

Enrich your day with The Brand New ONE!



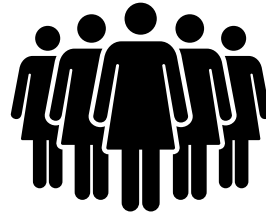
| ET | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY | PT |
|-------|---|---------|-----------|------------------|--------|----------|--------|--------------------------|
| 6:00 | <h2 style="text-align: center;">Fitness</h2> | | | | | | | 3:00 |
| 7:00 | | | | | | | | 4:00 |
| 8:00 | | | | | | | | 5:00 |
| 9:00 | | | | | | | | 6:00 |
| 10:00 | | | | | | | | 7:00 |
| 11:30 | | | | | | | | 8:30 |
| 12:00 | Paid Programming | | | Paid Programming | | | | 9:00 |
| 12:30 | | | | | | | | 9:30 |
| 1:00 | | | | | | | | 10:00 |
| 1:30 | Paid Programming | | | Programming | | | | 10:30 |
| 2:00 | <h2 style="text-align: center;">Health/ Wellness</h2> | | | | | | | 11:00 |
| 2:30 | | | | | | | | 11:30 |
| 3:00 | | | | | | | | Paid Programming |
| 3:30 | <h2 style="text-align: center;">Fitness</h2> | | | | | | | 12:30 |
| 4:00 | | | | | | | | 1:00 |
| 5:00 | | | | | | | | 2:00 |
| 6:00 | | | | | | | | 3:00 |
| 7:30 | | | | | | | | 4:30 |
| 8:00 | | | | | | | | 5:00 |
| 9:00 | <h2 style="text-align: center;">Mind/Spirit</h2> | | | | | | | 6:00 |
| 10:00 | | | | | | | | 7:00 |
| 11:00 | | | | | | | | 8:00 |
| 12:30 | | | | | | | | 9:30 |
| 1:00 | | | | | | | | Paid Programming |
| 1:30 | Health / Wellness | | | Paid Programming | | | | 10:30 |
| 2:00 | <h2 style="text-align: center;">Meditation</h2> | | | | | | | 11:00 |
| 3:00 | | | | | | | | 12:00 |
| 4:30 | | | | | | | | 1:30 |
| 5:00 | | | | | | | | Namaste / Namaste Strong |
| 5:30 | Bollyfit / Anjelica's Dance Workout / Anjelica's 22 Minute Workout / Shimmy | | | | | | | 2:30 |

ONE Get Fit

Audience Composition

60% Female

35% of Audience is
Adult 25-54



ONE's Audience is...

- More likely than the general population to be a 'Main Shopper' (Index 130)
- More likely than the general population to Garden in season (Index 132)
- Twice as likely than the general population to have had 12+ Energy drinks in the past 7 days (Index 209)

Numeris Total Canada, August 26, 2018 – May 26, 2019 Mon-Sun 2am-2am

Lifestyle Fast Facts:

- Over 15 Million Adult 18+ Canadians agree with the statement that "I am willing to spend more on good quality foods"
- 43% of Canadians aged 18+ agree with the statement that "regular exercise is an important part of my life"
- Almost 1.8 million Adult 18+ Canadians participated in Yoga / Pilates 10+ times in the past 12 months
- 20% of Canadians 18+ exercised at home 10+ times in the past 12 months
- 3.8 millions Canadians exercised at a Health/Fitness club 10+ times in the past 12 months

The following Statements refer to Adults 18+ who have exercised at Home 10+ times in the past 12 months:

- 37% (2.1 Million) have HH Incomes \$100K+
- 14% (829,000) have travelled on vacation outside Canada for 2-3 weeks in the past 12 months
- They are 12% more likely to have spent \$1,001-%2,000 on Women's clothing in the past 12 months than the general Adult 18+ population
- They are almost twice as likely to spend \$501-\$1,000 on footwear in the past 12 months than the general Adult 18+ population
- 31% (1.9 Million) use a Vitamin / Mineral or Herbal Supplement daily
- 24% have personally used a Probiotic in the past 6 months

Source: Vivadata Spring 2019 Study.



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