

Critically acclaimed classics and indie favourites



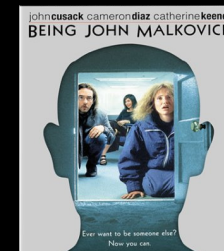
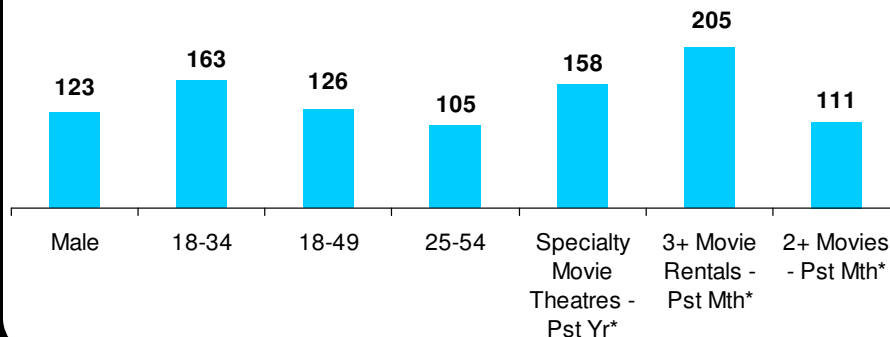
Where all the cool movies go.

- Ranks in the top 10 of digital specialty stations for most key demos
- Experienced increased audiences across multiple demos including A18-34 +27% and W18-34 +100% over last Fall
- Met or exceeded overall audience estimates across most key demos, including 18-34 adult and male demos

IFC is the hottest TV channel devoted to cool movies – uncut. Experience the movies everyone raves about – from award-winners such as *There Will Be Blood* and *Pulp Fiction*, groundbreakers like *Trainspotting* and *Boogie Nights* to cult hits such as *Clerks* and *Grindhouse* – movies air every day.

Coming up in March are even more great titles, including classics like *The Godfather, Part 2* and *2001: A Space Odyssey* as well as more recent cult favourites like *Being John Malkovich* and *Snatch*.

Viewer Profile
% of A18+ Indexed to Total TV



snatch

STANLEY KUBRICK'S
**2001:
a space odyssey**

IFC skews to movie buffs!

- A great place to reach male viewers!
- 63% more likely than the average TV viewer to be 18-34 and 26% more likely to be 18-49
- Twice as likely to rent 3+ movies in the past month! Also more likely to visit movie theatres (including specialty cinemas like IMAX)

Toronto - T 416.967.1174 F 416.593.1551 **Montréal** - T 514.525.1133 F 514.525.1355 **Vancouver** - T 604.422.6422 F 604.422.6521



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