



Action is unlike any other movie channel. With the most thrilling combination of high-energy hit movies and hilarious laugh-out-loud series, Action provides non-stop access to explosive programming.

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

Action viewers lead active lifestyles; they are more likely than the TV population to:

- Attend pro sports events including hockey (Index 110), football (113) and basketball (123)
- Spend \$500+ on sports equipment (116) and play team sports like baseball (Index 122), football (141) and hockey (120)
- See action/adventure (115), horror (187) and sci-fi movies (128) most often

Action viewers take some time for themselves and are more likely than the TV population to:

- Have spent \$2,000+ on vacations outside of Canada in the last year (127)
- Try to go somewhere different on holiday every time (115)
- Have a wknd/vacation home (119)

Action viewers are car enthusiasts and are more likely than the TV population to:

- Visit an automotive website (156) monthly and keep up on the latest advances in automotive tech (125)
- Feel that having a vehicle that is fun to drive is important to them (109)
- Drive a compact SUV (108) or a pickup truck (109)

Action viewers embrace technology; they are more likely to:

- Have spent \$1,000+ on home electronics (106) in the past 2 years
- Spend \$100+ on their mobile phone every month (122)
- Download new apps (122) monthly and use a mobile wallet/payment system (128) weekly
- Buy new products before most of their friends (129)

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+: **2,107**

of Subscribers: **2,893,535**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **30**

Key Programs: **Your Favourite Blockbuster Action Movies**