

thegoodwife

Tuesdays on Global 
 Catch the encore presentation on **Mystery**



Critically acclaimed drama delivers desirable consumers

Good Wife viewers are 58% more likely to visit a day spa/salon. They enjoy the finer things in life, such as dining, entertainment, fashion & beauty, upgrading their homes and travel.

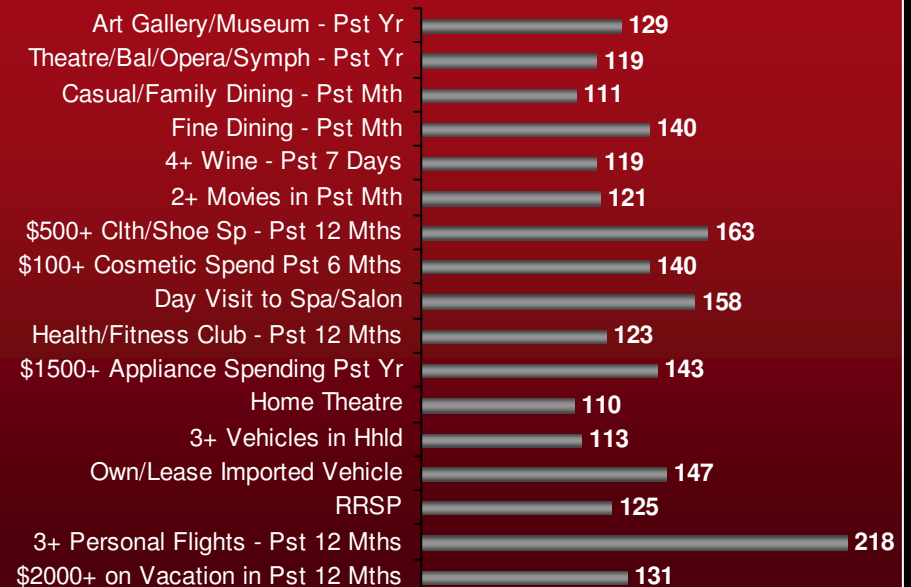
The Good Wife – A Global Success!

Entertainment Weekly recently named The Good Wife **“Spring TV’s best show”**

- **Canada** – *Global TV* – The 2nd most watched program in its timeslot for key demos nationally*
- **USA** – *CBS* – #1 in its timeslot & #2 new series this season
- **Australia** – *N10* – Wins its timeslot in key demos & total viewers; #1 program of the day in Men 16-39, Adults/Women/Men 18-49 & Adults/Women 25-54
- **New Zealand** – *TV3* – #1 in its timeslot, delivering a 24.5 share in Adults 18-49, exceeding the primetime channel average
- **Spain** – *Fox* – Wins its timeslot, doubling the channel’s prior 4-month primetime average
- **UK** – *Channel 4* – Delivers 1.43M viewers, outperforming the prior timeslot’s 4 month average by +30%

Source: CBS Studios International, except * based on BBM Canada PPM / Fall 2009 (Sept 14 – Dec 20/09)

The Good Wife – Qualitative Profile (W25-54)



Source: BBM Extended Diary Data / Good Wife indexed to Total TV, Mo-Su 6a-2a FL09 Total Canada

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