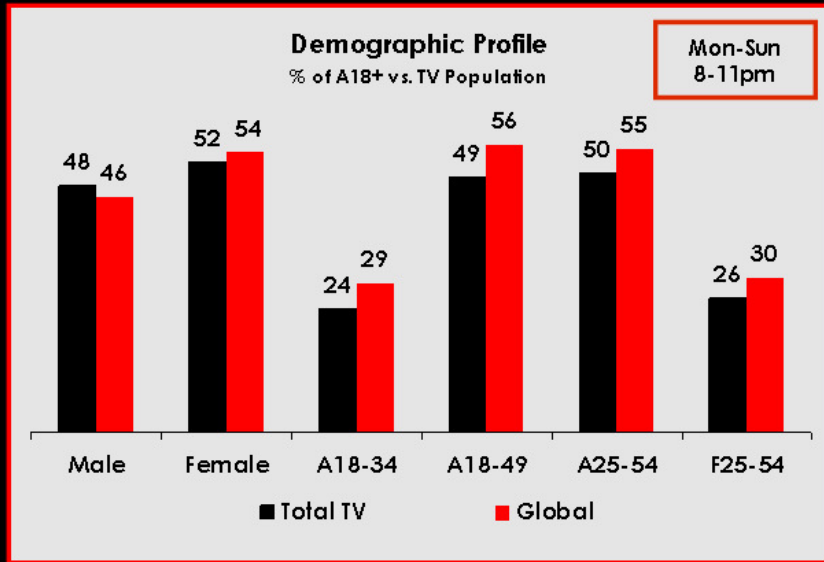


Global Television Profile – A18-49



- Demographic Profile**
- Global skews 54% female and 46% Male
 - 56% of the viewers are 18-49
 - GlobalTV garners 14% more A18-49's than the TV viewing population.



- Global > Global is the #2 network for A18-49
- Global > Global's A18-49 saw a 33% increase in audience vs. Fall 2008
- Global > Global offers 4 of the Top 10 A18-49 programs this Fall
- Global > Global offers 8 of the Top 20 A18-49 programs this Fall
- Global > House, Survivor, Glee and NCIS all sit within the Top 10 for A18-49 in the Fall 2009
:ranker



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Source: BBM Canada PPM Fall 2009 (A18-49) /F08 BBM Canada Mark II (A18-49)