

# IFC

**Where all the cool movies go.**

**IFC** is the premiere destination for independent films. Award winners, groundbreakers, and cult hits – the movies everyone raves about air uncut every day. Plus bonus movie features and exclusive series about the world of moviemaking.

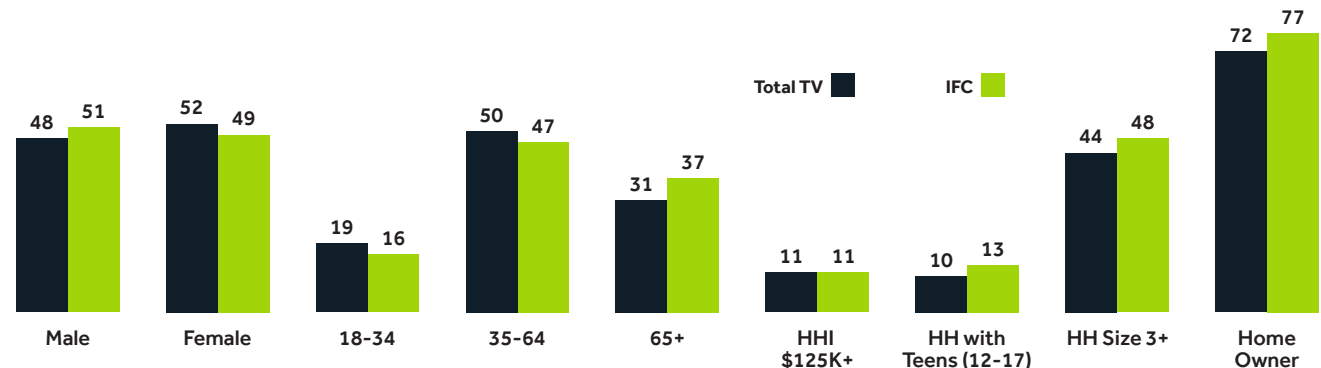


# Demographic Profile

% 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

**IFC viewers spend in key advertising categories, so they are more likely than the TV population to:**

- Invest \$5k+ in home improvements (Index 213)
- Spend \$1k+ on appliances (280) and computer software/games (279)

**They enjoy outdoor activities so they are more likely to:**

- Go hiking/camping (110) and fishing/hunting (222)
- Enjoy power boating/sailing/jet skiing (171) and riding snowmobiles/ATVs (262) regularly in season

**IFC viewers embrace technology. They are more likely to:**

- Spend 15+ hours on the internet weekly (114)
- Download and use applications on their computer (139)

**Fans of IFC are invested in their vehicles so they are more likely to:**

- Prefer to do their own oil changes (195) and tire replacements (155) but visit the specialty auto center for tunes up (112)
- Have satellite radio (186)

# 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+: **54 years old**

Comp% of A25-54: **36%**

Average Weekly Reach (000) - Ind. 2+: **442**

# of Subscribers: **1.6 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **69**

Key Programs: **Billy on the Street, Episodes, Lost Girl, Hunters**

IFC's top movies include: **Fargo, Goon and Conan The Destroyer**

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