

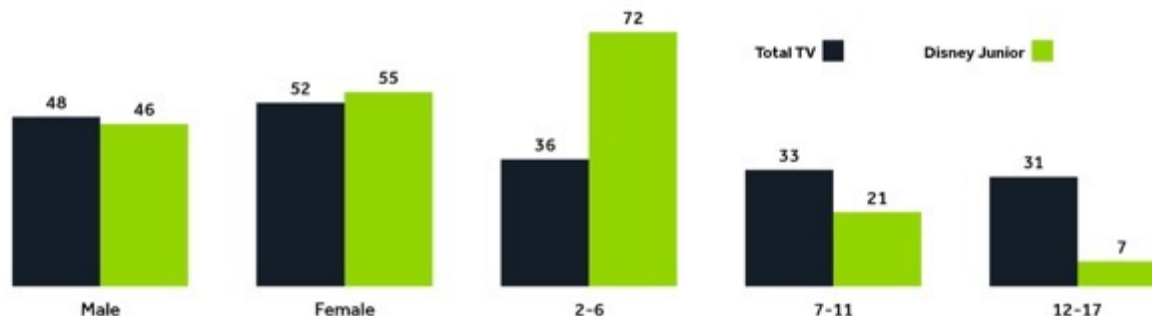


Disney Junior offers the best and most engaging programming for younger children with magical, musical and heartfelt stories. This is a 24-hour a day network with development-based programming dedicated to little ones.

Demographic Profile

Source:

Numeris PPM data, % K2-17 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 HH Composition-Presence of Children Under 18 vs. population

Disney Junior viewers love to travel and are more likely than the TV population to:

- Have taken a cruise (index 107) in the last 3 years
- Be considered medium/heavy travellers within Canada (109)
- Take vacations where they travel by train (112) or RV/camper (109)
- Use internet sites to book a travel package (121)

Their homes are important places to Disney Junior viewers so they are more likely to:

- Have made home improvements including adding an addition (125) in the past 2 years
- Spend \$500+ on furniture (123) annually
- Spend on bedding & bath (140), drapery (139), area rugs (121), home décor (118) and kitchen (135) accessories

Food & drink are important to Disney Junior viewers so they are more likely to:

- Spend \$250+ weekly on groceries (119) and purchase items such as chocolate milk (129), ice cream (116), natural cheese (121), cookies (114), toaster products (138), hot cereals (141) and cold cereals (114) in the household
- Drink iced tea (116), fruit drinks (109), colas (107), ginger ale (113) and root beer (119)
- Enjoy cooking (122) and use baking ingredients (123) in the household

Disney Junior viewers like to keep busy so they are more likely to:

- Have been to the movies in the last 3 months (108) to see an animated (115), family (120) or comedy (109) film
- Participate in yoga/pilates (120) or play team sports such as baseball (129), soccer (112) or volleyball (112)
- Enjoy photography (121), crafts (115), gardening (111) and baking from scratch (107)

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 AMA(000); HH stats based on Comp% of A18+ AMA, (Aug 28 – Dec 24/17), English Canada; Mediastats November 2017

Household Income \$75K+ (A18+): **40%**

Household Size 3+ (A18+): **90%**

Average Weekly Reach (000) - Ind. 2+: **1,598**

of Subscribers: **3,322,754**

Programming Genre: **Kids Entertainment**

Rank among kids Canadian Specialty Stations: **3**

Key Programs: *Muppet Babies, Mickey and the Roadster Racers, Puppy Dog Pals, Sofia the First, Miles From Tomorrowland, Doc McStuffins, Vampirina*