



ANNUAL VIEWING TRENDS

TOTAL CANADA, ENGLISH, AND FRENCH

MALE 18+, BY DAYPART

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

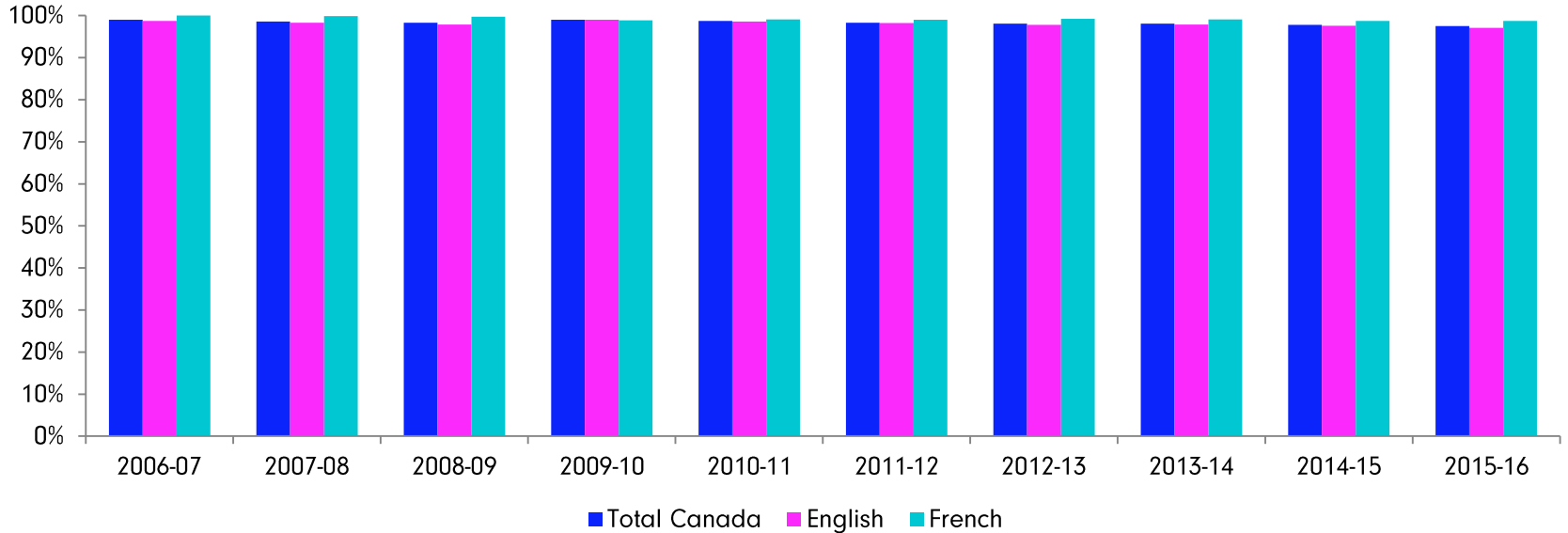
AVERAGE WEEKLY REACH

TOTAL CANADA, ENGLISH, AND FRENCH

AVERAGE WEEKLY REACH

Male 18+

ALL DAY M-SU, 2A-2A

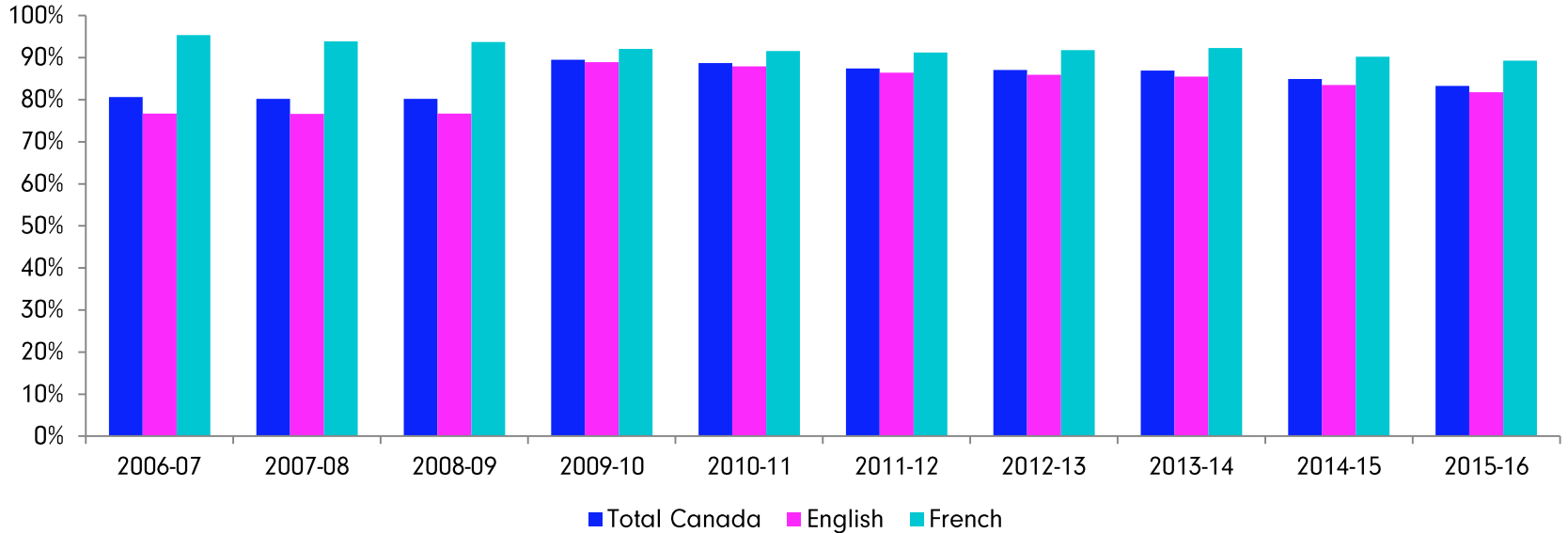


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE WEEKLY REACH

Male 18+

NEWS HOUR M-SU 6P-7P

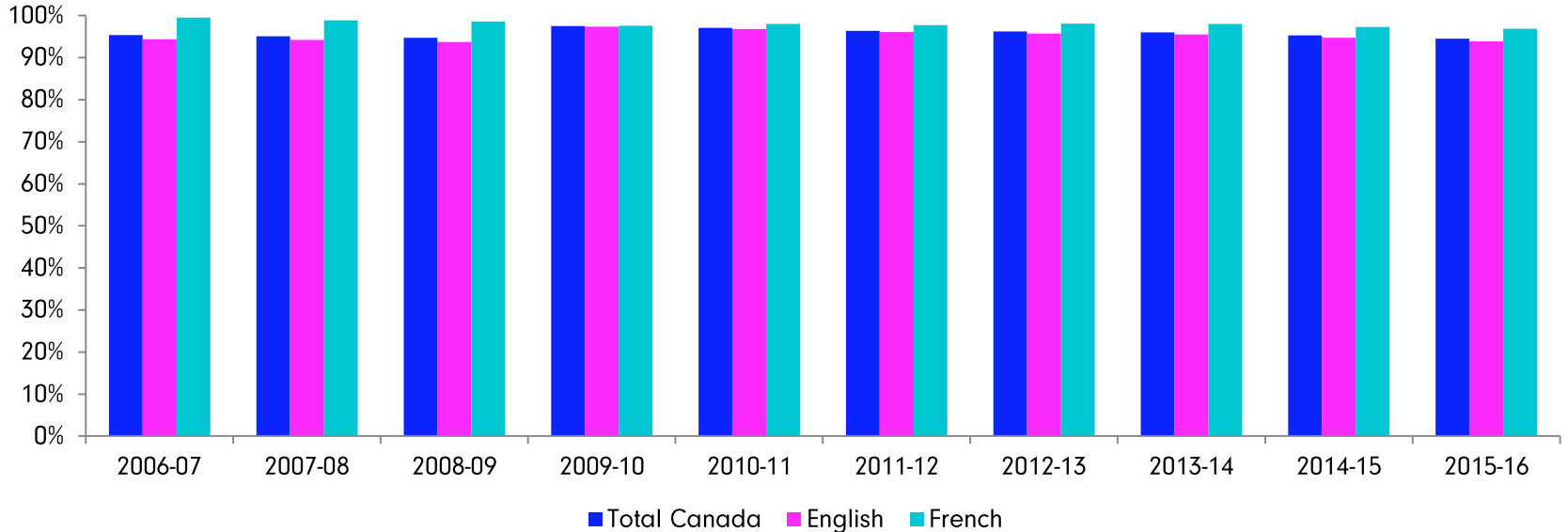


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE WEEKLY REACH

Male 18+

PRIME TIME M-SU 7P-11P



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

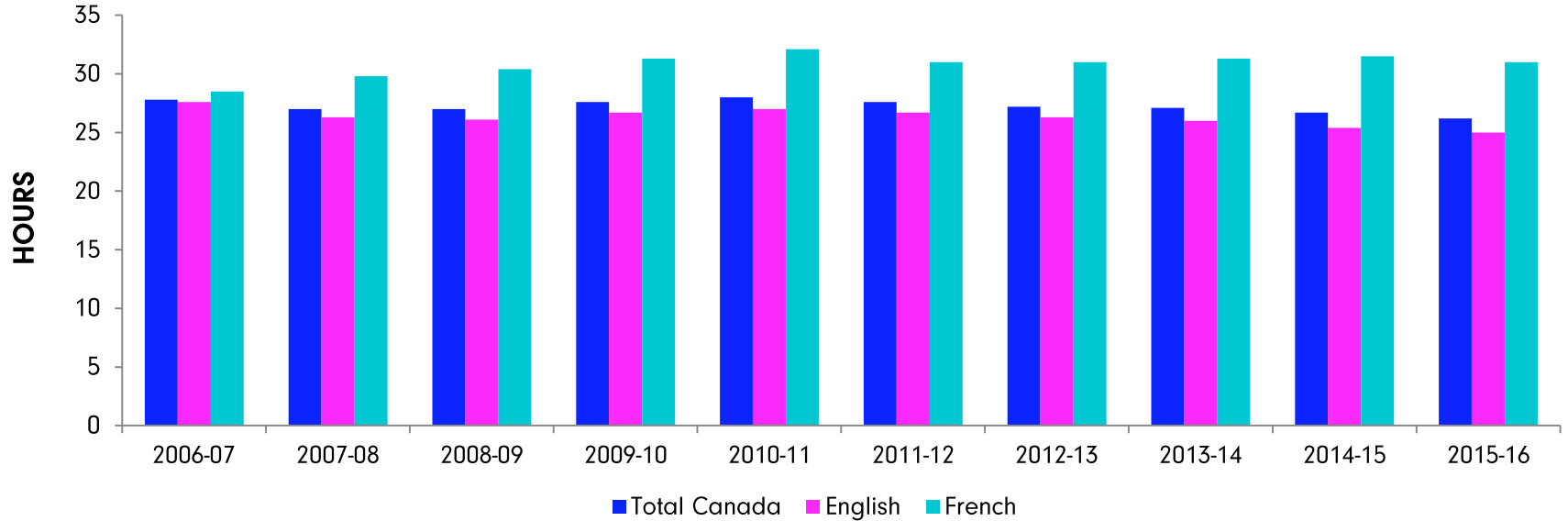
AVERAGE HOURS VIEWED

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

AVERAGE HOURS VIEWED PER WEEK

Male 18+

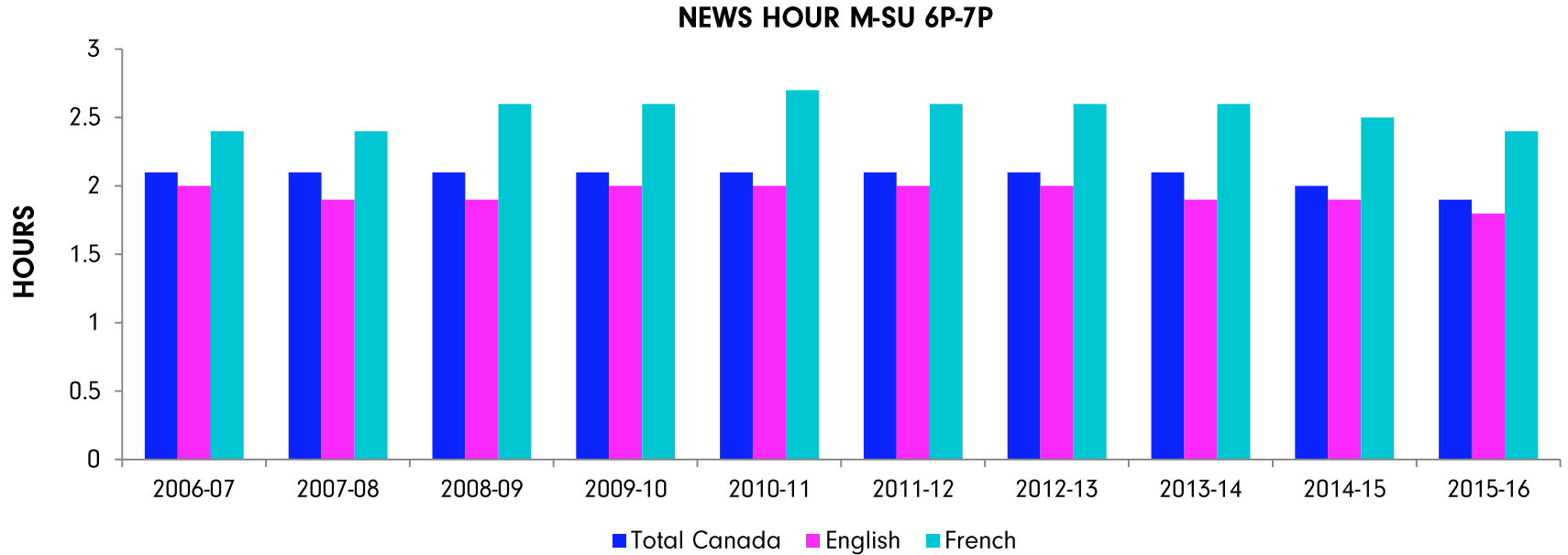
ALL DAY M-SU, 2A-2A



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

AVERAGE HOURS VIEWED PER WEEK

Male 18+

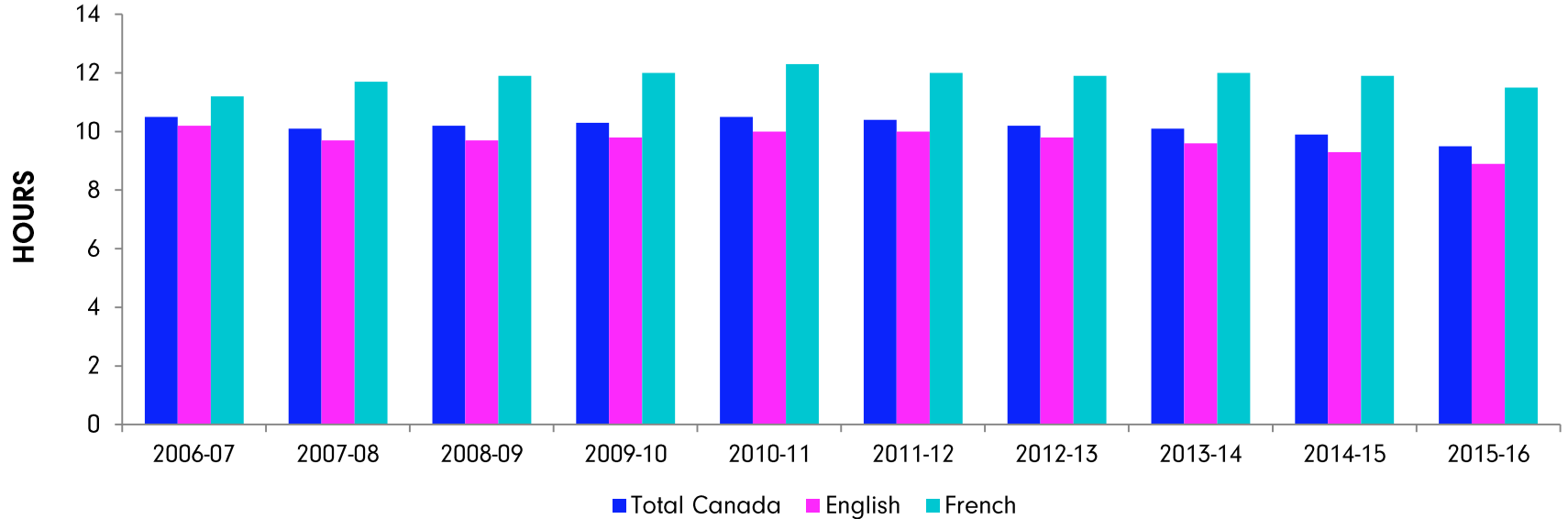


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE HOURS VIEWED PER WEEK

Male 18+

PRIME TIME M-SU 7P-11P

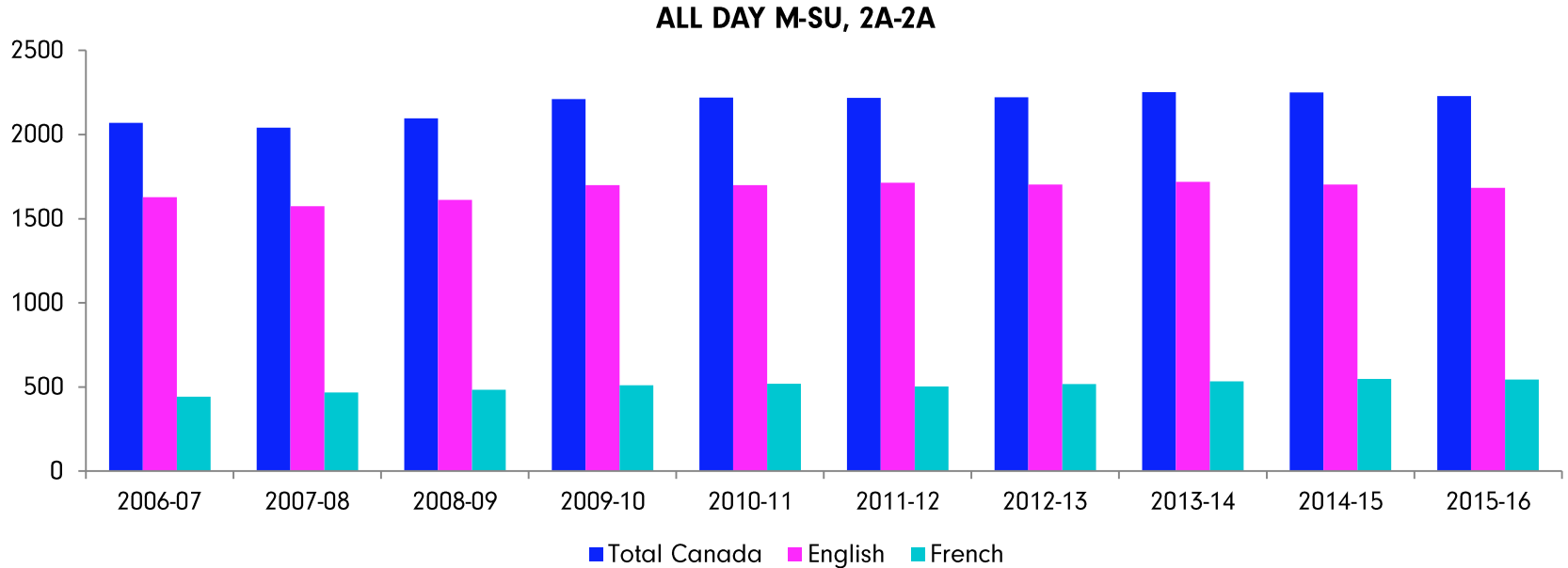


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE MINUTE AUDIENCE

AVERAGE MINUTE AUDIENCE (000)

Male 18+

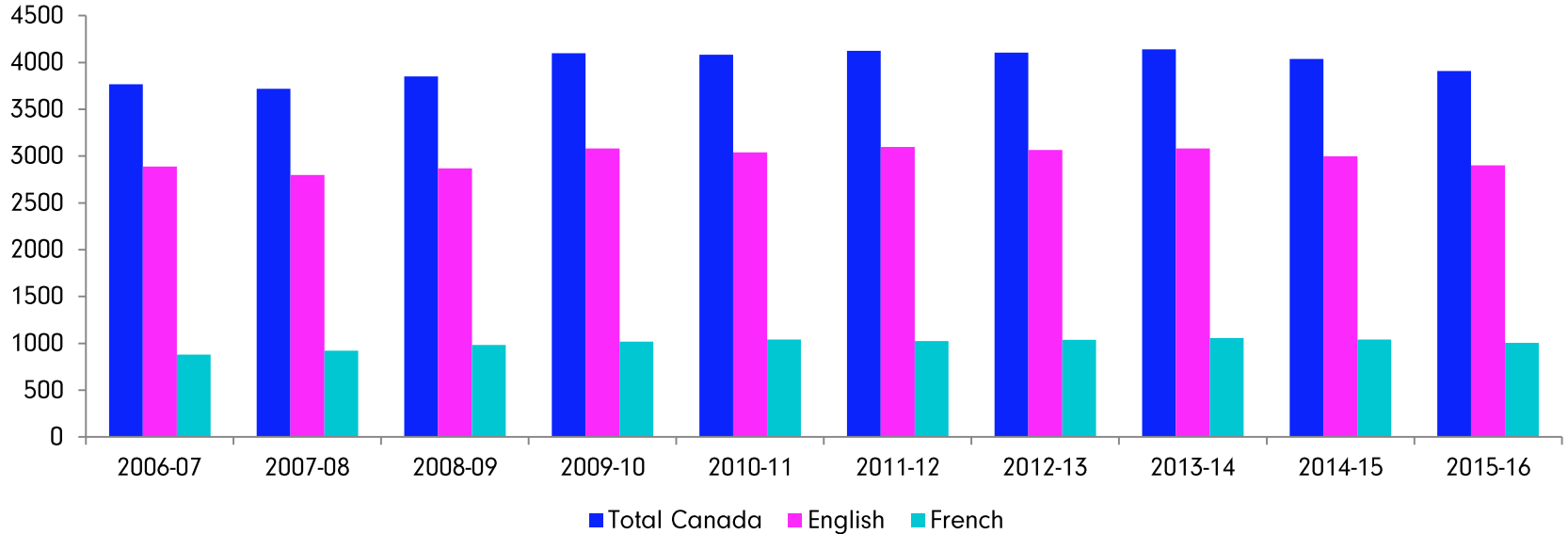


Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE MINUTE AUDIENCE (000)

Male 18+

NEWS HOUR M-SU 6P-7P

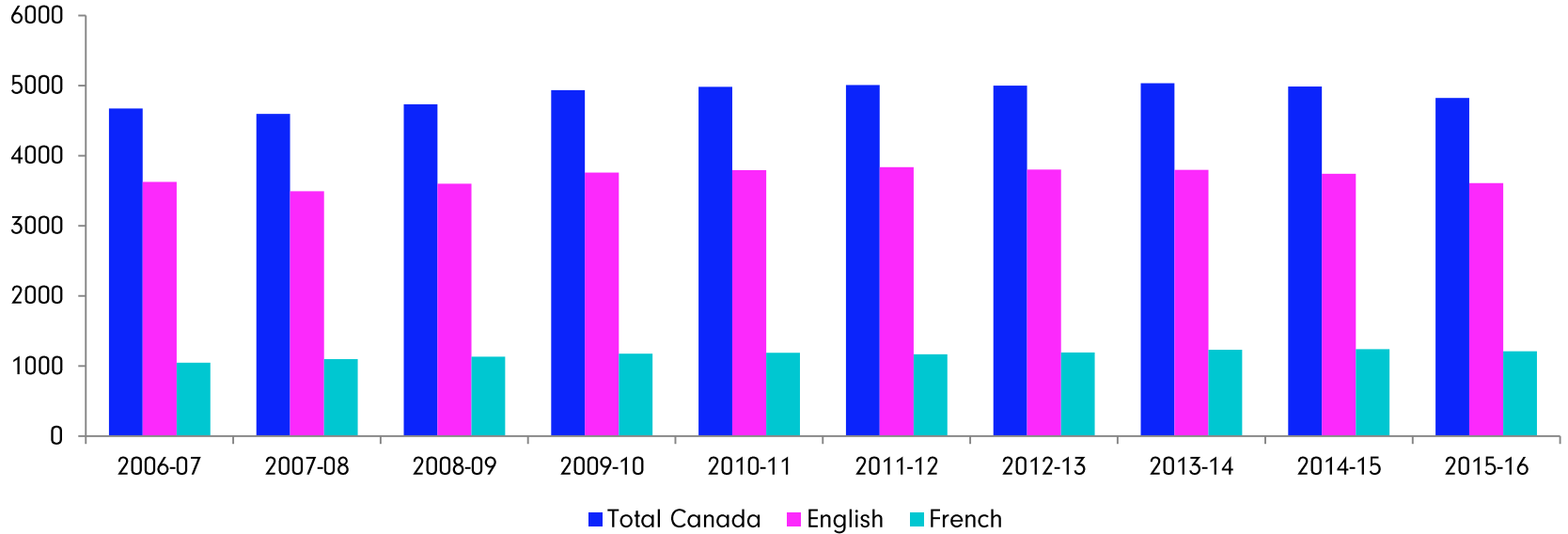


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE MINUTE AUDIENCE (000)

Male 18+

PRIME TIME M-SU 7P-11P



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



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