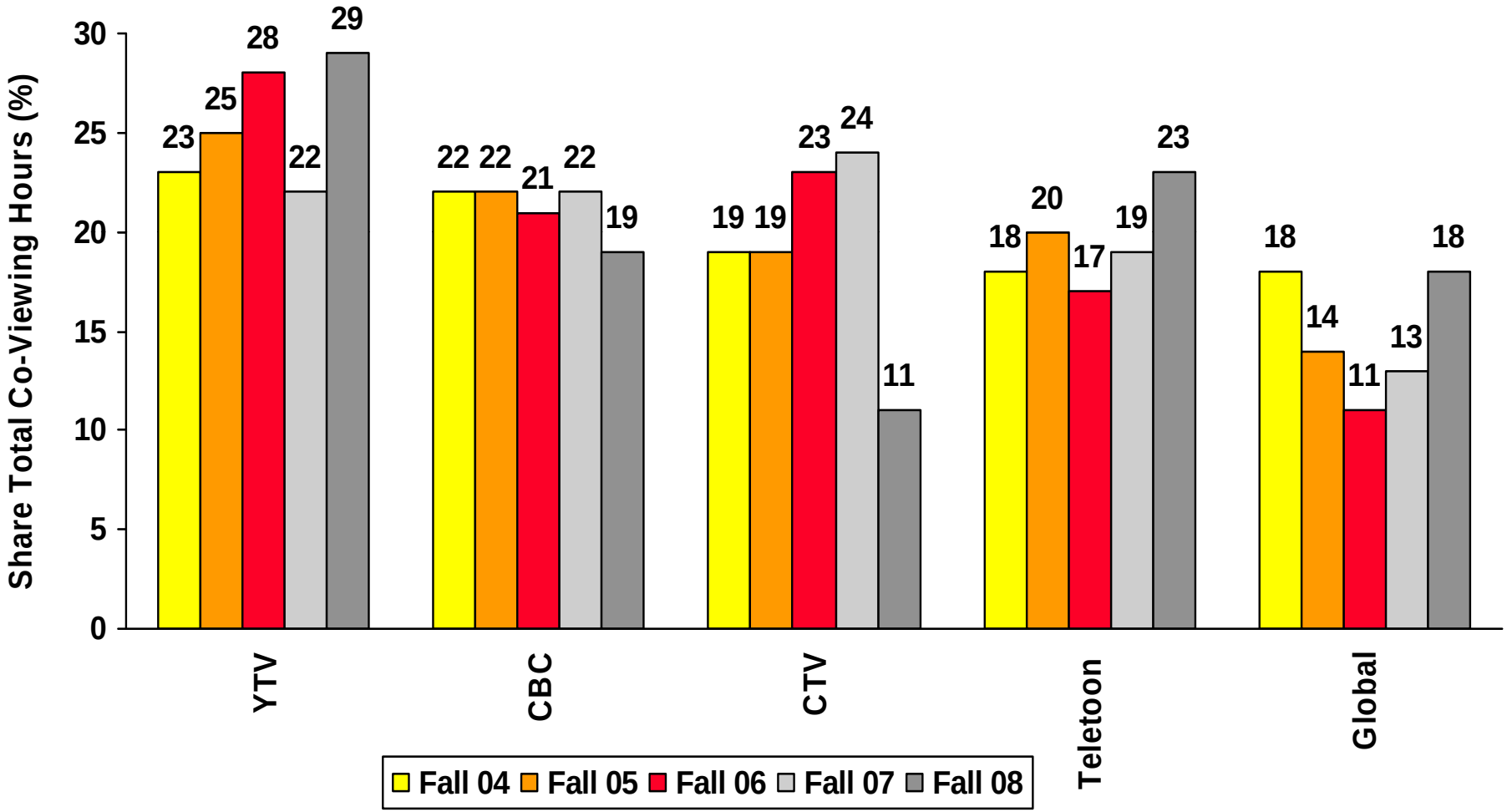
Total Purchasable Co-Viewing Hours – Women 18 - 49

Co-viewing is defined as women 18-49 watching TV with their kids 2-11.
YTV is the #1 Co-Viewing specialty channel.



Source: BBM NMR – Commercial time only. Adult oriented programs in which K2-5 co-view is >50% of K2-11 co-view is considered co-incidental co-view and have been excluded from the analysis.