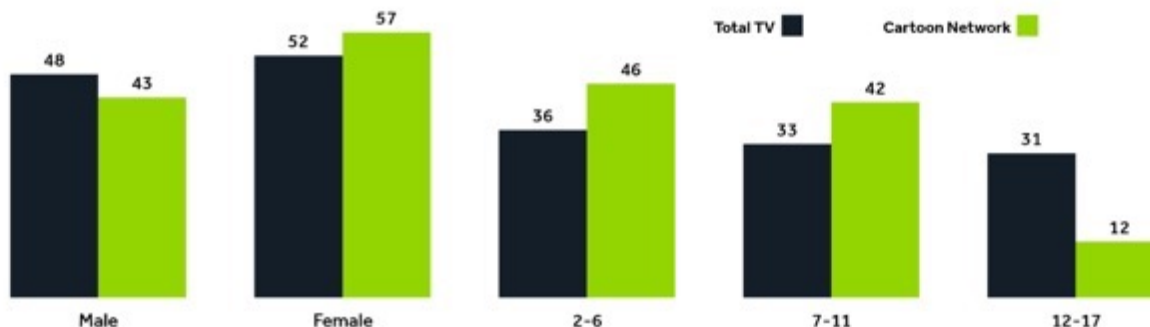




Cartoon Network breaks from the everyday and provides more resonant entertainment experiences through relevant, boundary-breaking, multiplatform content. It's a lifestyle brand that's about what kids want, not adults.

Demographic Profile

Source:
Numeris PPM data, % K2-17 AMA, English Canada, M-Su 2a-2a (Aug 28 - Dec 24/17)



Audience Profile

Source:
Source: Numeris PPM data, English Canada, M-Su 2a-2a (Aug 28 - Dec 24/17), Index based on Comp% of Ind 2+ with kids under 18 vs. TV population

Cartoon Network households take pride in their homes and are more likely than the TV population to:

- Have spent \$10,000+ on home renovations (Index 220) in the past 2 years, often on paint (117), windows & doors (125), flooring (229), roof (253), kitchen (135), electrical/lighting (153) or a new furnace (232)
- Spend \$500+ on furniture (189) annually

Cartoon Network viewers invest in leisure activities and their automobiles and are more likely to:

- Take a personal trip out of the province (113) annually
- Attend live theatre/ballet/opera/art/museum (129) annually
- Have spent \$40,000+ on their most recent vehicle purchase (159)

Cartoon Network audiences are tech savvy and more likely to:

- Own tablets (123) and have downloaded a new app in the last week (104)
- Spend \$500+ on home electronics yearly (235)
- Have accessed a TV station website with a computer in the last week (127)
- Have entered an online contest with their mobile device weekly (145)

They also spend on food & beverages, so they are more likely to:

- Spend \$250+ on groceries (158) weekly
- Drink bottled water (191), milk (114), juice (107), regular soft drinks (105) and sports drinks (138) up to 6 times weekly
- Purchase food and supplies for their cat (106) or other kind of pet - e.g. hamster, bird, reptile (239)

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 - kids stations only, C2-11 AMAID000; HH stats based on Comp% of A18+ AMA, (Aug 28 - Dec 24/17), English Canada; Mediastats November 2017

Household Income \$75K+ (A18+): **21%**

Household Size 3+ (A18+): **52%**

Average Weekly Reach (000) - Ind. 2+: **704**

of Subscribers: **4,555,659**

Programming Genre: **Kids Entertainment**

Rank among kids Canadian Specialty Stations: **8**

Key Programs: **Clarence, The Amazing World of Gumball, Powerpuff Girls, Uncle Grandpa**



Adult Swim is authentically, unapologetically weird. Through risqué and often bizarre animated comedies to unorthodox live action programming, Adult Swim constantly works to surprise its savvy millennial audience while creating a completely unexpected and unique entertainment experience. Aired 9 p.m. to 3 a.m. every night.