



BBC CANADA

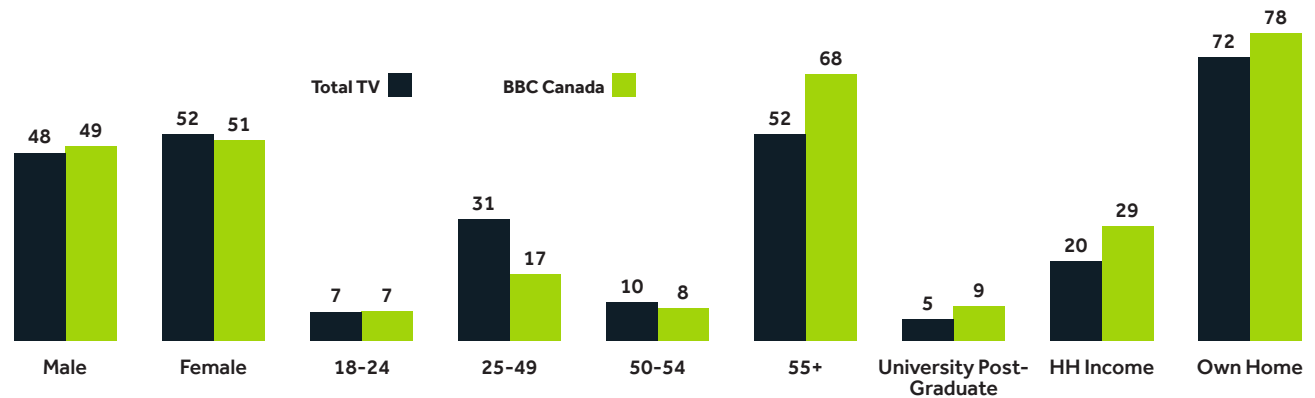
BBC Canada brings the best of British television with exclusive access to a broad range of British programming including cheeky comedies, critically acclaimed dramas and entertaining lifestyle series.

Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, (Aug 29 – Dec 18/16), English Canada, M-Su 2a-2a, %A18+ AMA



Audience Profile

Source:

Numeris PPM data, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16) Index based on Comp% of A18-54 vs. TV population

BBC Canada viewers take special care of their home and finances, so they are more likely to:

- Have spent \$1000 or more on home improvements (Index 130) in the last year
- Have a personal loan (114), stocks/mutual funds (118), term deposits (200), and a registered retirement income (107)

BBC Canada viewers have disposable incomes and are more likely to:

- Have spent over \$500 on men's (121) and women's (157) clothing, and on cosmetics (156) in the past year
- Have spent over \$1000 on computer equipment/accessories (154) and electronics (109) in the past year

BBC Canada viewers live active social lives and like the outdoors so they are more likely to:

- Regularly participate in aerobics/yoga/pilates (139), cycling (115), fishing/hunting (122), snowmobiling/ATVing (134), and gardening (130)
- Enjoy casual/family (109) and fine dining (127) restaurants, and also like to go to the movies (115)

Key Research Findings

Source:

Numeris PPM data, (Aug 29/16 – Jan 1/17), Total Canada, M-Su 2a-2a, profile stats based on English Canada, station rank based CDN SPEC DIG ENG A25-54 AMA(000); Mediastats November 2016

Average age - Ind. 2+: **55 years old**

Comp% of A25-54: **25%**

Average Weekly Reach (000) - Ind. 2+: **1054**

of Subscribers: **2.7 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **61**

Key Programs: **Mrs. Brown's Boys, Law And Order: UK, The Coroner, Scott and Bailey, Death In Paradise**