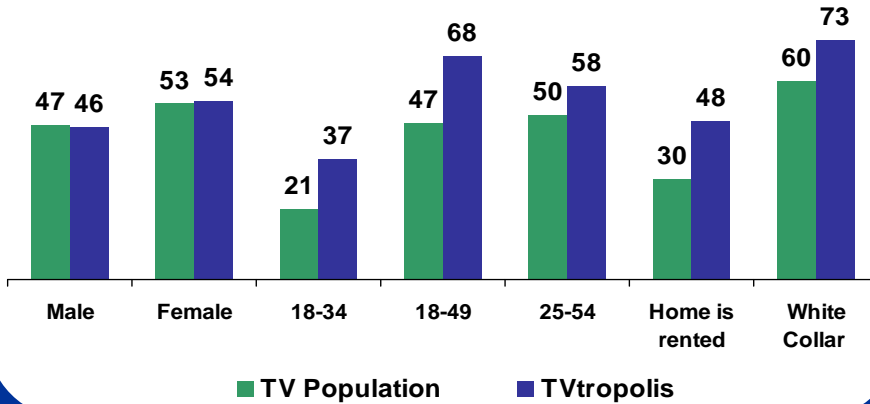




Who's watching TVtropolis?

Demographic Profile
% of A18+ vs. TV Population



Demographic Profile

- Skews slightly female
- 68% of viewers are 18-49
- Work in white collar positions
- Home is rented



Other Viewer Highlights:

- TVtropolis viewers are very tech savvy, have the latest gadgets and are more likely to:
 - Have a PVR, home theatre system or widescreen/LCD television
 - Own a video game system and spend more than \$200 on it last year
 - Be heavy internet users and cell phone feature consumers (ie texting, camera)
- As almost half of them rent their home, they are very mobile and more likely to:
 - Have changed homes in the past year or planning to next year
 - Plan on getting married and/or having a baby next year
 - Plan on changing jobs or upgrading skills/education next year
- TVtropolis viewers tend to be younger, have young families and are more likely to:
 - Rent 6+ movies or have seen 2+ movies in the past month
 - Order take out 2 or more times/month
 - Spend \$500+ on clothing/shoes in the past year
- 5.8 million households subscribe to TVtropolis



TVtropolis fans enjoy life and agree with the following statements:

TVtropolis Viewer Consumer Profile
% of A18-49 English Canada Indexed to Population
PMB 2009 Spring 2 Year Study



For more, visit www.canwest.com

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