



HISTORY
TELEVISION

CANADA'S #2 SPECIALTY NETWORK

(A25-54)*

GROWING:

- History Television has steadily increased to become the #2 specialty channel in the country for A25-54, available to 6.7 million subscribers as of March 2008.
- *Aftermath: Life After Humans* is the highest rated original special in the network's history - 1.6 M viewers over 2 airings.
- *The Da Vinci Code* was the highest single play film with 315,000 for A25-54.
- Over 7.2 M viewers tuned into *Da Vinci Code Week* which featured docs and specials on the subject.
- *NCIS* is consistently in top 10 with a primetime average audience of over 120,000 A25-54 viewers- Fall 2008 season-to-date.

WOMEN:

- History Television now also ranks as the #3 specialty network for W25-54 and #4 amongst W18-49.
- Female viewing of History Television is not a result of co-viewing; female audiences are finding the network themselves and tuning into programs such as *Ax Men*, *NCIS* and *The Re-Inventors*.

YOUNGER:

- History Television is the only specialty network to see consistent growth every year since 2004 in both A25-54 and A18-49. Its 18-49 audience has grown a record 55% this fall and now accounts for 46% of the channel's total audience.

*Source: BBM-NMR meter data, Sept. 1-Nov. 16, 2008 BBM-NMR meter data, BY 04/05, BY05/06, BY06/07, BY07/08, BY 08/09 std

CLIENT BENEFITS OUR GROWTH = YOUR SUCCESS

CANWEST IS THE LEADER IN FACTUAL SPECIALTY TV

- Unparalleled growth stimulated by strategic programming and promotions.
- Our channels are backed by a massive inventory of blockbuster movies and the coolest "Living History".

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 unique sponsorship opportunities.
 - 'This Day In History' Station ID: Fifteen second pop culture and historical trivia facts (1/hour).
 - Primetime Menu Frame: Used to provide audiences with a line up of primetime programming (2/hour).
 - In-Show Promotional Bug: Animated graphic running in-show used to promote current and upcoming programming (2/hour).





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AN AMA POWERHOUSE WITH DRAMATIC SERIES, BLOCKBUSTER FILMS AND AWARD-WINNING DOCUMENTARIES

COMING WINTER 2009

BLOCKBUSTER FILMS

Network and broadcast premieres of Hollywood's biggest films including: *The Departed*, *Saving Private Ryan* and *Braveheart*.

ACQUISITIONS

Ice Road Truckers is the highest-rated show ever on History Channel US and premieres on History Television on March 4, 2009. Audiences will follow a group of men who brave sub-zero temperatures and dangerous conditions to deliver critical equipment and supplies to Canada's far North.

FACT & FILM

A hosted block that pairs a documentary with a feature film. For example, the documentary *Underworld Histories: Boston* will air with the blockbuster film *The Departed*.

DRAMA

NCIS and *M.A.S.H.* run weeknights in strip and bring in new audiences. The results are that these series are frequently in the top 10 on the channel.



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