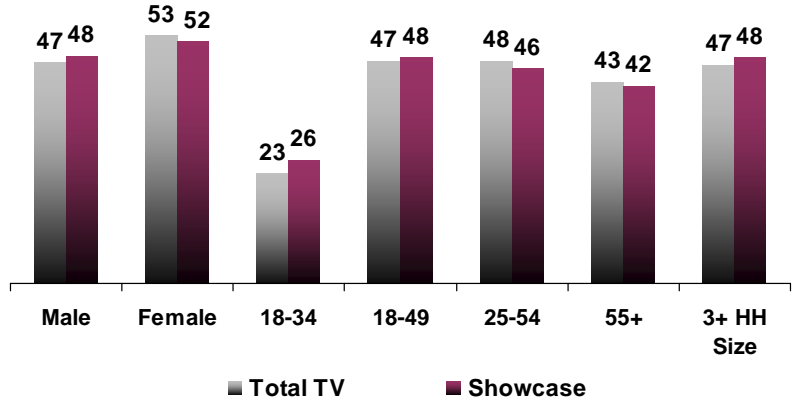


# Who's Watching?

# SHOWCASE

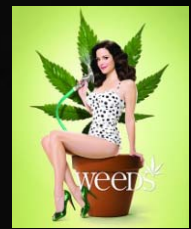
**Demographic Profile**  
% of A18+ vs. TV Population



Source: English Canada, BBM Canada PPM SP10 (Jan4/10 -May30/2010), M-Su 2a-2a

## Demographic Profile

- Balanced male and female split
- 48% of viewers are A18-49
- Almost 50% of viewers have larger household sizes



## One of Canada's Top 10 most watched specialty networks!



- Showcase landed in the Top 10 for A18-49, A25-54 and A18-34 in Spring 2010
- Saturday Afternoon Movie continued to be a huge player on Showcase, ranking #1 for all key demos
- Audiences increased vs. the Fall for Saturday Afternoon Movie, Saturday Night Movie and Kenny vs. Spenny
- On March 13, 27 Dresses broke the all-time audience record for any single-viewing cable movie premiere
- On July 12, Haven premiered at the highest audiences ever for an original scripted series premiere on Showcase



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

Fans of Showcase are all about in-home and out-of-home entertainment. They are more likely to have:

- Played video game systems in past 30 days and closely followed at least 1 sport during its season
- Attended live entertainment such as rock concerts in past 12 months and say they tend to go to the movies frequently
- Dined at casual/family dining restaurants and pubs/sports bars in past 30 days
- Visited Nightclubs/bars and casinos in past 12 months
- Love expensive sports cars and consider themselves more spenders than savers
- Enjoy a wide variety of snacks and believe that price isn't the most important thing when buying food

Source: PMB 2010 2 yr Study/A18-54 who watch 1+ hrs of Showcase/wk indexed to English Population

