

Television Viewing

Specialty Channels

Aboriginal Peoples TV Network
 Animal Planet¹
 AR TV
 BBC Canada¹
 BNN Business News Network
 Bravo!
 Cable Pulse 24
 Canadian Learning Television
 Canal D
 Canal Evasion
 Canal Historia
 Canal Indigo
 Canal Nouvelles
 Canal Vie
 Canal Vox
 Canal Z
 CBC Newsworld
 Community Cable
 Country Music Television
 CTV Newsnet
 Deja View¹
 Discovery Channel
 Fairchild/Cathay International
 Family Channel
 Food Network Canada
 HGTV Home & Garden TV
 History Television
 Knowledge Network/Access
 Alberta/PBS
 Lonestar¹
 Météomédia
 MTV Canada
 MuchMusic
 MuchMore Music
 Musimax
 MusiquePlus
 Mystery¹
 National Geographic¹
 OMNI¹
 Outdoor Life Network
 RDS
 Réseau de l'Information
 Rogers Sportsnet
 Scream¹
 Series +

Showcase
 Showcase Action¹
 Showcase Diva¹
 Shop TV Canada
 Slice
 Space: The Imagination Station
 Star! The Entertainment
 Information Station
 Super Écran
 Teletoon
 Teletoon Retro¹
 Telelatino
 The Comedy Network
 The Movie Network/
 Movie Central
 The Score
 The Shopping Channel
 The Weather Network
 Treehouse TV
 TSN
 TV Ontario
 TV Tropolis
 TV5
 Vision TV
 VRAK TV
 W Network
 YTV

News/Current Affairs

Canada AM
 CBC News: Business¹
 CBC News @ Six¹
 CBC News Morning
 CBC News: The National
 City News
 CITY TV/"A" Atlantic
 Breakfast TV
 CTV Early Evening News
 CTV Late Local News
 CTV National News
 Global Morning News
 Global National
 Global News
 Global News Hour
 Noon News
 Market Call

News Magazine Programs

20/20
 CBC Saturday Report
 CBC News: Sunday AM
 CBC News: Sunday Night
 Doc Zone
 Global Currents
 Good Morning Canada (Sat/Sun)
 The Fifth Estate
 Question Period
 W5

Sports

CBC Hockey Night In Canada
 CBC Hockey Night in Canada:
 pre-game show
 CBC Sports Weekend¹
 Rogers Sportsnet: Connected
 Rogers Sportsnet: NHL Hockey
 TSN Hockey
 TSN Sports Centre
 Off The Record
 Sportsline/Sportspage

TV Events

Academy Awards
 American Music Awards
 Baseball World Series¹
 Billboard Awards
 Calgary Stampede
 Canadian Country Music Awards
 Canadian Grand Prix
 Emmy Awards
 Figure Skating Major Events
 Gemini Awards
 Golden Globe Awards
 Golf Major Events
 Grammy Awards
 Grey Cup
 Juno Awards
 MTV Music Video Awards¹
 Olympics - Summer
 Olympics - Winter
 People's Choice Awards
 Stanley Cup - Finals
 Superbowl
 The NHL All Star Game¹

¹ = new data

(included on the PMB 2010 2-year Readership Database and PMB 2010 1-year Product Database)

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Prime Time Programs		Daily Programs
24	King of the Hill	Access Hollywood
Amazing Race	Kitchen Nightmare ¹	All My Children
American Dad	Law & Order	As The World Turns
America's Next Top Model	Law & Order: Criminal Intent	Battlestar Galactica ¹
American Idol	Law & Order SVU	Beverly Hills 90210
Anna & Kristina's Grocery Bag ¹	Lipstick Jungle ¹	Cityline
Bones	Little Mosque on the Prairie	Coronation Street
Brothers & Sisters	Lost	Daily Planet
Buy Me	Medium	Days of Our Lives
Canadian Idol	My Name Is Earl	Dr. Phil
Chevy Cross Canada Countdown ¹	Mythbusters	Ellen Degeneres
Chuck ¹	NCIS	Entertainment Tonight
Curb Your Enthusiasm ¹	Nip/Tuck	Entertainment Tonight: Canada
Cold Case	Numb3rs	E-Talk
Comedy Now	Prison Break	Family Guy
Criminal Minds	Private Practice ¹	General Hospital
CSI	Project Runway	Jeopardy
CSI Miami	Pushing Daisies ¹	Jimmy Kimmel
CSI NY	Rescue Me	Live with Regis and Kelly
Dancing With The Stars	Restaurant Makeover	Mike Duffy Live
Deadliest Catch ¹	Rick Mercer Report	Millionaire
Deal Or No Deal	Robson Arms ¹	MTV Live
Degrassi	Saturday Night Live ¹	Much On Demand
Desperate Housewives	Smallville	Oprah
Dirty Jobs	Style by Jury	Rachel Ray ¹
Dragon's Den	Super Nanny	South Park
E! True Hollywood Stories	Survivor	The Bold & The Beautiful
Extreme Makeover: Home Edition	Take This House & Sell It	The Colbert Report
Family Guy	The Apprentice ¹	The Daily Show
Funniest Videos	The Bachelor/Bachelorette ¹	The Doctors ¹
Ghost Whisperer	The Biggest Loser	The Hour
Grey's Anatomy	The Border ¹	The Tonight Show
Heartland	The Guard ¹	The View
Heroes	The Office	Tyra ¹
Holmes on Homes	The Passionate Eye	Young & Restless
House	The Real World ¹	Wheel of Fortune ¹
How Clean Is Your House?	The Simpsons	
How I Met Your Mother	This Hour Has 22 Minutes	
Inside The Actor's Studio	Trailer Park Boys	
Just For Laughs	Two and a Half Men	
	Ugly Betty	
	Without a Trace	
	Wonderful World of Disney	

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