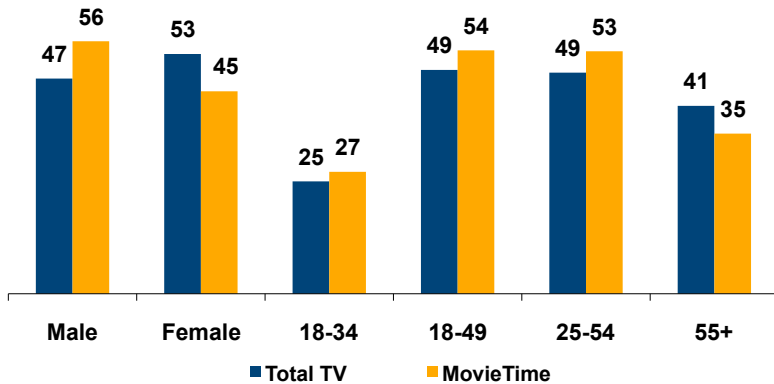


Who's Watching?



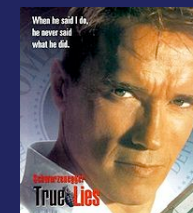
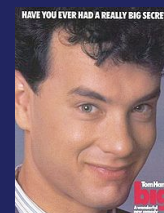
Demographic Profile
% of A18+ vs. TV Population



Source: BBM Canada PPM SP10 (Jan4/10-May30/10)/ M-Su 2a-2a/ English Canada

Demographic Profile

- MovieTime skews to males and younger viewers
- Over 50% of the viewers are aged 18-49/ 25-54



One of Canada's Top 5 Digital Networks!

- MovieTime ranks in the Top 10 for the key adult and women demos and Top 5 for the male demos!
- This Spring, MovieTime met or exceeded overall audience estimates for the key advertising demos
- Made the transition to HD in March 2010
- Experienced audience growth over Fall 2009, especially within male demos

Index SP10 vs. FL 09 AMA (000)

A18-34	A18-49	M18-34	M18-49	M25-54
109	104	143	126	119

Source: BBM Canada PPM SP10 (Jan 4-May 30/10)/ SP10 (Jan4-Feb 11, Mar 1-May30/10)/ FL09 (Aug 31/09-Jan 3/10), M-Su 2a-2a Total Canada

MovieTime viewers enjoy life's extras, such as travel, luxury vehicles and outdoor activities

They are more likely to:

- Own their home, spend \$7500+ on home repairs/renovation and read the real estate section of the newspaper
- Vacation to destinations within Canada, the Caribbean, Mexico and Central/South America
- Purchase lottery tickets and dine at casual/family restaurants in the past month
- Take out personal loans and have acquired luxury vehicles (\$40M+) in the past two years, including cars and SUVs
- Conduct basic auto maintenance themselves and own pick-up trucks, motorcycles, sailboats, powerboats, snowmobiles and/or ATVs

Source: BBM Diary, Comp% of A18-54, Total Canada SP10