

See Where it Takes You

DTOUR™

DTOUR™ diverges off the beaten path with eye-opening programming that reveals the drama, entertainment and ideas behind the everyday and the extraordinary. Led by the most engaging personalities, the channel's exclusive content broadens horizons and fulfills ongoing curiosity. **DTOUR™** brings those with a lifelong passion for new experiences a fresh perspective on the world they think they know.

 DtourTV.com

NO TURNING BACK **NEW SERIES**

Breaking Borders

Breaking Borders follows seasoned journalist Mariana Van Zeller and acclaimed chef Michael Voltaggio as they travel into conflict zones to get the story behind the story. Together, they have a unique and challenging goal: To gather people from all sides of the conflict to break bread and explore the issues that divide them.



Breaking Borders

Hotel Amazon

Hotel Amazon chronicles longtime friends Rusty Johnson and Stephan Jablonski as they leave New York to pursue their dream of building a world-class resort in the middle of the Peruvian Amazon. Johnson and Jablonski discover that the Amazon is a fierce terrain, and building a luxury resort on top of it is a grueling endeavor. In order to reach their goals, Johnson and Jablowski need to overcome dire conditions, including harsh jungle weather, dangerous native creatures and a severe lack of essential supplies.

THE THRILL CONTINUES **NEW SEASON**

The Dead Files

The Dead Files team approaches every case from their two specific areas of expertise: Steve DiSchiavi is a Homicide Detective and Amy Allan is a Physical Medium. They are a paranormal team like no other, combining their unique, eclectic and often conflicting skills to solve unexplained paranormal phenomena in haunted locations across America.



The Dead Files

Ghost Adventures

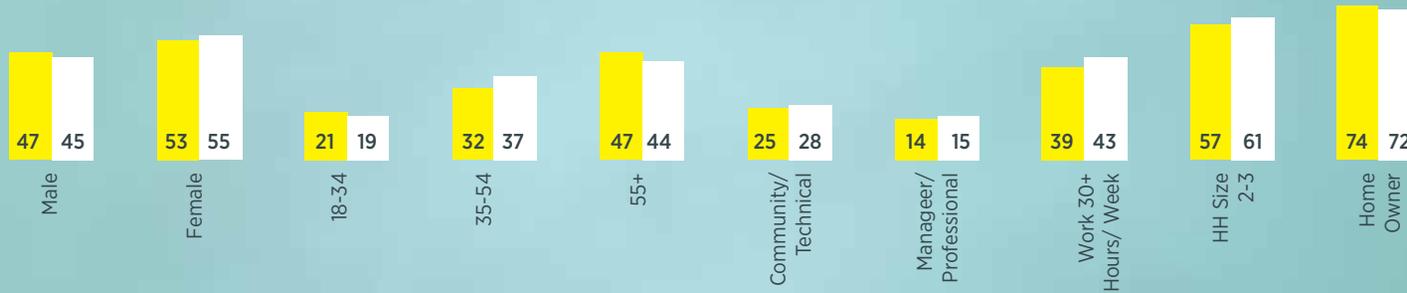
The Ghost Adventures crew -- Zak Bagans, Nick Groff and Aaron Goodwin -- is back to investigate the scariest, most notorious, haunted places in the world. The trio will interview eyewitnesses and historians at each location, arming themselves with the stories of the ghosts they will later provoke and confront during their dusk-to-dawn lockdowns. Then they'll review and analyze their findings with some of the most respected experts and specialists in the paranormal field.



Ghost Adventures

Demographic Profile

% of A18+ AMA, English Canada



Total TV DTOUR

Source: Numeris (BBM Canada) PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Sep 1 - Dec 7/14)

Unlock the habits of the adventurous DTOUR audience



DTOUR viewers enjoy entertainment and regularly participate in outdoor activities making them more likely than the TV population to:

- Regularly go hiking/camping (106), fishing/hunting (167) and cycling (110)
- Enjoy gardening (113) and golfing (123)



DTOUR viewers have disposable income and are more likely than the TV population to:

- Dine at fine dining restaurants (112)
- Spend \$1000+/year on video games systems/games (162)
- Spend \$500+/year on men's (131) and women's (124) clothing
- Enjoy riding a snowmobile/ATV (124) and power boating/sailing/jet skiing (168)



Planning for their future and investing in their homes makes **DTOUR** viewers more likely to:

- Hold government savings bonds (106) and have a line of credit (114)
- Spend up to \$5,000 per year on home improvements (117) and \$1,000+ on furniture (127)



DTOUR viewers love their cars making them more likely to:

- Have purchased a new vehicle in the past two years (133) and spend \$40,000+ on it (130)
- Use a dealership for tune up (118) as well as to replace muffler/exhaust (117), brakes (115), tires (108) or windshield (114)

Source: Numeris (BBM Canada) PPM data, English Canada, M-Su 2a-2a (Sep 1 - Dec 7/14) Index based on Comp% of A18-54 vs. TV population

Key Research Findings

- **Top ranked** programs include: **Ghost Adventures**, **Extreme RVs**, **Border Security Australia** and **The Dead Files**
- Subscribers: **5.2 million***
- Ranks in the **Top 20** against **M25-54**
- In an average week over **3.2 million Canadians** tuned into **DTOUR (2+)**
- Upcoming programs in the Spring are **Mysteries at the Museum**, **Ghost Adventures: Aftershocks** and **Breaking Borders**

Source: Numeris (BBM Canada) PPM Data, M-Su 2a-2a (Sept 1/14 to Dec 7/14) *Mediastats Sept 2014