

canwest.com

SHOW CASE

SHOWCASE BIGGER AND BETTER THAN EVER!

BIG. BOLD. HITS!

- Bold new logo and fresh on-air look
- Advertiser friendly Fridays
- The best collection of popular hit series
- More first run movies than any other specialty channel in Canada
- Exclusive cable dramas

SATURDAY NIGHT MOVIES

- Disturbia
- Borat
- Fantastic Four
- The Brave One
- I Am Legend



HIT SERIES AND EXCLUSIVE CABLE DRAMAS

- Weeds
- House
- Bones
- Kenny vs. Spenny
- NCIS



WHO'S WATCHING?

- 7.2 million subscribers
- Balanced male/female split with a 52% male skew
- Showcase viewers over index at 128 for OMP's (against total TV viewers)
- Household income of \$80K+ indexing at 129 for Showcase audiences

Source: SP09 (Jan 5 - May 24/09) BBM-NMR People Meter Data M-Su 6a-6a/Total Canada/FL08 BBM

CONTINUED GROWTH MOMENTUM!

- Primetime audiences have grown 42%
- Weekend afternoon audiences have doubled vs. last year
- Growth across all key advertising demos including A25-54 +32%, A18-49 +47% and W18-49 +44% over last year

Source: SP09 (Jan 5 - May 24/09) BBM-NMR People Meter Data M-Su 6a-6a/Total Canada/FL08 BBM Extended Diary Data, M-Su 6a-2a, English Canada

EXPERIENCE SHOWCASE ONLINE

- Online viewing of full episodes of Weeds, Kenny vs. Spenny and Trailer Park Boys gets over 400,000 plays a month
- Showcase.ca visitors spend over 3 hours per month watching over 35 video clips, the highest in the TV category for both of these metrics
- Completely rebranded website, including updated blogs allowing fans to interact with their favourite shows and big blockbusters this Fall

Source: comScore Inc., Total Canada, All Locations, Total Audience April 2009. Video Plays based on Omniture Site Catalyst.

BIG CHANGES MEAN BIGGER AUDIENCES!

- Take advantage of the new big and bold Showcase coming this Fall
- Only Canwest offers customizable content opportunities including program stunts and contests
- Associate your brand with billboards and exclusive sponsorships of the Saturday night blockbuster movies
- Maximize exposure with Showcase partnerships including advertising campaigns and promotional events
- Integration opportunities in high caliber Canadian original series



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For more, visit canwest.com

Contact your Canwest Sales Representative for proposals and customized opportunities.