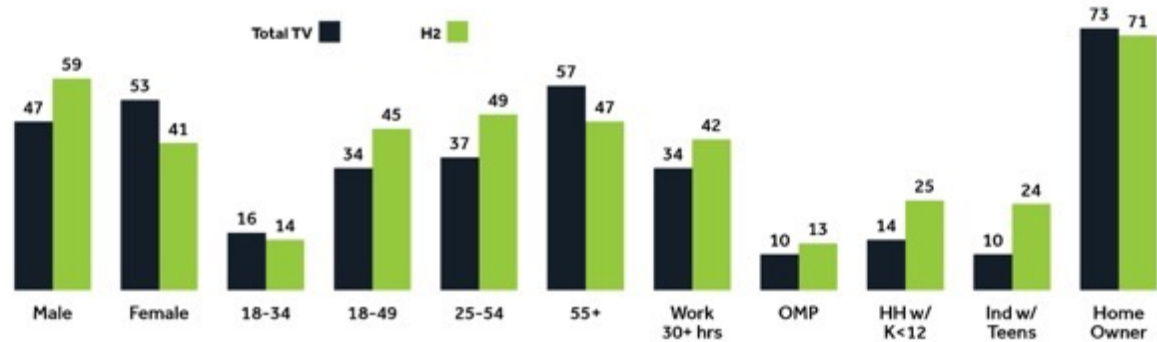




H2 brings you a broader view of history across science, technology and pop culture. There is more to explore, more to know and more to understand, because there is always more to history.

## Demographic Profile

Source:  
Numeris PPM data, %A18+ 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 A18-54 vs. population

### H2 viewers love their vehicles and are more likely to:

- Visit an automotive website (Index 175) monthly and like to keep up on the latest advances in automotive tech (134)
- Feel a car should express their personality (122)
- Drive a compact SUV (112) and have repairs done at a chain store (134)

### H2 viewers spend on a variety of products; they are more likely than the TV population to:

- Spend \$500+ on men's/women's clothing (111) and purchased jewellery (108) yearly
- Spend a lot of money on toiletries/cosmetics (121)
- Spend \$500+ on toys/games (115) and \$500+ on sports equipment (129) annually

### H2 viewers are tech savvy and more likely to:

- Spend \$100+ on their mobile phone plan (133) and downloaded new apps (125) monthly
- Feel lost without their mobile/smart phones (116) and use a mobile wallet payment system weekly (205)
- Have spent \$1,000+ on home electronics (112) in the past 2 yrs and are medium/heavy video game players (195)

### H2 viewers are active and appreciate the arts so they are more likely to:

- Do yoga/pilates (124), aerobics (122), play tennis (142), downhill ski (152) and snowboard (209)
- Play team sports: basketball (145), football (184), soccer (126) and hockey (115)
- Take in a popular music (110), country (116) or jazz (157) concert

## 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 - excludes non-commercial stations, A25-54 AMA/000; Mediastats November 2017

Average Weekly Reach (000) - Ind. 2+: **844**

# of Subscribers: **2,507,163**

Programming Genre: **Factual**

Rank among Canadian Specialty Stations: **39**

Key Programs: **Ancient Aliens, Evil Genius, America's War on Drugs, Breaking Mysterious, Treasures Decoded**