



Showcase.ca – Big. Bold. Hits.

- **Showcase.ca** delivers the best and most colourful collection of television with top-rated line-up of hit series, breakout cable exclusives and big-ticket movies.

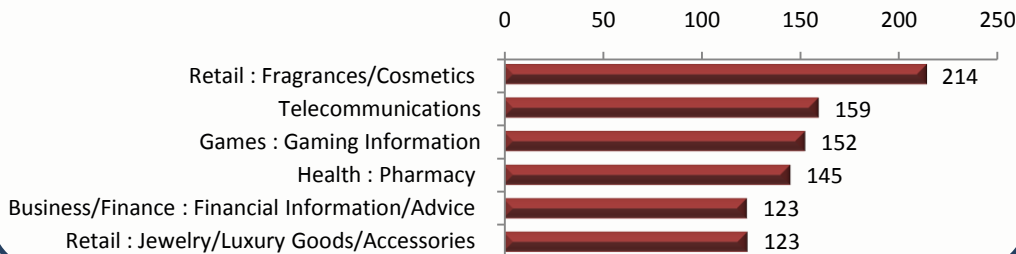
Monthly Average*:

- 80 Thousand Total Unique Visitors; up 11% year-over-year
- 16.1 Minutes per Visitor; an increase of 90% year-over-year
- 575 Thousand Video Views
- 1.3 Million Page Views; up 8% vs. last year!
- 54% of the audience is A18-49 with sweet spots of M18-34 (Index 150 vs. Total Internet Audience) and F35-49 (Index 165 vs. Total Internet Audience)
- More than two thirds (67%) of Showcase.ca visitors enjoy a high household income of \$75K+ (Index 147 vs. Total Internet Audience)

*Data Sources: comScore Media Matrix, Total Canada, 2+ Audience, March 2011 to May 2011 (3M average data). Page View and Video View data from Omniture Site Catalyst, March 2011 to May 2011 (3M average)-
 Note: Unique Visitor and profile metrics are based on all traffic going to sites defined under "Showcase Sites" in ComScore.



Behavioural Segmentation-Composition Index Unique Visitors**



- Ad Unit Sizes:**
- 728 x 90 leaderboard
 - 300 x 250 big box
- Video Ads:**
- :07 seconds
 - :15 seconds
 - :30 seconds

➔ **Showcase.ca** visitors are users of key product category sites!

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

