

6.7 Million Subscribers as of
March 2008
Remittance from Cable and DTH Distributors
March 31st,2008



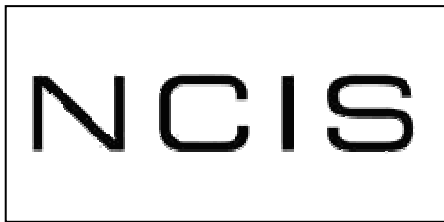
Ranked **#2** for Canadian
Specialty
Monday – Sunday 6a-6a – first 4 weeks of Fall
2008 STD

Canwest's top specialty channel - History Television is an AMA powerhouse with dramatic series, blockbuster films and award-winning documentaries...

Cutting Edge Documentaries Dramatic Series Living History Blockbuster Films



Highest Single Play for channel
193,000



Consistently in Top 10
102,000



2nd highest premiere for
History Channel U.S
1,700,000



Highest Single Play for film
315,000

Rank	Program Title	A25-54
1	Monday Night Movies	102.6
2	NCIS	101.7
3	Blockbuster Films	87.7
4	UFO Files	76.8
5	History on Film	76.8
6	ROME	74.6
7	Digging for Truth	72.4
8	History on Film Week	72.1
9	Dog Fights	70.3
10	Finding the Fallen	63.3

Rank	Program Title	A25-54
1	The Da Vinci Code	315
2	Kingdom of Heaven	163
3	The Saint	154
4	American History X	128
5	Gangs of New York	109

Rank	Program Title	A25-54
1	Da Vinci Code Week	45.4
2	Fact & Film Week	33
3	NCIS Marathon	101

Sponsorship Opportunities:

This Day In History Station ID's
Fifteen second pop culture and historical trivia facts (1/hour)

Primetime Line Up Promo
Used to provide audiences with a line up of primetime programming (2/hour)

In-Show Promo
Animated graphic running in-show used to promote current and upcoming programming (2/hour)