

The Biggest Loser

Tuesdays (S-NBC)



For many people, a new year means increased focus on personal health and weight loss goals, making Biggest Loser a timely program! This season features the inspirational stories of 11 different "couples" (including best friends, cousins and sisters) who are united by the same life-changing goal – to get fit and healthy.

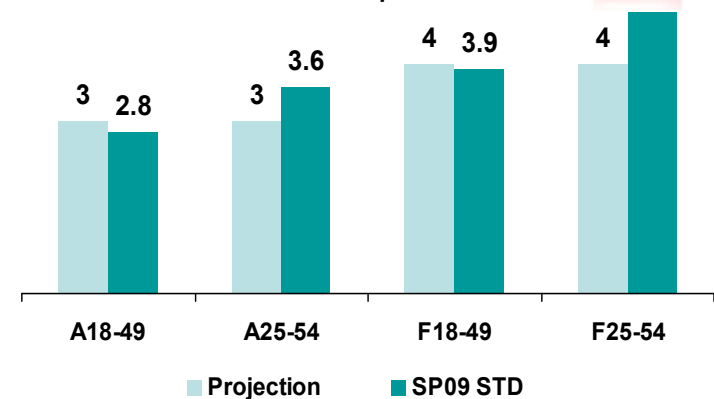
Now in its 7th season, Biggest Loser continues to draw in viewers and is meeting or exceeding projections!

Biggest Loser viewers have a diverse variety of interests, and are spending money on a variety of goods and services!

Biggest Loser Viewer Profile (F25-54, Ontario, Indexed to Population)

- Spent \$2000+ on Travel pst year (Index 164)
- 3+ Personal Trips pst month (Index 164)
- Spent \$500+ Clothing/Shoe Spending pst year (Index 162)
- Spent \$1000+ on Furniture / pst year (Index 137)
- Spent \$1,500+ on Appliances / pst year (Index 118)
- Spent \$200+ Video Game/System Spending pst year (Index 152)
- Bought Laptop pst year (Index 112)
- Use Blackberry pst month (Index 201)
- 2+ Movies (in theatre) pst month (Index 153)
- 6+ Movie Rentals pst month (Index 249)
- Investment: Trust Company (Index 183)
- Investment: Full-Service Broker (Index 129)

SP09 Projections vs. STD Actuals
Jan 5-25/09, Toronto DMA
BBM NMR People Meter Data



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