



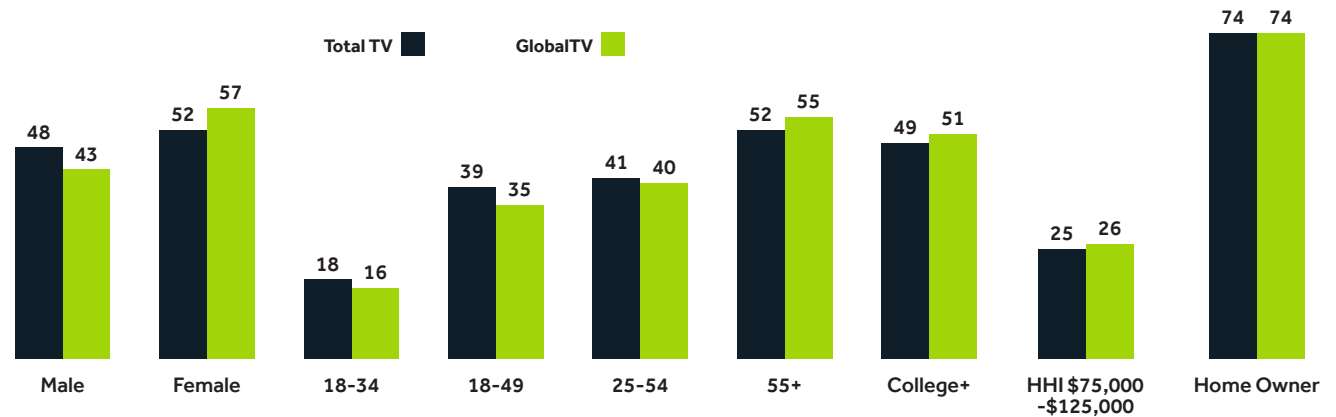
Global is home to the nation's entertainment powerhouse, *Entertainment Tonight Canada*, followed by the country's most compelling primetime schedule. Global has a variety of programming that continuously proves to be successful, with hit franchises like the *NCIS* and the *Chicago series*, and is home to some of the hottest shows including *Bull*, *Kevin Can Wait*, *Survivor*, *The Blacklist*, *Elementary*, *Private Eyes*, *Big Brother* and *Big Brother Canada*.

Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, %A18+ AMA, English Canada, Mo-Su 7p-11p (Sept12-Dec18/16)



Audience Profile

Source:

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

- Global viewers take pride in their home. The Blacklist (Index 135), Hawaii Five-O (122), and News Final (123) viewers are more likely to do home improvements/additions.
- Chicago Fire (128), The Blacklist (119), and Saturday Night Live (116) fans are early adopters that tend to be the first to own new electronic products.
- Fans of Global programs are very comfortable in the kitchen. Entertainment Tonight (119), Survivor (112) and Elementary (109) viewers love to cook.
- Global National (121), The Blacklist (111) and The Morning Show (115) viewers are financially responsible so they have used a financial planner in the past year.
- Fans of Big Brother (120), The Talk (110), ET Canada (117) and Days of Our Lives (114) agree that they really enjoy shopping for clothes
- Global attracts viewers who prioritize travel. Fans of NCIS (115), Hawaii Five-O (136) and News Hour (119) spent over \$1k+ on travel within Canada in the past year.
- NCIS: LA (115), The Simpsons (135) and Big Brother (107) viewers are car enthusiasts that love expensive sports cars

Key Research Findings

Source:

Numeris PPM data, (Sep 12 - Dec 18/16), Total Canada, M-Su 2a-2a, profile stats based on English Canada, number of Top 10/20 programs based CDN CONV COM ENG A25-54 AMA(000) 3+ airings

Average age (Mo-Su 7p-11p) - Ind. 2+: **50 years old**

Comp% of A25-54 (Mo-Su 7p-11p): **40%**

Average Weekly Reach (000) - Ind. 2+: **18524**

of Top 10 conventional programs: **2**

of Top 20 conventional programs: **7**

Key Programs: **Survivor, Big Brother Canada/Big Brother US, Bull, NCIS, The Blacklist**

