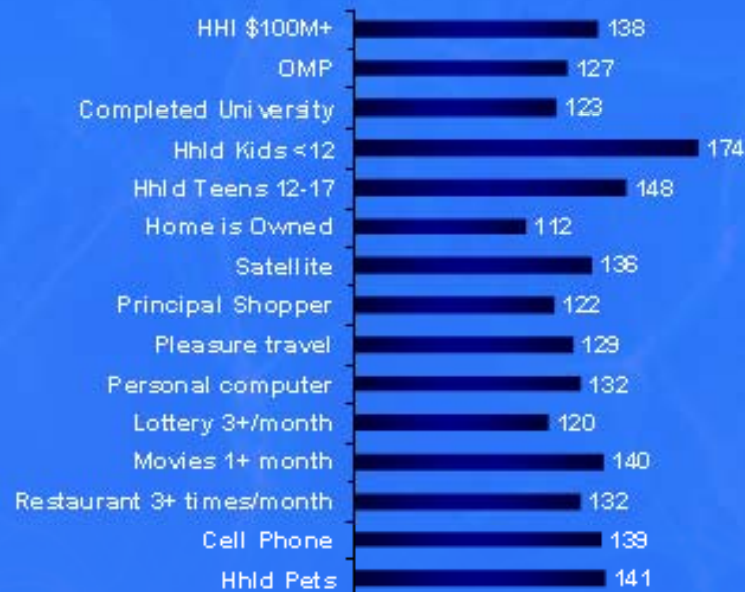




Back on **Global** June 22<sup>nd</sup>!

Host John Anderson Host John Henson Co-Host Jill Wagner

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

Thrill-seekers beware, Wipeout is back! 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**.

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