The logo for Disney Junior is centered on a green hill. The word "Disney" is written in its signature black script font. To the right of "Disney" is a black silhouette of Mickey Mouse's head with two ears. Below "Disney" and the Mickey Mouse head, the word "Junior" is written in a large, bold, red, sans-serif font. The letters are 3D, with a slight shadow on the green hill. A small "SM" trademark symbol is visible at the bottom right of the word "Junior".

Disney Junior

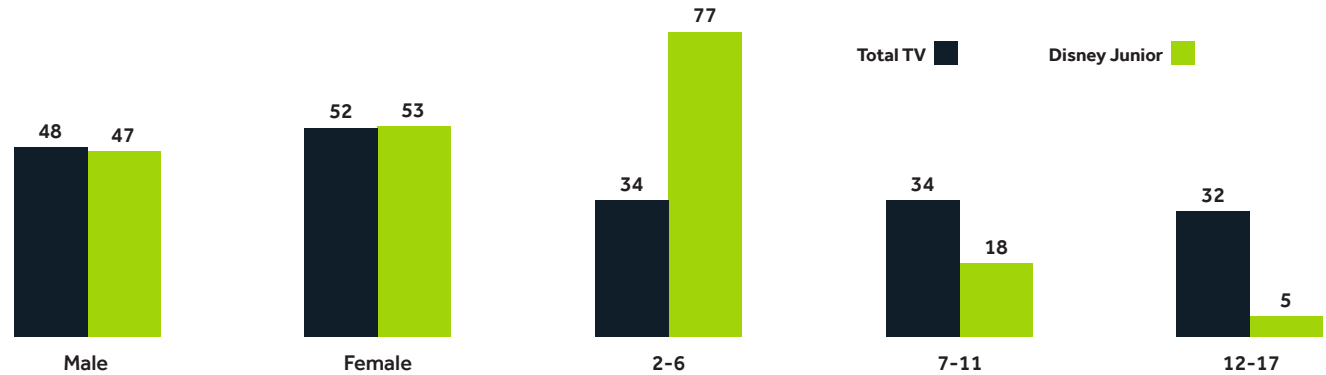
Disney Junior offers the best and most engaging programming for younger children with magical, musical and heartfelt stories. This is a 24-hour a day network with development-based programming dedicated to little ones.

Demographic Profile

% A18+ AMA/English Canada

Source:

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



Audience Profile

Source:

Numeris PPM data, English Canada, M-Su 2a-2a (Aug 29 – Dec 18/16), Index based on Comp% of C2-11 vs. TV population

Disney Junior viewers love to go on vacation and travel so they are more likely than the TV population to:

- Vacation within their own province (Index 114) or visit other provinces in Canada for vacation (146)
- Eat at fast food restaurants (108) and visit coffee/donut shops (112)
- Enjoy family activities like hiking/camping (118)

Food & drink are important to Disney Junior viewers so they are more likely to:

- Come from a household that spends over \$200 on groceries each week (138)
- Drink up to 6 bottles of water per week (112)
- Have real fruit juice throughout the week (110)

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+): **23% have a HHI of \$100K+**
 Household Size (A18+): **86% come from households of 3+**
 Average Weekly Reach (000) - Ind. 2+: **1660**
 # of Subscribers: **3.4 million**

Programming genre: **Kids Entertainment**

Rank among Canadian specialty stations: **3**

Key Programs: **Sofia The First, Elena Of Avalor, PJ Masks, Miles From Tomorrowland, Jake And The Never Land Pirates**

