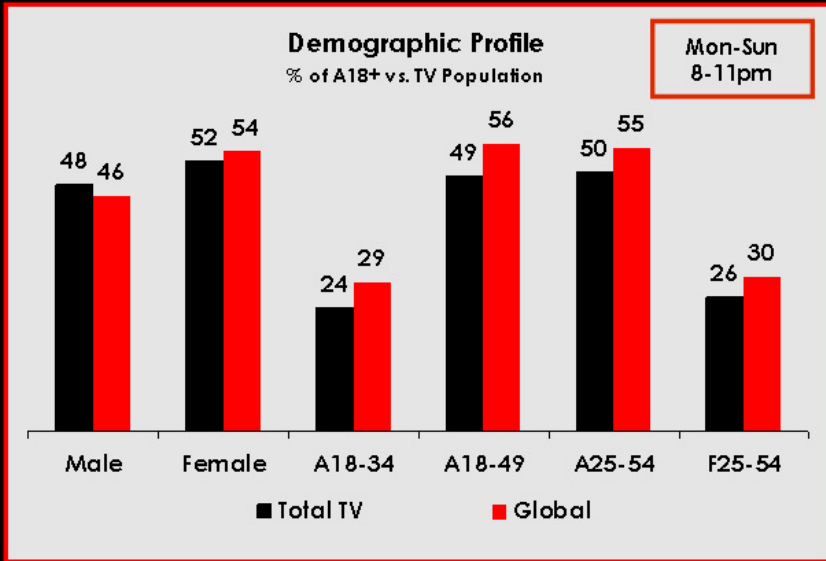


Global Television Profile – A25-54



- Demographic Profile**
- Global skews 54% female and 46% Male
 - 55% of the viewers are 25-54
 - GlobalTV garners 10% more A25-54's than the TV viewing population.



- Global > Global is the #2 network for A25-54
- Global > Global's A25-54 saw a 27% increase in audience vs. Fall 2008
- Global > Global offers 5 of the Top 20 A25-54 programs this Fall
- Global > House, NCIS, Bones, Glee, and Melrose Place all sit within the Top 20 for A25-54 in the Fall 2009 ranker



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Source: BBM Canada PPM Fall 2009 (A25-54) / F08 BBM Canada Mark II (A25-54)