

sundance
CHANNEL

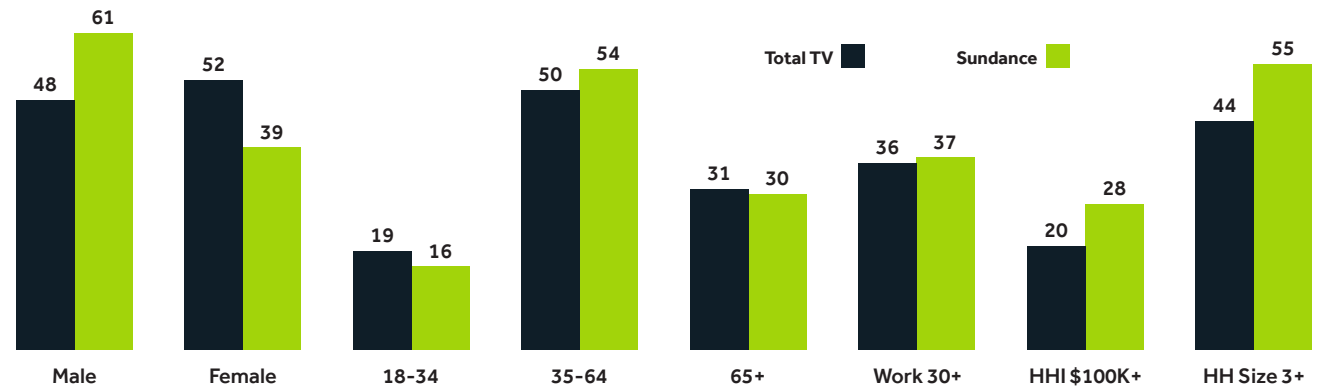
Sundance Channel is the content destination for independent-minded viewers seeking entertainment that's ahead of the curve, offering audiences a diverse and engaging selection of films, documentaries and original programs like *The Red Road*, *Babylon*, *Rectify* and *Deutschland*.

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

Sundance viewers enjoy social outings, activities and hobbies so they are more likely than the TV population to:

- Enjoy going to coffee/donut shops (Index 106) and fast food restaurants (106)
- Take personal vacations outside of their province (152) or overseas (195)
- Visit a casino in the past 4 months (122)
- Enjoy gardening (122), hiking/camping (118) and powerboating/sailing/jet skiing in season (157)

They are experts with computers and technology so they are more likely to:

- Spend \$1k+ on video games systems/games (133) and computer software/games (150) in the past year
- Spend 15+ hours on internet in the past week (138)
- Download videos (134) and visit social networking sites (108) on their computer
- Post content/blog on their mobile device (123)

Sundance viewers take special care of their vehicles and are more likely to:

- Invest \$40k in their newest vehicle (167)
- Take their vehicle to a specialty auto center for oil changes (140)
- Prefer to replace brakes (210), change/replace tires (110) and repair/replace windshields (142) themselves
- Have satellite radio (236)

Their home is their castle so they are more likely to:

- Spend \$10k on home improvements (365)
- Purchase \$1k+ of home furniture (138) and appliances (132) in the past year
- Spend \$500+ on women's (139) and children's (125) clothing
- Invest in term deposits (123) and a registered education savings plan (111)

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: **32%**

Average Weekly Reach (000) - Ind. 2+: **316**

of Subscribers: **1.4 million**

Programming genre: **General Entertainment**

Rank among Canadian specialty stations: **72**

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