



HISTORY
TELEVISION

COMING FALL 2009

CUTTING-EDGE LIVING HISTORY SERIES, BLOCKBUSTER FILMS AND AWARD-WINNING DOCUMENTARIES

NEW & RETURNING SHOWS WITH BUZZ:

Expedition Africa (New): From *Survivor* creator Mark Burnett comes the highly anticipated new series, *Expedition Africa*. Four modern-day explorers travel through African terrain in an epic and dangerous attempt to recapture one of the world's most remarkable adventures - Henry Morton Stanley's perilous 1871 journey to find Dr. David Livingstone. This is not a competition or a game; it's a real-life adventure.

Life After People: The Series (New): In the moments after people disappear, cities like New York & L.A. are ravaged by nature, exposing the surprising insights about how they function today. Humans won't be around forever, and now we can see in detail, the world that will be left behind.

Ice Pilots: NWT (New): The Ice Pilots do it all despite blizzards, breakdowns and crazy passengers. Renegade Arctic airline Buffalo Airways defies the cold and the competition by flying WWII propeller planes on missions all over the Canadian North.

Ice Road Truckers (Season Two): The ice road truckers are back for another adventure-filled season. Freak blizzards, polar bears, -50°C temperatures and isolation are no match for the danger of the new ice roads.

Fact & Film: A hosted block that pairs a documentary with a feature film. This Fall, watch for the documentary *Cracking the Code* airing with the blockbuster film *Zodiac*.



HISTORY **HD**
TELEVISION

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AN AMA POWERHOUSE

GROWING:

- History Television is reaching more viewers with 3.8 million A25-54 tuning in each week – up 23% over last year. More W25-54 viewers are also tuning in with Reach up 30% to 1.2 million weekly
- Viewers are more loyal, staying with the channel longer. A25-54 are watching 12% longer and W25-54 are spending more time with History Television
- The M*A*S*H* marathon delivered record ratings for History Television, making it the 3rd ranked English channel in Canadian Television that day
- History Television is available to 6.8 million subscribers as of March 2009

WOMEN:

- Significant growth versus year ago – driven by Women
- While 47% more A25-54 (AMA 42,300) are watching History Television, audiences against W25-54 are up 66% to an AMA of 15,600
- Female viewers of History Television are finding the channel themselves (not as a result of co-viewing), tuning into blockbuster films and cutting-edge living history series like *Ice Road Truckers*

YOUNGER:

- History Television is the only specialty network to see consistent growth every year since 2004 in both A25-54 and A18-49
- A25-54 have grown 47% (Spr. 2009 versus 2008) and A18-49 have grown a remarkable 52% for the same period

Source: Spring 2008: 1/7/2008 to 5/25/2008, Spring 2009: 1/5/2009 to 5/31/2009, Monday to Sunday 6:00a-6:00a

CLIENT BENEFITS OUR GROWTH = YOUR SUCCESS

HISTORY IS A LEADER IN SPECIALTY TV

- History Television finished the Fall/Spring seasons as the #2 specialty channel in Canada with a combination of cool living history programming, award-winning documentaries, blockbuster movies and spectacular stunt weeks

CANADIANS LOVE MOVIES

- Movies are the most popular type of program among A25-54
- 7.1 million A25-54 viewers per week watch movies on TV
- Movies appeal equally to men and women

MAKE THE MOST OF YOUR BUDGET

- Audience growth for History Television has been steady over the past four years, a contrast to the often volatile sports audience of its major competition
- Over 1.5 million A25-54 watch History Television each week that do not watch TSN, Sportsnet or The Score

SUPERIOR SERVICE

- History Television offers creative multi-platform advertising solutions and will craft customized packages to meet the distinct business objectives of our partners
- Unique sponsorship opportunities include:
 - 'This Day in History' Station ID: 15 second pop culture and historical trivia facts (1/hr)
 - Primetime Menu Frame: Used to provide audiences with a line up of primetime programming (2/hr)
 - In-Show Promotional Bug: Animated graphic running in-show used to promote current and upcoming programming (2/hr)

Source: BBC NMR- 09/01/2008 to 05/31/2009, Monday to Sunday 6:00a-6:00a



EXPEDITION AFRICA