

CHANNEL M VIEWERSHIP RESEARCH

Baseline Viewership Research



Public Release Date: June 24th , 2004

Ipsos-Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos-Reid employs more than 300 researcher professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and online panels. Ipsos-Reid's Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada – including the Ipsos Trend Report, the leading source of public opinion in the country – all of which provide clients with actionable and relevant information. Ipsos-Reid is an Ipsos company, a leading global survey-based market research group.

To learn more, visit www.ipsos.ca

*For copies of other news releases, please visit:
<http://www.ipsos-na.com/news/>*

© Ipsos-Reid Corporation

Vancouver • Calgary • Edmonton • Winnipeg • Toronto • Ottawa • Montreal

CHANNEL M VIEWERSHIP RESEARCH

Baseline Viewership Research

Vancouver, BC—Ipsos-Reid conducted a viewership and reach study for Channel-M, a Lower Mainland multicultural station, in spring 2004. The research was commissioned by Channel-M to quantify the station's reach into three specific ethnic communities.

This baseline research reports positive results for Channel-M. A total of 1,512 telephone interviews were completed with Lower Mainland residents who understand Cantonese (n=509), Mandarin (n=500) and Punjabi (n=503). Within those groups interviewed, 52% of Mandarin, 46% of Cantonese, and 71% of Punjabi surveyed watched Channel-M in the past month.

Viewers of Channel-M were also asked about their viewership of specific programming. Within those groups interviewed, in a typical week, 41% of Mandarin respondents watch Channel-M Mandarin news, 31% of Cantonese respondents watch Channel-M Cantonese news and 62% of Punjabi respondents watch Channel-M Punjabi news.

These are the findings of an Ipsos-Reid poll conducted from March 22nd to April 7th, 2004. A representative randomly selected sample of adult ethnic language Lower Mainland residents were surveyed. A total of 509 who understand Cantonese, 500 who understand Mandarin and 503 who understand Punjabi were interviewed by telephone. With sample of these sizes, the results are considered accurate to within ± 4.4 percentage points for each language group, 19 times out of 20, of what they would have been had the entire population of interest been polled. These data were weighted to ensure equal sex composition and true viewership incidence.

- 30 -

For more information on this news release, please contact:

Catherine Dawson
Vice President
Ipsos-Reid Corporation
604-257-3200
Catherine.Dawson@ipsos-reid.com

Please visit our website at www.ipsos.ca. News releases are available at <http://www.ipsos-na.com/news/>.