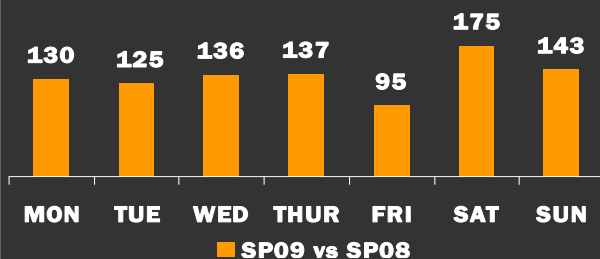


Other Viewer Highlights:

- Audiences are up - **A18-49 up 47% versus Spring 08 and A25-54 up 32%!**
- Showcase viewers are on-the-go, enjoy the entertainment experience and are more likely to:
 - Be renters and have changed residence in the past year
 - Dine at bars/pubs and fast food restaurants
 - Own cell phones, Bluetooth, camera phones and download games/ring tones
 - Have digital cable, 3+ TV sets and are heavy internet users
 - Rent movies and own a home theatre
- **7.2 million households subscribe to Showcase**

Audience growth experienced across the week!

% AMA (000) Growth
BBM-NMR A25-54, Total Canada



Combine Showcase with Canwest digitals to extend reach!

Stations	AvWkRch(000)	% Increase
Showcase+	3705	
Showcase & Action	4226	14
Showcase & Diva	4145	12
Showcase & Movie Time	4081	10
Showcase, Action, Diva	4449	20
Showcase, Action, Diva, Movie Time	4669	26
Showcase + all CW Digitals	5585	51

For more, visit www.canwest.com

Contact your Specialty Television Account Executive for proposals and customized opportunities



Canwest

Source: SP09 (Jan 5 - May 24/09) BBM-NMR People Meter Data M-Su 6a-6a/ Total Canada/ FL08 BBM Extended Diary Data, M-Su 6a-2a, English Canada