

WHY BUY BBC CANADA?

BBC CANADA continues to grow its audience through increased viewing by younger demos*

A18-34	132% increase
A25-54	67% increase
A18-49	82% increase
W25-54	56% increase

Source: * STD 2009 compared to Spring 2007

AUDIENCE PROFILE

- Skews to Adults with superior education, university graduates and with a household income of \$80K+

FALL 2009 HIGHLIGHTS

- Brand new series such as Survivors, P.A.s, and Find Me The Face
- New season of Top Gear (season 13)
- The Weeknight Comedy block offers an array of hilarious British comedies from stand-up to sitcoms and the Weeknight Drama block features a variety of wickedly-entertaining series and specials

CLIENT BENEFITS

- Surround your brand with critically acclaimed dramas, cheeky comedies and entertaining lifestyle series
- Specials & Marathons: Canwest can offer customizable content opportunities including scheduling specials and unique marathons
- BBC Canada is a great complement to your Canwest Specialty network buy – add it and extend your reach

