



Coming this Summer!

Global Reality Channel, Canada's **only** channel dedicated to **reality programming 24/7**, launches July 1 to 1.2 million Rogers households in Ontario!

20 million Canadian viewers watched a reality program last fall!*

Past & current seasons of hit reality programs, including:



... plus great weekend marathons!

Who will tune in:

- Fans of reality programs tend to be younger skewed, with 76% of them aged 18-49 (indexing at 128 vs. the population)
- 18% more likely to have household incomes of \$100M+ and 20% more likely to have kids/teens in the household
- 18% more likely to be an owner, manager, professional or other white collar position
- 78% own their own home

Source: PMB 2010 Spring Two-Year Readership and Product Database, A18+ Ontario

*Source: BBM Canada PPM, Sept 14 – Dec 13/09, English Canada, A18+