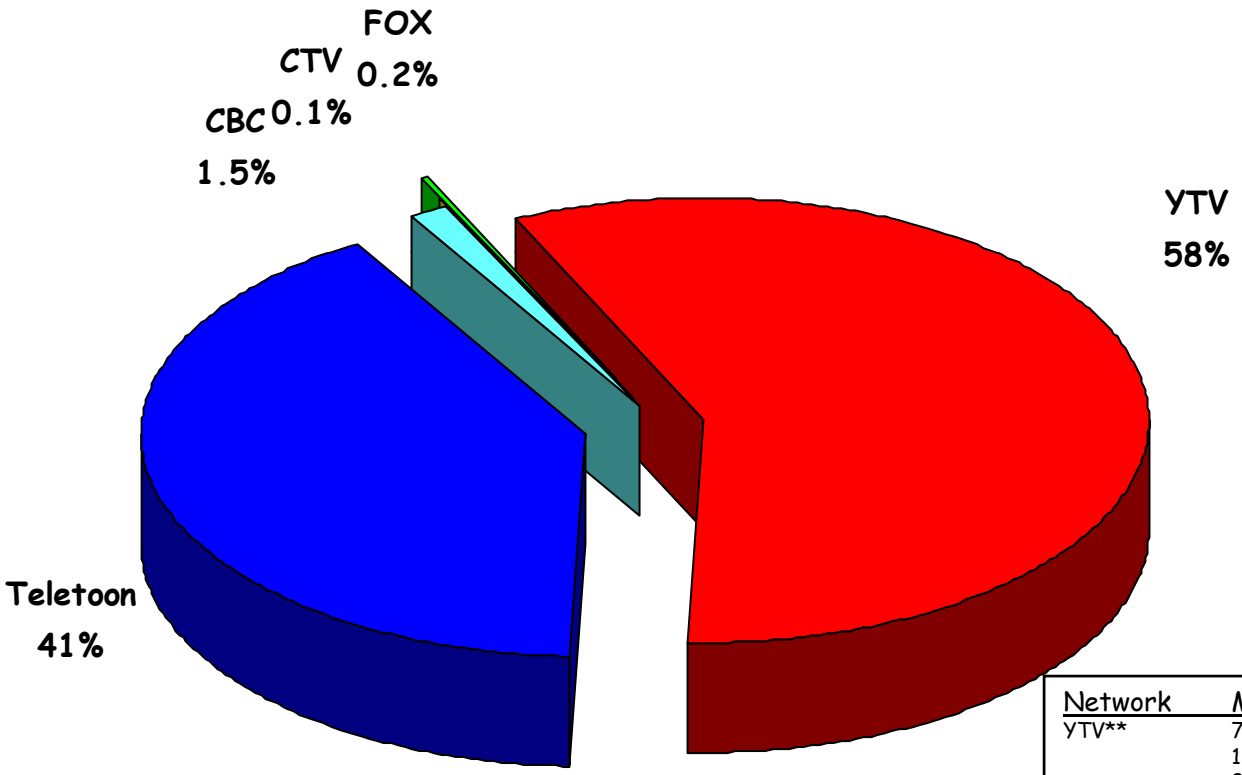
YTV captures a 58% share of purchasable Total Canada K6-11 ratings in Fall 2008

Share of Purchasable Kids 6-11 Ratings - Total Canada Fall 2008



Network	Mon-Fri	Sat	Sun
YTV**	7a-9a 12p-1p 3p-9p*	7a-8p	7a-9p
Teletoon	6a-9a 2:30p-9:30p	6a-9:30p	6a-9:30p
US Stns (FOX)	7a-8a	7a-12p	
CTV		6a-8a	6a-8;30a
CBC	4p-6p		

•M-Thu only Fri 3p-7:00p

•** Oct. 13 x 7 wks M-F 6a-7a, 9a-12p. 1p-3p, M-Su 5a-6a, Sat. 6a-7a, and Sun. 6a-7a is added. Effective Dec. 1 commercial time starts at 3PM on M-F, 7A- on Sat. , and 9AM on Sun.

Source: Nielsen People Meters - Total Canada; Fall 2008 (September 1, 2008 – December 21, 2008 – 16 weeks)
Share for each broadcaster calculated from total weekly kid ratings in kid-targeted programs