



10 Highly Effective Stations to Reach Your Clients in the Summertime

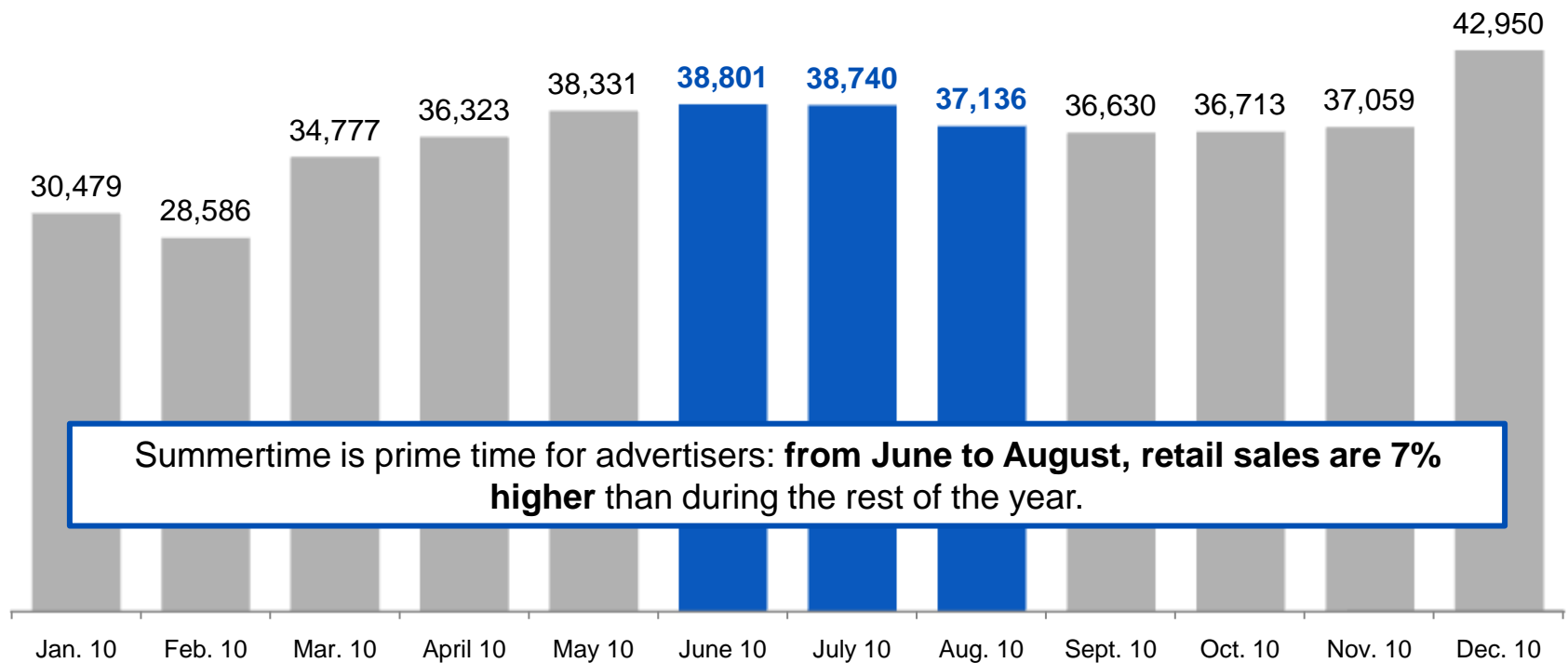
Prepared by:
Astral TVPlus, Research & Strategic Development
Created February 28, 2011

ASTRALTVPLUS.COM



Summertime: An Excellent Season to Promote Your Product

Retail Sales (in Millions of Dollars) in Canada
Seasonally Unadjusted



Source: Statistics Canada, Catalogue 63-005

ASTRALTVPLUS.COM

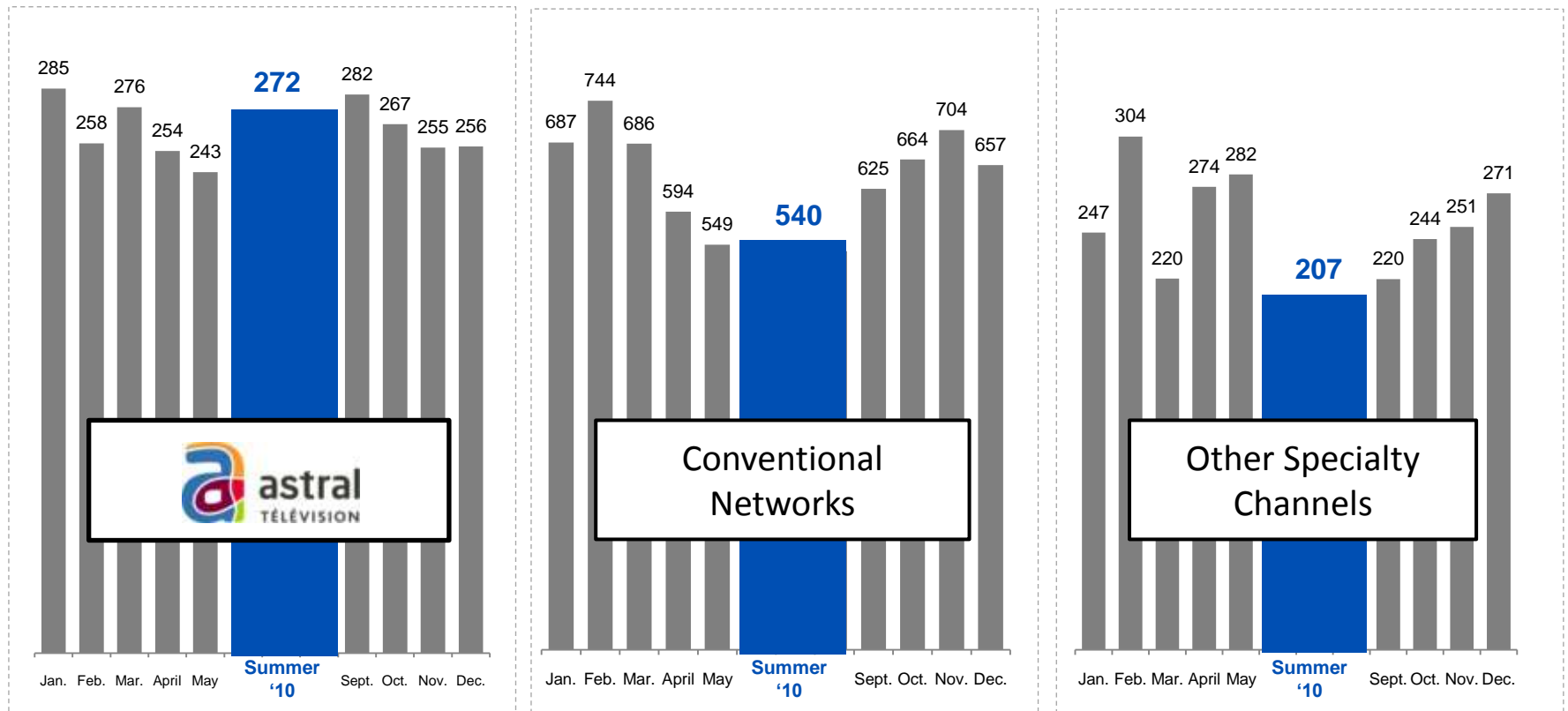


Astral TVPlus: Stable Viewership Year-Round



Viewership Progression

Average Audience per Minute (000)



Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a, 2010, 2+

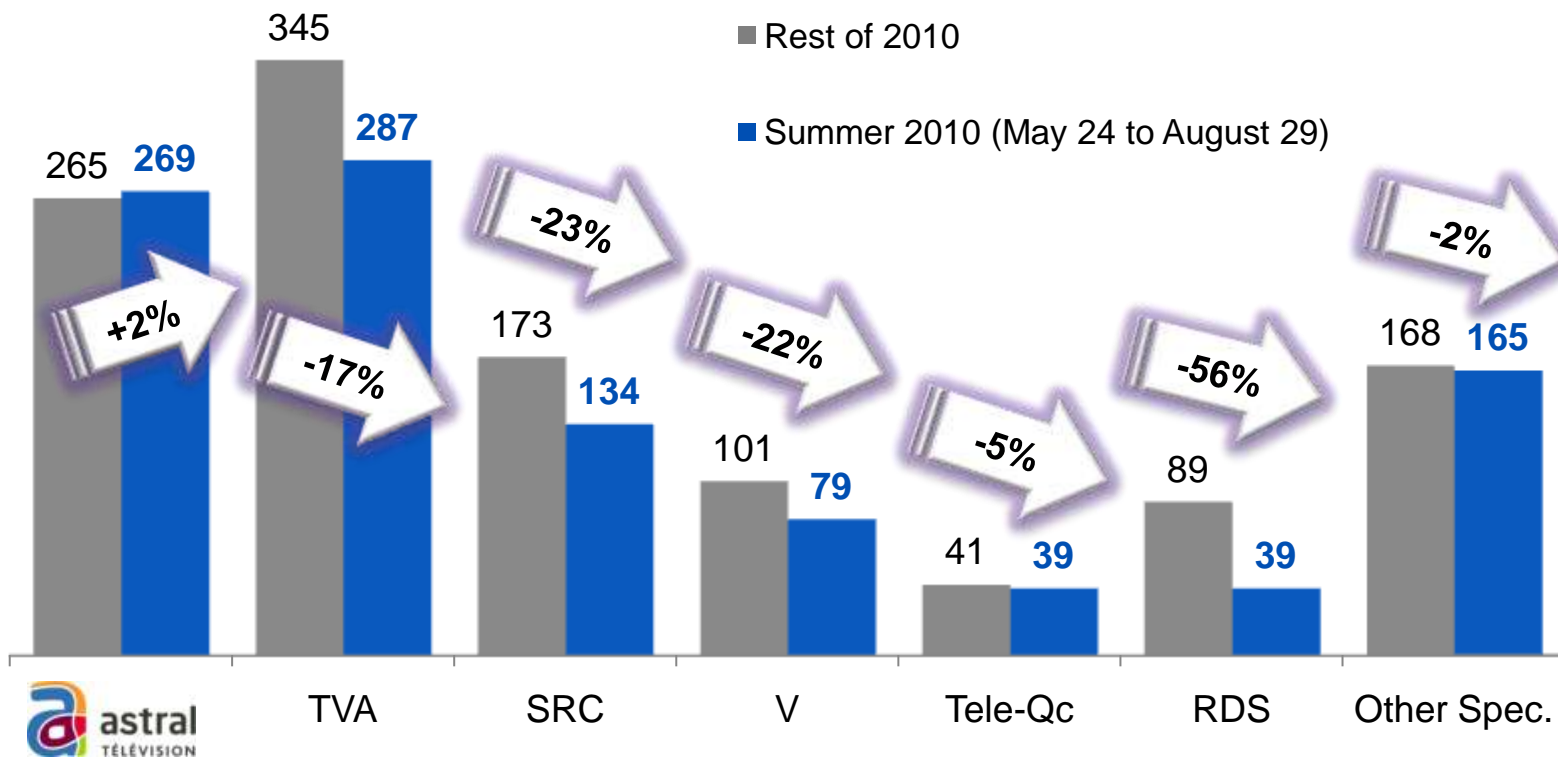
ASTRALTVPLUS.COM



Astral TVPlus: Summer Viewership as Effective as Fall or Spring

Viewership Progression

Average Audience per Minute (000)



Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a; Summer 2010: May 24 to Aug. 29, 2010; Rest of 2010: Jan. 1-Dec. 31, 2010 (excluding summer); 2+

ASTRALTVPLUS.COM

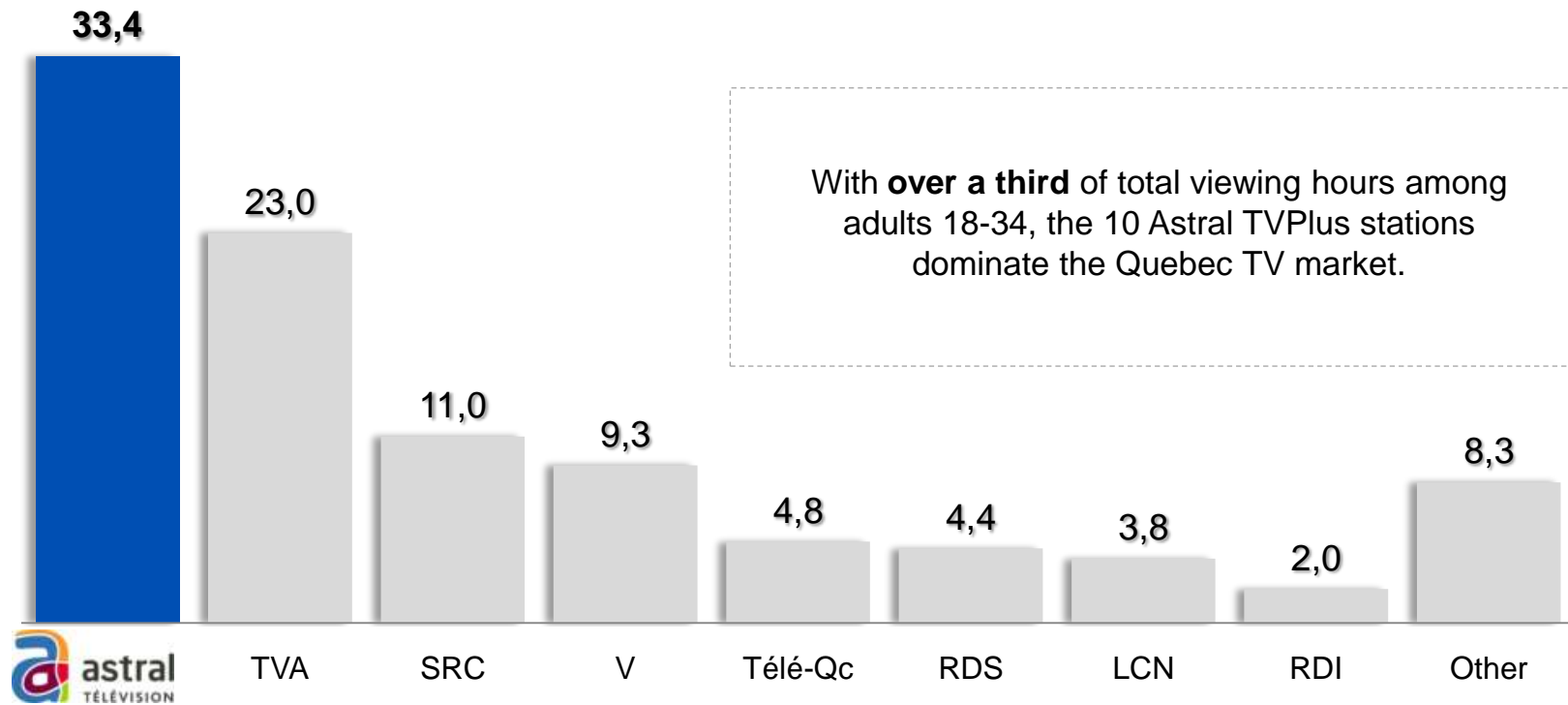


Astral TVPlus Dominates the Market Among Adults 18-34



Market Share (%)

Adults 18-34



Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a, buyable Francophone market shares, May 24 to August 29, 2010

ASTRALTVPLUS.COM

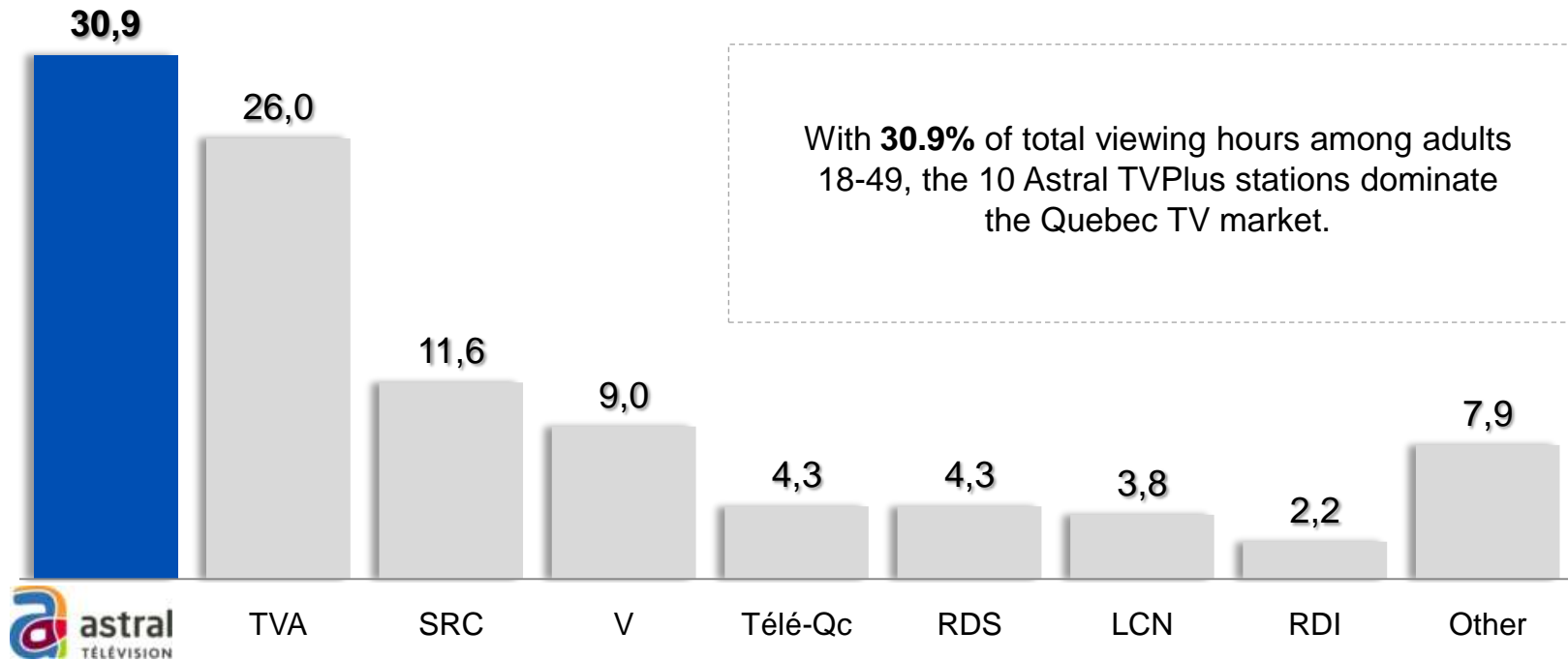


Astral TVPlus Dominates the Market Among Adults 18-49



Market Share (%)

Adults 18-49



Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a, buyable Francophone market shares, May 24 to August 29, 2010

ASTRALTVPLUS.COM

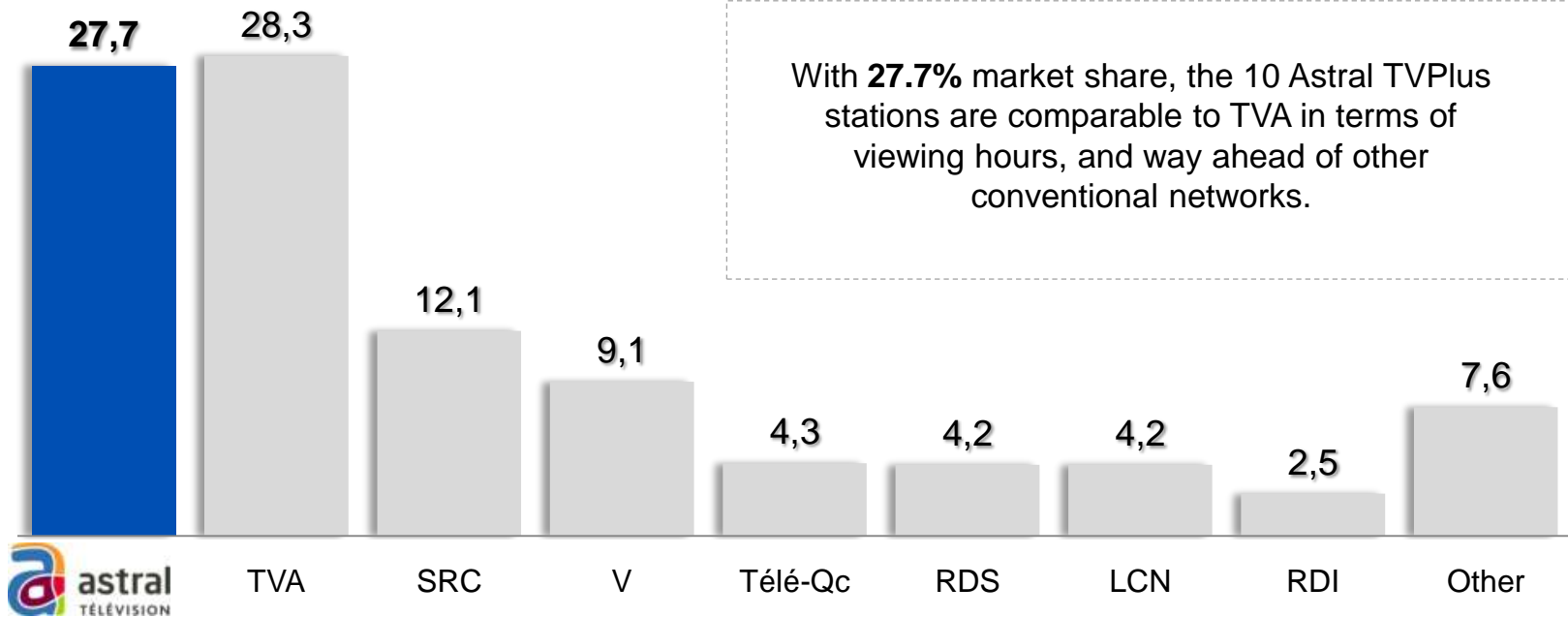


Astral TVPlus Is a Major Player Among Adults 25-54



Market Share (%)

Adults 25-54



Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a, buyable Francophone market shares, May 24 to August 29, 2010

ASTRALTVPLUS.COM

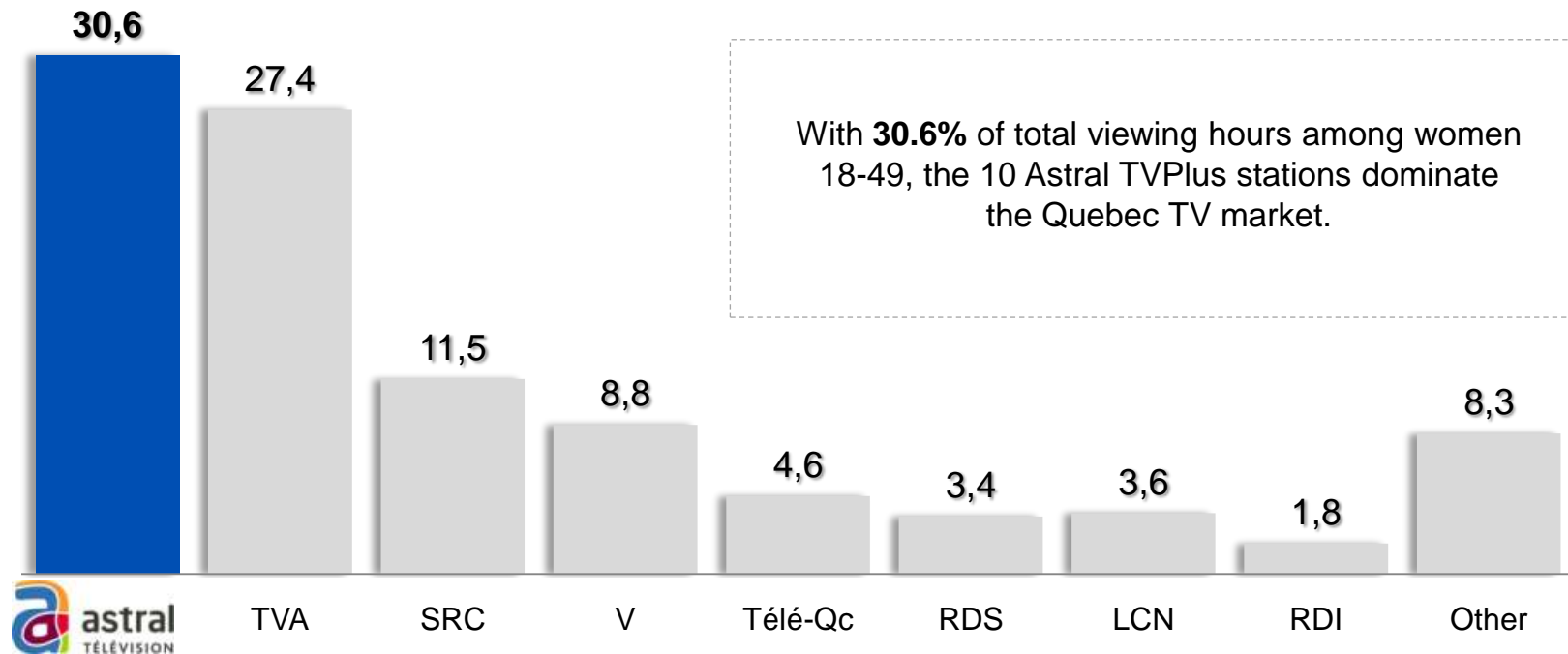


Astral TVPlus Dominates the Market Among Women 18-49



Market Share (%)

Women 18-49



Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a, buyable Francophone market shares, May 24 to August 29, 2010

ASTRALTVPLUS.COM

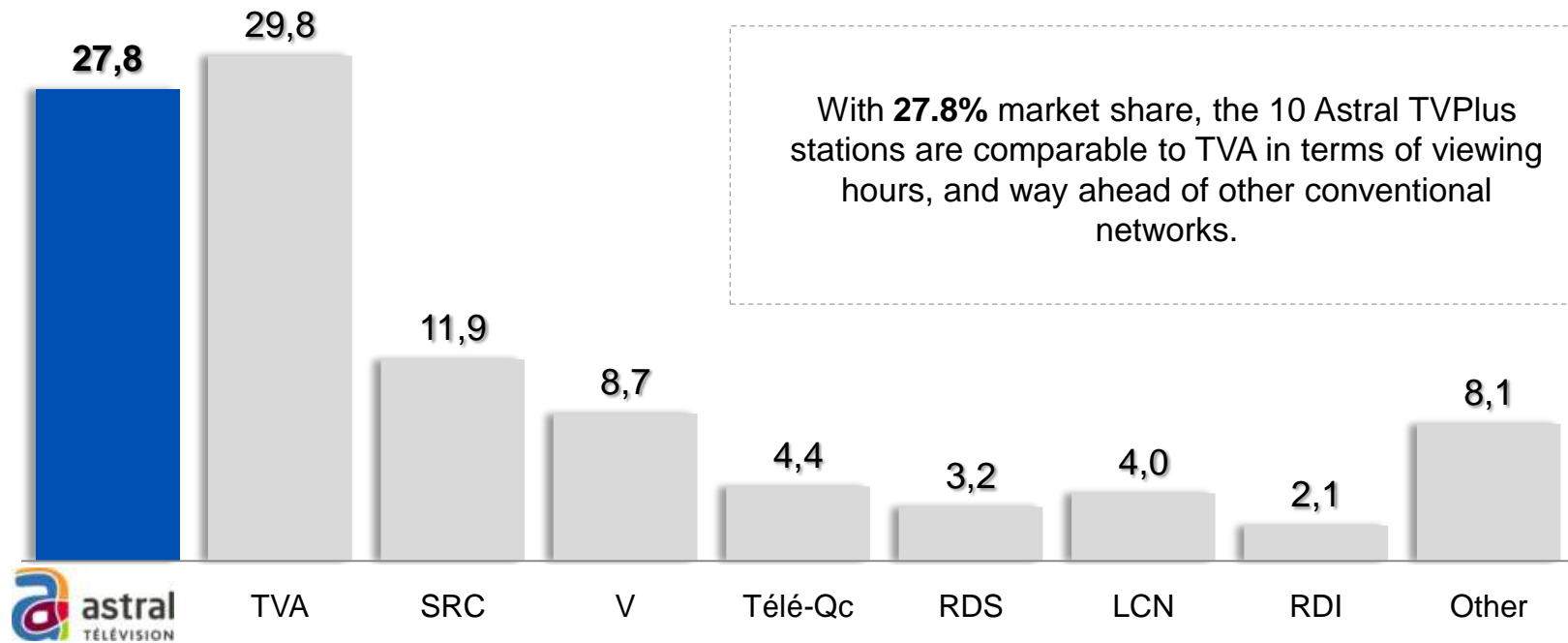


Astral TVPlus Is a Major Player Among Women 25-54



Market Share (%)

Women 25-54



Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a, buyable Francophone market shares, May 24 to August 29, 2010

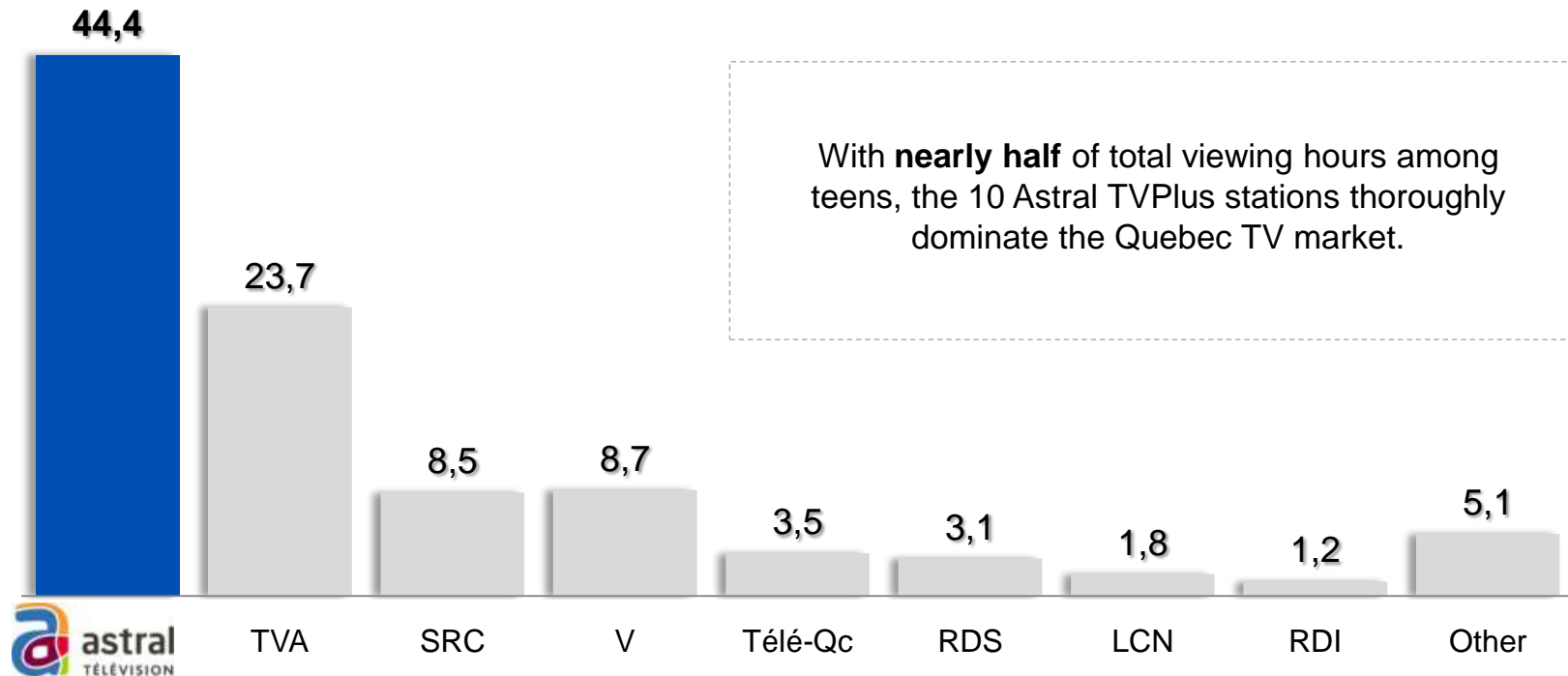
ASTRALTVPLUS.COM



Astral TVPlus Thoroughly Dominates the Market Among Teens 12-17

Market Share (%)

Teens 12-17



Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a, buyable Francophone market shares, May 24 to August 29, 2010

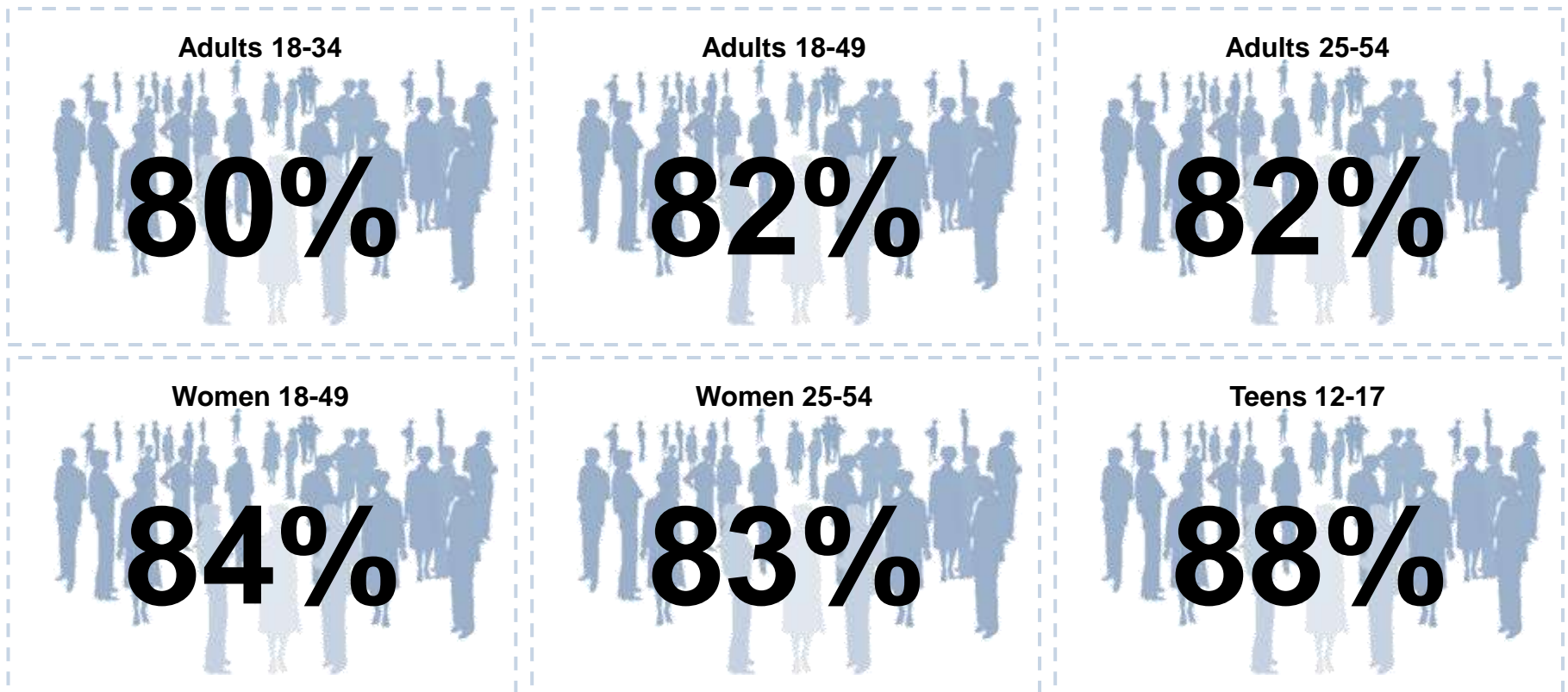
ASTRALTVPLUS.COM



This Summer, Maximize Your Campaign's Impact with Astral TVPlus



Average Weekly Reach (%) for the 10 Astral TVPlus Stations



Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a, May 24 to August 29, 2010

ASTRALTVPLUS.COM



Zapper Traps

ASTRALTVPLUS.COM



9 “Zapper Trap” Options to Maximize Your Campaign’s Impact



Astral TVPlus offers you the opportunity to have your 30-second commercial air **simultaneously** on all our stations. This strategy allows you to efficiently reach a maximum number of viewers while reducing the “zapper” effect during commercial breaks. A total of 9 “Zapper Trap” options are available.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	TIME
11:00								11:00
11:58								11:58
12:00								12:00
12:58								12:58
13:00								13:00
14:00								14:00
15:00								15:00
16:00								16:00
16:58	2 "Zapper Trap" Options: Standard or Youth							16:58
17:00								17:00
17:58	2 "Zapper Trap" Options: Standard (excluding MusiMax weekend) or Youth							17:58
18:00								18:00
18:58								18:58
19:00								19:00
20:00								20:00
20:58								20:58
21:00								21:00
21:58								21:58
22:00								22:00
23:00								23:00

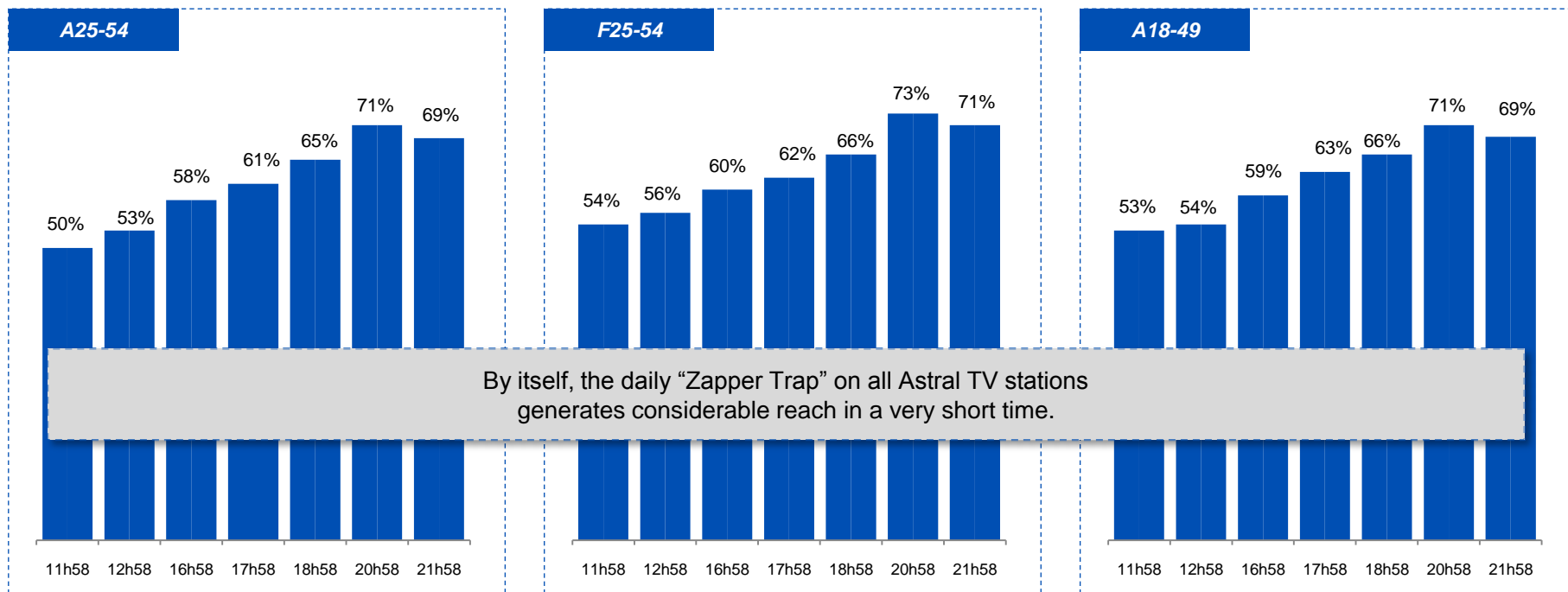
ASTRALTVPLUS.COM



The “Zapper Trap” Lets You Extend Your Campaign’s Reach

Weekly Reach (%) for a 13-week Summertime Campaign

A25-54



Source: BBM Infosys, Planning Module, Fr. QC, A25-54, May 24 to August 29, 2010, 1 spot per day (10 Astral stations)

11:58 a.m. break (11:45 a.m.-12:15 p.m. slot), 12:58 p.m. break (12:45-1:15 p.m. slot), 4:58 p.m. break (4:45-5:15 p.m. slot), 5:58 p.m. break (5:45-6:15 p.m. slot), 6:58 p.m. break (6:45-7:15 p.m. slot), 8:58 p.m. break (8:45-9:15 p.m. slot) and 9:58 p.m. break (9:45-10:15 p.m. slot)

ASTRALTVPLUS.COM

Zapper Traps: For Maximum Impact With Your Target

Lunchtime Zapper Traps:

- ✓ **11:58 a.m.** : #1 with nearly **40%** viewership among **parents**
- ✓ **12:58 p.m.** : #1 with **36%** viewership among **adults and women 25-54**

After-School Zapper Traps:

- ✓ **4:58 p.m.** : #1 with nearly **50%** viewership among **teens 12-17** and **41%** viewership among **moms**
- ✓ **5:58 p.m.** : **Parents** represent **26.1%** of the audience (index: **147**)

Evening Zapper Traps:

- ✓ **6:58 p.m.** : #1 with nearly **27%** viewership among **young adults 18-34**
- ✓ **8:58 p.m.** : **Adults 25-54** represent **46.8%** of the audience (index: **110**)
- ✓ **9:58 p.m.** : #1 with over **38%** viewership among **moms**

Source: BBM Infosys, Fr. QC, Mon-Sun 2a-2a, buyable Francophone market shares, audience breakdown (base 12+) and index (Total TV=100). Zapper Traps are calculated based on timeslots corresponding to 15 minutes before and 15 minutes after, from May 31 to August 29, 2010.

ASTRALTVPLUS.COM

