

W Network

The #1 Specialty Network With W25-54

- W has increased its ROS AMA by 38% since 2003/2004
- W is ranked #1 for ROS & Prime AMA
- W Prime AMA has increased 36% in 2 years
- W is ranked #1 for average weekly reach
- W has a female composition of 76%.

The #1 Specialty Network With W18-49

- W increased its ROS AMA by 82% since 2003/2004
- W is ranked #1 for ROS & Prime AMA
- W Prime AMA has increased 40% in 2 years
- W is ranked #1 for average weekly reach
- W has a female composition of 78%.



NETWORK

Source: BBM Nielsen Media Research, Broadcast Year 2007/08 weeks 1-39, M-Su 6a-6a (ROS) & M-Su 6p-12a (Prime). Canadian English Commercial Specialty Networks (Analog & Digital).