



OWN

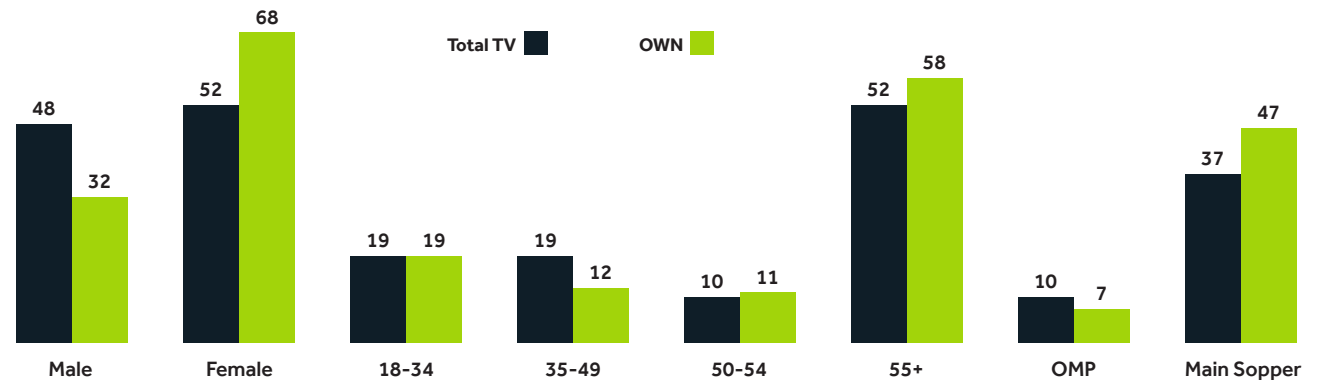
OWN is designed to entertain, inform and inspire people to live their best lives. OWN features an impressive lineup of original programming including: *Iyanla: Fix My Life*, *Oprah: Where Are They Now?* and *Super Soul Sunday*. OWN is available in Canada through a license agreement with OWN: Oprah Winfrey Network.

Demographic Profile

% A18+ AMA/English Canada

Source:

Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug29 - Dec18/16)



Audience Profile

Source:

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

OWN viewers like to take care of themselves, they are more likely to:

- Keep up with the latest changes in style and fashion (Index 123)
- Be heavy users of foundation (235), lip care (283), mascara (250), and blush (219)
- Spend \$500+ on women's clothing (141) and jewelry (134)

OWN viewers like to relax by taking in local attractions, they are more likely to:

- Visit casinos (117)
- Go to the movies (107) to see comedies (116) and dramas (111)
- Attend art galleries (117), zoos/aquariums (106), and rock concerts (106)
- Frequently eat at high quality restaurants (111)

OWN viewers enjoy a wide variety of food and beverages, they are more likely to:

- Love cooking (125) and visit food and recipe websites on a daily basis (186)
- Snack on chocolate/candy bars (109), pretzels (125), and popcorn (109)
- Drink coffee (113) and tea (130)
- Spend \$150 or more per week on groceries (134)

OWN viewers like to have a welcoming home, they are more likely to:

- Use bathroom cleaners (137), fabric refreshers (109) and air fresheners/room deodorizers (146)
- Go shopping for furniture three or more times in the past year (128)
- Spend \$500+ on home accessories (157)
- Take care of garden maintenance themselves (114) and spend \$250+ on gardening supplies (114)

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+: **52 years old**

Comp% of A25-54: **33%**

Average Weekly Reach (000) - Ind. 2+: **1880**

of Subscribers: **5.5 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **40**

Key Programs: **Oprah: Where Are They Now?, Barbara Walters Presents American Scandals, Dateline on OWN, 48 Hours, OWN Theatre's top movies include: Ghost, Field of Dreams and Something's Gotta Give**

