

corvus.

The History Viewer

December 2017

The Average Age

The average age of the History viewer is actually **1 year younger than the average TV viewer**. In fact, History's average age is younger or very consistent with many of Canada's top ranked specialty networks.



HISTORY
50 years old



Total TV
51 years old

Note:
The average age of today's History viewer is the same as Fall 2005 while the TV population has increased 8 years!



Discovery CHANNEL
51 years old



HGTV
52 years old



bravo
55 years old



SN™
50 years old



W
NETWORK
51 years old



CMT
49 years old



History Ranks

Against the core 25-54 age groups, **History is a top 10 specialty network** and a consistent top 5 performer against male demos. Even against F25-54, History ranks amongst their top 10 most watched networks.

	A25-54	F25-54	M25-54	A18-49	F18-49	M18-49	A18-34	F18-34	M18-34
Ranks in Top 10	✓	✓	✓	✓		✓	✓		✓
Ranks in Top 20					✓			✓	

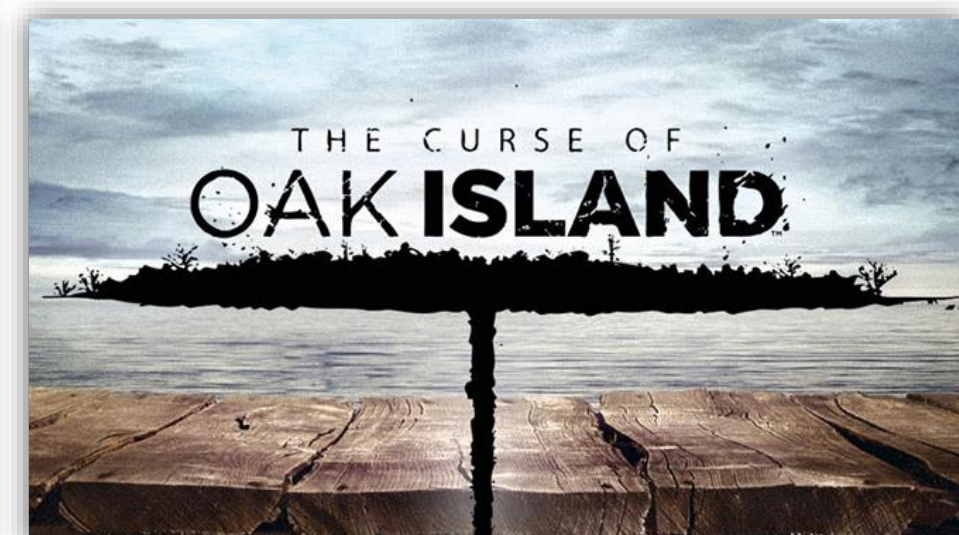


Women watch History

F25-54

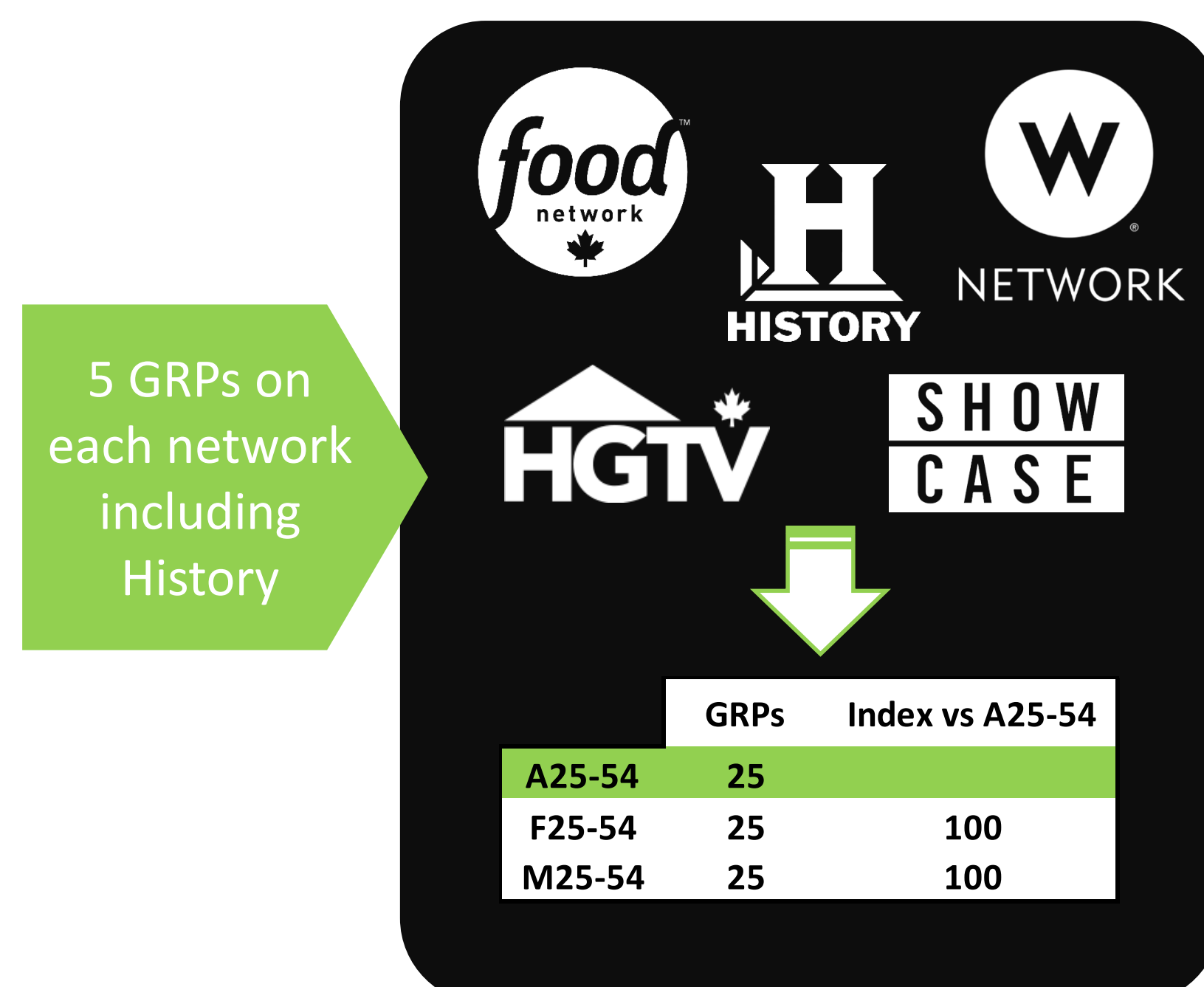
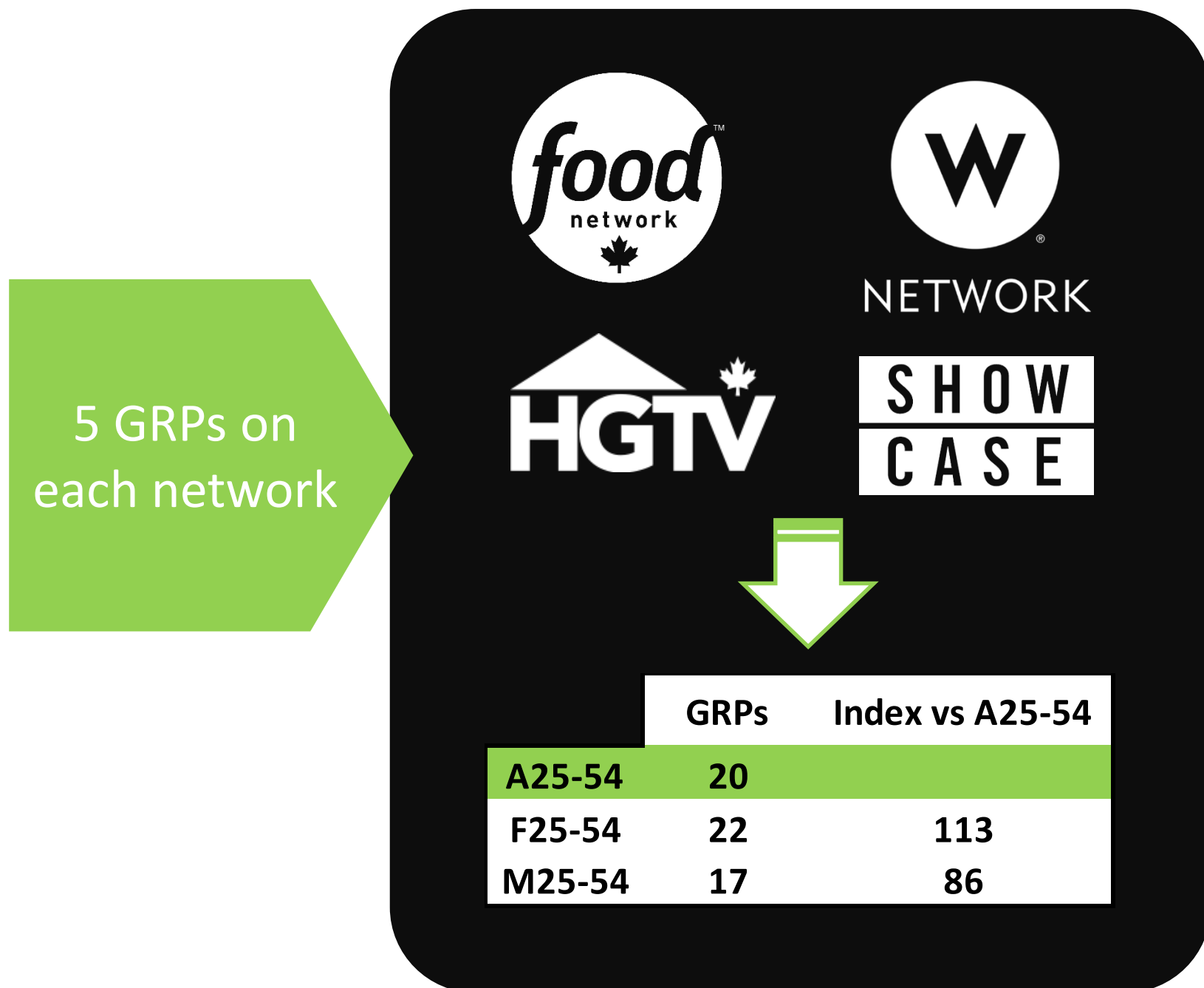
Stations	AMA(000)	Rank
W Network+	22.3	1
TSN+	21.6	2
Sportsnet National+	18.5	3
Showcase+	16.3	4
HGTV+	15.1	5
YTV+	13.6	6
Food Network+	11.1	7
History+	11.0	8
Space+	10.9	9
Comedy+	10.9	10
Bravo+	9.8	12
Disney Eng+	9.5	13
Discovery+	9.0	14
Teletoon Eng+	8.5	15
Crime + Investigation+	6.5	16
Much+	5.5	17
Disney JR+	5.0	18
CMT+	4.9	19
CBC News Network+	4.4	20
...		
Slice+	4.4	21
FX+	4.3	22
E!+	4.3	23

- More women watch History than Bravo or Much or Slice or E!.
- History is amongst the 10 most watched specialty networks in Canada against F25-54
- Every month, almost 2 million F25-54 watch something on History*
- Last Spring, two History programs ranked in the Top 5 programs against F25-54 – Vikings actually ranked #2!**
- So far this Fall, both programs, Vikings and Curse of Oak Island, are continuing to attract a broad audience, including F25-54



Balance your Buy

History can help to offset the female skews of other networks in your package, ensuring that both male and female consumers are reached.



The History Consumer

History viewers are active in a variety of sports and adventures:

- Play baseball (index of 119)
- Participate on hockey team (110)
- Ice skate (107)
- Like to take risks (110)
- Often do things on the spur of the moment (112)
- Have a keen sense of adventure (109)
- Bought a personal water craft in past 12 months (185)
- Bought camping equipment in past 12 months (124)
- Spent \$3000+ on trip outside Canada in past 12 months (127)



Today's technology is a regular part of their lives:

- Spent more than \$2500 on home entertainment electronics (index of 108)
- Played on a video game system 3+ times in past 7 days (116)
- Used an internet site to book a travel package (119)
- Spend more than \$100 per month on mobile phone (109)
- Personally have a mobile wallet/payment system (108)
- Visited an automotive website in the past month (127)



History viewers have big grocery spenders and enjoy the dining experience:

- Spent more than \$250 per week on groceries (index of 107)
- Drink regular colas (103) or diet colas (102)
- Drink canned energy/sports drinks (112)
- Use 3+ packages of frozen vegetables in past 30 days (114)
- Really enjoy cooking (110)
- Like to dine at fine restaurants as often as possible (107)
- Visited a quick service/fast food restaurant more than 5 times past month (115)



They invest in their wardrobe and fashion accessories:

- Spent more than \$1000 on men or women's clothing in past 12 months (index of 133)
- Take great pleasure in looking after appearance (108)
- Spend more than \$100 on perfume/cologne in past 12 months (120)
- Bought a watch in past 12 months (122)
- Used a facial cleanser 10+ times in past 7 days (122)
- Can't leave home without makeup (124)

