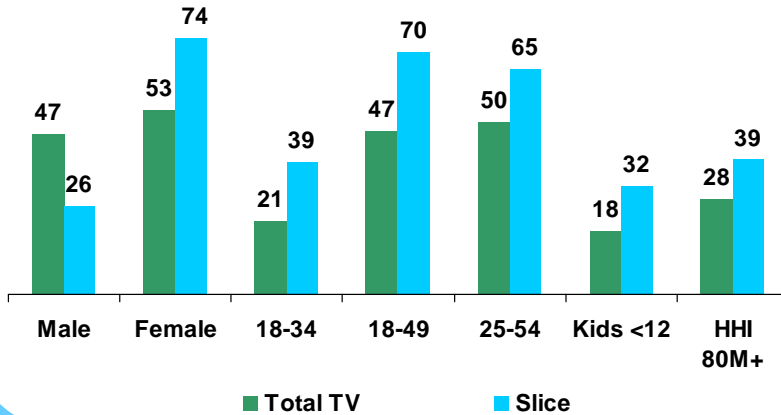




## Who's watching Slice?



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



### Demographic Profile

- Slice skews female
- 70% of the viewers are 18-49
- Have kids under 12 years of age
- Have higher household incomes



### Other Viewer Highlights:

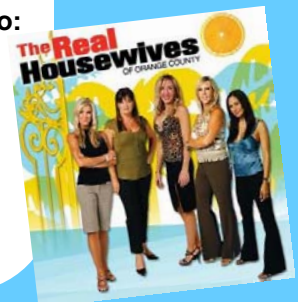
**Slice viewers are plugged into today's technology and are more likely to:**

- Have made a purchase over the internet in the past year
- Personally have a cell phone and use its enhancements (camera, games/ringtones)
- Have video gaming system and invest \$200+ in game/system in the past year
- Spend over 15 hours per week on the internet

**They lead a busy social life, are considered leaders in style/fashion and more likely to:**

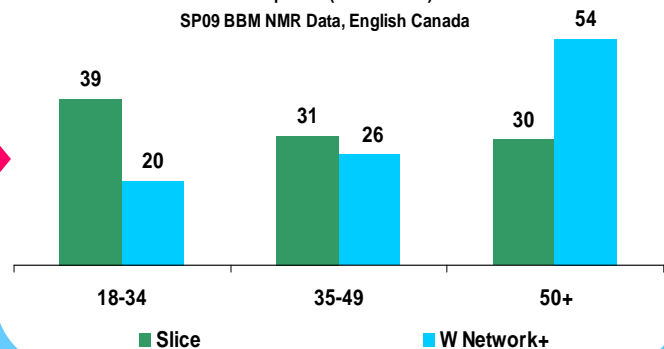
- Order take out 2+ times monthly
- Rent 3+ movies or see 2+ movies in the theatre in the past month
- Spend \$500+ in the past year on clothes/shoes
- Consider cosmetic or laser eye surgery
- Visit a health/fitness club in the past year

• 7.2 million households subscribe to Slice



**Slice's younger profile can help you to achieve a balanced campaign by offsetting older skews on competing stations!**

**Specialty Viewer Profile**  
% Comp F18+ (Mo-Su 6a-6a)  
SP09 BBM NMR Data, English Canada



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

Contact your Specialty Television Account Executive for proposals and customized opportunities



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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