

ACTION™

ACTION'S AUDIENCES ARE EXPLODING!

With a schedule boasting high-octane hit movies, Action is the #1 Canadian digital among ALL key adult and male audiences!

#1 digital specialty for:

- A25-54
- A18-49
- M25-54
- M18-49

- A25-54 AMA is up 43% and A18-49 AMA up 51% vs. Spring '08
- Action's A25-54 AMA rivals several long established analog specialty channels
- 2.5 million subscribers

Source: SP09 (Jan 5 - May 24/09) BBM-NMR People Meter Data M-Su 6a-6a/Total Canada/ FLO8 BBM Extended Diary Data, M-Su 6a-2a, English Canada



AUDIENCE PROFILE

Target Audience: A25-54, skewing male (65% men)
65% of Action audiences are 18-49

Action over indexes vs. Total TV to reach key demos
A18-49: 138%
A25-54: 128%

Action viewers are more likely to have kids/teens and higher household incomes

Action viewers are tech savvy, enjoy entertainment and outdoor living and are more likely:

- To own a video gaming system, digital/satellite TV, 3+ TV's, HD TV and 2+ computers
- Go to movies/rent movies and enjoy having a beer and/or spirits
- To own outdoor living equipment such as a motor home, camping trailer, personal watercrafts, snowmobiles and cottages

Source: SP09 (Jan 5 - May 24/09) BBM-NMR People Meter Data M-Su 6a-6a/Total Canada/ FLO8 BBM Extended Diary Data, M-Su 6a-2a, English Canada

ACTION = HAPPY CLIENTS!

- Unparalleled growth stimulated by strategic programming and promotions
- Only Canwest offers customizable content opportunities including program stunts
- Associate your brand with big blockbuster movies, premium series and the hottest stars
- Bundle Action with other Canwest channels to deliver higher reach and lower overall CPM

A BIGGER BANG THIS FALL!

- Action's new logo and on-air look sure to thrill audiences
- With 7.1 million viewers per week, movies are the most popular type of program for A25-54! And Action has the high-energy blockbuster premieres of **Live Free or Die Hard**, **Fantastic Four: Rise of the Silver Surfer** and **Alien vs. Predator 2**
- New series **Black Gold**, and **Inside American Jail** join **Cops**, **Most Shocking** and **Most Daring** in Action's line-up of high-stakes real life action
- Catch Action on a National Free Preview this October, making the channel available in over 7 million homes across Canada!

