

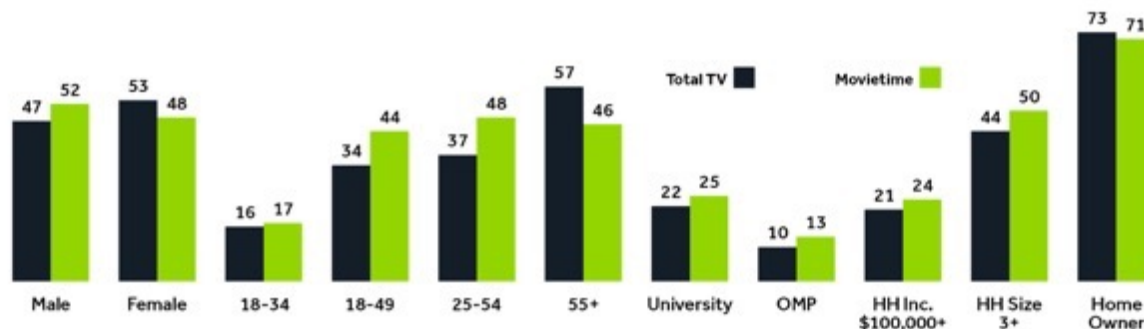


With hundreds of titles each month, MovieTime offers movie lovers unparalleled access to an extensive collection of favourite hits.

## 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

### MovieTime viewers are car lovers, so they are more likely than the TV population to:

- Visit an automotive website (Index 154) and like to keep up on the latest advances in automobile tech (138)
- Drive a full size SUV (114) and spend \$40,000+ on their most recent vehicle purchase (118)
- Use auto services for bodywork (138), transmission (119) and windshields (116)

### MovieTime viewers live active lifestyles and have disposable incomes, they are more likely to:

- Have been to the movies in the past 3 months (113) to see action/adventure (115), animated (119), comedy (120), horror (156) and sci-fi (121) films
- Play team sports: basketball (119), baseball (119), soccer (112) and hockey (115)
- Spend \$500+ on women's clothing (107) annually

### MovieTime viewers invest heavily in travel and are more likely to:

- Spend \$1,000+ on a Canadian vacation (118) annually
- Spend \$2,000+ on travel outside of Canada (150), often to Mexico/Caribbean destinations (155)
- Have been on a cruise within the last 3 years (115)

### MovieTime viewers are enjoy a variety of food & beverages and more likely to:

- Enjoy high quality take out (116), fast food (121), burger (113) and pizza (114) restaurants 3+ times monthly
- Consume iced tea (124), diet colas (114) or energy drinks (113)
- Drink beer (108): prefer domestic (120), microbrews (118) and American (146) brands
- Enjoy wine (107), ice wine (113) and coolers (118)

## 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/0001; Mediastats November 2017

Average Weekly Reach (000) - Ind. 2+: **2,043**

# of Subscribers: **2,625,257**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **33**

Key Programs: **Celebrity Legacies, Celebrity Damage Control, 9pm weekend Movie, 7pm weekend Movie, M-F 9pm Movie**