

CANADIAN CABLE NETWORKS

ENGLISH CANADIAN CABLE

CBC Newsworld
History Television
Showcase Television
Slice
HGTV
Food Network
The Score
TVtropolis
The Sports Network (TSN)
Rogers Sportsnet
BBN
CTV NewsNet
Much Music
Much More Music
MTV Canada
The Weather Network
Discovery
Teletoon
W Network
Country Music Television
YTV
Bravo
The Comedy Network
Outdoor Life Network
Space
Vision TV
Viva
Star!
Treehouse

SIMILAR U.S. CABLE NETWORK

CNN
History Channel
TNT/ HBO/ Showtime
Oxygen/ E!/ Fox Reality Channel
Home & Garden TV
Food Network
ESPN 2
TBS
ESPN
Fox Sports
Bloomberg TV
Fox News
MTV 2
VH 1
MTV
The Weather Channel
Discovery Channel
Cartoon Network
Lifetime
CMT
Nickelodeon
Bravo
Comedy Central
Outdoor Channel
Sci-Fi Channel
Religious Programming
Hallmark
E!
Noggin

CANADIAN CABLE SUBSCRIPTIONS

Number of Premium TV Subscriptions for Canadian English Specialty:

TOTAL CANADA CABLE SUBSCRIBERS	11,724,725	100%
CBC News Network	11,320,253	97%
YTV	11,124,833	95%
The Weather Network	10,769,209	92%
CMT - Country Music Television Canada	10,452,211	89%
Vision Television	10,308,626	88%
CTV News Channel	10,248,944	87%
TSN - The Sports Network	10,100,025	86%
Rogers Sportsnet	9,386,637	80%
Much Music Network	8,980,819	77%
Treehouse TV	8,463,248	72%
W Network	8,302,095	71%
Discovery Channel Canada	7,926,024	68%
Showcase Television	7,429,748	63%
Slice	7,373,461	63%
MTV Canada (formerly Talk TV)	7,323,289	62%
Bravo	7,263,489	62%
Much More Music	7,115,159	61%
HGTV - Home & Garden Television Canada	6,702,238	57%
The Score - Headline Sports	6,691,382	57%
History Television	6,659,124	57%
Space: The Imagination Station	6,642,266	57%
Teletoon (English)	6,579,586	56%
Outdoor Life Network	6,297,468	54%
Star!	6,005,798	51%
TVtropolis	5,896,475	50%
BNN: Business News Network	5,869,073	50%
Comedy Network	5,804,339	50%
Family Channel	5,778,368	49%
Food Network Canada	5,598,046	48%
VIVA (Formerly CLT)	5,559,409	47%
CP24 - Cable Pulse 24	3,332,250	28%

Number of Premium TV Subscriptions for U.S. Services within Canada:

CNN - Cable News Network	8,464,608	72%
TLC - The Learning Channel	8,203,611	70%
A&E Television	8,030,668	68%
Spike TV	6,995,318	60%
Speed	6,113,889	52%
CNN Headline News	5,725,291	49%
Golf Channel	5,913,080	50%
CNBC	5,432,038	46%
BBC World	4,662,606	40%
BET - Black Entertainment Television	3,376,835	29%
Turner Classic Movies	4,314,827	37%
Game TV	2,019,423	17%

Source: MediaStats, March 2010

National Totals: Analog Cable & DTH

CANADIAN CABLE SUBSCRIPTIONS

Number of TV Subscriptions for Digital Specialty Stations:

TOTAL CANADA CABLE SUBSCRIBERS	11,724,725	100%
Teletoon Retro English	5,150,580	43.9%
Game TV	4,660,080	39.7%
NFL Network	4,461,231	38.0%
National Geographic Channel	4,397,822	37.5%
Cosmopolitan TV Canada	3,000,261	25.6%
Showcase Action	2,728,784	23.3%
Showcase Diva	2,539,742	21.7%
Movie Time (Formerly Lonestar)	2,447,333	20.9%
Do-It-Yourself Canada	2,424,490	20.7%
BBC Canada	2,433,749	20.8%
(IFC) Independent Film Channel	2,430,937	20.7%
Biography Channel	2,323,544	19.8%
G4TecTV	2,300,311	19.6%
Discovery Health Network	2,230,369	19.0%
BBC Kids	2,068,550	17.6%
MSNBC	2,066,683	17.6%
Raptors NBA TV	1,920,823	16.4%
Animal Planet Canada	1,644,442	14.0%
Grace TV (Formerly The Christian Channel)	1,559,739	13.3%
Nickelodeon Canada (Formerly Discovery Kids)	1,518,071	12.9%
Dusk	1,489,433	12.7%
Mystery	1,405,790	12.0%
Deja View	1,404,959	12.0%
ONE: The Body, Mind & Spirit Channel	1,387,730	11.8%
Disney Playhouse Canada	1,377,032	11.7%
Court Television Canada	1,348,269	11.5%
MTV2 (Formerly Razer)	1,272,013	10.8%
Men TV	1,266,469	10.8%
Documentary	1,234,841	10.5%
I Channel: Intelligent Television	1,191,570	10.2%
Aux.TV	1,190,162	10.2%
Discovery Civilization Channel	1,184,071	10.1%
Sundance Channel (Formerly Drive-In)	1,181,201	10.1%
Travel & Escape (CTV Travel)	1,178,982	10.1%
Bold TV (formerly known as CBC Country Canada)	1,176,914	10.0%
Leafs TV	1,172,364	10.0%
W Movies (Formerly Sex Television)	1,166,960	10.0%
Fashion Television - The Channel	1,131,360	9.6%
Book Television - The Channel	1,127,333	9.6%
TV Land Canada	1,056,760	9.0%
FOX Sports World Canada	1,050,347	9.0%
OUTtv	1,045,676	8.9%
NHL Network	1,025,783	8.7%
ESPN Classic Canada	1,015,000	8.7%
Moviola	988,151	8.4%
Fight Network, The	940,526	8.0%
Military Channel, The	918,982	7.8%
Go!TV Canada	913,097	7.8%
FOX News Channel	887,051	7.6%
MuchVibe	882,777	7.5%
Beats-Per-Minute TV	871,434	7.4%
World Fishing Network Canada	781,089	6.7%
Silver Screen Classics	739,358	6.3%

Punch Much	733,247	6.3%
Bloomberg Television	401,339	3.4%
MuchMoreRetro	337,666	2.9%
MuchLoud	335,882	2.9%
Superchannel	214,031	1.8%
Eternal World Television Network	154,471	1.3%
NASA TV	145,045	1.2%
Salt + Light Television	144,388	1.2%
Pet Network	136,831	1.2%
Hustler TV	18,836	0.2%
Tamil Vision	4,904	0.0%
HARDtv	4,879	0.0%
Red Hot TV Canada	4,741	0.0%
ATN Tamil Channel	4,145	0.0%
Festival Portuguese Television	3,993	0.0%
ATN B4U Movie Channel	3,889	0.0%
ATN Alpha Punjabi	3,754	0.0%
Penthouse TV	3,209	0.0%
ART (Arab Radio & Television) America	2,297	0.0%
S.S. TV	933	0.0%
ITBC Television Canada	885	0.0%
All TV Korean	635	0.0%
ATN Commonwealth Broadcasting Network	0	0.0%

Source: MediaStats, March 2010

National Totals: Digital Cable & DTH

Established Specialty Rankings (Adults) - Average Minute Audience (000) - 2011

Networks	A12-34
TSN	50
YTV	36
Discovery	33
Teletoon	28
Sportsnet	27
History	23
Food	20
Showcase	18
Space	18
Much Music	17
Comedy	16
HGTV	13
TV Tropolis	13
Score	11
CMT	11

Networks	A18-49
TSN	79
YTV	45
Discovery	44
Sportsnet	44
History	40
Teletoon	36
Showcase	31
Space	30
Food	29
HGTV	25
W Network	23
Comedy	21
TV Tropolis	18
Much Music	18
Score	16

Networks	A25-54
TSN	78
History	46
Discovery	43
Sportsnet	42
YTV	42
Showcase	30
HGTV	30
Space	30
Teletoon	30
Food	29
W Network	26
TV Tropolis	20
Comedy	18
CMT	16
OLN	15

Networks	A35-64
TSN	79
History	53
Sportsnet	43
Discovery	39
Showcase	38
Space	36
HGTV	34
YTV	34
W Network	30
Food	25
CBC News Network	23
Teletoon	22
TV Tropolis	17
Comedy	16
Bravo	16

Networks	A50+
TSN	74
History	46
Sportsnet	44
CBC News Network	42
Showcase	38
HGTV	30
Discovery	28
Space	28
W Network	28
CTV News Channel	22
Food	20
Bravo	19
Vision	16
CMT	15
TV Tropolis	14

Digital Specialty Rankings (Adults) - Average Minute Audience (000) - 2011

Networks	A12-34
National Geographic	8
Action	6
Showcase Diva	6
TSN2	6
Teletoon Retro	5
Mystery	4
Deja View	4
Cosmo TV	4
MovieTime	3
Sportsnet One	3

Networks	A18-49
National Geographic	13
Action	10
Showcase Diva	9
TSN 2	9
Teletoon Retro	9
Mystery	7
MovieTime	6
DejaView	6
Cosmo TV	6
Sportsnet One	5

Networks	A25-54
National Geographic	14
Action	10
Showcase Diva	8
Mystery	8
TSN 2	8
Teletoon Retro	8
Deja View	7
MovieTime	6
Sportsnet One	5
Cosmo TV	5

Networks	A35-64
National Geographic	16
Action	11
Showcase Diva	10
TSN 2	9
Mystery	8
Movie Time	6
BBC Canada	6
Teletoon Retro	6
DIY	5
Deja View	4

Networks	A50+
National Geographic	14
Mystery	10
Showcase Diva	8
Action	8
TSN 2	8
BBC Canada	7
MovieTime	6
Deja View	5
DIY	4
Sportsnet One	4

Source: PPM Canada, Mo-Su 0200 - 0200, from Sept. 13, 2010 thru Dec. 12, 2010

Established Specialty Rankings (Women) - Average Minute Audience (000) - 2011

Networks	W12-34
TSN	20
YTV	19
Discovery	13
Food	11
Teletoon	11
Sportsnet	10
History	9
W Network	9
Much Music	9
Showcase	8
HGTV	7
TV Tropolis	7
CMT	7
Slice	6
Space	6

Networks	W18-49
TSN	31
YTV	25
Discovery	19
Teletoon	17
HGTV	16
History	16
Food	16
Showcase	15
Sportsnet	15
W Network	15
Space	12
TV Tropolis	10
Slice	9
Much Music	9
Comedy	9

Networks	W25-54
TSN	31
YTV	24
HGTV	19
Discovery	19
History	18
W Network	18
Food	16
Showcase	16
Teletoon	15
Sportsnet	15
Space	13
TV Tropolis	11
Slice	10
CMT	9
Comedy	8

Networks	W35-64
TSN	28
HGTV	23
Showcase	21
W Network	21
History	20
YTV	18
Discovery	16
Space	15
Food	14
Sportsnet	14
Teletoon	11
CBC News Network	11
TV Tropolis	9
CMT	9
Bravo	9

Networks	W50+
TSN	26
CBC News Network	22
HGTV	20
Showcase	20
W Network	20
History	17
Sportsnet	15
Food	12
Space	12
CTV News Channel	12
Vision	11
Bravo	11
Discovery	10
TV Tropolis	8
CMT	8

Digital Specialty Rankings (Women) - Average Minute Audience (000) - 2011

Networks	W12-34
National Geographic	4
Deja View	3
Showcase Diva	3
Mystery	3
Cosmo TV	3
Action	2
TSN 2	2
Teletoon Retro	2
MovieTime	1
Sportsnet One	1

Networks	W18-49
National Geographic	6
Showcase Diva	5
Deja View	5
Cosmo TV	5
Mystery	4
Action	4
Teletoon Retro	4
MovieTime	3
TSN 2	3
DIY	2

Networks	W25-54
National Geographic	7
Deja View	5
Mystery	5
Showcase Diva	4
Action	4
Teletoon Retro	4
MovieTime	3
Cosmo TV	3
TSN 2	3
DIY	2

Networks	W35-64
National Geographic	7
Showcase Diva	5
Mystery	4
Action	4
MovieTime	3
BBC Canada	3
DIY	3
TSN 2	3
Teletoon Retro	3
Deja View	2

Networks	W50+
Mystery	7
National Geographic	6
Showcase Diva	5
BBC Canada	4
Action	3
Deja View	3
TSN 2	3
DIY	2
MovieTime	2
Sportsnet One	1

Source: PPM Canada, Mo-Su 0200 - 0200, from Sept. 13, 2010 thru Dec. 12, 2010

Established Specialty Rankings (Men) - Average Minute Audience (000) - 2011

Networks	M12-34
TSN	30
Discovery	20
Sportsnet	17
YTV	17
Teletoon	17
History	14
Space	12
Showcase	10
Comedy	10
Food	9
Score	9
Much Music	8
HGTV	6
TV Tropolis	6
OLN	6

Networks	M18-49
TSN	48
Sportsnet	29
Discovery	25
History	24
YTV	20
Teletoon	19
Space	18
Showcase	16
Food	13
Comedy	12
Score	11
HGTV	9
Much Music	9
TV Tropolis	8
W Network	8

Networks	M25-54
TSN	47
History	28
Sportsnet	26
Discovery	24
YTV	18
Space	18
Showcase	15
Teletoon	14
Food	13
HGTV	10
Comedy	10
Score	9
TV Tropolis	9
OLN	8
W Network	8

Networks	M35-64
TSN	51
History	33
Sportsnet	29
Discovery	23
Space	21
Showcase	17
YTV	16
CBC News Network	12
HGTV	11
Food	11
Teletoon	11
Comedy	10
W Network	9
TV Tropolis	8
OLN	8

Networks	M50+
TSN	48
History	29
Sportsnet	29
CBC News Network	20
Showcase	18
Discovery	18
Space	16
HGTV	10
CTV News Channel	10
Food	8
Bravo	8
Comedy	8
W Network	8
Score	7
CMT	7

Digital Specialty Rankings (Men)- Average Minute Audience (000) - 2011

Networks	M12-34
National Geographic	4
Action	4
TSN 2	4
Showcase Diva	3
Teletoon Retro	3
MovieTime	2
Sportsnet One	2
G4	2
Mystery	1
Deja View	1

Networks	M18-49
National Geographic	7
Action	6
TSN 2	6
Teletoon Retro	5
Showcase Diva	4
MovieTime	3
Mystery	3
Sportsnet One	3
DIY	2
IFC	2

Networks	M25-54
National Geographic	7
Action	6
TSN 2	5
Showcase Diva	4
Teletoon Retro	4
MovieTime	3
Mystery	3
Sportsnet One	3
Deja View	2
BBC Canada	2

Networks	M35-64
National Geographic	9
Action	7
TSN 2	6
Showcase Diva	5
Mystery	4
MovieTime	3
BBC Canada	3
Sportsnet One	3
Teletoon Retro	3
DIY	2

Networks	M50+
National Geographic	8
Action	5
TSN 2	5
MovieTime	4
Mystery	3
Showcase Diva	3
BBC Canada	3
Sportsnet One	3
Deja View	2
DIY	2

Source: PPM Canada, Mo-Su 0200 - 0200, from Sept. 13, 2010 thru Dec. 12, 2010