

# 25 ABC Spark's Days of Christmas

25 Days of Christmas:  
December 1<sup>st</sup> – December 25<sup>th</sup>



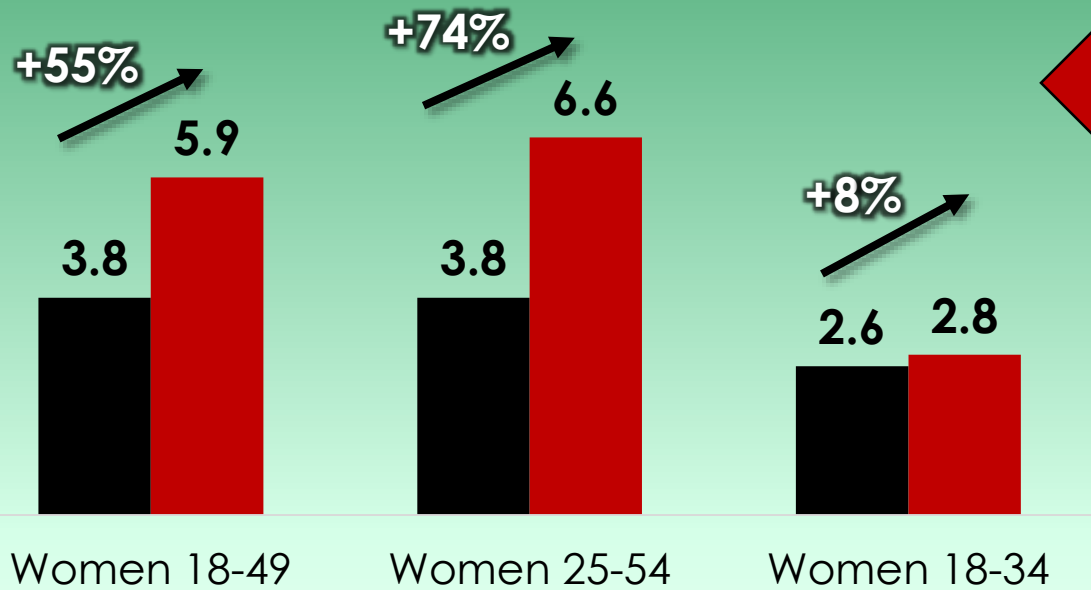
CORUS.

abc spark



Countdown to 25 Days of Christmas Weekend: November 25<sup>th</sup> - November 27<sup>th</sup>  
25 Days of Christmas: December 1<sup>st</sup> – December 25<sup>th</sup>

### ABC Spark Performance AMA(000)



■ 4 weeks leading up to the event

■ Countdown Weekend & 25 Days of Christmas Average

**ABC Spark saw significant audience growth during the 25 Days of Christmas versus the weeks leading up to the event**

#### Top ranked movies on ABC Spark during the event include:

*My One Christmas Wish, 12 Dates of Christmas, Home Alone 2, Christmas with the Cranks and The Muppet Christmas Carol*