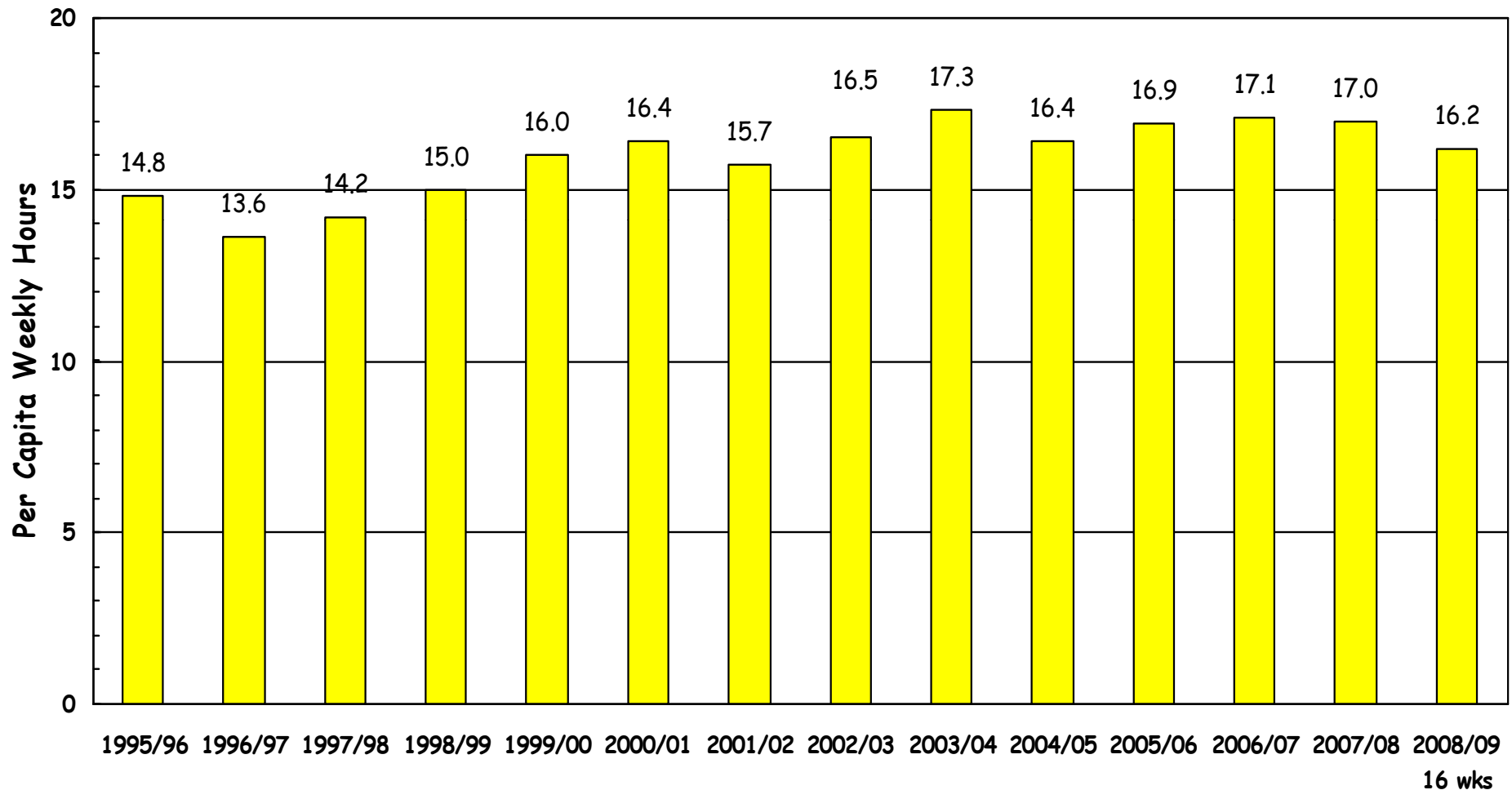


Kids masters of time-compression & multi-tasking TV viewing has grown amidst increased 'Net usage

Kids 2-11



Source: NMR Mon-Sun 6am-6am Weekly Per Capita Viewing to TV in (E) Canada 1995/96 to 2007/08 (September-August 12-month average)