

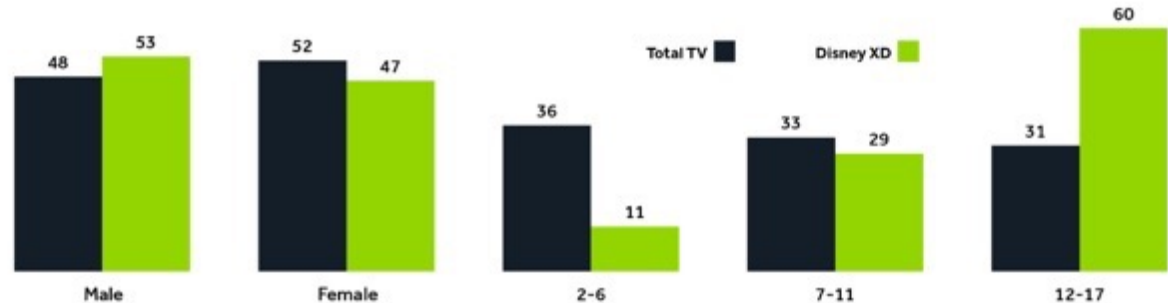


Disney XD offers a compelling mix of live-action and animated kids programming, transporting viewers into worlds full of humour, unexpected fun and inspiring action-filled adventures.

Demographic Profile

Source:

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



Audience Profile

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

Disney XD viewers love to keep busy and entertained so they are more likely than the TV population to:

- Go out to the movies (Index 107) and live theatre/ballet/opera/art gallery/museum (115) annually
- Attend a professional sports event (116) or concert (158)
- Stay active by bowling (183) or playing racquet sports (118)
- Enjoy the outdoors by playing golf (127) or going boating (138)

Disney XD households are tech savvy and are more likely to:

- Own a smartphone (131) or a wearable device: smartwatch/fitness monitor (173)
- Spend \$500+ on computer equipment annually (304)
- Use a mobile device to listen to subscription music services (312)

Disney XD households take pride in their homes and are more likely to:

- Have replaced a major appliance in the last two years (239)
- Spend more than \$500 on furniture annually (308)

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

- Have ordered takeout food monthly (109)
- Spend \$250+ weekly on groceries (316)
- Drink bottled water (169), juice (160), regular soft drinks (291) and sports drinks (163)
- Purchase food and supplies for their pet cat (234)

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+): **22%**

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

Average Weekly Reach (000) - Ind. 2+: **953**

of Subscribers: **2,034,937**

Programming Genre: **Kids Entertainment**

Rank among kids Canadian Specialty Stations: **9**

Key Programs: *Spider-Man*, *Guardians of the Galaxy*, *Marvel's Avengers: Secret Wars*, *Star Wars Rebels*, *Mech-X4*, *Star vs. The Forces Of Evil*, *Walk the Prank*, *LEGO Star Wars: The Freemaker Adventures*