

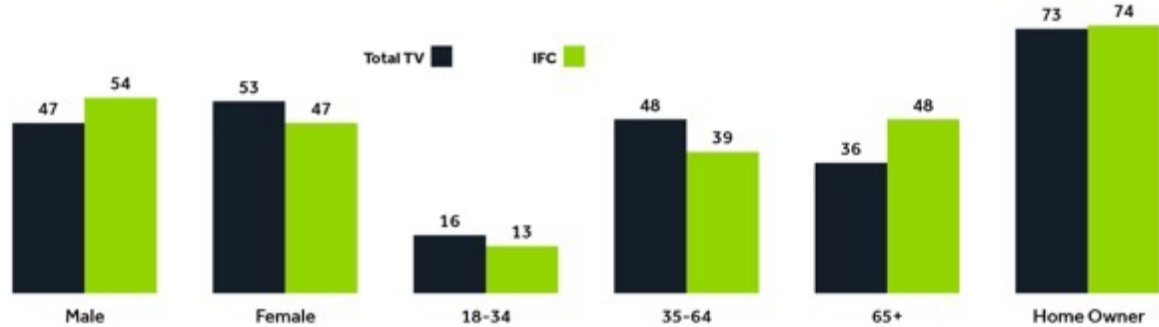


Where all the cool movies go.

IFC is the premiere destination for independent films. Award winners, groundbreakers, and cult hits – the movies everyone raves about air uncut every day. Plus bonus movie features and exclusive series about the world of moviemaking.

Demographic Profile

Source: Numeris PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 28 – Dec 24/17)



Audience Profile

Source: Numeris PPM data, (Aug 28 – Dec 24/17), English Canada, M-Su 2a-2a. Index based on Comp% of A18-54 vs. Total TV

IFC viewers spend in key advertising categories, so they are more likely than the TV population to:

- Spend \$150+ on groceries weekly (Index 118) and spend \$1,000+ on appliances (110) annually
- Spend \$1,000+ on computer equipment (110) and home entertainment equipment (202) annually
- Have spent \$10,000+ on home improvements/renovations (158) in the past 2 years

They enjoy a variety of activities so they are more likely to:

- Play golf (140) and ride snowmobiles/ATVs (156)
- Have travelled south to the Caribbean, Mexico, Central/South America (198) in the last year
- Attend consumer shows (auto, home and finance) (150) annually

IFC viewers enjoy food and beverages. They are more likely to:

- Drink more than 7 bottles of water weekly (116)
- Consume up to 3 soft drinks (141) and energy drinks (125) weekly
- Drink up to 6 cups of tea per week (117)
- Enjoy up to 6 drinks of spirits/liquor per week (112)

Fans of IFC invest in their love of vehicles, they are more likely to:

- Drive a domestic vehicle (138) and have purchased a used vehicle (162) in the last 2 years
- Frequent auto centres for tune-ups (145), muffler replacements (197), brake replacements (179) and tire changes (115)

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); Mediatats November 2017

Average Weekly Reach (000) - Ind. 2+: 449

of Subscribers: 1,609,714

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: 72

Key Programs: *Body Language, Dark Waters of Crime, 12 Monkeys, M-F 7pm Movie, M-F 9pm Movie, 9pm Weekend Movie, 11pm Weekend Movie*