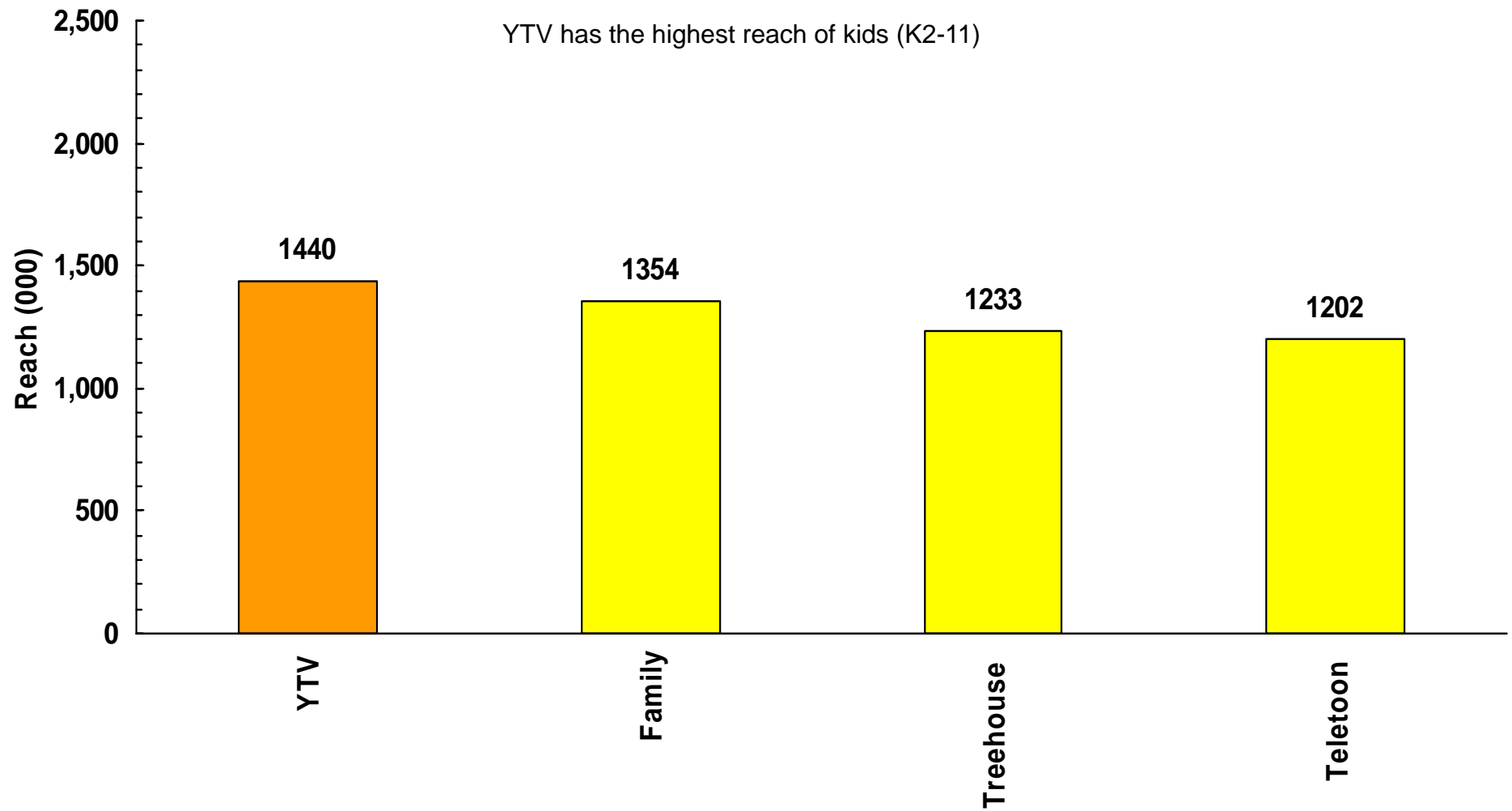




Average Weekly Reach - Kids 2-11

YTV has the highest reach of kids (K2-11)



Source: BBM NMR, Fall 2008 Sept. 1/08 to Dec. 21/08 (16 weeks), Mon to Sun (6am – 6am) – 1 minute reach qualifier.