



Host  
John Anderson



Host  
John Henson



Co-Host  
Jill Wagner

## Thrill-seekers beware, Wipeout is back! on Global June 22<sup>nd</sup>

Each week 24 daring contestants of all ages, shapes and sizes will go head to head in the **grueling** but wildly **hilarious** obstacle course to win the title of **Wipeout Champion** and the grand prize of **\$50,000**.

Wipeout – Qualitative Profile (Comp% of A18+)



### Wipeout viewers are:

- **A part of the key selling demos**
  - 39% more likely to be A18-34, 31% more likely to be A18-49 & A25-54
- **Higher-earning professionals**
  - 27% more likely to be owners, managers and professionals
  - 23% more likely to have completed a university education
- **Members of households with kids and teens**
  - 74% more likely to have kids under 12!
  - Wipeout is a great place to reach families and promote games, vacations and entertainment
- **Homeowners who enjoy activities inside and outside of their home**
  - 12% more likely to be homeowners, making them great candidates for household renovations and financial services
  - They also enjoy movies and restaurants



Source: BBM-NMR Data / Wipeout indexed to Total TV, Mo-Su 2a-2a Summer 2009 (May 25-Aug 30/09)

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