



Lifetime

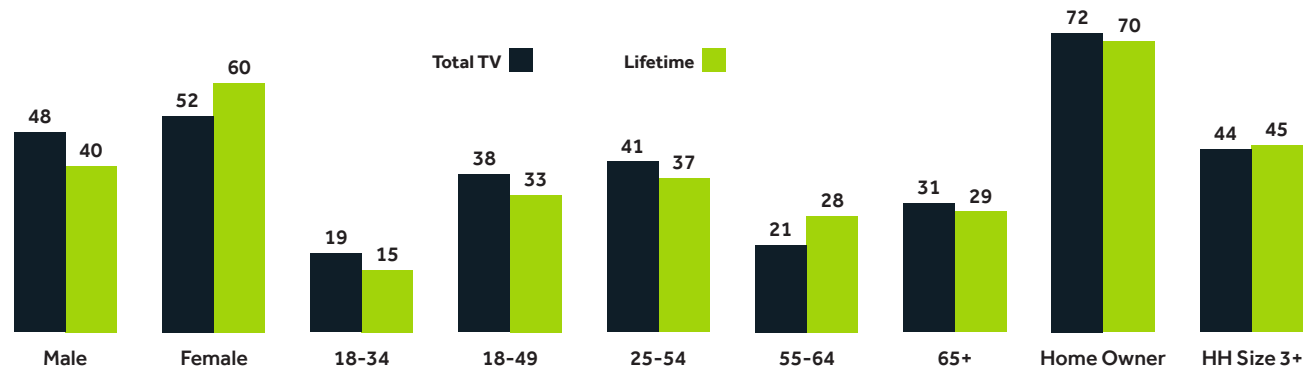
The ultimate time out from women's busy lives, **Lifetime** invites audiences to escape, indulge, laugh and be moved. With a schedule full of new scripted and unscripted series and blockbuster movies, the channel features top Hollywood stars and captivating real life personalities.

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, (Aug 29 – Dec 18/16), English Canada, M-Su 2a-2a. Index based on Comp% of A18-54 vs. Total TV

Lifetime viewers embrace an active lifestyle, they are more likely to:

- Occasionally go cross country skiing (Index 114), cycling (101), hiking/camping (110), and ride snowmobiles or ATVs (106)
- Spend \$500 or more on sporting goods (103)

Lifetime viewers like looking their best, so they are more likely to:

- Purchase up to \$500 on cosmetics (103)
- Spend up to \$500 on women's clothing per year (113)

They have disposable income, so they are more likely to:

- Eat out at a casual or family style restaurant (111)
- Spend up to \$1000 on electronics (107) and video game systems/games (105)
- Go to a live show, ballet, art gallery or museum (118)
- Spend up to \$1000 on home improvements (104)
- Spend \$1000 or more on camera equipment (120)

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+: **50 years old**

Comp% of A25-54: **37%**

Average Weekly Reach (000) - Ind. 2+: **2222**

of Subscribers: **2.8 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **30**

Key Programs: **Dance Moms, Bring It!, NCIS, Handsome Devils**

Lifetime's top movies include: **Reluctant Witness, The Heat, Crazy.Stupid Love and Who Killed JonBenet**

