



## Which Survivor all-star will win the title of Sole Survivor?



13 contestants are still standing... who will be cast off next?

**#1 in most meter markets and still delivering six weeks in!**

- National average minute audience for Survivor: Heroes & Villains is approximately **2.8 million viewers (Ind. 2+)**
- Survivor is the **#1 program in Canada** (excluding the Olympics) for the four key demos
- Also **#1 in Calgary, #2 in Vancouver** and a solid Top 10 performer in Toronto (A18-49)
- Held its own in Toronto during the Olympics, achieving ratings that were consistent with the rest of the season (four key demos)
- **Momentum is building**, with the **March 4** airing attracting a **season-high 1.6 million viewers nationally (A18-49)**

10 years and 20 seasons in, Survivor remains a favourite with viewers across the country.

Now it's your turn to participate!

Beginning today, Canwest is offering 10 agency teams the opportunity to be crowned the **ultimate Survivor**. Visit the **Canwest Survivor Agency Challenge** site ([www.canwest.com/contests/survivorchallenge](http://www.canwest.com/contests/survivorchallenge)) today to get in on the action. **Outwit, outplay and outlast... other agencies!**

Source: BBM Canada PPM Data SP10 STD (Jan 4 – Mar 28/10)

**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

