

Join Jack in action Mondays on Global

24

Season 8 has started off with a bang! Now is the time to join Jack 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 CTU brings him in to help uncover an assassination plot.

4:00pm

5:00pm

6:00pm

7:00pm

8:00pm

9:00pm

10:00pm

11:00pm

12:00am

1:00am

2:00am



24 Spring 2010 Jan 4-Feb 8 -BBM Diary Data - 24 Viewers - A18+ Comp% Indexed to Total TV Mo-Su 2a-2a

Home is Owned	111
Travel Out of Province/business	210
Travel Out of Country <4 nights	140
Casino past 4 months	130
Own Import Vehicle	105
Fine Dining	125
Professional Sporting Event	111
Professional [occupation]	129
Senior Manager/Executive	129
\$125,000+ HH Income	109
\$100,000 - \$124,999 HH Income	156
Owner, Manager, Professional	127
Science, High Tech [Industry]	194
Business, Finance, Accounting	157
University Post Graduate	174
University Undergrad	157



Reach Sophisticated Viewers with 24:

Viewers are employed in:

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

Viewers Enjoy

- Fine Dining
- Travel for Business
- Vacations
- Attending Sporting Events
- Visiting a Casino

Viewers with high HH Incomes of:

- \$100,000 – \$125,000

Be part of the action Mondays at 9pm on Global.



Toronto - T 416.967.1174 F 416.593.1551

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* Also available across
Canada on the Global
Canada Network

Research: National Audience Projections

NATIONAL GLOBAL NETWORK (NATL)
SP10 Projections
Selling Option: 24

Market	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/KAMLOOPS EM	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 EM	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
REGINA EM	2.0	1.0	2.0	2.0	2.0	2.0	2.0	3.0	2.0	2.0	2.0	2.0	1.0	2.0	2.0	0.0	0.0
SASKATOON EM	2.0	0.0	2.0	1.0	1.0	2.0	2.0	1.0	1.0	2.0	2.0	2.0	0.0	1.0	2.0	0.0	0.0
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	3.0	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	0.0	2.0	3.0	2.0	5.0
KINGSTON EM	6.0	2.0	7.0	7.0	7.0	8.0	7.0	6.0	6.0	8.0	8.0	7.0	8.0	8.0	7.0	0.0	1.0
OTTAWA ANGLO 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 ANGLO EM	4.0	2.0	4.0	4.0	3.0	3.0	4.0	2.0	2.0	3.0	3.0	4.0	5.0	3.0	4.0	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)	2379	218	2266	601	1188	1289	1119	251.4	558.4	491.6	601.2	1147	349.4	629.4	688	78.4	34.6



Find out Jack's next assignment Monday at 9pm on Global.



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