



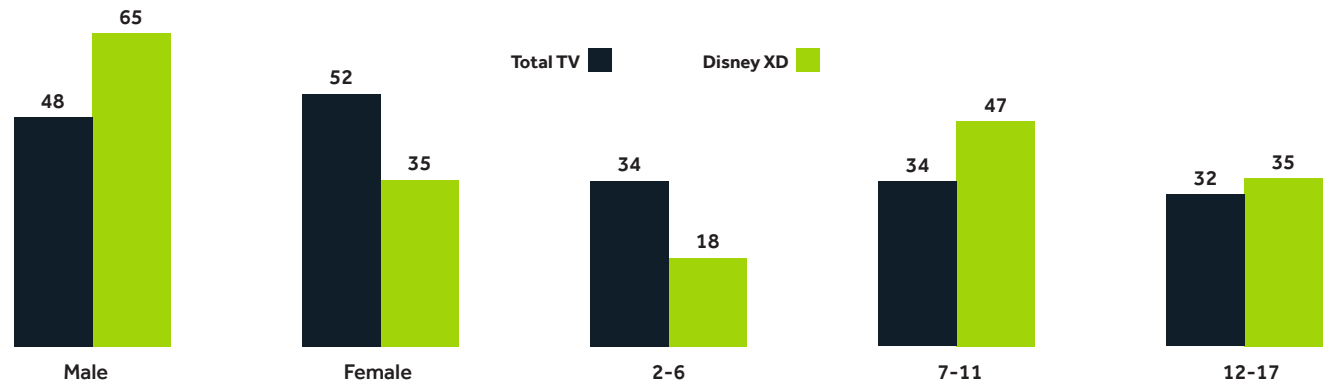
Disney XD offers a compelling mix of live-action and animated kids programming, transporting viewers into worlds full of humour, unexpected fun and inspiring action-filled adventures.

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 XD viewers love to be entertained and travel for vacation so they are more likely than the TV population to:

- Vacation within their own province (Index 120) or outside of North America (192)
- Enjoy going to movies (135) and have spent on video game systems/games (131) and computer software/games (144) in the past year
- Participate in family focused activities including hiking/camping (113), cycling (113), downhill skiing/snowboarding (125) and hockey/ice skating (130)

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

- Come from a household that spends over \$200 on groceries each week (135)
- Drink bottled water (129), regular soft drinks (168) and real fruit juice (104) throughout the week
- Enjoy eating at fast food restaurants (108)

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+): **49% have a HHI of \$75K+**

Household Size (A18+): **88% come from households of 3+**

Average Weekly Reach (000) - Ind. 2+: **1151**

of Subscribers: **2.1 million**

Programming genre: **Kids Entertainment**

Rank among Canadian specialty stations: **8**

Key Programs: **Star Wars Rebels, Phineas And Ferb, Mech X4, Milo Murphy's Law, Lego Star Wars: The Freemakers Adventures**

