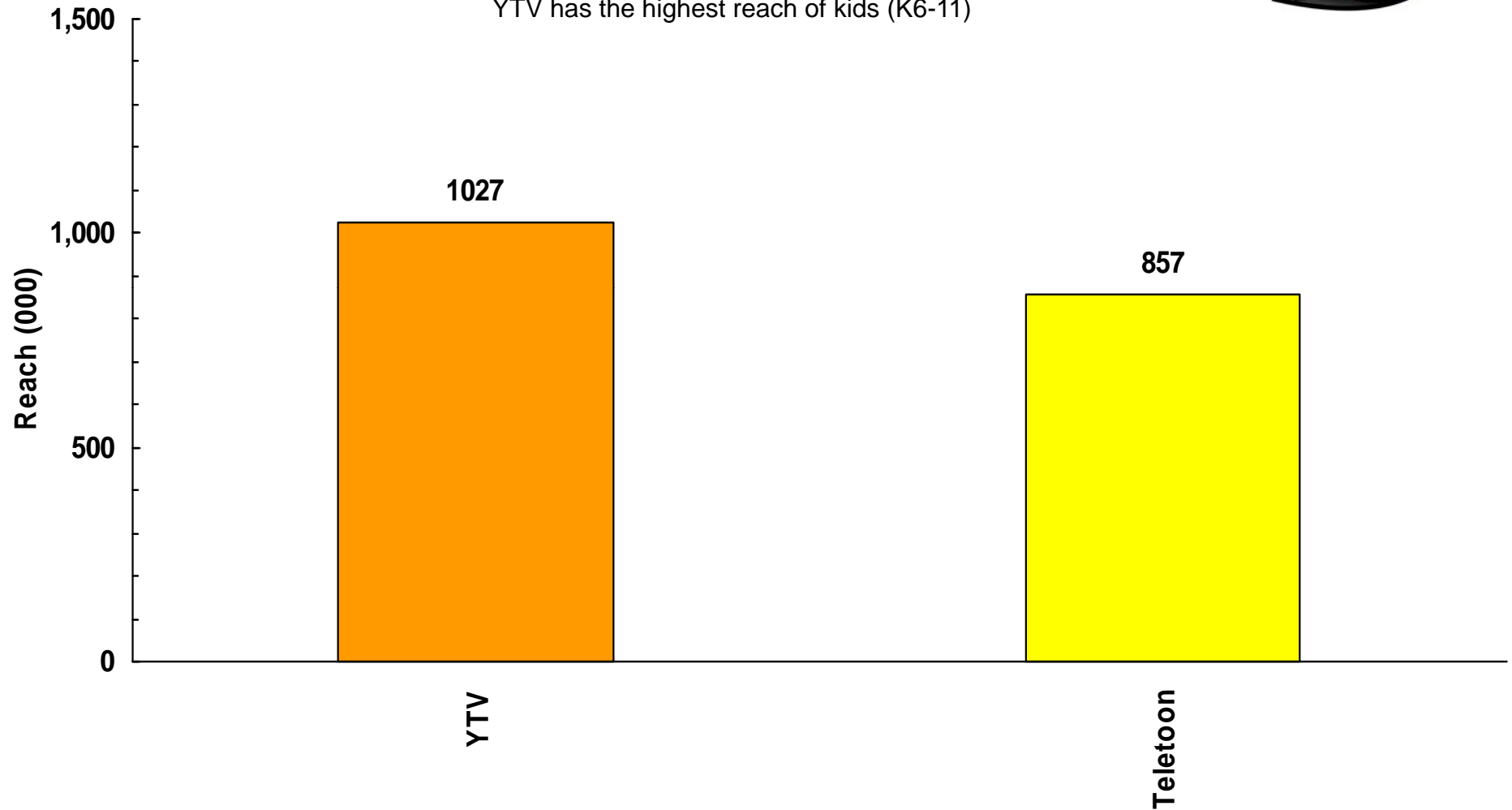




Average Weekly Reach - Kids 6-11

YTV has the highest reach of kids (K6-11)



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