

➤ **GlobalNews.ca** offers coast to coast coverage of top news stories and information – from breaking news to deep engaging content that puts complex world issues in perspective

Key Highlight*:

➤ **GlobalNews.ca** is **RANKED #1** (vs. major Canadian and U.S. television news sites**) for audience composition of Women 18-49 (32%)

Monthly Average*:

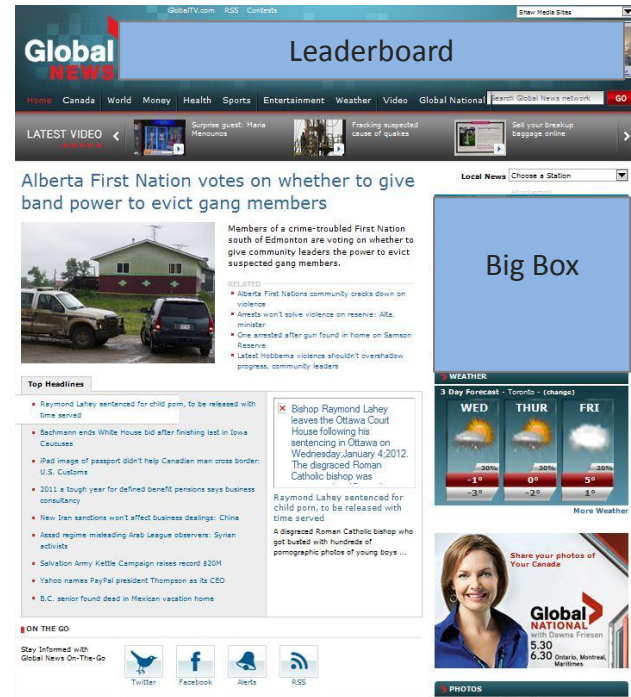
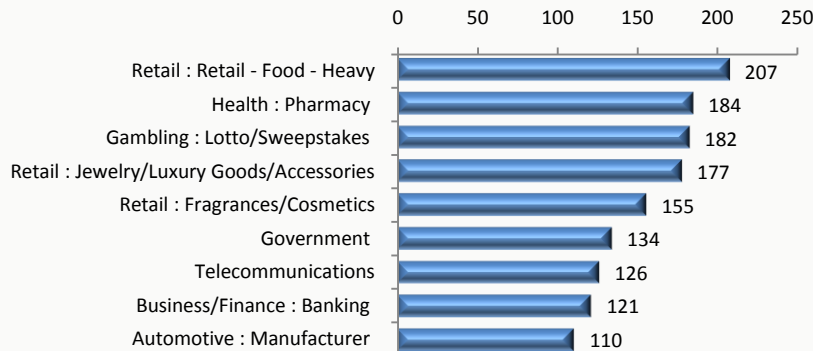
- 773 Thousand Total Unique Visitors; 45% increase YOY
- 6.2 Million Page Views; up 34% YoY
- 783 Thousand Video Views; a 30% increase over last year!
- 56% of the audience is A18-49 with a sweet spot of 49% that are A25-49 (110 Index vs. Total Internet).
- More than one-third (37%) of **GlobalNews.ca** visitors enjoy a \$75K+ HHI

*Data Source: comScore Media Metrix, Total Canada, 2+ Audience, Sept.2011 to Nov. 2011 (3M average) data. ComScore Metrics are based on traffic going to all sites defined under "Global News Sites."

Video and Page View data from Omniture Site Catalyst September 2011 to November 2011 (3M average) .

**Note: Ranking includes the following sites: CBC Sites, CBC.ca, CTV News, CNN.com, MSNBC, BBC News, ABCNews.com, CP24.com, FoxNews.com, CBSNews.com, CNBC.com, CBC News, CityTV News .

Behavioural Segmentation-Composition Index Unique Visitors**



Ad Unit Sizes:

- 728 x 90 banner
- 300 x 250 big box

Video Ads:

- :07 seconds
- :15 seconds
- :30 seconds

➤ **GlobalNews.ca** visitors are users of key product category sites!

Data Source: comScore Segment Metrix, Total Canada, 2+ Audience, November 2011. **In the chart, "Composition Index Unique Visitors" indicates how much more likely it is (vs. the Total Internet Audience) that visitors to Globalnews.ca will visit sites belonging to the product categories listed.