

# SHOW CASE ACTION

THE AUDIENCES ON ACTION ARE EXPLODING  
THANKS TO BIGGER, BETTER MOVIES!

# SHOW CASE DIVA

THIS FALL, DIVA'S KEY AUDIENCES HAVE  
MORE THAN DOUBLED OVER LAST YEAR!

- A25-54 AMA up 66% over Fall '07
- #1 digital specialty for A25-54
- 2.5 million subscribers
- High energy blockbusters from *War of the Worlds* to *Mission: Impossible 2* and *X-Men*
- Real-life action such as *Cops*, *Most Shocking*, *Most Daring* and *Speeders*

- Over Fall'07:
- W25-54 – up 140%
  - A25-54 – up 137%
  - The #2 digital specialty for W25-54
  - 2.4 million subscribers
  - Sassy blockbusters from *Mr and Mrs Smith* to *Click*
  - The only cable home of *How I Met Your Mother*, *Young and the Restless*, the new 90210

Source: BBM-NMR meter data / Mo-Su 6a-6a / Sept 1 – Oct 26, 2008

## AUDIENCE PROFILES

### ACTION A25-54 DIVA W25-54

Age Composition – Over-index vs Total TV to reach key demos

A18-49: Action 135% Diva 137%  
A25-54: Action 133% Diva 130%

Employment – Over-index vs Total TV to reach full-time employed (35 hours +)

Action 142% Diva 125%

Education – match or exceed Total TV for post-secondary education

Action 101% Diva 117%

Income – Over-index vs Total TV for HHI \$80k+

Action 121% Diva 127%

Source: BBM-NMR meter data / M-Su 6a-6a / Jan-May 2008 (Spring)

## CLIENT BENEFITS

### OUR GROWTH = YOUR SUCCESS

#### Canwest is the leader in dramatic specialty TV

- Unparalleled growth stimulated by strategic programming and promotions
- Our channels are backed by a massive inventory of blockbuster movies and the hottest dramas

#### 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:

- Bundle Action & Diva with any Canwest analogue channel to deliver higher reach and lower overall CPM
- Associate your brand with big blockbuster movies and premium series

#### Superior service:

- Only Canwest offers customizable content opportunities including scheduling stunts

Source: PMB 2008 1-Year Readership Study, A25-54 TV Movie Viewers, Indexed to A25-54 English Canada

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

Contact your Specialty Television Account Executive for proposals and customized opportunities



Canwest