



Canwest viewers are getting ready for

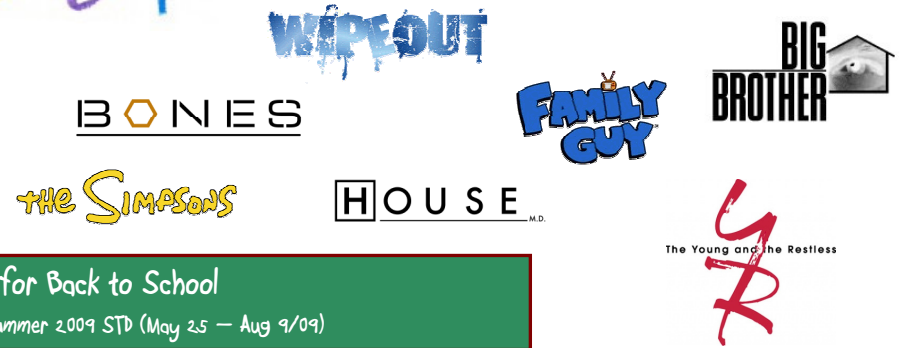
back to school



Canadians have been watching hit summer programming like **Big Brother** and **Wipeout** - but did you know that a high percentage of the viewers of these and other Global programs have kids in the household?

As the final weeks of summer close in, you won't want to miss your opportunity to reach our viewers as they stock up on new clothes, school supplies and other products for their children.

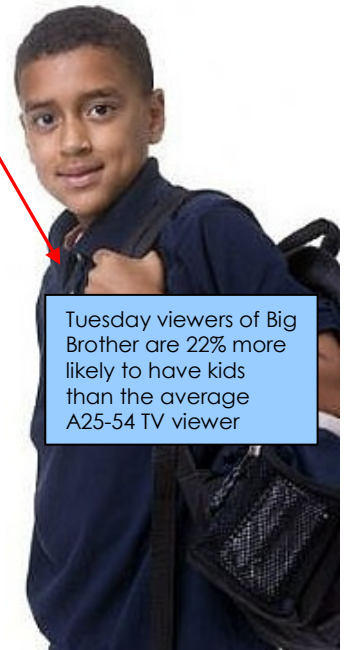
Top 10 programs for A25-54 viewers with kids include:



Top Global programs for Back to School

A25-54 Kids < 18, Indexed to A25-54 / Summer 2009 STD (May 25 - Aug 9/09)

Program	Weekday	Start time	#Aired	AMA(000)		Index
				A25-54	A25-54 Kids <18	
BIG BROTHER II	.T.....	21:00:00	4	645.3	355.4	122
BIG BROTHER IIS	20:00:00	5	571.9	338.5	131
BIG BROTHER II	...T...	20:00:00	5	594.3	327.4	122
WIPEOUT	..W....	20:00:00	10	500.8	299	132
BONES	M.....	21:00:00	3	514.2	208.9	90
HOUSE	M.....	20:00:00	10	497.3	204.1	91
SIMPSONSS	21:30:00	4	378.6	190.3	111
FAMILY GUYS	21:00:00	11	370.5	168.4	101
SIMPSONSS	20:00:00	6	397	147	82
YOUNG + THE RESTLESS	MTWTF..	16:30:00	55	298.1	136.8	102



Tuesday viewers of Big Brother are 22% more likely to have kids than the average A25-54 TV viewer

SOURCE: BBM-NMR DATA SMO9 STD (MAY 25 - AUG 9/09) / TOTAL CANADA

