



ET Canada's Toronto ratings soar in its new 7:30pm timeslot!

On January 25, **ET** debuted in its new 7pm timeslot and brought historical ratings along with it.

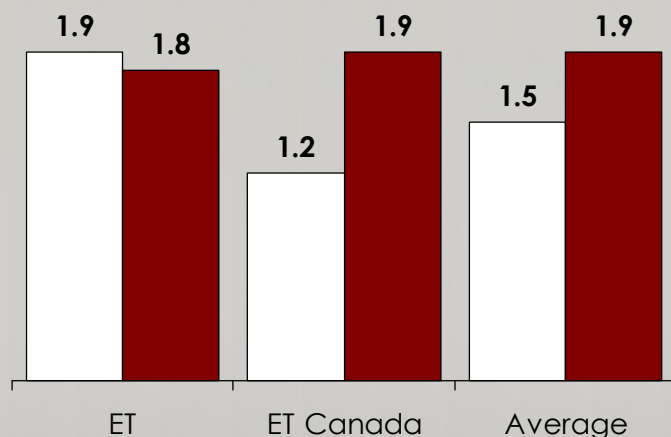
With **ET** now airing at 7pm and **ETC** at 7:30pm, ratings for the hour of entertainment news are up!

Catch all the celebrity news from both sides of the border with **ET** and **ETC** weeknights on Global.



Rick Campanelli and Cheryl Hickey, hosts of Entertainment Tonight Canada.

ET & ET Canada Spring 2010 STD / W25-54 Rtg%



□ Old Time Periods (Jan 4 - 24/10) ■ New Time Periods (Jan 25 - Feb 7/10)

- In its new timeslot, **ETC** almost doubled its ratings, bringing it more in line with **ET**'s season to date performance
- The overall time 7p-8p hour is up 27% as a result!

Source: BBM Canada PPM Overnights Data / Toronto EM

