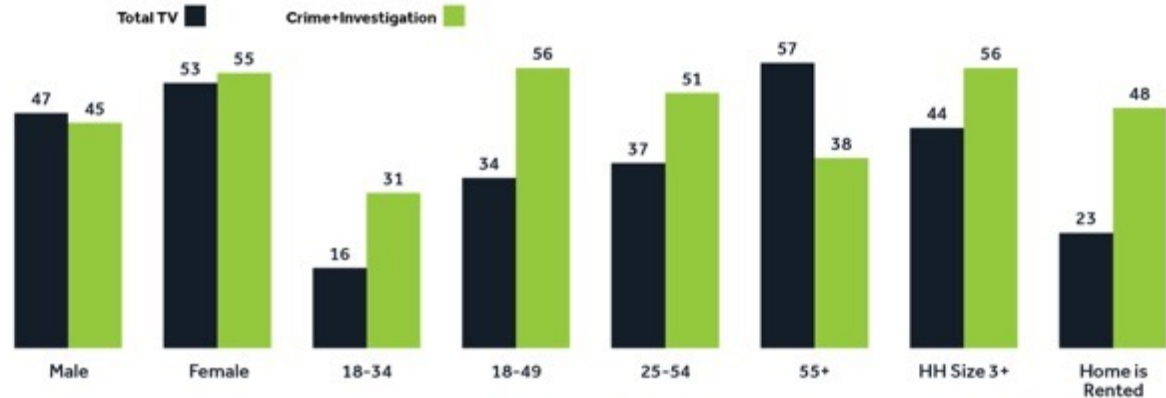




Crime+Investigation is dedicated to investigating the truth, and confronting life's mysteries through true crime stories and dramatic series. C+I takes viewers on an emotional and gripping journey into the world of criminal investigation – Because truth is worth pursuing.

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

Crime + Investigation viewers value their appearance and are more likely than the population to:

- Visit a beauty/fashion website (Index 146) monthly
- Spend \$500+ on jewellery (117) annually

They enjoy having a variety of food and beverage options, making Crime + Investigation viewers more likely to:

- Be medium/heavy consumers of fruit punch (111), colas (109) and diet colas (108)
- Purchase beer/wine/liquor/spirits 2+ times monthly (111) and enjoy American beer (118) and vodka (113)
- Really enjoy cooking (122) and visit food/recipe websites daily (124)
- Eat at pizza (128), sub/sandwich (113) or chicken (108) restaurants 3+ times monthly

Crime + Investigation viewers are travellers who are more likely to:

- Have spent \$2,000+ on their last trip outside Canada (117) in the last year
- Have taken a cruise (109) in the past 3 years
- Take a road trip vacation in an RV/camper (134)

Crime + Investigation viewers enjoy a variety of activities and are more likely to:

- Enjoy a visit to the spa (115), dancing (113) or yoga/pilates (117)
- Participate in cross-country skiing (110), snowmobiling (120), fishing (106) and boating (109)
- Play team sports including baseball (120), football (124) and curling (113)

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+: **1,281**

of Subscribers: **2,660,343**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **15**

Key Programs: **Law & Order: SVU, Law & Order: Criminal Intent, NCIS, NCIS New Orleans**