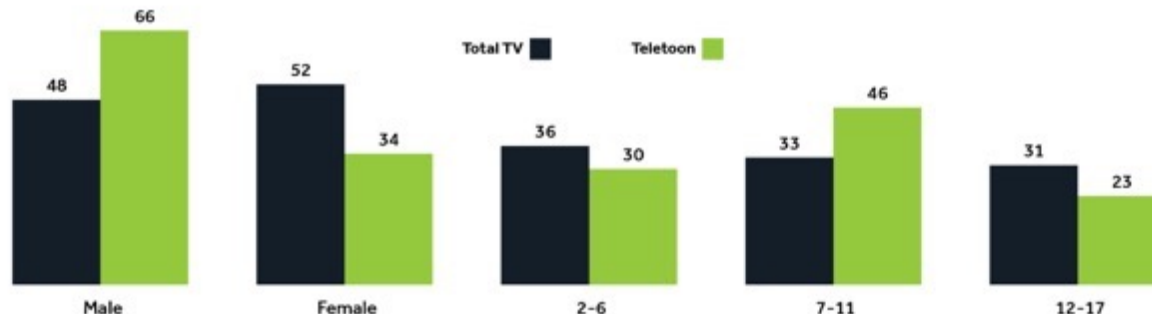


Demographic Profile

Source:
Numeris PPM data, % K2-17 AMA, English
Canada, M-Su 2a-2a (Aug 28 - Dec 24/17)



Audience Profile

Source:
Vividata 2017 Q2 Product Database, English Canada,
Index based on Comp% of HH Composition-Presence
of Children Under 18 vs population

Teletoon viewers with children spend on technology and games. They are more likely than the population to:

- Spend more than \$100 on their mobile phone plan (Index 112) and download new apps monthly (125)
- Have 3+ video game consoles in the house (162) and have played video games weekly (154)
- Spend \$100+ on toys/games annually (115)

Food & drink are a priority for Teletoon viewers so they are more likely to:

- Visit drive-through (120), fast food (131), pizza (140), burger (108) and chicken (135) restaurants 3+ times monthly
- Be medium/heavy consumers of candies (238), gum (131), chocolate bars (118) and potato chips (107)
- Use iced tea (120), fruit drinks (140), colas (125), and bottled water (110) 3+ times weekly
- Eat toaster products (115), instant breakfast shakes (141) and flavoured rice (106) in the household

Teletoon viewers spend on toiletries and beauty products and are more likely to:

- Spend a lot of money on toiletries/cosmetics (109) such as facial moisturizers (109) / cleansers (112) and hand & body cream/lotion (114)
- Have used nail care products & polish (107) in the past 6 months

Teletoon viewers spend their leisure time in a variety of ways and are more likely to:

- Have been to the movies in the last 3 months (112), often for animated (130), comedy (114), family (131) and sci-fi (119) films
- Play team sports such as baseball/softball (108) or ice hockey (110) and spent \$500+ on sporting goods/equipment (108)
- Have travelled by RV/Camper (109) and travelled to Ontario (115) in the past year

Key Research Facts

Source:
Numeris PPM Data, (Aug 28 - Dec 31/17), Total Canada, Mo-Su
2a-2a; station rank based on CDN SPEC COM ENG/CDN DIG
ENG - kids stations only, C2-11 AMA(000); HH stats based on
Comp% of A18+ AMA, (Aug 28 - Dec 24/17), English Canada;
Mediastats November 2017

Household Income \$75K+ (A18+): **38%**
Household Size 3+ (A18+): **75%**
Average Weekly Reach (000) - Ind. 2+: **3,098**
of Subscribers: **5,568,171**

Programming Genre: **Kids Entertainment**

Rank among kids Canadian Specialty Stations: **4**

Key Programs: **Teen Titans Go!, Hotel Transylvania: The Series, Johnny Test, Inspector Gadget, Justice League Action, We Bare Bears, Lego Ninjago**

