



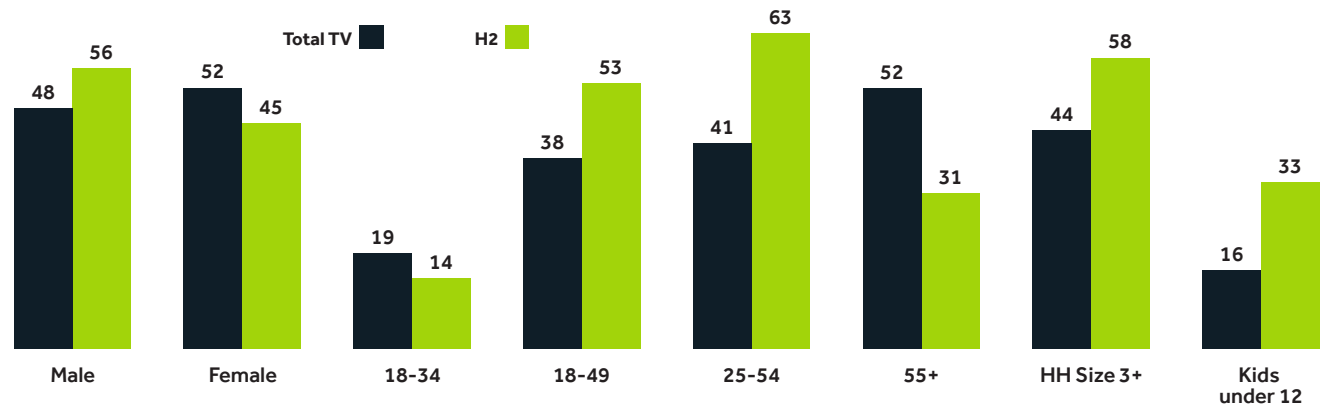
Where information is entertainment. **H2** is a destination where information is entertainment, experienced in unexpected and exciting ways. H2 offers a broader view of history across science, technology and pop-culture from around the globe. It's more to explore, more to know, more to understand – More 2 History.

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

H2 viewers have disposable incomes, so they are more likely to:

- Go to pro sporting events (Index 122), music concerts (163), bars/pubs (158) and coffee/donut shops (108)
- Spend on cosmetics (116), as well as women's (106), men's (114), and children's (125) clothing

H2 viewers are smart about finances; they are more likely than the TV population to:

- Have a personal loan (131) or line of credit (108)
- Have stocks/mutual funds (163), government savings bonds (313), RRSPs (104), and RESPs (160)

Since they are tech-savvy, H2 viewers are more likely to:

- Use their phone for emailing (110), listening to music (132), listening to radio (237), downloading/using apps (114), social networking (117), shopping (145) and banking (148)
- Spend on camera equipment (325), computer software/games (163), electronics (154) and video games (163)

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 A25-54 AMA(000); Mediastats November 2016

Average age - Ind. 2+: **47 years old**

Comp% of A25-54: **63%**

Average Weekly Reach (000) - Ind. 2+: **1112**

of Subscribers: **2.6 million**

Programming genre: **Factual**

Rank among Canadian specialty stations: **25**

Key Programs: **Ancient Aliens, Museum Men, Ozzy And Jack's World, Treasures Decoded, Modern Marvels**

