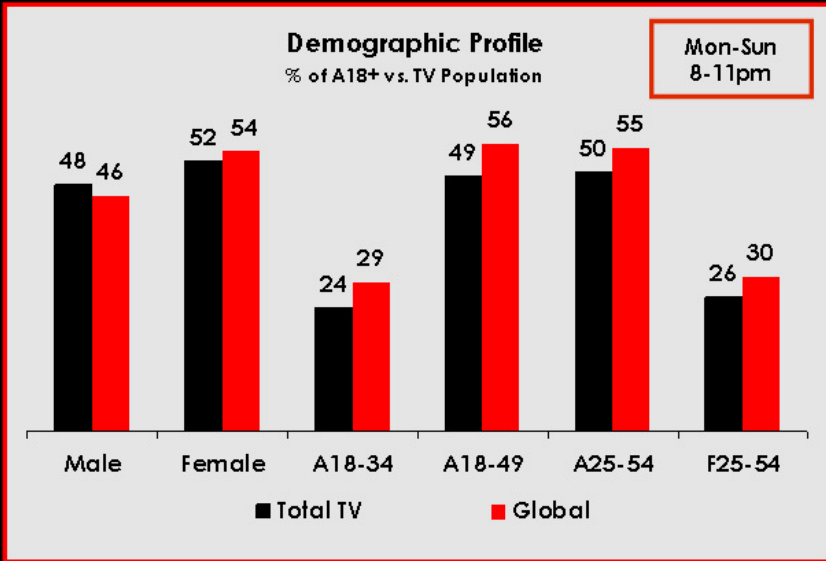


Global Television Profile – F25-54



- Demographic Profile**
- Global skews 54% female and 46% Male
 - 30% of the viewers are F25-54
 - GlobalTV garners 15% more F25-54's than the TV viewing population.



- Global > Global is the #2 network for F25-54
- Global > Global's F25-54 saw a 23% increase in audience vs. Fall 2008
- Global > Global offers 7 of the Top 20 F25-54 programs this Fall
- Global > House, Survivor, NCIS, Lie to Me, Glee, Bones, NCIS:LA all sit within the Top 20 for F25-54 in the Fall 2009 ranker



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Source: BBM Canada PPM Fall 2009 (F25-54) / F08 BBM Canada Mark II (F25-54)