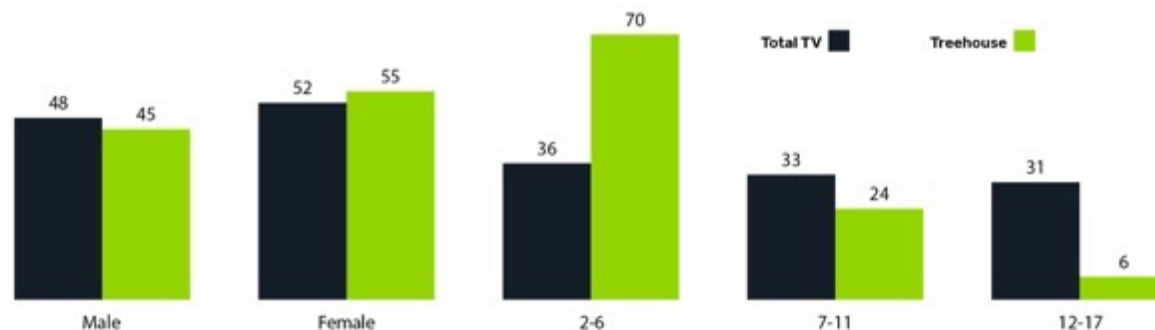




For pre-school children, Treehouse represents quality television that is trusted by parents because it is a safe place, 100% devoted to children from breakfast to bedtime. Delivering a strong balance of educational, imaginative and entertaining programs, Treehouse provides high-quality children's series from Canada and around the world. Loved by Kids! Trusted by Parents!

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

Treehouse viewers and their families enjoy active lifestyles so they are more likely than the population to:

- Go out to the movies (Index 107), often for animated (109) or comedy (106) films
- Enjoy photography (Index 108), baking from scratch (116) and do yoga/pilates (114)
- Spend \$2000+ on travel within Canada (122) annually

Food & drink is important to Treehouse households, so they are more likely to:

- Be medium/heavy consumers of chewy candies (113), gum (121), chocolate bars (124), iced tea (123), fruit drinks (116) and colas (119) and use baking ingredients (106), chocolate milk (117), cookies (107), breakfast shakes (145) and organic foods (109) in their households
- Visit food/recipe websites monthly (131) and really enjoy cooking (122)
- Visit fast food (125), pizza (140), burger (132) and chicken (148) restaurants as well as ice cream (157) shops regularly

Spend on their growing families and households, so they are more likely to:

- Spend \$500+ on children's clothing/shoes (119) and home accessories (120) annually
- Have spent \$40,000+ on their most recently acquired vehicle (128) and prefer a compact (115) or full size (117) SUV, pick-up truck (125) or van (122)

Treehouse households are tech savvy and more likely to:

- Spend \$100+ on their monthly mobile phone plan (133) and download new apps monthly (116)
- Play video games (107), often kids/family (200), racing (143), dance (120) and sports (117) games
- Spend \$100+ on toys & games annually (117)

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+): 47%

Household Size 3+ (A18+): 92%

Average Weekly Reach (000) - Ind. 2+: 2,544

of Subscribers: 7,556,319

Programming Genre: Kids Entertainment

Rank among kids Canadian Specialty Stations: 1

Key Programs: *Wiggle Wiggle Wiggle, Ranger Rob, Shimmer and Shine, Blaze and the Monster Machines, Peppa Pig, Masha & the Bear*