

# Canada's leading movie channel for women!



## Canada's 2<sup>nd</sup> Most Watched Digital Station against W25-54!

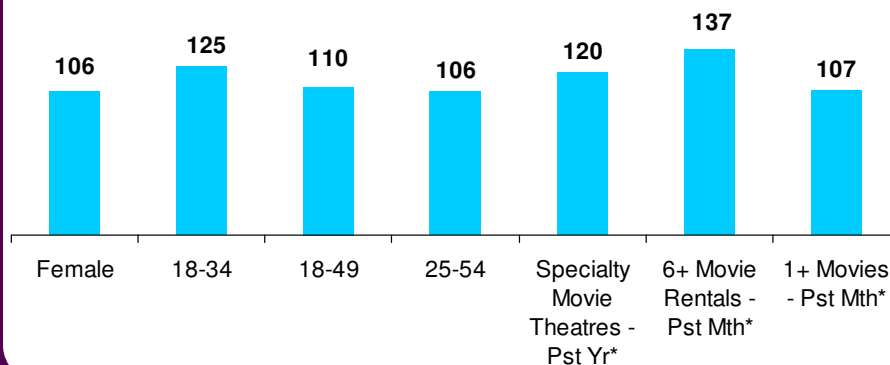
- Ranks in the top 20 of all specialty stations
- Experienced increased audiences across multiple demos including W25-54 +8% and A25-54 +12% over last Fall
- Met or exceeded overall audience estimates across all standard demos

With a fierce line-up of back-to-back blockbuster movies mixed with TV's hottest series, **Showcase Diva** brings viewers non-stop access to star-studded, high quality entertainment – delivered with a fun female point of view.

Viewers are sure to tune in on Oscar weekend for some past hits from this year's nominated actors including *The Hours* (Best Actress nominee Meryl Streep) and *Miss Congeniality* (Best Actress nominee Sandra Bullock). We've also got a date with George Clooney (Best Actor nominee) on March 7 (*Ocean's Eleven* and *Michael Clayton*)!

Later in March comes the Meant 2 Be marathon, featuring more great chick flicks like *What Women Want*, *Ever After* and *Maid in Manhattan*!

**Viewer Profile**  
% of A18+ Indexed to Total TV



## Diva skews to younger movie lovers!

- A great place to reach female viewers!
- Viewers are 25% more likely to be 18-34 and 10% more likely to be 18-49
- They're also more likely to visit movie theatres, specialty movie theatres and rent movies for home viewing

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Source: BBM Canada PPM (Aug 31/09 – Jan 3/10) / M-Su 2a-2a / Total Canada, \* BBM Extended Diary Data (FL09) / M-Su 6a-2a / Total Canada