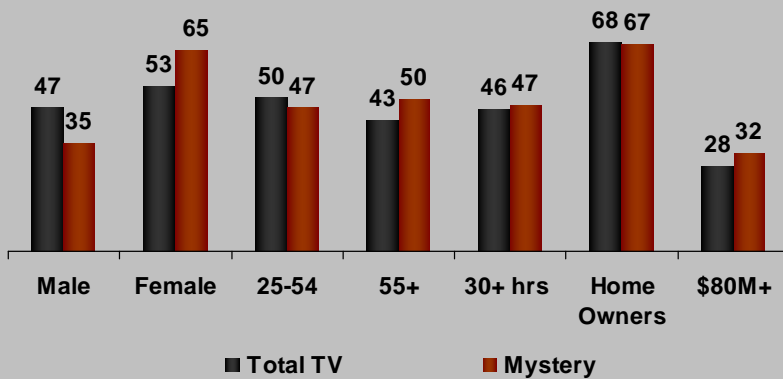




Who's watching Mystery?

Demographic Profile
% of A18+ vs. TV Population



Demographic Profile

- Mystery skews to the female viewer
- Almost 50% of viewers are 25-54
- 67% are home owners



Other Viewer Highlights:

Mystery fans are avid TV viewers and are more likely to:

- Have digital or satellite reception
- Have 3 or more TV sets in their household
- Own a HD compatible TV set
- Have purchased a home theatre system or widescreen/LCD

They are home and automobile owners who are more likely to:

- Have a mortgage or automobile loan
- Invest in furniture and/or some home improvements
- Use a specialty outlet or service station for basic auto maintenance
- Be planning on buying a new vehicle in the next year, spending \$25-\$40k

1.3 million households subscribe to Mystery



Mystery is Canada's #1 Digital Station against W25-54 and ranks #4 against A25-54

F25-54			A25-54		
Rank	Stations	AMA(000)	Rank	Stations	AMA(000)
1	Mystery	5.1	1	Showcase Action	9.8
2	Showcase Diva	4.3	2	National Geographic	8.6
3	National Geographic	3.7	3	Showcase Diva	8.4
4	Showcase Action	3.2	4	Mystery	7.6
5	MovieTime	2.3	5	MovieTime	6
5	Scream	2.3			

For more, visit www.canwest.com

Contact your Specialty Television Account Executive for proposals and customized opportunities



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