



ANNUAL VIEWING TRENDS

TOTAL CANADA, ENGLISH, AND FRENCH
FEMALES 18-34, BY DAYPART

Average Weekly Reach (%), Average Weekly Hours Viewed per Capita &
Average Minute Audience (000)

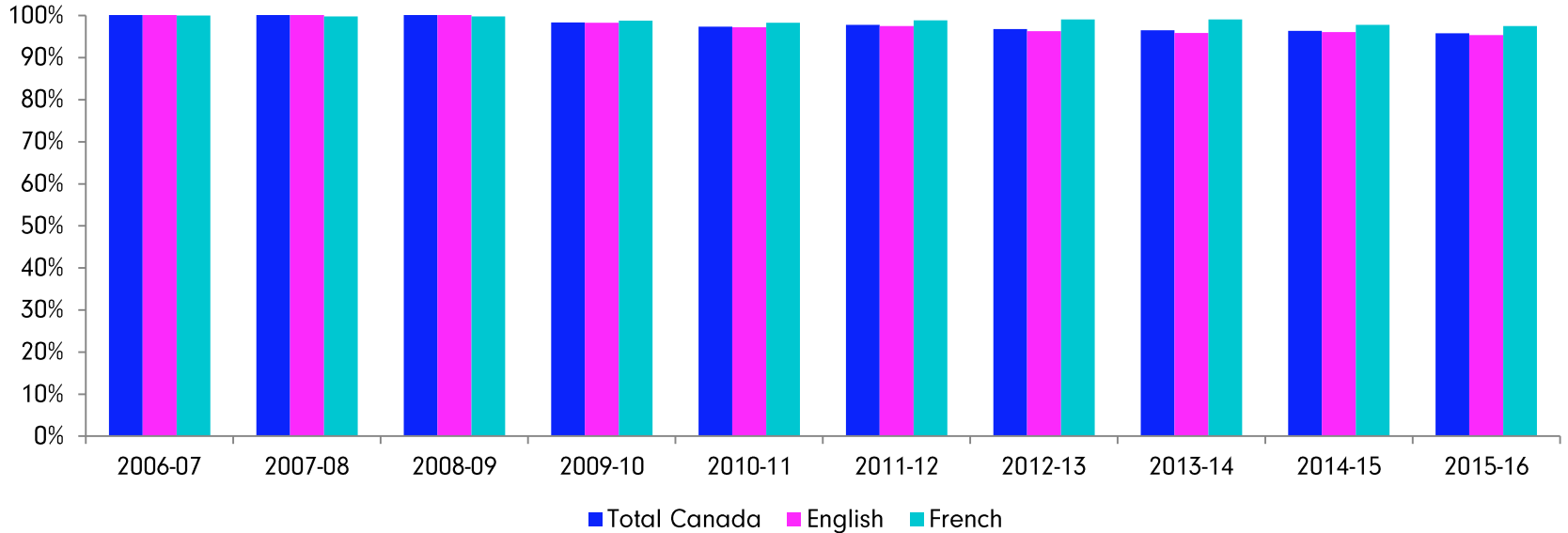
AVERAGE WEEKLY REACH

TOTAL CANADA, ENGLISH, AND FRENCH

AVERAGE WEEKLY REACH

Females 18-34

ALL DAY M-SU, 2A-2A

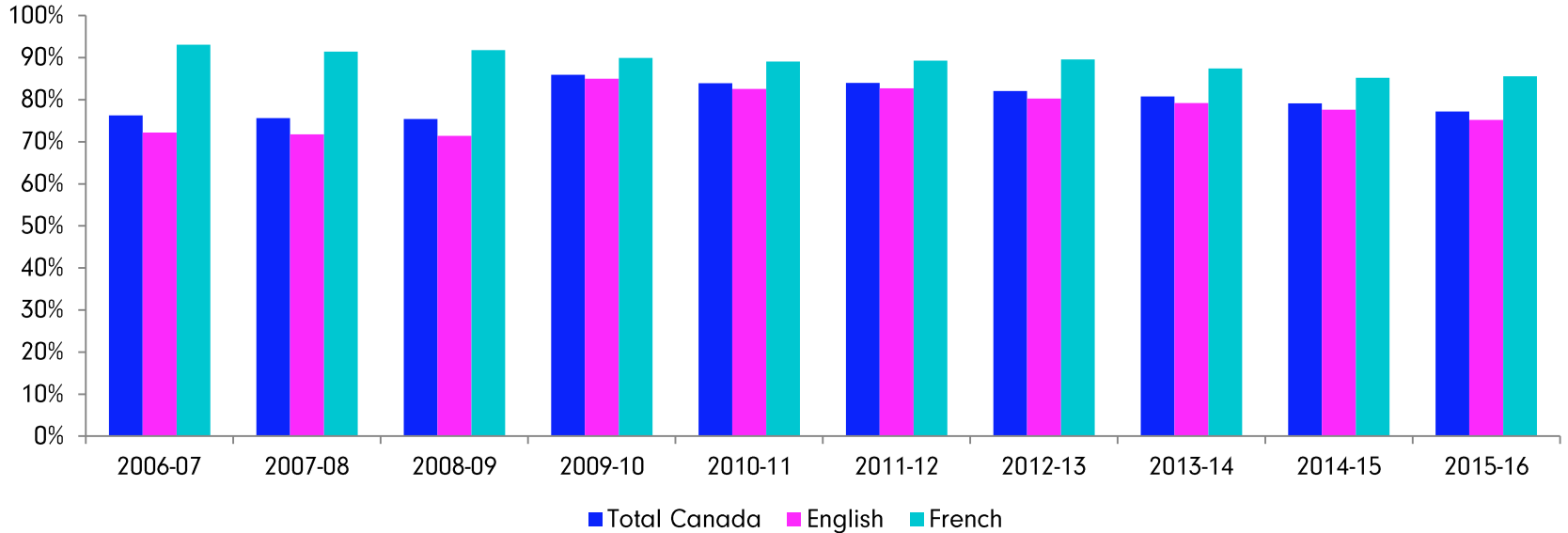


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE WEEKLY REACH

Females 18-34

NEWS HOUR M-SU 6P-7P

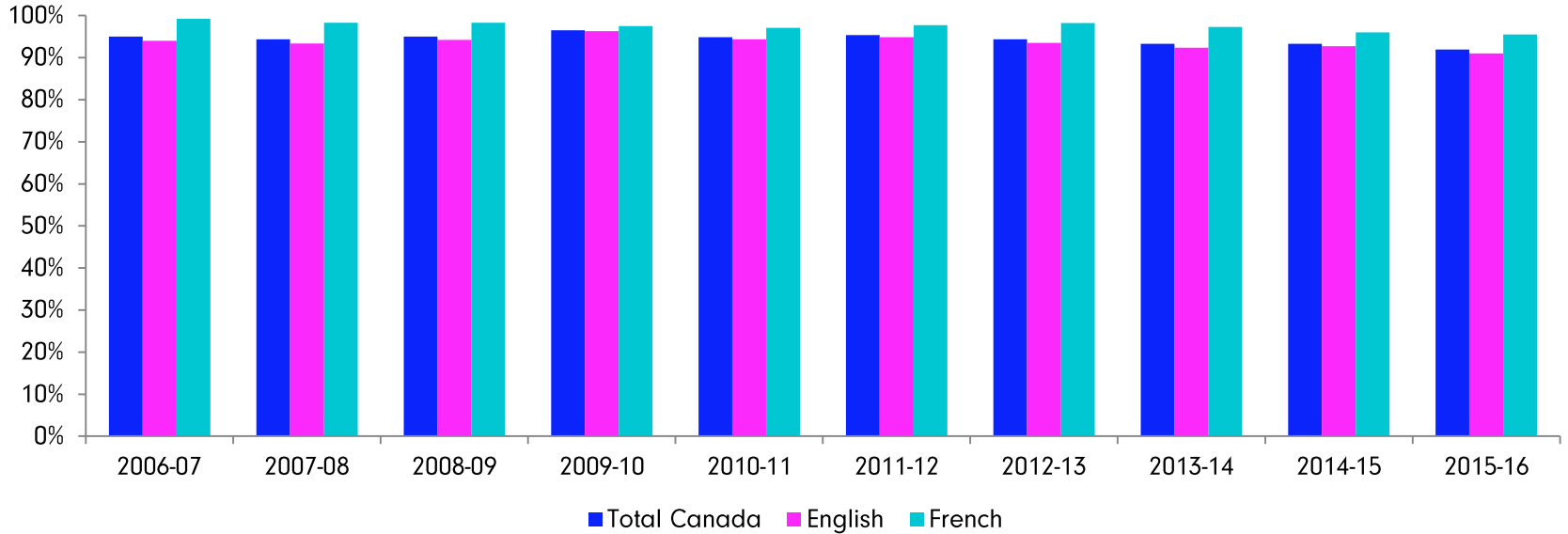


Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE WEEKLY REACH

Females 18-34

PRIME TIME M-SU 7P-11P



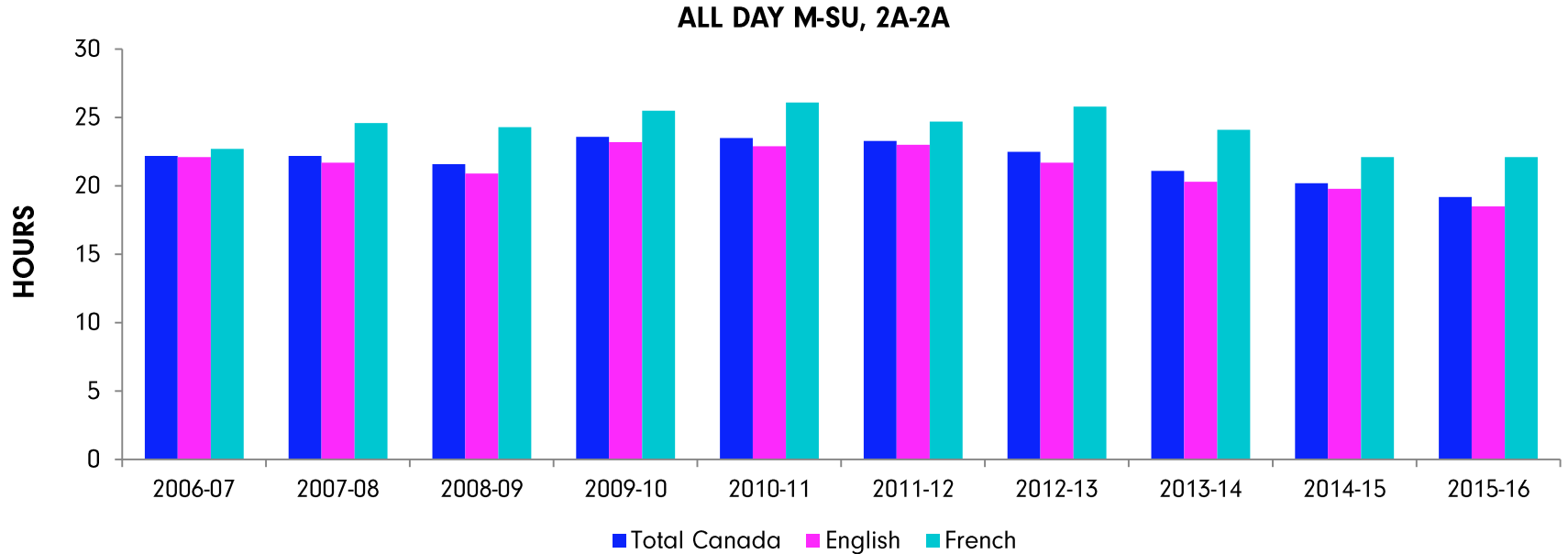
Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE HOURS VIEWED

TOTAL CANADA, ENGLISH, AND FRENCH
(PER WEEK, PER CAPITA)

AVERAGE HOURS VIEWED PER WEEK

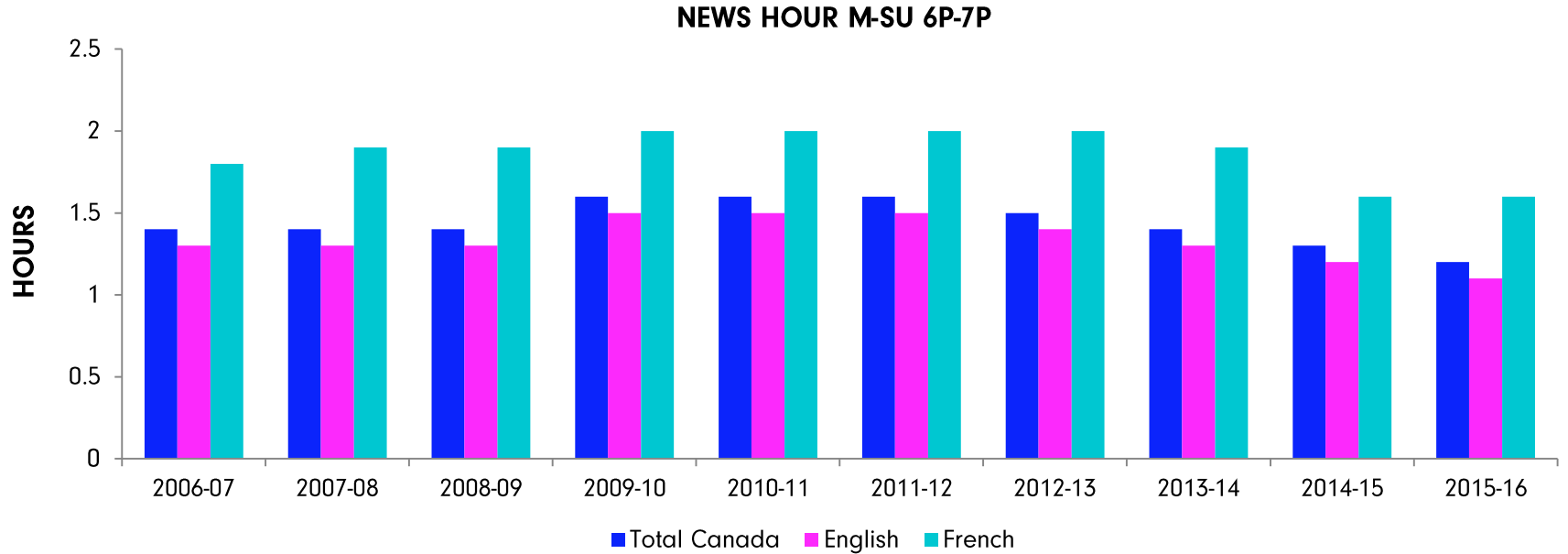
Females 18-34



Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE HOURS VIEWED PER WEEK

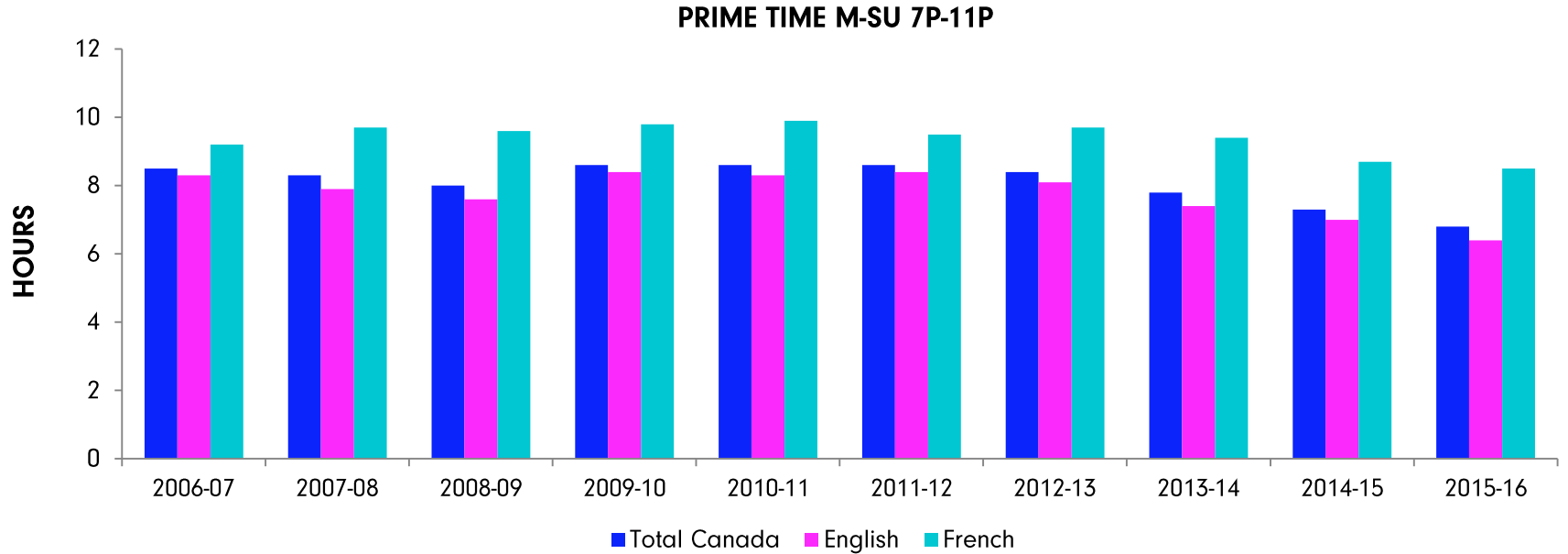
Females 18-34



Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE HOURS VIEWED PER WEEK

Females 18-34

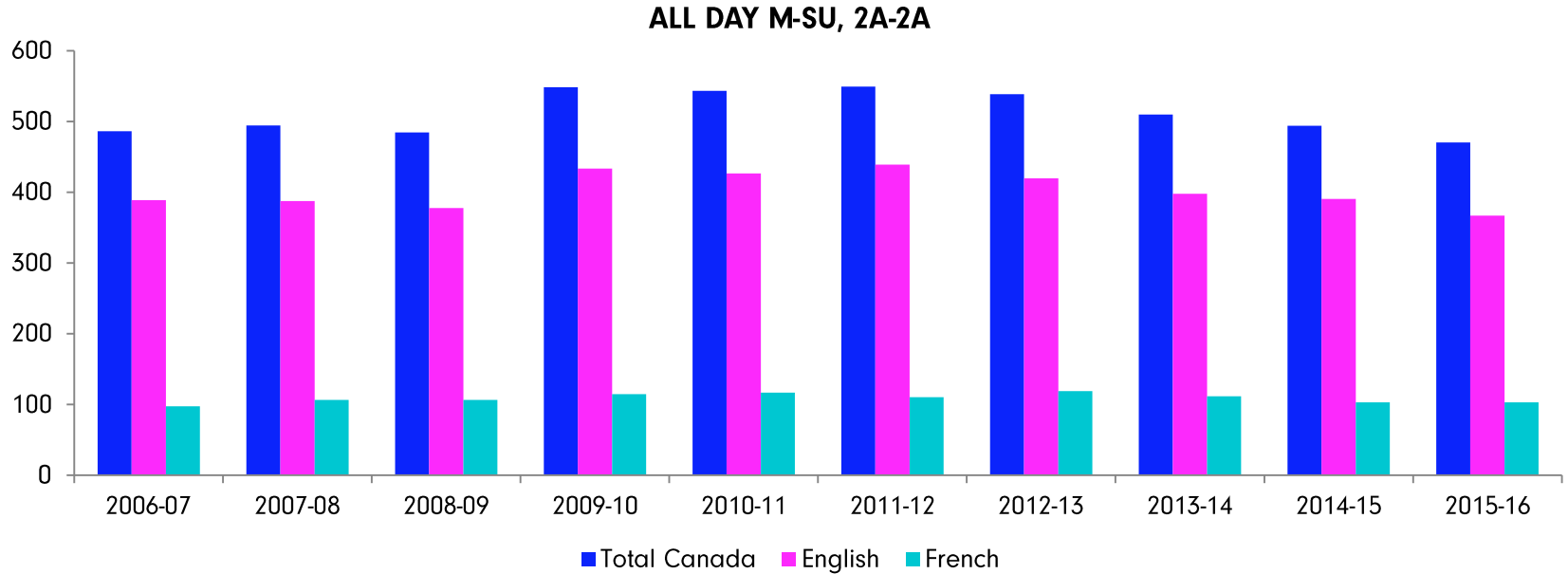


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE MINUTE AUDIENCE

AVERAGE MINUTE AUDIENCE (000)

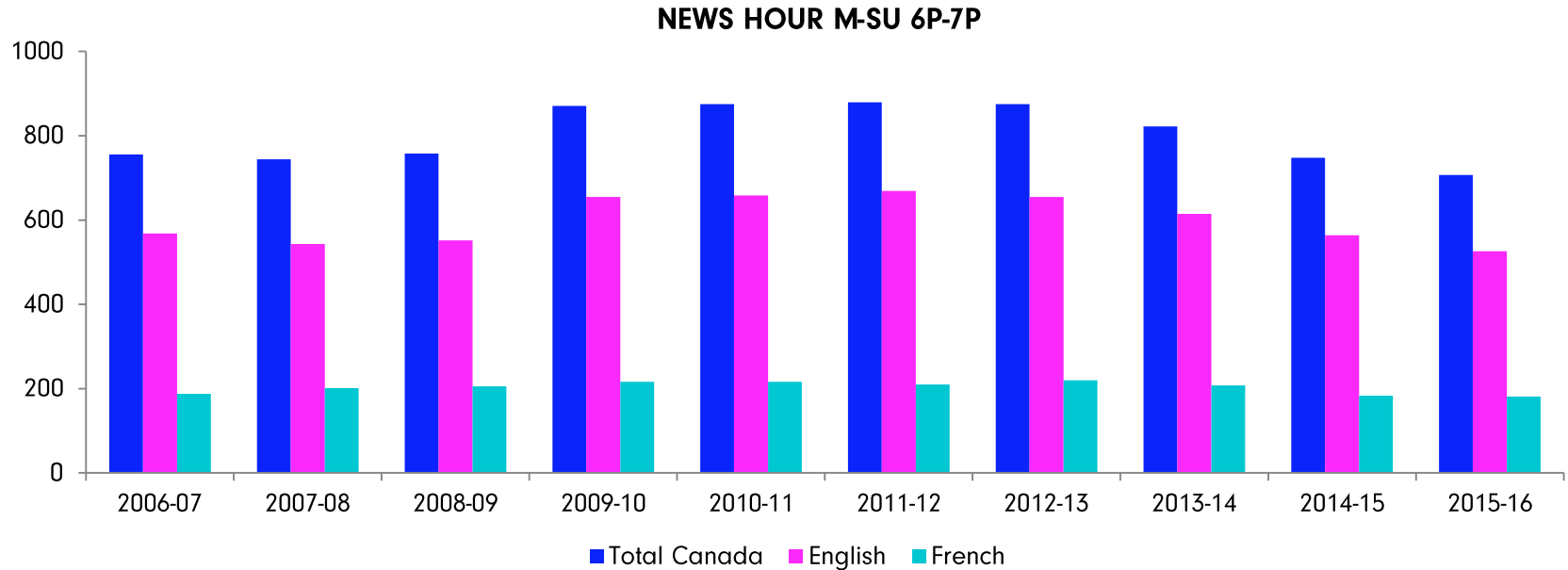
Females 18-34



Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE MINUTE AUDIENCE (000)

Females 18-34

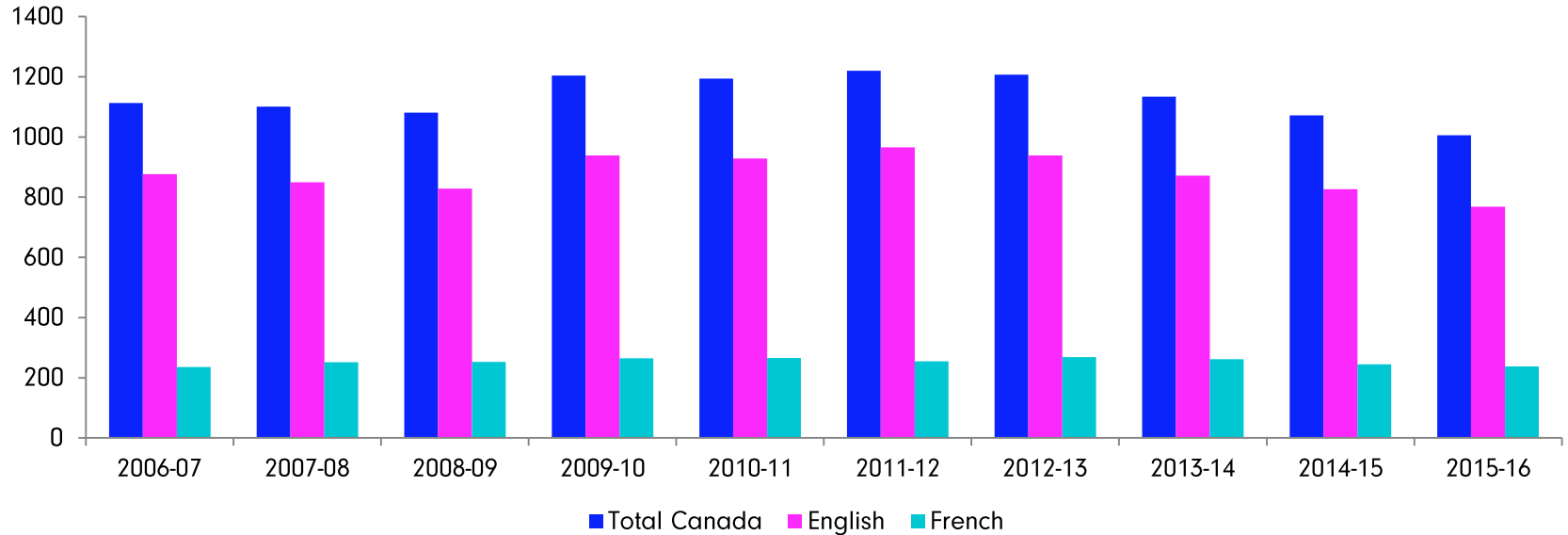


Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE MINUTE AUDIENCE (000)

Females 18-34

PRIME TIME M-SU 7P-11P



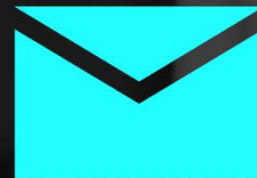
Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)



**VISIT [THINKTV.CA](http://thinktv.ca)
FOR MORE INFO**



**FOLLOW US
ON TWITTER**



**SIGN UP FOR
OUR NEWSLETTER**