

The average person tells **three lies** in ten minutes of conversation...

Dr. House tells roughly **thirty...** but only to help others... **mostly...**

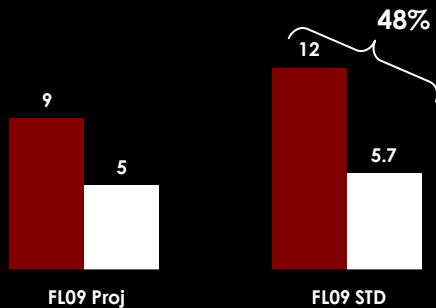
Lie to me*

HOUSE

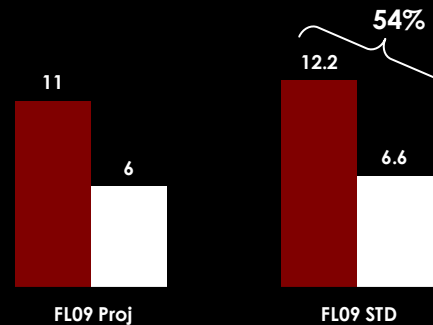
Overachieving by
14% in Toronto

Overachieving by
33% in Toronto

House/ Lie To Me - A18-49 Rating
BBM-PPM Data/ Toronto EM - Fall STD



House/ Lie To Me - A18-49 Rating
BBM-PPM Data/ Vancouver EM - Fall STD



■ Lie To Me ■ House

After its promising mid-season introduction last spring, **Lie To Me** continued to cement itself as a true viewer favourite. Now solidly placed in the timeslot following the powerhouse lead-in of **House**, Lie to Me is holding over **50%** of the medical drama's viewers nationally. With the similar skew, dramatic themes, and rough around the edges lead, House and Lie To Me are perfectly paired for the Global Monday night schedule. This strong pair will continue to air together throughout the Fall, Doctors House and Lightman are the perfect duo for any buy.



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