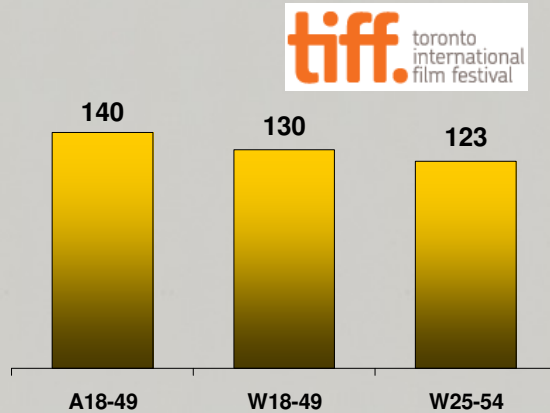


From TIFF to awards season – ETC offers great event coverage

When it comes to the hottest entertainment news, **ET Canada** is there every step of the way, with terrific coverage at the Toronto International Film Festival and red carpet action at the Grammy Awards!



The movie stars shine brightly, and so does ET Canada's TIFF coverage

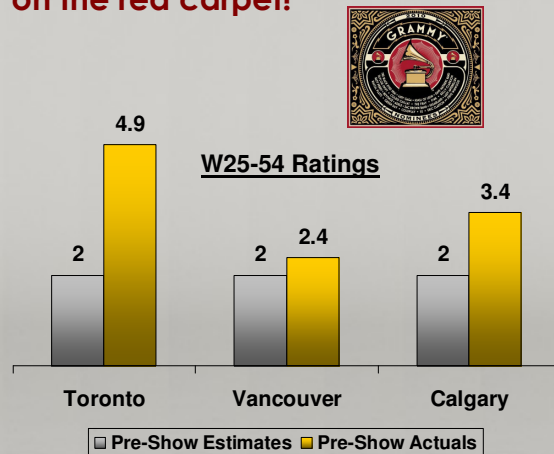


Source: BBM Canada PPM / AMA (000) TIFF 09 (Sept 10-19/09) Index vs. Pre-TIFF 2009 (Aug 31-Sept 9/09) / Total Canada

Highlights

- ETC national audiences during TIFF 2009 were up 40% for A18-49 vs. the previous period
- In Toronto, ratings nearly doubled during TIFF for the important W18-34 and W18-49 demos

Meanwhile, at the Grammys – viewers were tuning in to ET Canada on the red carpet!



Source: BBM Canada PPM W25-54 Rtg% / Grammy Awards Pre-Show (Jan 31/10) vs. Estimates

Highlights

- The Grammy Awards: ET Canada Live special significantly outperformed estimates in Toronto Vancouver and Calgary!
- W25-54 ratings in Toronto were nearly 2 ½ times projections!



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

