

CMT

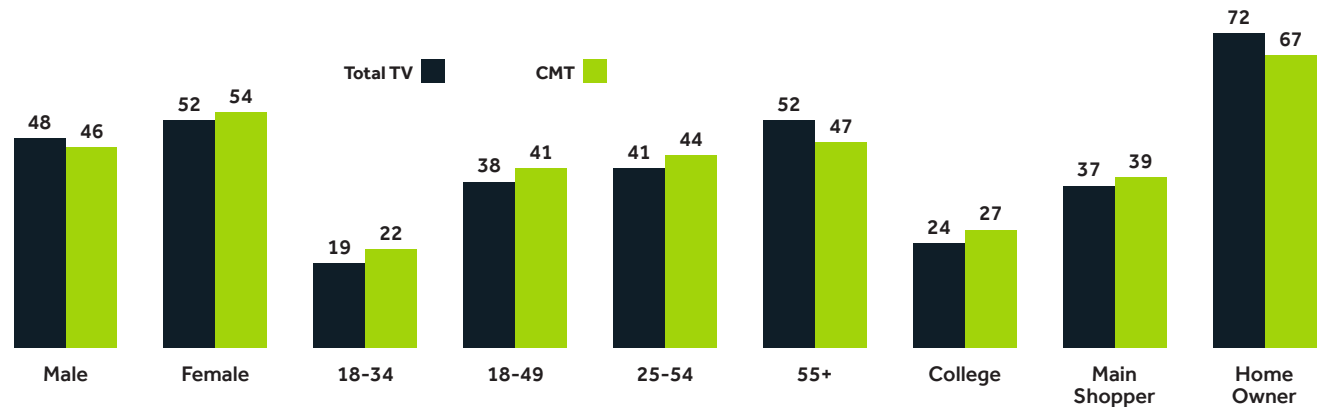
CMT Canada is Canada's source for country music and likeminded programming that showcases compelling stories and characters. The network offers a mix of original shows, hit sitcoms, in addition to music videos and specials with the hottest country stars.

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:

Vividata 2016 Q2 Product Database, English Canada, Index based on Comp% of A18-54 vs. population

CMT viewers are car enthusiasts, they are more likely to:

- Work on car maintenance themselves (Index 119)
- Own fuel efficient hybrid and electric cars/trucks (293)
- Have had the brakes repaired on their car (107), body work (119) or a tune up (108) in the past year

CMT viewers take care of their homes, they are more likely to:

- Spend \$1000+ on furniture (114) and \$500+ on home accessories (125)
- Purchase kitchen accessories (129), drapery/blinds (213), bath and bedding (130), and area rugs (163)
- Put extra effort into entertaining family and friends (128)

CMT viewers like to have a wide variety of food and beverages, they are more likely to:

- Love cooking (123) and visit food/recipe websites on a daily basis (155)
- Snack on chocolate or candy bars (106), pretzels (117), and party mixes (110)
- Visit the beer store (115) or liquor store (110) more than twice a month

CMT viewers like to take in local attractions, they are more likely to:

- Go to the movies (106)
- Attend country (126), rock (135), and popular (132) music concerts
- Eat at casual/family restaurants (116)
- Go to hockey (123) and horse racing (134) sporting events

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+: **47 years old**

Comp% of A25-54: **44%**

Average Weekly Reach (000) - Ind. 2+: **3118**

of Subscribers: **9.6 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **30**

Key Programs: **Timber Kings, Last Man Standing, Reba, Canadian Country Music Awards**

CMT's top movies include: **Cowboys and Aliens, Grease and True Grit**

CMT