



WHO IS YTV.COM ?

Visitor Data

- | | |
|----------------------------|----------|
| • Monthly Page Views | 634,667 |
| • Monthly Unique Visitors | 103,336 |
| • Average Page Views/Visit | 3.8 |
| • Average Time Spent | 10.8 min |

Demographics

- Age: 6-15 years
- 42% male / 58% female

WHAT IS YTV.COM?

- A vibrant online destination for Canada's youth, assembled into one immersive experience
- An exciting Games Section and dedicated Contest Area with client and brand promotions
- YTV streaming on-demand video player featuring the best of YTV programming
- YTV community with exclusive membership benefits.

WHY YTV.COM?

- "Kidfluence", in addition to spending \$2.9 billion of their own money, 2.5 million Canadian tweens (aged 9 to 14), influence another \$20 billion in household purchases

