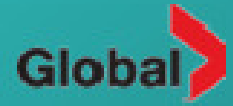


# Big Brother is a top 10 Summer favourite!



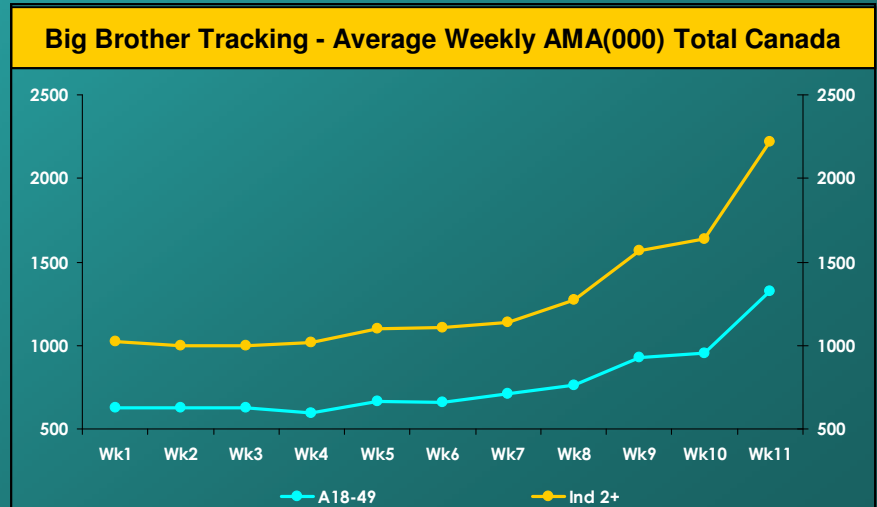
Program	Channel	Weekday	A18-49 AMA(000)
GLEE	Global Total	..W....	894
<b>BIG BROTHER 11</b>	<b>Global Total</b>	<b>.T.....</b>	<b>890</b>
SO YOU THINK.DANCE 5	CTV Total	...T...	853
SO YOU THINK.DANCE 5	CTV Total	..W....	837
<b>BIG BROTHER 11</b>	<b>Global Total</b>	<b>...T...</b>	<b>738</b>
SYTYCD CANADA 2 PERF	CTV Total	.T.....	713
<b>BIG BROTHER 11</b>	<b>Global Total</b>	<b>.....S</b>	<b>632</b>
HELL'S KITCHEN	City TV Total	.T.....	611
WIPEOUT	Global Total	..W....	575
THE BACHELORETTE	City TV Total	M.....	561

## All 3 episodes of the BB rank in the top 10.

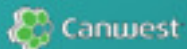
- Big Brother is #1 for A18-34 nationally.
- Big Brother is also top 5 for A25-54 and F25-54.
- The 3 weekly airings of Big Brother averaged over 1.2 million viewers an episode (Ind. 2+).

## Great momentum after 11 seasons!

- Big Brother's Season 11 Finale garnered some of the largest audiences the reality show has ever seen!
- Big Brother's National audience increased week after week throughout the season making Big Brother one of the summer's biggest hits!
- Don't miss the Big Brother 12 premiere, July 8 on Global!



BBM NMR Data, BBM Canada PPM, Total Canada AMA (000) July 6- Sept 20/09



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