



Global News' Beyond the Podium coverage of the 2010 Vancouver Olympics is a hit!

- Global National has experienced a 13% increase to its A18-49 national audience since the Games began!
- News Hour ratings are up in Toronto (A25-54 and W25-54)!
- News Hour Final ratings are up in Vancouver for the four key demos! Even at the epicentre of the action, more people are tuning in to Global for the latest news!

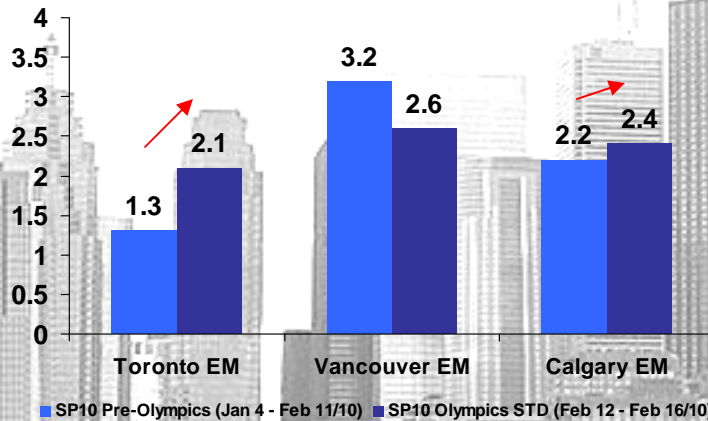
Canadians will be cheering on their Olympic athletes and trusting Global News for the latest updates, recaps and medal counts!

MEDAL STANDINGS

	G	S	B	T
United States	5	3	6	14
Germany	3	4	3	10
France	2	1	4	7
Canada	2	3	1	6
South Korea	3	2	0	5

Source: news.globaltv.com

Global National
SP10 Pre-Olympics vs. Olympics To Date
A18-49 / BBM Canada PPM Data



Global News Final
SP10 Pre-Olympics vs. Olympics To Date
A18-49 / BBM Canada PPM Data

