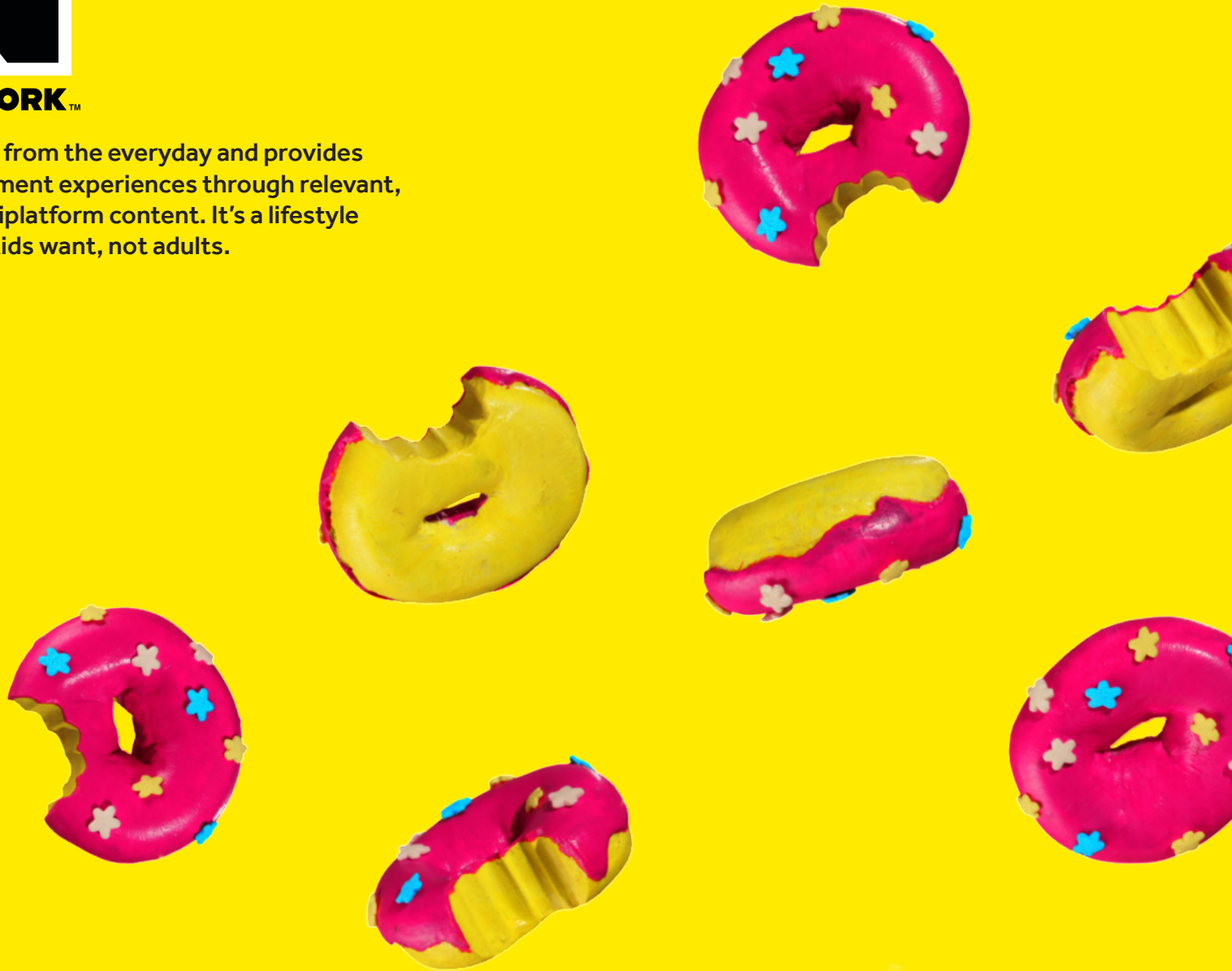


CARTOON NETWORK™

Cartoon Network breaks from the everyday and provides more resonant entertainment experiences through relevant, boundary-breaking, multiplatform content. It's a lifestyle brand that's about what kids want, not adults.

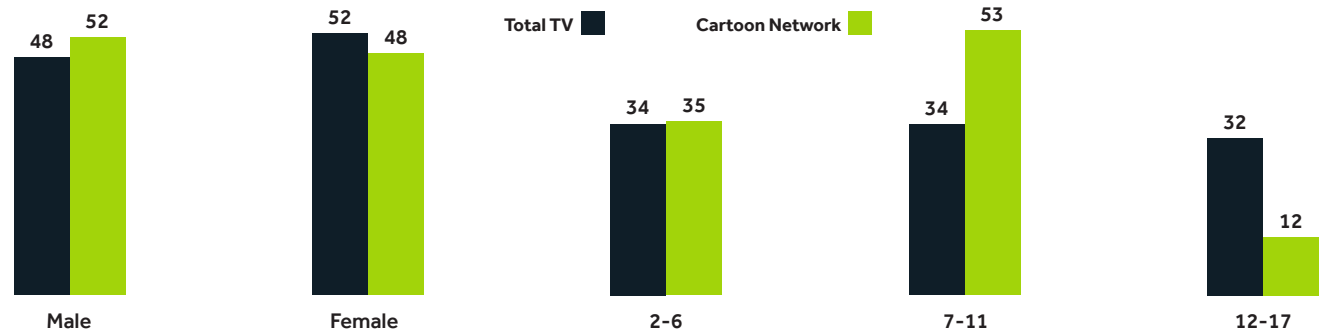


Demographic Profile

% C2-17 AMA/English Canada

Source:

Numeris PPM data, (Aug 29 – Dec 18/16), English Canada, M-Su 2a-2a, %C2-17 AMA



Audience Profile

Source:

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

Cartoon Network viewers are active and love staying busy so they are more likely than the population to:

- Enjoy activities such as cycling (Index 124) and hockey/ice skating (123)
- Go to the movies (123) and enjoy hiking/camping (128)
- Travel to the U.S. for vacation (127)

Technology and food/drink are top of mind for Cartoon Network viewers so they are more likely to:

- Spend up to \$1,000 on video game systems/games (113) and computer software/games (141) throughout the year
- Eat at fast food restaurants (116), casual/family dining restaurants (126) and order takeout/delivery (128)
- Drink bottled water (119), regular soft drinks (162) and real fruit juice (115) throughout the week

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 KIDS STATIONS C2-11 AMA(000); Mediastats November 2016

Household Income (A18+): **20% have a HHI of \$100K+**

Household Size (A18+): **75% come from households of 3+**

Average Weekly Reach (000) - Ind. 2+: **1123**

of Subscribers: **4.7 million**

Programming genre: **Kids Entertainment**

Rank among Canadian specialty stations: **7**

Key Programs: **Teen Titans Go, Adventure Time, Steven Universe, Rick and Morty, Robot Chicken**

