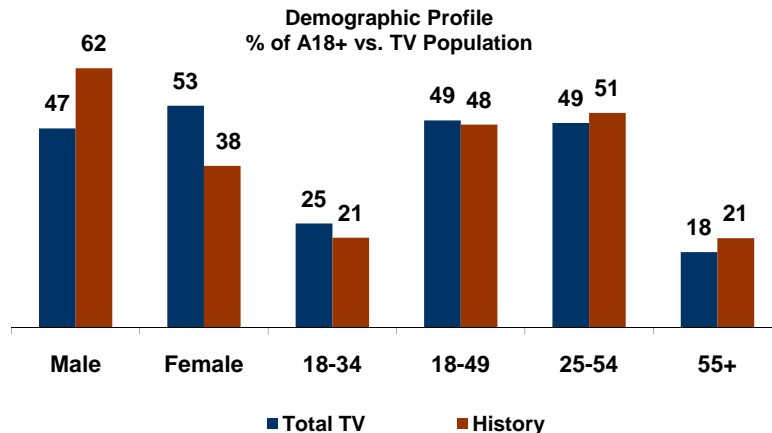


Who's Watching?



Source: English Canada, BBM Canada PPM SP10 (Jan4/2010–May30/2010), M-Su 2a-2a

Demographic Profile

- History Television skews male
- 51% of the viewers are 25-54



One of Canada's Top 5 Specialty Networks!

- History Television ranks in the Top 5 for all key demos
- This Spring, History met or exceeded overall audience estimates for key advertising demos
- Pawn Stars was among the Top 10 most watched specialty programs in Canada (excluding sports and kids) and returns this Fall!
- Ice Road Truckers is one of History's youngest skewing programs and History's top program for M18-34
- Made the transition to HD in November 2009

Fans of History are interested in cars, finance and make the most of their time at home. History viewers are more likely to:

- Service their vehicle by themselves and feel their car says a lot about them
- Contribute to RRSPs once a year and seldom invest without consulting an expert
- Have an appreciation of sports extending to playing golf 3+ times in past year and closely following at least one sport during its season
- Prefer to spend a night at home over anything else and also invest in home improvements in past 2 years
- Believe too much attention is placed on eating healthy foods and are less likely to prefer low fat or "light" foods and drinks

Source: PMB 2010 2 Year Study, A25-54 who watch 1+hrs of History/wk indexed to English Population



Source: Total Canada, BBM Canada PPM SP10 (Jan04–Feb11/Mar01–May30/2010) & (Jan04–May30/2010), FL09 (Aug31–Dec20/2009)