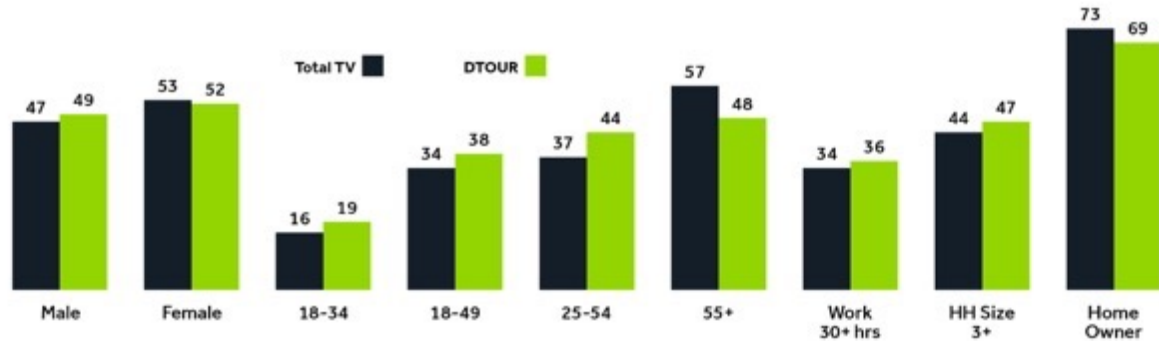




DTOUR takes viewers on a journey exploring the world and all that it has to offer with unique points of view and eye-opening experiences. From bizarre foods to paranormal mysteries, it's always an adventure on DTOUR!

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

DTOUR viewers like to provide a warm household environment, so they are more likely than the population to:

- Have decorated (Index 112) and spent \$1,000+ on home electronics (125) in the past 2 years
- Spend \$5,000+ on home improvements (104), purchase bedding & bath (125) and kitchen (117) accessories annually
- Visit a home improvement/décor website (154) monthly

DTOUR viewers like to travel, so they are more likely to:

- Spend \$2,000+ on a trip outside Canada annually (132), with Mexico/Caribbean (116), South America (141) and the UK (115) as popular destinations
- Have taken a cruise (132) in the past 3 years

They are financially responsible, so they are more likely to:

- Have used financial planning/wealth management annually (109)
- Invest in Canada savings bonds (121) and ETFs (108)
- Have made a donation to charity of \$200 to \$5,000 (115)

DTOUR viewers enjoy a variety leisure activities and are more likely to:

- Participate in fitness classes (121), yoga/pilates (127), swimming (113), downhill skiing (137), snowboarding (176), snowmobiling (162) and motorcycling (159)
- Play basketball (138), baseball (125), soccer (122), curling (174) and hockey (120)
- Enjoy gourmet cooking (106), dancing (111) and gardening (113)
- Agree they like taking risks (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+: **1,957**

of Subscribers: **4,628,702**

Programming Genre: **Factual**

Rank among Canadian Specialty Stations: **31**

Key Programs: **Expedition Unknown: Hunt for Extraterrestrials, Expedition Unknown: Specials, Caribbean Pirate Treasure, The Dead Files, Haunted USA**