

History.ca + History Go: **Reaching Over 126 Thousand** Canadians monthly

638 Thousand

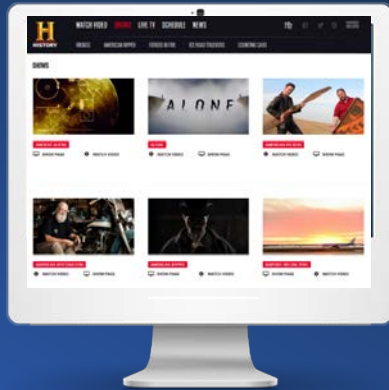
Page Views
Monthly

20 Thousand

Video Starts
Monthly

11 Avg. Min.

Per Visitor
Monthly



298 Thousand+

facebook likes
To date



106 Thousand

twitter followers
To date

UV and Time Spent Source: comScore Media Metrix, Multi-platform data, 3- month avg, ending November 2017, Base: Total Canada, All Locations, 2+ digital audience; Page Views and Video Segment Views source: Adobe Analytics, 3-month average ending November 2017, Facebook source: <https://www.facebook.com/HistoryCanada>, Twitter source: <https://twitter.com/HistoryTVCanada>



18+ Digital Audience Profile

64%



36%



Age	%
18-34	23%
35-54	34%
55+	43%

Region	Composition
Atlantic	8%
BC	26%
Ontario	27%
Prairies	24%
Quebec	14%

Audience Sweetspot

Demo	Composition
A25-54	48%

Source: comScore Media Metrix, Multi-platform data, 3-month avg, ending Nov. 2017, Base: Total Canada, All Locations, 18+ digital audience.