

CITY TV

CITYTV COVERAGE CHANNEL 7 IN TORONTO

Citytv is available to over 90% of Ontario's population, encompassing over 13.364,620 million people. Ontario has 5,044,950 households. **Citytv** is in 4,540,455 households. Emanating from Toronto, **Citytv** signal is broadcast via towers located near London/Kitchener and Ottawa, as well via cable in Barrie, Kingston, Peterborough and Windsor. It's also available through Cancom satellite to over 1,450,000 households in markets across Canada, as well as 1,080,000 on Star Choice and Bell ExpressVu. **Citytv** reaches over 19.5 million viewers each week and the audience continues to grow (3%) at a time when many other conventional broadcasters are experiencing decreases.

GENTE DA NOSSA

According to a Nielson Media Research survey: (Spring '05)

The television program Gente da Nossa is viewed in Ontario by 444,000 English or French speaking people weekly.

This data is collected only in the English or French languages, through a Meter Data system in a sample of 1,070 households in Ontario.

This data does not include data on viewers on Cancom satellite in markets throughout Canada.

This data does not include Portuguese speaking viewers of Gente da Nossa which is estimated to be 80% of the 500,000 Portuguese-Canadians in Ontario, plus thousands of others in markets across Canada and Bermuda.

CHANNEL INFORMATION

Citytv Toronto Rogers - 7, HD 519 - ShawDirect - 344 - ExpressVU - 214

Citytv Winnipeg - Shaw - 8 - Telus - Express Vu - 228 -

Citytv Calgary - Shaw - 8 - Telus - 8 - Express Vu - 246 - Star Choice - 328

Citytv Edmonton - Shaw - 7 - Telus - 7 - Express Vu - 241 - Star Choice - 347

Citytv Vancouver - Shaw - 13 - Telus - 13 - Express Vu - 253 - Star Choice - 359