

# CORUS.



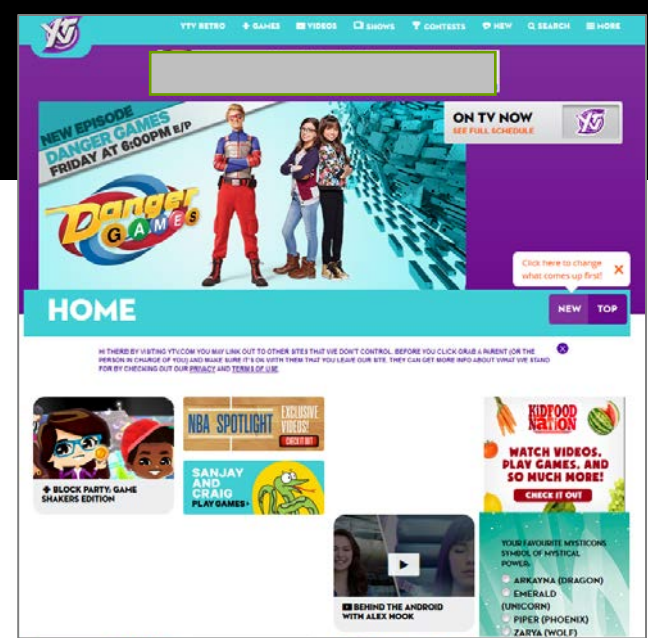
## WHO IS YTV.COM ?

### Visitor Data

- Monthly Unique Visitors: 119,000
- Monthly Page Views: 481,000
- Average Page Views/Visit: 4.3
- Average Monthly Minutes Per Visitor: 10.2 min

### Demographics

- Target Age: 6-15 years
- 58% male / 42% female



## WHAT IS YTV.COM?

- A vibrant online destination for Canada's youth, assembled into one immersive experience
- An exciting Games Section and dedicated Contest Area with client and brand promotions
- YTV streaming on-demand video player featuring the best of YTV programming
- YTV community with exclusive membership benefits.

## WHY YTV.COM?

- "Kidfluence", in addition to spending decisions using their own money, Canadian tweens have a major impact in influencing household purchases

Unique Visitors and Avg. Time Spent Source: comScore MediaMetrix, Multi-Platform data, 3-month average ending October 2017, Base: Total Canada, All Locations, 2+ digital audience

Page Views, PVs/Visit, and Male/Female Ratio Source: comScore MediaMetrix, Desktop data, 3-month average ending October 2017, Base: Total Canada, All Locations, 2+ online audience