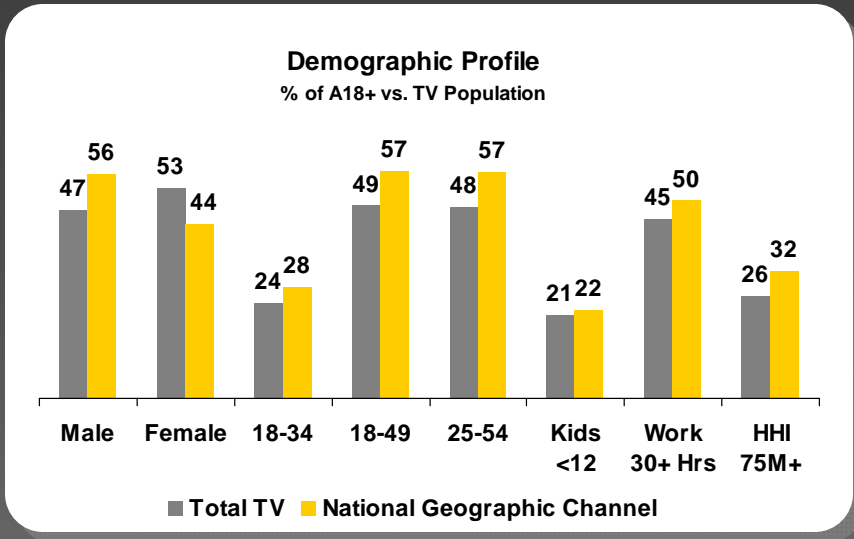


Who's Watching?



Demographic Profile

- National Geographic skews male
- 57% of the viewers are 18-49 and 25-54
- Have kids under 12 years of age
- Have higher household incomes



Canada's 2nd most watched digital network!

- Experienced phenomenal audience growth of 30%+ against the core 18-49/25-54 demos
- Ranks among the top 20 analog and digital networks combined A25-54
- Delivered audiences above projections for the key demos



National Geographic Channel is Canada's only 24-hour source of entertaining information about the exotic, natural world we live in.

Dog Whisperer follows Cesar Millan, renowned dog behavior expert, as he goes into the homes of dog owners and helps them get back control. **Sat 5p & 6p**

In **Best of Nat Geo**, viewers get the chance to see a variety of the most intriguing National Geographic specials and series. Rotations include: Lock Down, Underworld Histories, World's Deadliest Animals, Megacities, Monster Fish, and Dangerous Reptiles.



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Source: F09 BBM Canada PPM (Aug 31/09 – Jan 3/10)/F08 BBM Canada Mark II (Sept 1 – Dec 28/08)/ M-Su 2a-2a/ Total Canada