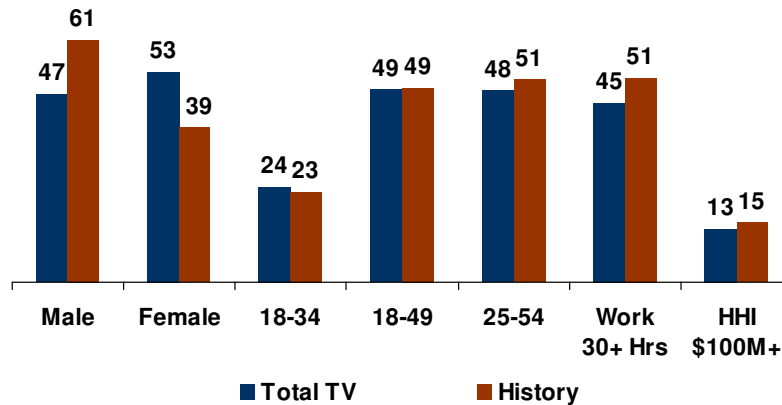


Who's Watching?

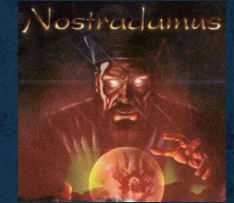


Demographic Profile
% of A18+ vs. TV Population



Demographic Profile

- History Television skews male
- 51% of the viewers are 25-54
- More likely to work 30+ hours
- Have higher household incomes



One of Canada's Top 5 most watched specialty networks!



- This Fall, History Television maintained historical audience levels, achieving or exceeding audience estimates for key demos
- Ice Pilots NWT had the highest audiences of any Canadian series premiere on History Television
- Ice Road Truckers was Canwest's #1 specialty program (A25-54)
- Launched HD channel in November 2009

This Spring, History Television continues to captivate audiences with riveting dramas, blockbuster movies and gripping documentaries about the people and events that have shaped our world.

The Canadian premiere of **The Nostradamus Effect** takes viewers through the 16th century predictions of Michel de Nostradamus who pinpoints the year 2012 for global destruction. **Wed 8pm**

The Gold & Silver Pawn Shop is the backdrop for the new living history series, **Pawn Stars**. Three generations of the Harrison family take us into the compelling and hilarious world of the pawn industry as they examine and assess the value of many historical treasures. **Tues 9p**

One of the most acclaimed and popular series in TV history, **M*A*S*H** is on daily at **12p** and **5p**.



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)/F08 BBM Canada Mark II (Sept 1 – Dec 28/08)

What are they doing?



History viewers are:

Active automotive consumers who are more likely to:

- Have three or more vehicles in household (index of 115 vs. average TV viewer)
- Basic Auto Repair: Do It Yourself (168)

Outdoor enthusiasts who are more likely to:

- Own sailboats/powerboats (119)
- Own motor homes/camping trailers (131)

Involved in financial planning and decisions:

- More likely to have personal loans (125)
- Improved household's windows/doors in past two years (111)

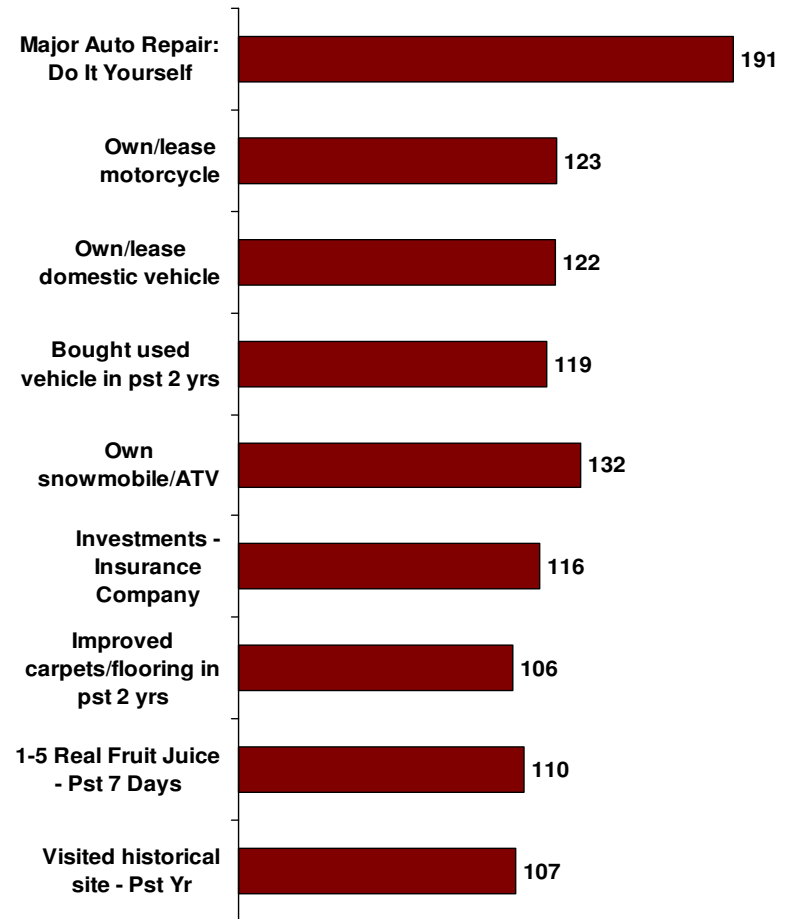
Purchasers of a variety of packaged goods:

- 6-11 regular soft drinks in past 7 days (118)
- 7+ beers in past 7 days (140)

Consumer Opinions (based on PMB Data)*:

- Willing to spend more money to save time shopping (109)
- Choice of car tells a great deal about a person (105)
- Good at fixing mechanical things (124)
- Seldom make a financial move without consulting an expert (139)
- If you want quality you generally have to buy branded product (106)

History indexed to Total TV (A18-54)



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Sources: Comp% of A18-54 English Canada, FL09 BBM Extended Diary Data (Mo-Su 6a-2a)
 * Comp% of A18-54 English Canada: 'Agree 1-4', PMB 2009 Two-Year Readership Database