

Introducing a new lifestyle channel

fyi.™

For your inspiration, imagination or innovation, **FYI**™ is a new lifestyle channel that covers a range of stories and experiences that reflect how people actually live their lives today not defined by one passion or interest. Your Creating-Tasting-Travelling-Designing-Styling-Healthy Living-Loving Life-Network!

 FYItv.ca



FOR YOUR INSPIRATION NEW SERIES

Tiny House Hunting

Tiny House Hunting follows realtors as they help a pair of tiny home seekers find the perfect existing mini-space. Whether it's a potential full-time home in the Rockies, or a tiny beach getaway on the coast of Florida, each potential homeowner will be shown three different abodes and then decide which is the best fit for them. The series showcases families on the hunt for something new while bringing a fresh perspective to "scaling back."



FEED YOUR INFATUATIONS NEW SEASONS



Tiny House Nation

Tiny House Nation celebrates the exploding tiny house movement of extreme downsizing. Through cutting edge technology and design, our expert hosts and team of tiny house builders not only build a home from the ground up, but go in search of the nation's best and most unique design spaces under 300 square feet.

The Doctors

The Doctors is a one-hour, daytime talk show delivering up-to-the-minute information from a panel of practicing medical professionals in a compelling and entertaining format five days a week.

For more information, please visit ShawMedia.ca

Demographic Profile

% of A18+ AMA, English Canada



Total TV FYI

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

A closer look at FYI viewers

- FYI** viewers are tech-savvy so they are more likely than the TV population to:
- Rely on their mobile device for email (110), downloading/using apps (112), social networking (122), blogging (149), banking (119) and downloading video (114)
 - Have spent over \$1,000 on computer equipment/accessories (158) in the past 12 months
 - Spend up to 15 hours on the internet per week (108) and listen to satellite radio (116)

- Their vehicles are important to them so **FYI** viewers are more likely to:
- Use the auto dealership to replace brakes (126), muffler/exhaust (118), get a tune up (113) and repair/replace windshield (162) or tires (134)
 - Have purchased a new vehicle (112) and spent \$20,000-\$29,000 on a vehicle in the past 2 years

- FYI** viewers like to indulge and treat themselves, so they are more likely to:
- Consume 12+ glasses of wine (159) and up to 6 coolers (159) in an average week
 - Have spent up to \$1000 on furniture (145) and electronics (104) in the past 12 months
 - Spend up to \$500 per week on cosmetics (120) as well as on women's (119), men's (107) and children's (121) clothing

- FYI** Viewers enjoy entertainment and active lifestyles making them more likely to:
- Travel within their own province (109), attend professional sporting events (120), and have visited a casino in the past 4 months (108)
 - Regularly participate in aerobics/yoga/pilates (133), cycling (155) and sometimes hiking/camping (105) when in season.

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

- **FYI** ranked in the **Top 20** for Digital Networks against **F25-54** and **F18-49**
- Top performing shows include **Married At First Sight**, **Tiny House Nation**, and **World Food Championships**
- Subscribers: **+2.5 million***
- New shows coming in Winter/Spring 2015: **Tiny House Hunting**, plus returning favorites **Married At First Sight** and **Tiny House Nation**
- Over **1.1 million Canadians** tuned into FYI (Fall 2014) In an average week (**2+**)

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