

A new Day begins this January on Global

24

Set 8 months after season 7, **season 8** begins and ends at 4:00 PM, unfolding in New York City amidst the shadows of the Statue of Liberty and the United Nations where CTU has been upgraded and is run by the MBA-schooled Brian Hastings (**Mykelti Williamson**). Cole Ortiz (**Freddie Prinze Jr.**), a former Marine who wants to follow in Jack Bauer's footsteps, runs the division's Field Operations. Expert data analyst Dana Walsh (**Katee Sackhoff**) collaborates with systems analyst Arlo Glass inside CTU. Rob Weiss serves as President Allison Taylor's new chief of staff, and Meredith Reed is an ambitious journalist with ties to the unfolding situation. Jack Bauer (**Kiefer Sutherland**) is simply a man who wants to move on with his life and be with his daughter and granddaughter, but plans come to a halt when, once again, America needs his help.

4:00pm

5:00pm

6:00pm

7:00pm

8:00pm

9:00pm

10:00pm

11:00pm

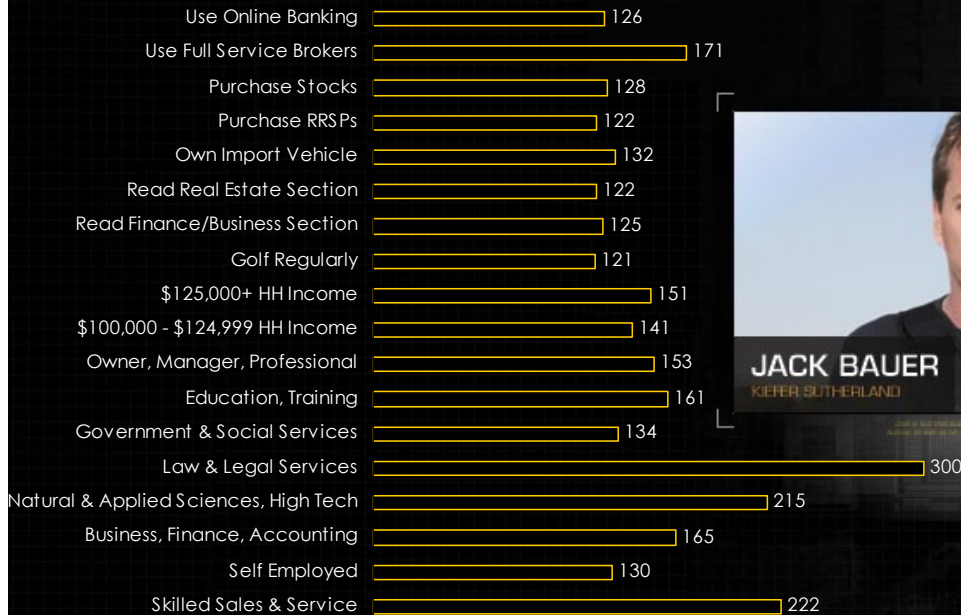
12:00am

1:00am

2:00am



24 Spring 2009 - SP09 BBM Diary Data - 24 Viewers - A18+ Comp% Indexed to Total TV Mo-Su 6a-2a



Reach Sophisticated Viewers with 24:

Viewers are employed in:

- Business
- Finance
- Accounting
- Law and Legal Services
- High Tech Sciences
- Self employed

Viewers invest and bank through:

- Online Banking
- Full Service Brokers
- Buy Stocks
- Buy RRSPs

Viewers with high HH Incomes of:

- \$100,000 - \$125,000
- \$250,000+

Jack is pulled back into action January 17th and 18th in the 4 hour premiere on Global.



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* Also available across
Canada on the Global
Canada Network

Research: National Audience Projections

NATIONAL GLOBAL NETWORK (NATL)
WNO9 Projections
Selling Option: 24

	V2+	V1224	A18+	A1834	A1849	A2554	W18+	W1834	W1849	W2549	W2554	M18+	M1834	M1849	M2554	T1217	C211
VANCOUVER EM	5.0	2.0	6.0	8.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	6.0	10.0	6.0	7.0	3.0	1.0
OKANAGAN/KA MLOOPS E1	4.0	9.0	3.0	6.0	4.0	4.0	3.0	6.0	4.0	6.0	5.0	3.0	6.0	4.0	3.0	14.0	1.0
PR. GEORGE + TERR. EM	3.0	0.0	3.0	1.0	2.0	4.0	3.0	0.0	2.0	2.0	3.0	4.0	3.0	3.0	4.0	0.0	0.0
DAWSON CREEK EM	2.0	1.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	1.0	0.3
EDMONTON EM	3.0	1.0	3.0	2.0	3.0	3.0	3.0	1.0	3.0	3.0	3.0	4.0	2.0	3.0	4.0	0.3	0.0
RED DEER EM	1.0	2.0	1.0	2.0	2.0	2.0	1.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	1.0	1.0	0.0
CALGARY/LETHBRIDGE E1	3.0	2.0	3.0	2.0	3.0	3.0	4.0	3.0	4.0	4.0	4.0	2.0	2.0	3.0	3.0	2.0	0.1
WINNIPEG EM	3.0	2.0	4.0	2.0	2.0	2.0	4.0	1.0	2.0	1.0	2.0	5.0	2.0	3.0	3.0	1.0	0.0
SUD-TIM-N BAY/SSM EM	3.0	3.0	4.0	2.0	3.0	5.0	3.0	1.0	2.0	2.0	3.0	5.0	4.0	5.0	6.0	2.0	0.0
WINDSOR EM	5.0	9.0	6.0	7.0	5.0	4.0	5.0	4.0	4.0	3.0	3.0	7.0	9.0	7.0	6.0	8.0	1.0
LONDON EM	6.0	3.0	6.0	4.0	4.0	6.0	7.0	4.0	5.0	6.0	7.0	6.0	4.0	4.0	4.0	5.0	0.5
KITCHENER EM	5.0	3.0	6.0	5.0	5.0	6.0	5.0	5.0	5.0	5.0	5.0	7.0	5.0	5.0	6.0	3.0	0.0
BARRIE EM	5.0	2.0	6.0	2.0	5.0	6.0	7.0	2.0	5.0	4.0	6.0	6.0	3.0	5.0	6.0	1.0	1.0
TORONTO/HAMILTON EM	6.0	3.0	7.0	7.0	7.0	7.0	7.0	6.0	6.0	7.0	7.0	7.0	7.0	7.0	8.0	3.0	1.0
PETERBORO EM	4.0	1.0	4.0	0.3	2.0	3.0	4.0	0.5	2.0	2.0	3.0	4.0	3.0	2.0	3.0	2.0	2.0
KINGSTON EM	6.0	4.0	7.0	7.0	7.0	8.0	7.0	6.0	6.0	8.0	8.0	7.0	7.0	8.0	7.0	3.0	1.0
OTTAWA ANGL0 EM	5.0	2.0	5.0	5.0	6.0	7.0	6.0	6.0	6.0	7.0	7.0	5.0	4.0	6.0	7.0	1.0	1.0
MONTREAL ANGL0 EM	5.0	2.0	5.0	5.0	4.0	4.0	5.0	3.0	3.0	4.0	4.0	5.0	6.0	4.0	5.0	2.0	2.0
HALIFAX EM	3.0	1.0	4.0	2.0	3.0	4.0	4.0	3.0	4.0	4.0	4.0	4.0	2.0	3.0	4.0	1.0	0.4
SAINT JOHN/MONCTON EM	3.0	1.0	3.0	3.0	4.0	4.0	4.0	4.0	5.0	5.0	4.0	3.0	2.0	3.0	4.0	0.0	0.0
SYDNEY-GLACE BAY EM	3.0	0.0	4.0	3.0	4.0	5.0	3.0	3.0	3.0	3.0	3.0	5.0	3.0	4.0	7.0	0.0	0.0
CHARLOTTETOWN EM	2.0	0.4	3.0	1.0	2.0	2.0	2.0	0.0	2.0	2.0	2.0	3.0	2.0	2.0	3.0	1.0	0.0
Audience TC (000)	1186	108.4	1130.5	302.4	594.4	645.8	559.6	126.3	280.6	247.1	302.5	571.2	176.2	313.7	343.4	38.5	16.9



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