



# BIG HITS BRING BIG AUDIENCES TO SHOWCASE

## GROWTH IS DRAMATIC ON SHOWCASE!

- Ranked #5 for key demos (A25-54 & W25-54)
- Audience has increased 31% over Fall '07 for A25-54
- Minutes viewed up 21% for Fall '08 for A25-54
- Weekend audiences have DOUBLED – average AMA for A25-54 is 59,000 for weekend primetime
- *Weeds*, *Rescue Me*, *House* and *Numbers* are now in the top 10 programming for A25-54

Source: BBM-NMR meter data, M-Su 6a-6a Sep 9 – Dec 30, 2007; Sep 1 – Oct 26, 2008

## BIG, BOLD & POWERFUL CONTENT WILL FUEL CONTINUED GROWTH IN 2009!

### Dramatic Series

- *Rescue Me*
- *House*
- *Numbers*
- *Damages*

### Blockbuster Movies

- *The Departed*
- *X-Men: The Last Stand*
- *The Pursuit of Happyness*
- *War of the Worlds*

## SHOWCASE AUDIENCE PROFILE

Average Age: 44 HHI: \$72,600

Education: Over Indexes for Completed High School/Technical College Grad/  
Some University Education

Source: Fall 2008 BBM NMR Data. Dramatic programming statement based on Spring 2008.

## GET MORE WITH SHOWCASE.CA

- Each month over 400,000 visitors watch full episodes of hit series including full seasons of *Weeds*, *Damages*, *Kenny Vs. Spenny*, and *Trailer Park Boys*.
- Showcase.ca offers users a treasure trove of information – the average visitor spends over 12 minutes on the site.
- Regular blogs allow fans to interact with Showcase stars as well as the latest news from the worlds of gaming, television and movies!

## ALIGN YOUR BRAND WITH THE NEW SHOWCASE COMING SEPTEMBER 2009!

Backed with an extensive inventory of blockbuster movies and powerful content, Showcase will continue to grow audiences with a new personality and on-air look supported with a national advertising campaign targeting new viewers Fall 2009.

For more, visit [www.canwest.com](http://www.canwest.com)

Contact your Specialty Television Account Executive for customized content opportunities including program stunts and marathons.



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