



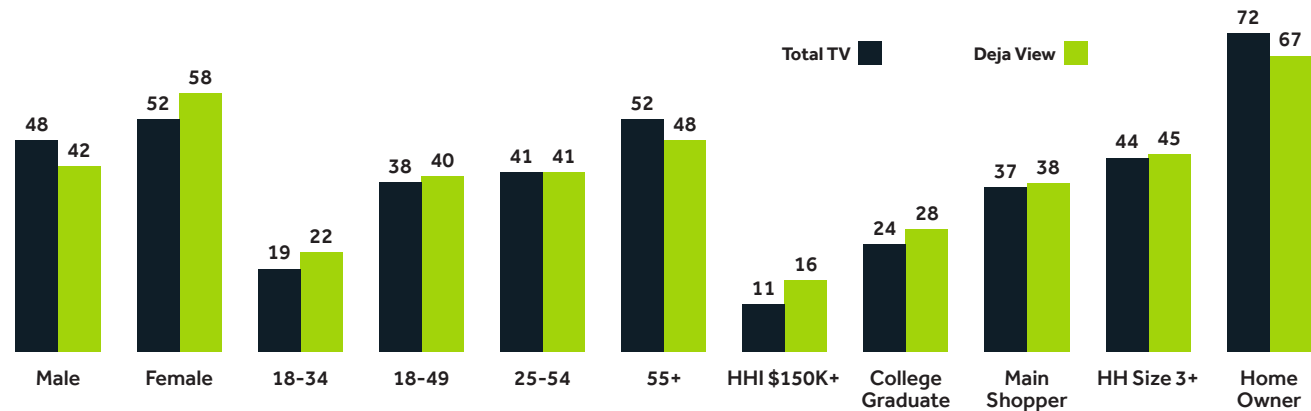
DejaView is the channel devoted to TV's ultimate classics from the '60s, '70s, and '80s and beyond. DejaView has some of the most enduring classic sitcoms of all time, plus a trove of familiar favourites and acclaimed hits from the past 50 years of TV - Take a trip through time with DejaView- we've got the series you know and love!

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

Deja View viewers are comfortable with today's technology, so they are more likely than the TV population to:

- Spend 11-15 hours on the internet in an average week (Index 139) and use their computer for downloading music (129)
- Use their mobile device for listening to music (110), listening to the radio (111), downloading videos (107), downloading/playing podcasts (143) and watching TV (126)

Their cars are important to them, so they are more likely to:

- Have purchased a new vehicle (126) and to have spent \$20K+ on it (118) in the past 2 years
- Go to a specialty auto center for oil changes (153), tune ups (127), muffler/exhaust replacements (142), brake replacements (109), tire changes (137) and windshield repairs (109)

Deja View viewers set money aside for the future, invest in their homes and are more likely to:

- Spend up to \$1,000 on home improvements (150)
- Have purchased up to \$1,000 worth of furniture in the past year (107)
- Have spent up to \$1,000 on appliances in the past year (111)
- Invest in government savings bonds (135) and term deposits/ guaranteed (105)

Visiting local attractions and maintaining an active lifestyle is important to Deja View viewers, so they are more likely to:

- Frequent fine dining restaurants (119)
- Enjoy activities like aerobics/yoga/pilates (105)
- Play golf during the season (125)
- Participate in activities such as downhill skiing/snowboarding (110), cross country skiing (129) and snowmobile/ATV riding (118)

Deja View viewers are beverage consumers and are more likely to:

- Drink 12+ bottles of water a week (147)
- Consume 7+ diet soft drinks (175) and up to 11 drinks of real fruit juice (113) in a week
- Have up to 6 drinks of spirits a week (114)
- Drink up to 6 beers (110) or glasses of wine (115) in a given 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

Average age - Ind. 2+: **49 years old**

Comp% of A25-54: **41%**

Average Weekly Reach (000) - Ind. 2+: **928**

of Subscribers: **1.7 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **44**

Key Programs: **Three's Company, All In The Family, Married With Children, Everybody Loves Raymond, Golden Girls**

