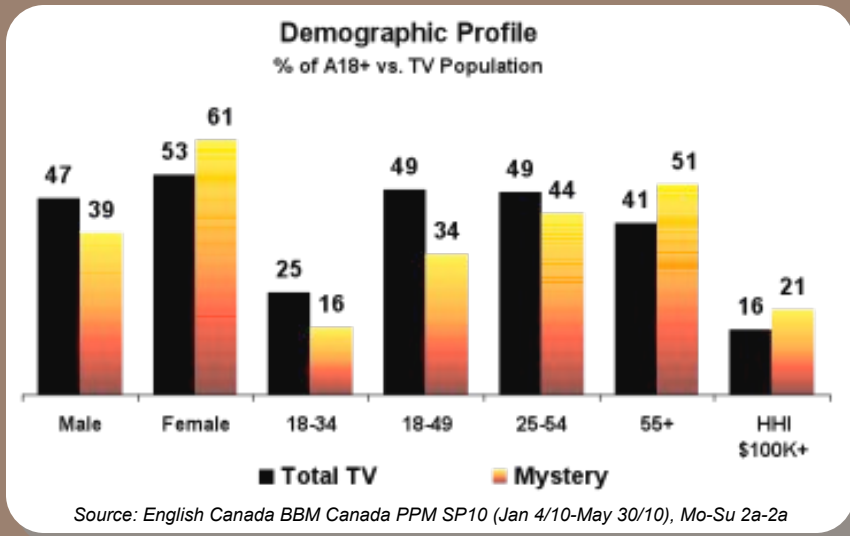
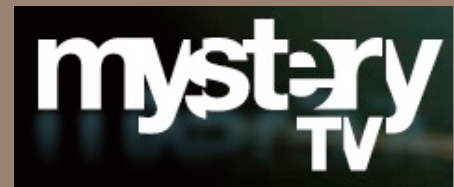


Who's Watching?



- Demographic Profile**
- Strong female skew
 - Close to 50% of viewers are under age 55
 - 61% are homeowners
 - 31% More likely to have higher HH Incomes



One of Canada's Top 10 digital stations!

- Mystery is in the Top 10 digital stations against key adult, female and male demos
- #3 digital station for W25-54
- Top programs in Spring 2010 included:



Top 5 Programs	Weekday Start time	AMA (000)		
		A25-54	F25-54	
NCIS: LOS ANGELESS	12:00:00	33.5	18.8
LAW AND ORDER: CISS	11:00:00	31.1	17
BONESS	14:00:00	27.7	16.2
NCISS.	12:00:00	25.4	15.7
THE GOOD WIFES.	9:00:00	23.9	12.3

Source: Total Canada, BBM Canada PPM, SP10 (Jan04-Feb11/Mar01-May30/2010)

Mystery viewers spend time and money on their homes and themselves

They are more likely to:

- Purchase home accessories, make home improvements (windows, doors) and decorate, but prefer not to do it themselves
- Enjoy going to the movies, baking from scratch, handicrafts and spending an evening at home
- Own an HDTV and enjoy playing video game systems
- Purchase make-up and nail care products and feel incomplete without their perfume/fragrance
- Drink diet soda and treat themselves to a wide variety of snacks
- Feel they should try to eat foods that are better for them and are weight conscious
- Be more spenders than savers and are willing to spend more money to save time shopping

Source: PMB 2010 Two Year Study, A25-54 who watch 1+hrs of Mystery/wk indexed to English population