

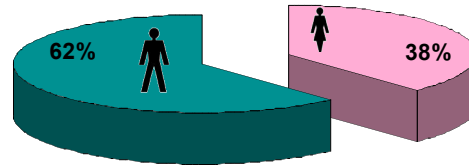


More pop. Less corn. See the movies everyone raves about on IFC. From award-winners like Boogie Nights and Donnie Brasco, to groundbreakers like Reservoir Dogs and Traffic, to cult hits like Clerks, eight movies air uncut every day. .

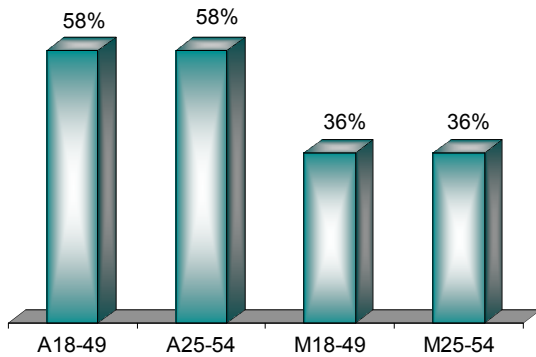
Viewer Profile

IFC A25-54 audience increased 8% year over year!

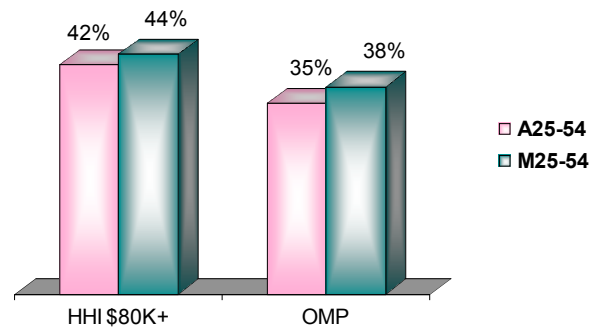
% of A25-54 AMA



Viewer Profile – Age % of A18+ AMA



Viewer Profile % of AMA



Viewer Profile

Average Weekly Reach

IFC		
Demos	RCH (000)	% A18+ RCH
A18-49	582	61%
A25-54	583	61%
W18-49	235	25%
W25-54	237	25%
M18-49	346	36%
M25-54	346	36%

**Share of Buyable Hours
Total Canwest Specialty Stations**

Total Canwest Stations	
Demos	Market Share %
A18-49	10.4%
A25-54	10.8%
W18-49	10.8%
W25-54	10.9%
M18-49	10.0%
M25-54	10.6%

Source: BBM/NMR English Canada 08/27/07-12/30/07 Monday-Sunday 6am-6am - Paid programming excluded

