



NATIONAL GEOGRAPHIC

National Geographic lives at the edge of science and exploration. We're a premium entertainment experience, telling compelling stories through smart, innovative, adventurous and thought-provoking programming.

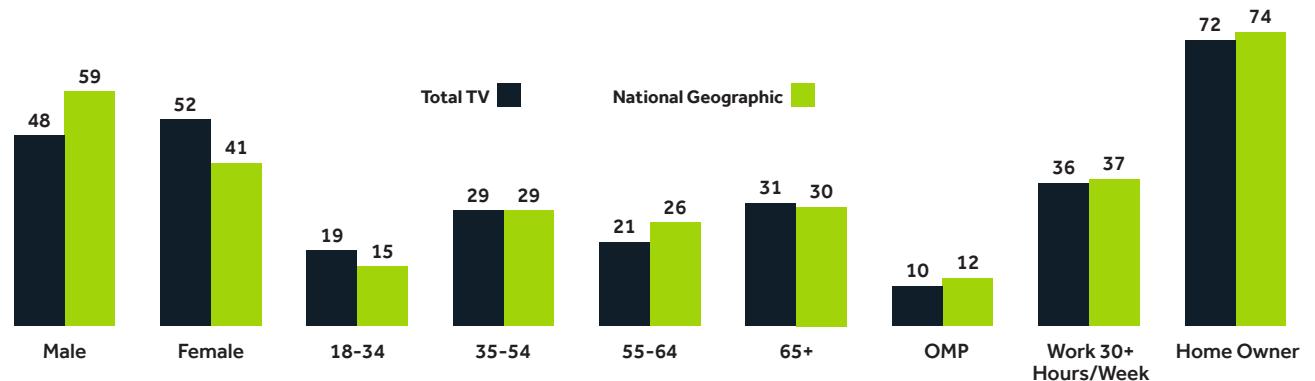


Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, %A18+ 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 A18-54 vs. TV population

National Geographic viewers get excited by new technology so they are more likely than the TV population to:

- Spend \$1k+ on computer equipment/accessories (Index 113) and software/games (136)
- Spend \$1k+ on video games systems/games (167)
- Download videos (110) and apps (123) on the computer
- Post content online (129) using their desktop

They have active outdoor hobbies and are more likely to:

- Enjoy hiking/camping (110) and fishing/hunting (208)
- Ride snowmobiles/ATVs (162) and power/sail boats and jet skis (133)
- Downhill ski/snowboard (129)
- Travel within Canada (107)

National Geographic viewers invest in their home and financial future so they are more likely to:

- Invest \$10k+ on home improvements (108)
- Spend \$1k+ on home appliances (149)
- Have a mortgage (106) and a personal loan (141)
- Own stocks/mutual funds (106) and invest in RRIPS (124) and guaranteed term deposits (121)

They get quite attached to their vehicles and are more likely to:

- Invest \$40k+ in their newest vehicle (125)
- Go to a specialty auto center for tune ups (122) and break replacements (111)
- Prefer to do their own oil changes (129) and tire replacements (122)
- Have satellite radio (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 KIDS STATIONS C2-11 AMA(000); Mediastats November 2016

Average age - Ind. 2+: **50 years old**

Comp% of A25-54: **38%**

Average Weekly Reach (000) - Ind. 2+: **3705**

of Subscribers: **3.2 million**

Programming genre: **Factual**

Rank among Canadian specialty stations: **23**

Key Programs: **Mars, The Story of God, Border Security, Wicked Tuna, Airport Security: Columbia**