



WHO IS CMT.CA?

Visitor Data

- Monthly Page Views 36,000
- Monthly Unique Visitors 14,077
- Average Page Views/Visit 2.3
- Average Time Spent 2.1 min

Demographics

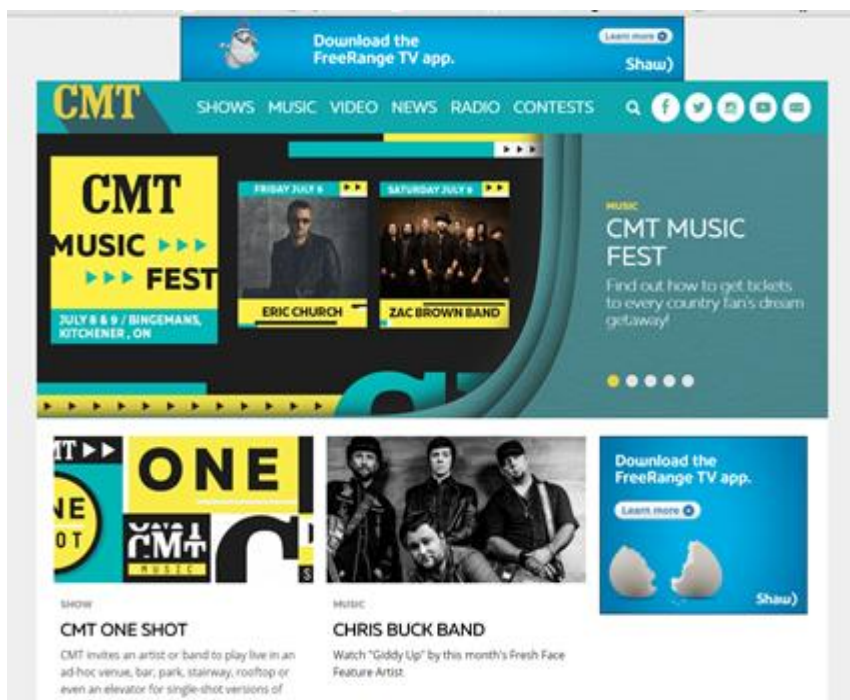
- Age: 18 – 34 years
- 26% male / 74% female

WHAT IS CMT.CA?

- THE online destination for Canadians dedicated to country music
- Exclusive content, advance previews of CD and video releases, artist interviews, late breaking news and a complete line-up of what's on CMT

WHY CMT.CA?

- 72% of viewers feel that CMT shares their values in a way that other specialty channels do not





WHO IS CMT.COM?

Visitor Data

- Monthly Page Views 131,500
- Monthly Unique Visitors 50,717
- Average Page Views/Visit 1.8
- Average Time Spent 1.3 min

Demographics

- 68% female
- 32% male

WHAT IS CMT.COM?

- CMT.com talks country - whether it's music videos, songs, albums, tours or the latest news. With a mix of journalists and musicians
- CMT.com gives you a panoramic view of country music
- Users are invited to share what they think through the CMT Blog

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