



glee

Viewers will “keep believing!”

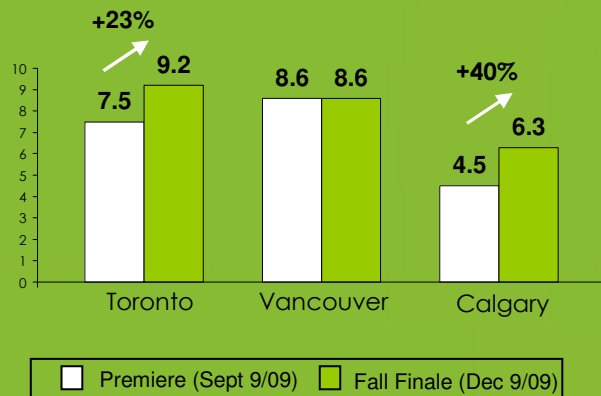
Returning to Global on Tuesdays, starting April 13!

A strong start and finish! Glee finale was up or flat vs. premiere!

Finale performance provides significant momentum into the Spring season!

Glee over-performed versus its projections across Canada, including Toronto, Vancouver and Calgary!

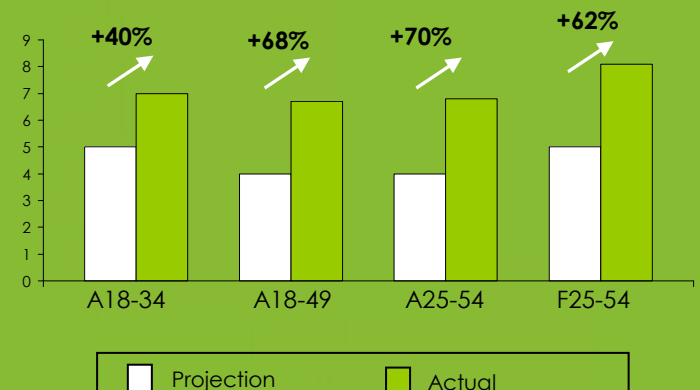
Global Fall 2009 A18-49 Premiere vs. Finale



Fall 2009 Achievements

- Exceeded 1 million A18-49 viewers nationally with its premiere and finale!
- Finale achieved a 12.1 rating for W18-34 in Toronto!

Global Fall 2009 Toronto Overachievements





gleeks

Here's a closer look at the people who will come back to Glee starting April 13!

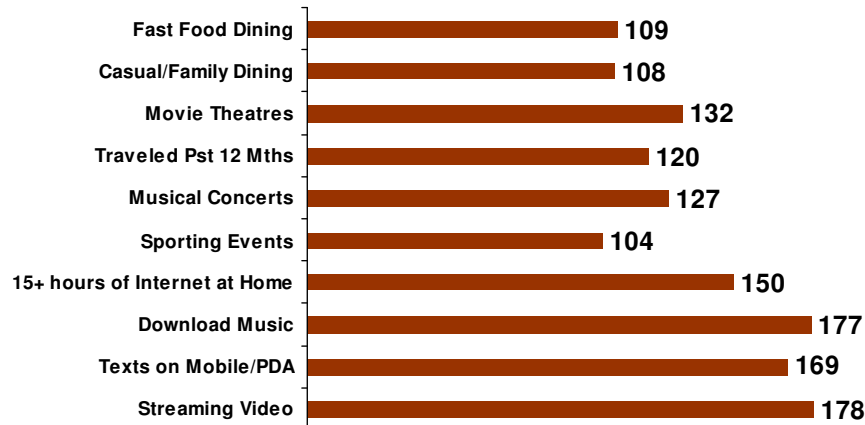


Glee's Facebook Fan page has over 1.5 million fans!

Glee viewers, also known as "Gleeks," enjoy a wide variety of entertainment and are tech savvy

Qualitative Profile

% of A18+ vs. TV Population



Who are these Gleeks?

Glee skews heavily toward key advertiser-friendly demos:

18-34 (158 index)

18-49 (140 index)

25-54 (130 index)

Viewers are 13% more likely to be female

Glee indexes heavily with the higher income homes:

\$100 - \$125,000 (134 index)

\$125 - \$150,000 (170 index)

\$150,000+ (172 index)

They also have children:

Hhld. w/ Kids <12 (122 index)

Ind. w/ T12-17 (136 index)

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 (Sept 14 - Dec 20/09)