



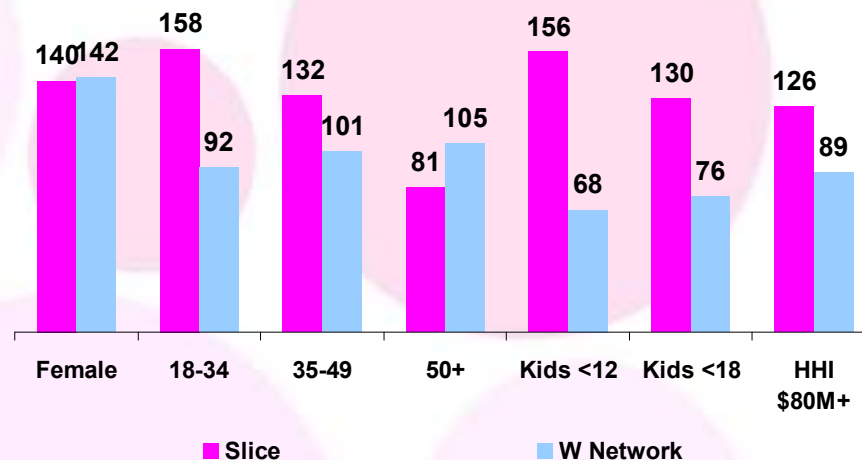
Last Fall, 10.4 million A18+ experienced the guilty pleasures of Slice! Slice ranks in the top 20 specialty network for all Adult and Female demos!

Slice and W both have a female skew, however, Slice viewers skew 18-49 and are more likely to have families and a high household income.

Based on its younger, female-skewing demographic profile, Slice is an important piece of your TV campaign!



Slice and W Viewer Profile  
% Comp A18+ (Mo-Su 6a-6a) vs Total TV  
FL08 BBM NMR Data, English Canada



Slice Viewer Profile  
% Comp A18-49 Slice Viewer (Mo-Su 6a-2a), Indexed to Total TV  
FL08 BBM Extended Diary Data, English Canada



Slice's revised schedule has themed weekdays that makes it easy for viewers to find and stay with their favourite programs while the weekend is packed with our strongest US content and several hours of "guilty pleasure" viewing like The Real Housewives of Orange County and Tori & Dean!

Slice skews to viewers with busy social lives. They are more likely to be out and active, watching movies, ordering take-out, and travelling. They also have investments and loans.

