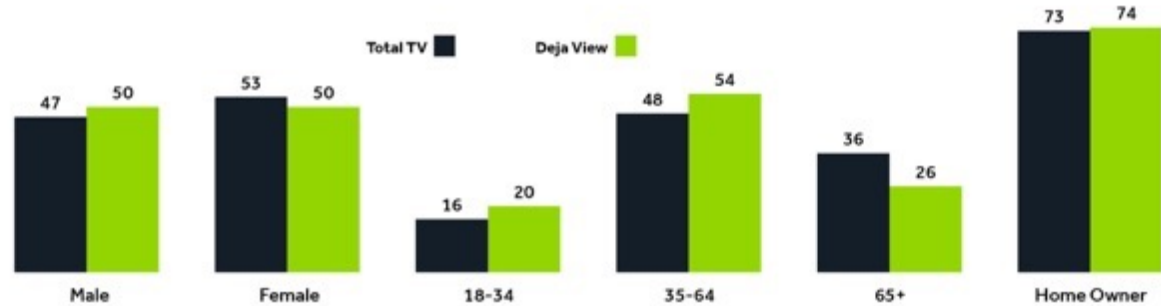




DejaView is the channel devoted to TV's ultimate classics from the '60s, '70s, and '80s and beyond. DejaView has some of the most enduring classic sitcoms of all time, plus a trove of familiar favourites and acclaimed hits from the past 50 years of TV - Take a trip through time with DejaView - we've got the series you know and love!

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

DejaView viewers are comfortable with today's technology, so they are more likely than the TV population to:

- Spend \$100+ on their monthly mobile phone plan (133) and download new apps (126) monthly
- Use a mobile wallet payment system weekly (152)
- Often post reviews or comments online (148)

Their cars are important to them, so they are more likely to:

- Choose a car mainly on the basis of looks (130) and like to keep up on the latest advances in automobile technology (129)
- Visit an automotive website monthly (167) and drive a compact SUV (112)

DejaView viewers are travellers and are more likely to:

- Want to go somewhere different on holiday every time (123)
- Travel outside Canada, spending \$2,000+ on their last trip (143) and have taken a cruise in the last 3 years (126)
- Have been on a RV/Camper vacation (145) in the last year

Visiting local attractions and maintaining a socially active lifestyle is important to DejaView viewers, so they are more likely to:

- Attend pro sports events such as auto racing (159), basketball (146), football (117), horse racing (135) and tennis (195)
- Go to the movies to see an animated (118), family (116), horror (165) or sci-fi (107) film
- Be medium/heavy consumers of pizza (111) and burger (114) restaurants

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+: **671**

of Subscribers: **1,683,910**

Programming Genre: **General Entertainment**

Rank among Canadian Specialty Stations: **48**

Key Programs: **Everybody Loves Raymond, All In The Family, Odd Couple, Rules of Engagement, Haven**