



NETWORK

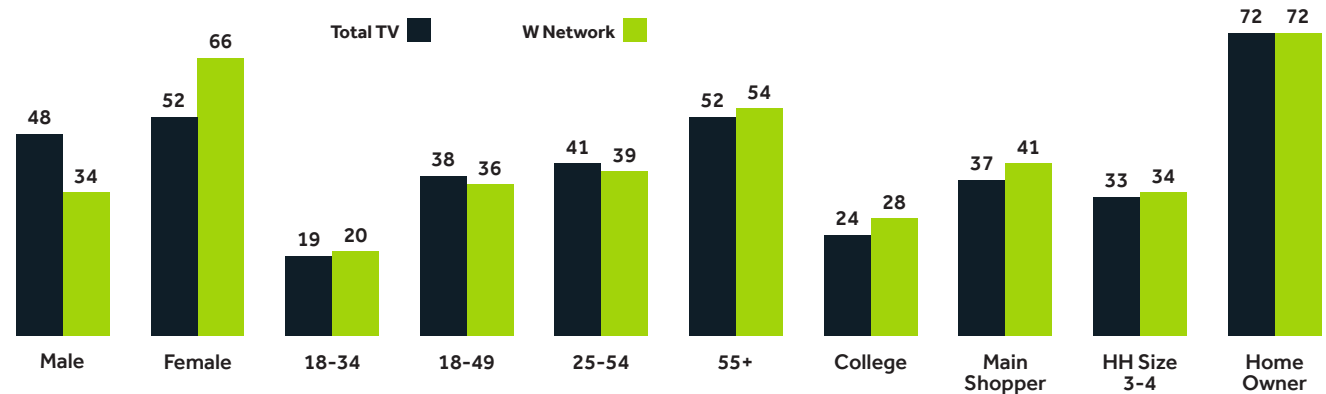
At W, we celebrate TV's most entertaining relationships. Through our original programs, quality series and box-office favourites, we embrace unique, exceptional and entertaining relationships that make for great storytelling.

Demographic Profile

% A18+ AMA/English Canada

Source:

Profile Source: Numeris PPM data, (Aug 29 – Dec 18/16), English Canada, M-Su 2a-2a %A18+ AMA.



Audience Profile

Source:

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

Looking their best is important to W Network viewers, they are more likely than the population to:

- Feel their confidence is greatly enhanced when they look their best (Index 123)
- Have used mascara (160), blush (162), lip care (177), facial cleansers (133) and foundation (175) in the past 7 days
- Visit beauty and fashion websites daily (115)
- Try to keep up with the latest changes in style and fashion (113)
- Spend over \$500 on women's clothes per year (144)

W Network viewers like to improve their homes, they are more likely to:

- Make decorating (135), floor/carpeting (121), and cabinetry (107) improvements
- Spend \$500+ on gardening (115) and home accessories (114)
- Purchase furniture (110), bath and bedding (133), drapery/blinds (153), and kitchen accessories (134) in the past year

They enjoy a wide variety of food and beverages, so they are more likely to:

- Drink coffee (114) and tea (126)
- Like to have a wide variety of snacks (114)
- Snack on potato chips (112), chocolate and candy bars (110), pretzels (125), and popcorn (115)

W Network viewers enjoy attending local attractions, they are more likely to:

- Attend comedy (119), drama (115), animated (113) and children/family oriented (143) movies
- Go to popular music (108) and country music (113) concerts
- Relax by frequenting spas (120) and nightclubs/bars (107)

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+: **49 years old**

Comp% of A25-54: **39%**

Average Weekly Reach (000) - Ind. 2+: **6665**

of Subscribers: **7.4 million**

Rank among Canadian specialty stations: **4**

Programming genre: **General Entertainment**

Key Programs: **Bachelorette Canada, Hockey Wives, The Good Witch, and Nashville**

W's top movies include: **Bridesmaids, Pitch Perfect** and **The Devil Wears Prada**

