



ANNUAL VIEWING TRENDS

TOTAL CANADA, ENGLISH, AND FRENCH
MALES 25-54, BY DAYPART

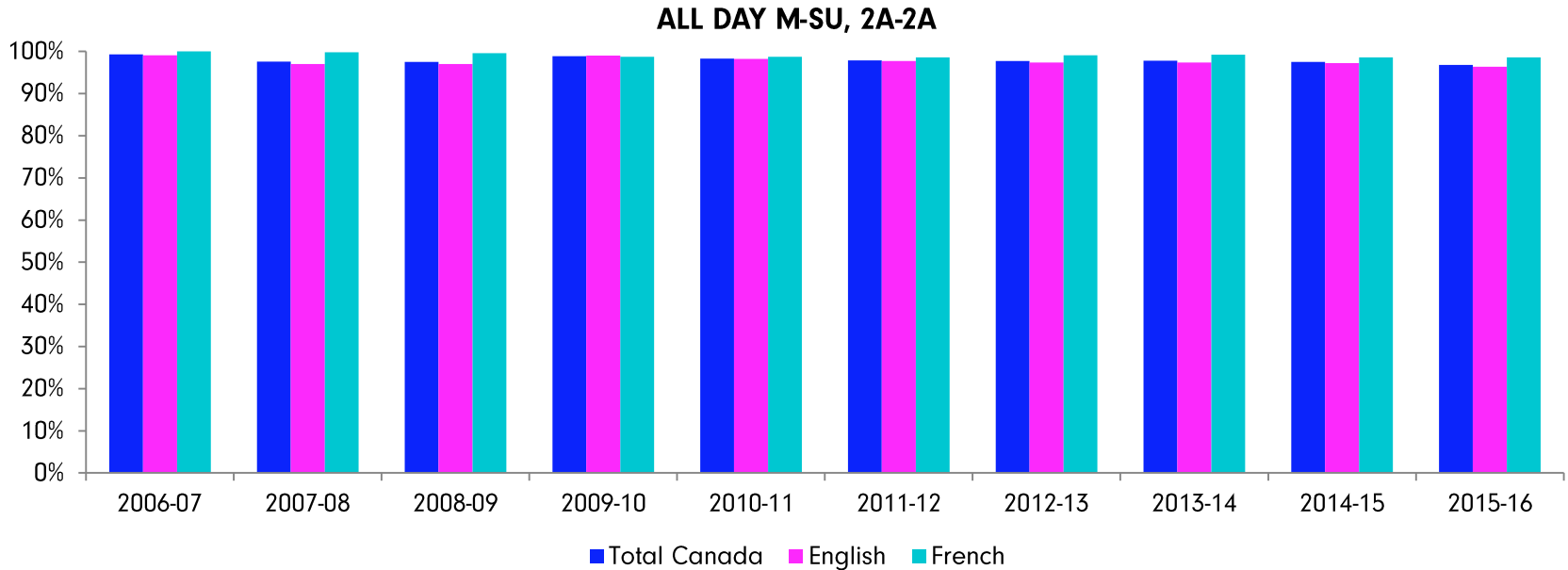
Average Weekly Reach (%), Average Weekly Hours Viewed per Capita &
Average Minute Audience (000)

AVERAGE WEEKLY REACH

TOTAL CANADA, ENGLISH, AND FRENCH

AVERAGE WEEKLY REACH

Males 25-54

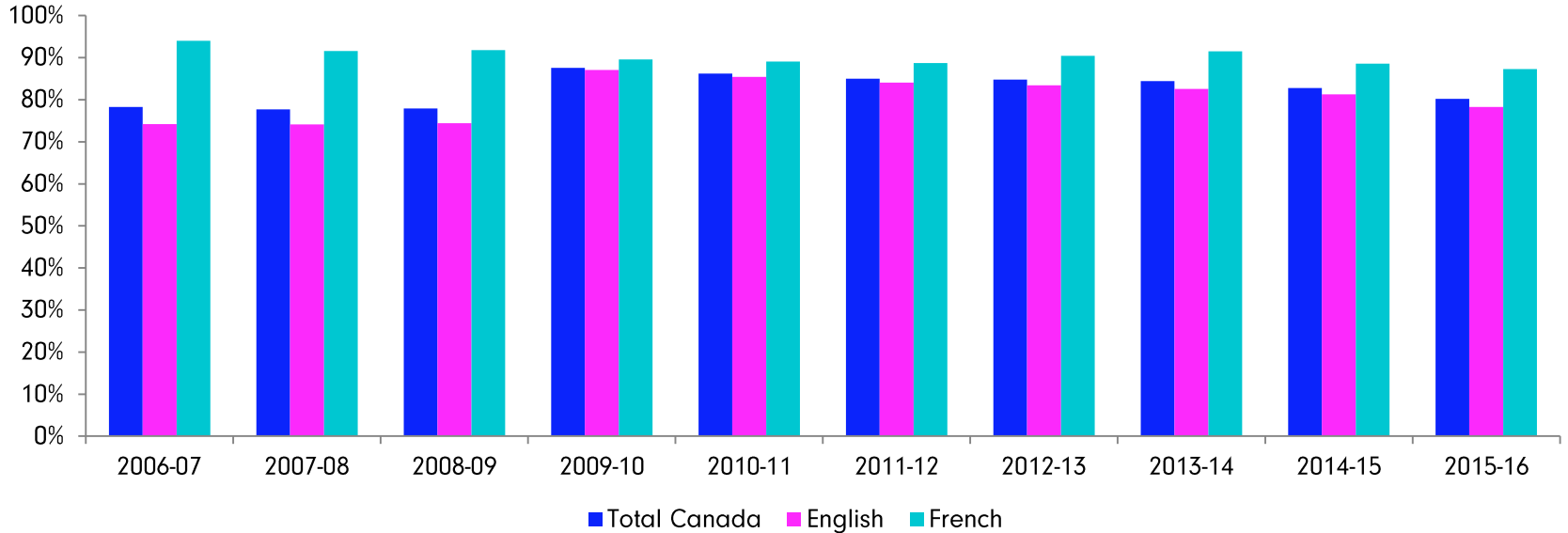


Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE WEEKLY REACH

Males 25-54

NEWS HOUR M-SU 6P-7P

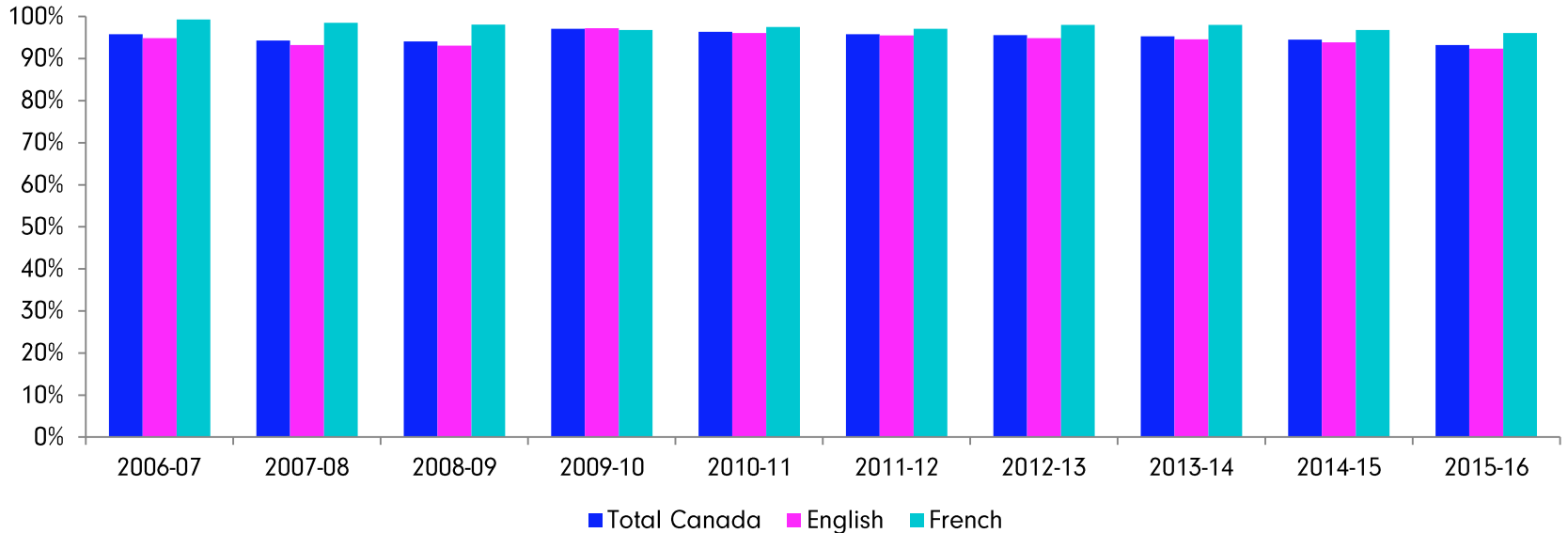


Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE WEEKLY REACH

Males 25-54

PRIME TIME M-SU 7P-11P



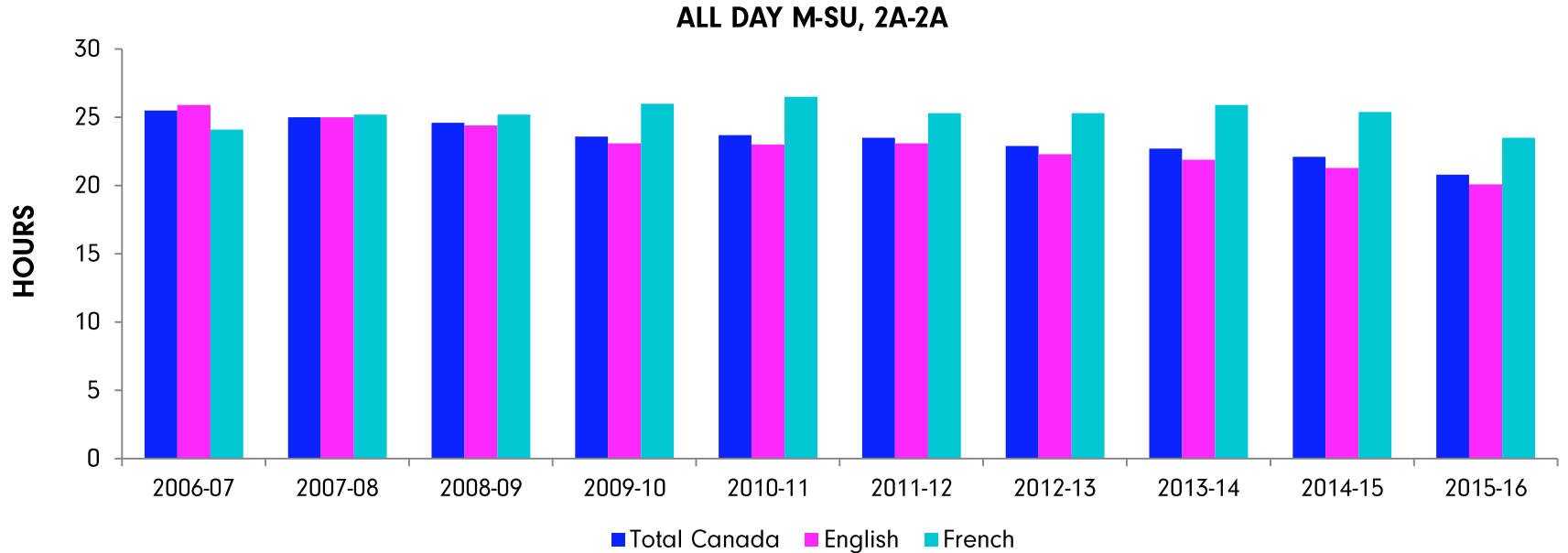
Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE HOURS VIEWED

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

AVERAGE HOURS VIEWED PER WEEK

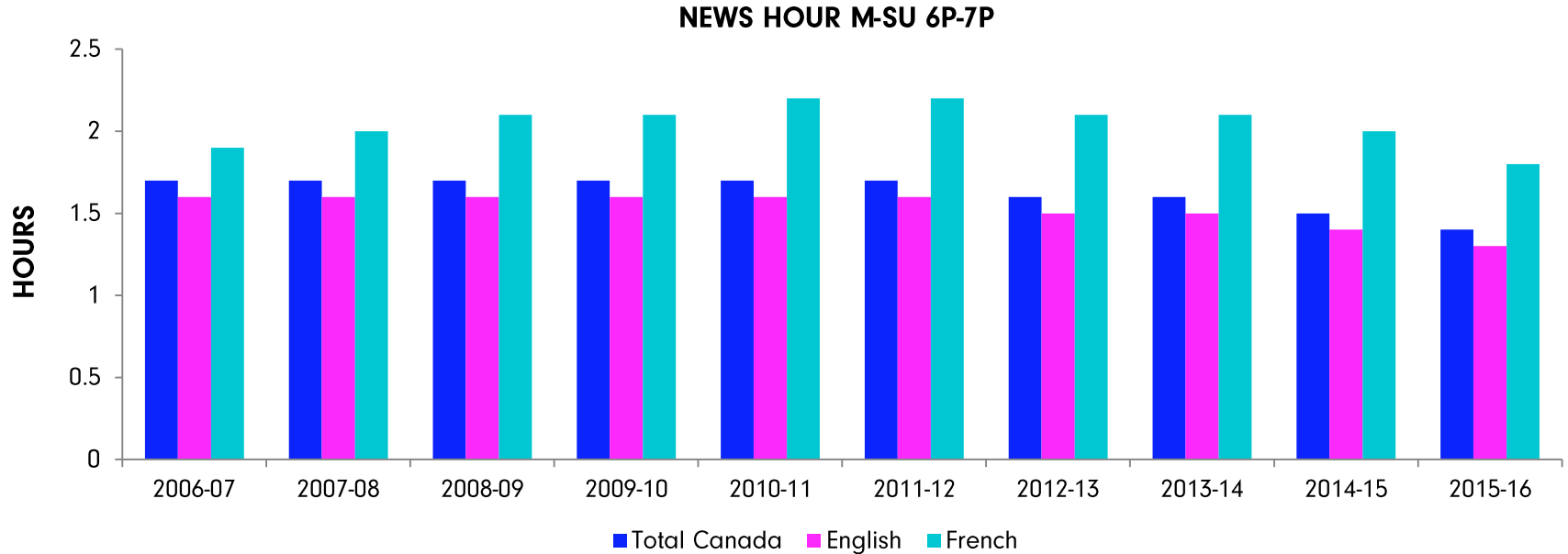
Males 25-54



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

AVERAGE HOURS VIEWED PER WEEK

Males 25-54

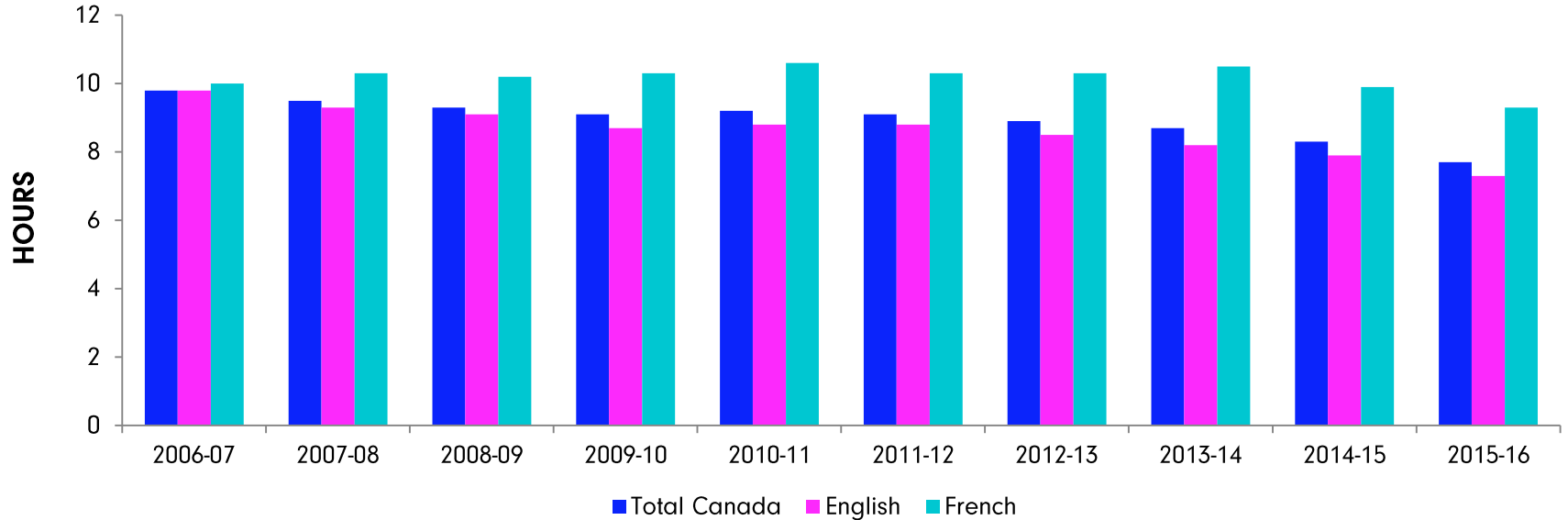


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE HOURS VIEWED PER WEEK

Males 25-54

PRIME TIME M-SU 7P-11P

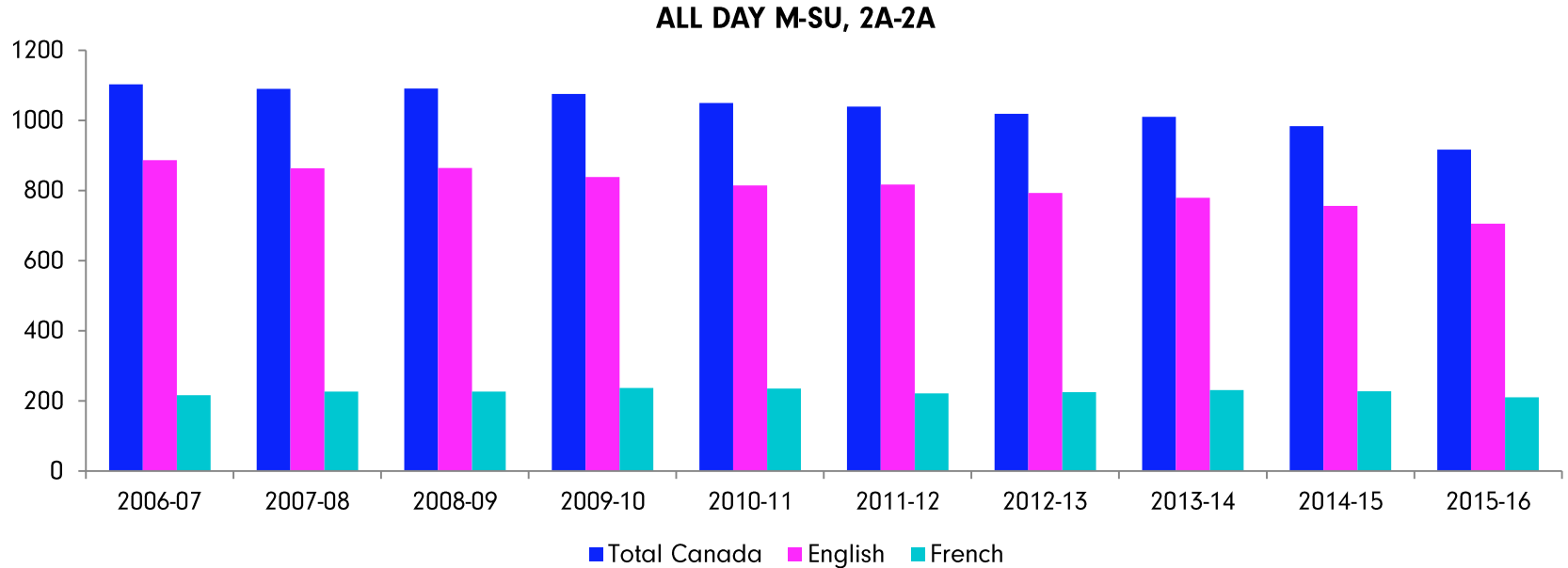


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE MINUTE AUDIENCE

AVERAGE MINUTE AUDIENCE (000)

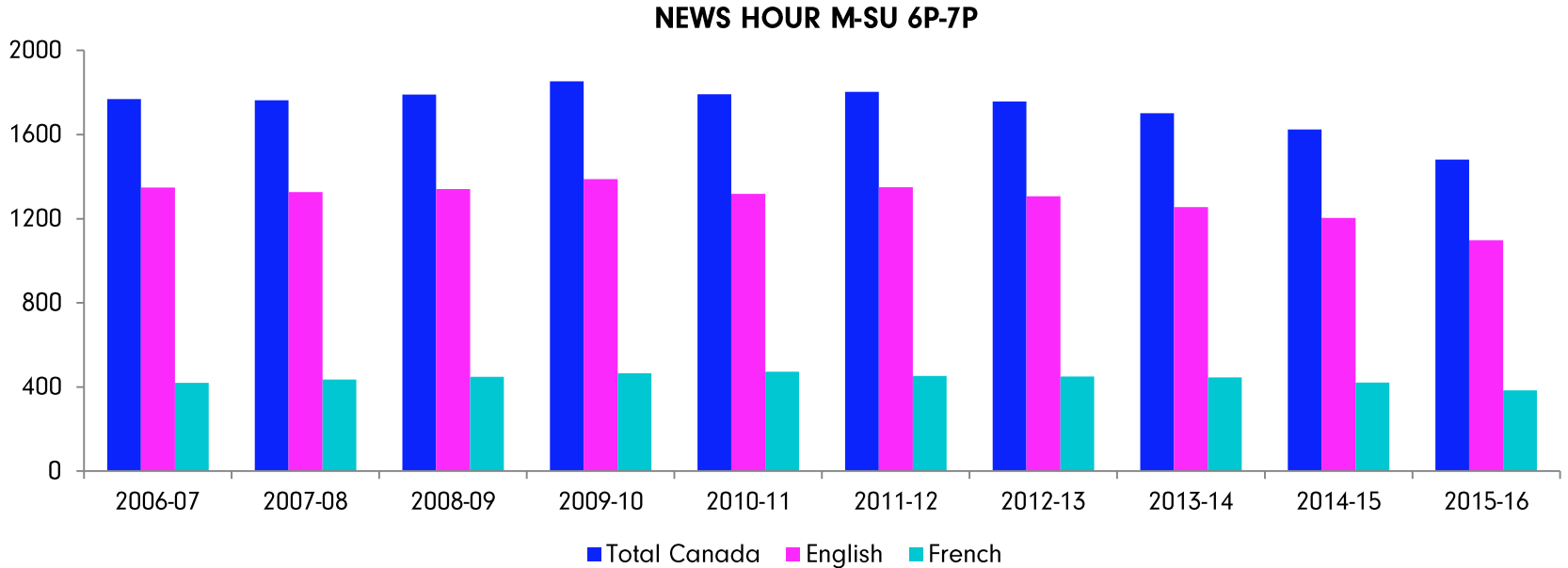
Males 25-54



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

AVERAGE MINUTE AUDIENCE (000)

Males 25-54

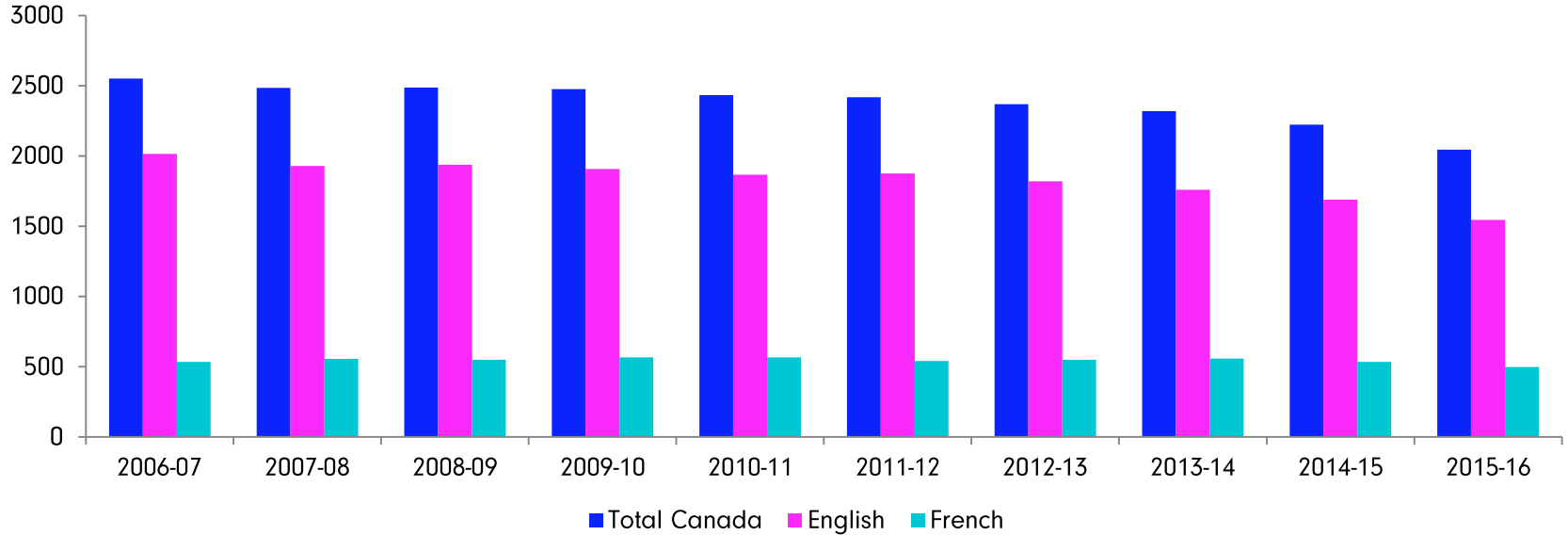


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE MINUTE AUDIENCE (000)

Males 25-54

PRIME TIME M-SU 7P-11P



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



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