

Free Preview coming Oct 2009 – Get Dramatically Increased Reach with no Price Adjustment!

SHOWCASE **DiVA**



Shallow Hal **October 13**

The Farrelly Brothers consider love in the time of calories.



American Pie 2 **October 3**

Stifler. Stifler's Mom. Jim. Jim's Dad. Relive the summer magic.

- Hot movie titles and drama series women love!
- Diva has had a 63% increase in its W18-49 audience and a 54% year over year increase for W25-54!
- Diva is ranked the #1 digital specialty channel for W18-49 and the #2 digital specialty channel for W25-54/ A18-49.
- Free preview increase: from 2.6 million to 7.1 million subscribers!

ACTION



Con Air **October 2**

Like Snakes on a Plane, but with convicted murderers.



The Siege **October 4**

Bruce Willis stars in this New York City terrorism tale from 1998.



Spider-Man 3 **October 10**

Peter Parker gets a bad haircut thanks to an evil symbiote.

- High adrenaline series and non-stop action movies for guys to kick back and enjoy!
- Action's dynamic audience rivals that of several analog specialty channels
- Action is ranked the #1 digital specialty channel for A25-54/A18-49/A18-34/M25-54/M18-49
- Free preview increase: from 2.7 million to 7.1 million subscribers!

Contact your Canwest Sales Representative for proposals and customized opportunities.
Free preview runs from October 1st to 30th. Some cable providers offer from October 5th to 30th.



* Source: BBM/NMR Data, Mo-Su 6am-6am
Spring 2009 (1/5/09 - 5/31/09)