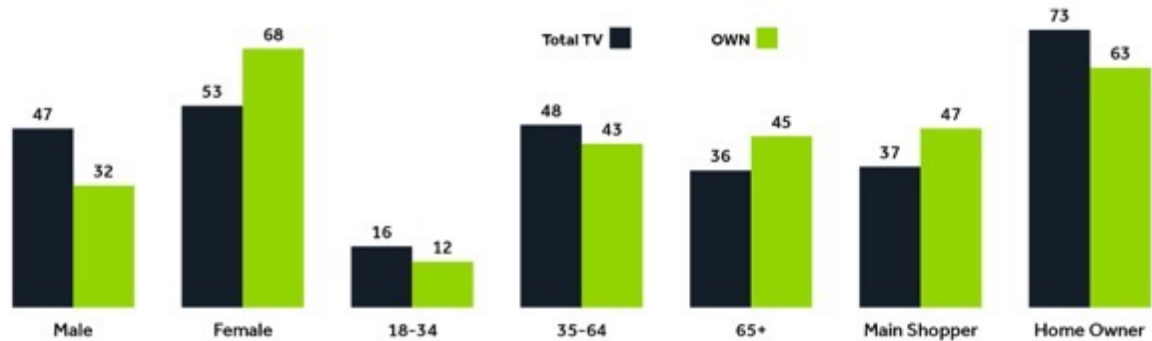




OWN is designed to entertain, inform and inspire people to live their best lives. OWN is available in Canada through a license agreement with OWN: Oprah Winfrey Network.

## 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

### OWN viewers like to take care of themselves, they are more likely to:

- Take great pleasure in looking after their appearance (Index 127)
- Visit a beauty or fashion website monthly (162)
- Spend \$500+ on women's clothing (153) and jewellery (138) annually
- Spend a lot of money on toiletries and cosmetics (125)

### OWN viewers like to relax by taking in local attractions, they are more likely to:

- Go to the movies to see a drama (131), foreign (195) or horror (144) film
- Take in art galleries (109) or go to a popular (106), classical (118) or jazz (148) concert
- Enjoy gardening (112), bird watching (120), crafts (125) or sewing/knitting (147)
- Stay active by doing aerobics (122), yoga/pilates (134) or playing tennis (119)

### OWN viewers enjoy a wide variety of food and beverages, they are more likely to:

- Visit a food/recipe website daily (178) and spend \$250+ food shopping weekly (110)
- Enjoy baking from scratch (115), drinking chocolate milk (117), eating ice cream (119) and consume of cream cheese (135), toaster products (149), instant hot cereals (128) and frozen pizza (116)
- Have had coffee (116), tea (124), wine (113) and ciders (124) in the past 6 months

### OWN viewers like to have a welcoming home, they are more likely to:

- Spend \$500+ on furniture (115) annually and have decorated (112) in the last 2 years
- Have spent \$500+ on home improvements (109) in the last 2 years
- Have purchased gardening furniture (122) and tools (115) annually

## 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+: **1,267**

# of Subscribers: **5,322,088**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **50**

Key Programs: **OWN Theatre, Oprah: Where Are They Now?, 20/20 on OWN, A Stranger in My Home, 48 Hours Mystery**