

# Global NEWS™



**Dawna Friesen**  
Anchor and Executive Editor  
*Global National*



**Tom Clark**  
Chief Political Correspondent  
*The West Block*



**Carolyn Jarvis**  
Chief Correspondent  
*16x9*



**Sonia Sungar**  
Anchor  
*Global BC 1*



**Liza Fromer**  
Host  
*The Morning Show*

## Global News continues to grow in all national news programs in the key news demo; Adults 25-54!

- **Global National** ↑ 13%
- **16x9** ↑ 48%
- **The Morning Show** ↑ 9%
- **Global News Hour** ↑ 4% (across the country)
- **Morning News** ↑ 10% (across the country)
- **The West Block with Tom Clark** ↑ 17%

# DIGITAL GLOBALNEWS.CA

## HIGHLIGHTS

- A refreshed version of the fully responsive and mobile-friendly **Globalnews.ca** launched with easier navigation, improved search and augmented weather and traffic along with stronger integration of social media. The site reached an all time high in October 2014 with **5,600,000** unique visitors, **35 million** page views and **5,700,000** video segment views
- **Globalnews.ca** also bolstered consumer and lifestyle coverage with more recipes, features and news-you-can-use as part of its real-time, original and multimedia digital reporting with full-sponsor opportunities
- An audience-driven interactive series **Money Month** (February 2015) showcases useful articles, videos and live blogs to help Canadians make wiser choices with their money
- Other 2015 coverage plans include a digital-first approach to the federal election that will inform the news agenda on all platforms
- **61%** of total visitors are in the key **A18-49** (121 index) demo
- **35%** of total visitors are in the young demo **A18-34** (132 index) demo
- Strong social media influence with **572,000** fans on Facebook, **54,800** followers on Twitter

## MONTHLY AVERAGES

**5,000,000 unique visitors** (+35% YoY)

**32,000,000 page views** (+96% YoY)

**5,000,000 video segment views** (+170% YoY)

