

Your entertainment fix.  **Dose.ca**<sup>™</sup>

# Outline

- Canwest Overview

- What's on Dose.ca?

- Why Dose.ca?

- Sponsorship Opportunities

19 Television Networks



11 Newspapers



8 Digital Brands



Partners

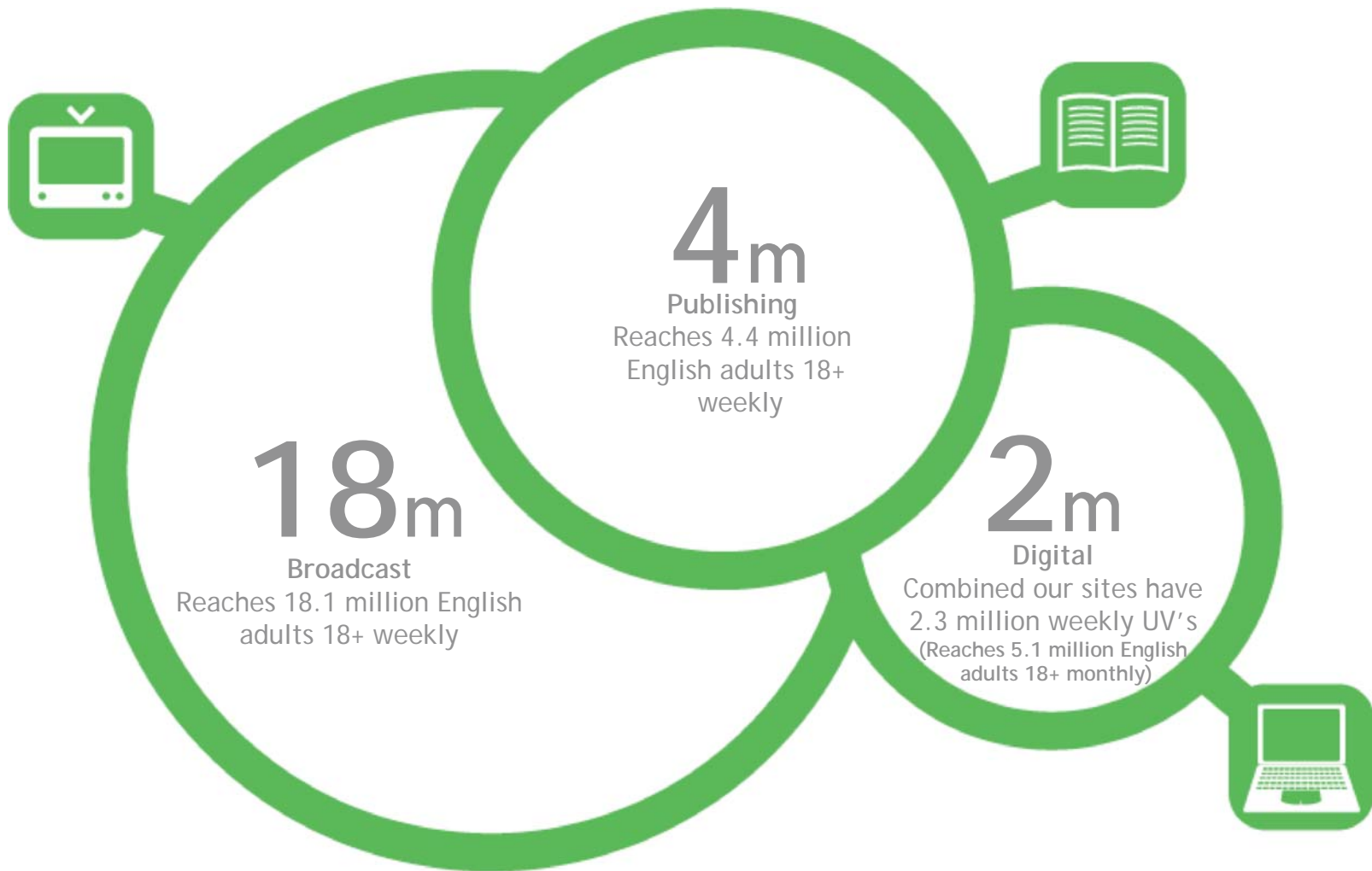


# Over 80+ destination websites

Combined our sites have 6.6 million monthly UV's



Your celebrity fix.



# Our advantage.

We offer fully integrated advertising solutions for Digital, Print, Broadcast that reach 91% of English adults 18+ weekly across Canada.

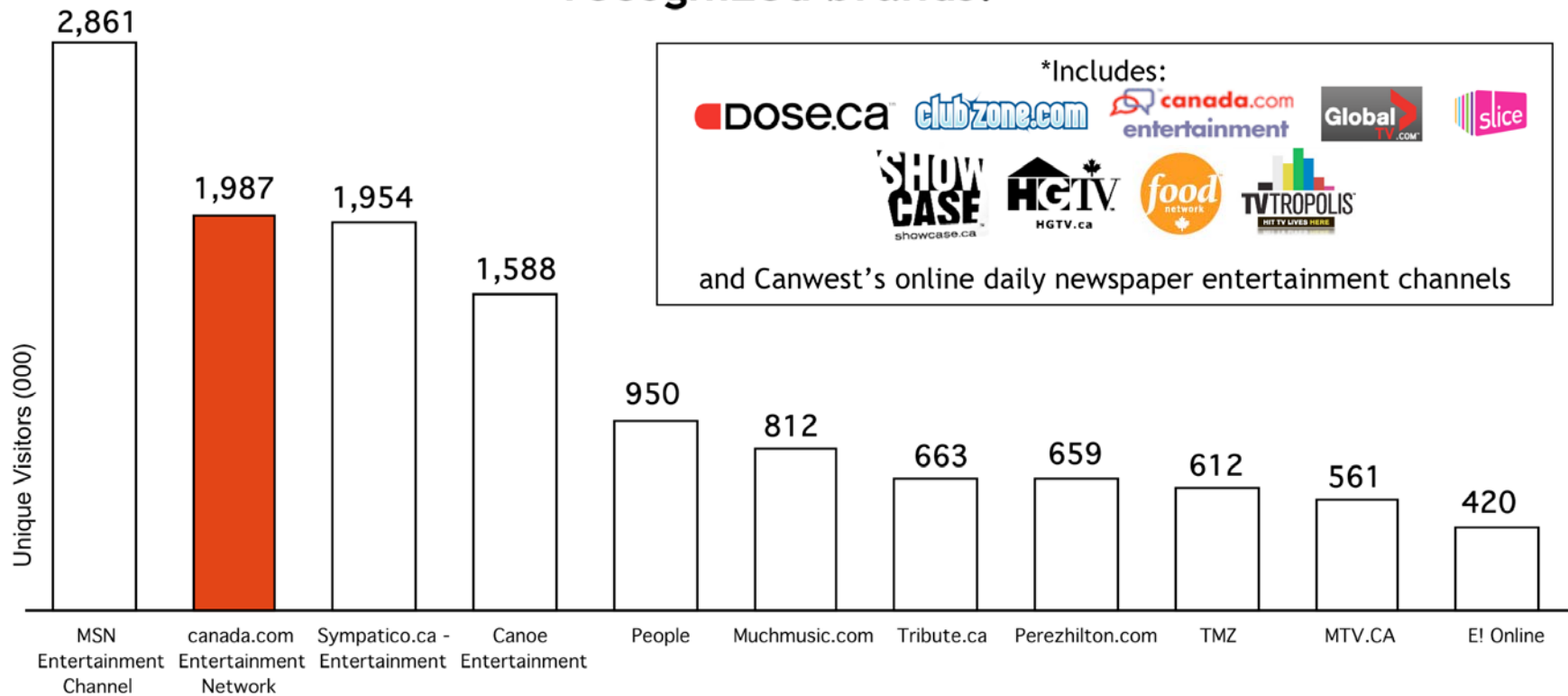


Your movies fix.

Note: Some overlap/duplication between various media does exist, however extent is not known, and likely differs greatly from what this chart indicates. Sources: Television: BBM Nielsen (AvgWkReach) Fall 2008, Digital: comScore, Inc., Total Canada, All Locations, Sept. 2009 R/F report - 7 days - manual excl Quebec, a: NADbank 2008- 7 day cume

# A Top Destination for Entertainment News Online

The canada.com Entertainment Network\* reaches 2 million Canadians every month with some of the country's most recognized brands.



Your video fix.

Source: comScore, Inc., Total Canada, All Locations, September 2009, Age 2+

# WHAT'S ON DOSE.ca™

MUSIC

CELEBRITIES

STYLE

MOVIES

TELEVISION

GAMES

EVENTS & CLUBS

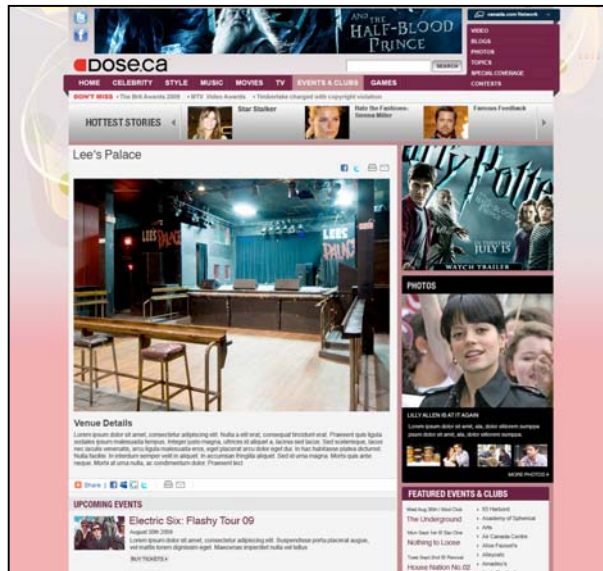


# A Richer Entertainment Fix for the 18-34 Demo

Our journalists offer a passionate, smart point of view



We cover Fashion and Style with the right attitude



We help our users plan their evenings with event listings for clubs and concerts



We promote user generated content supported by tuned-in journalists for a real entertainment community



Your games fix.

Why Dose.ca?

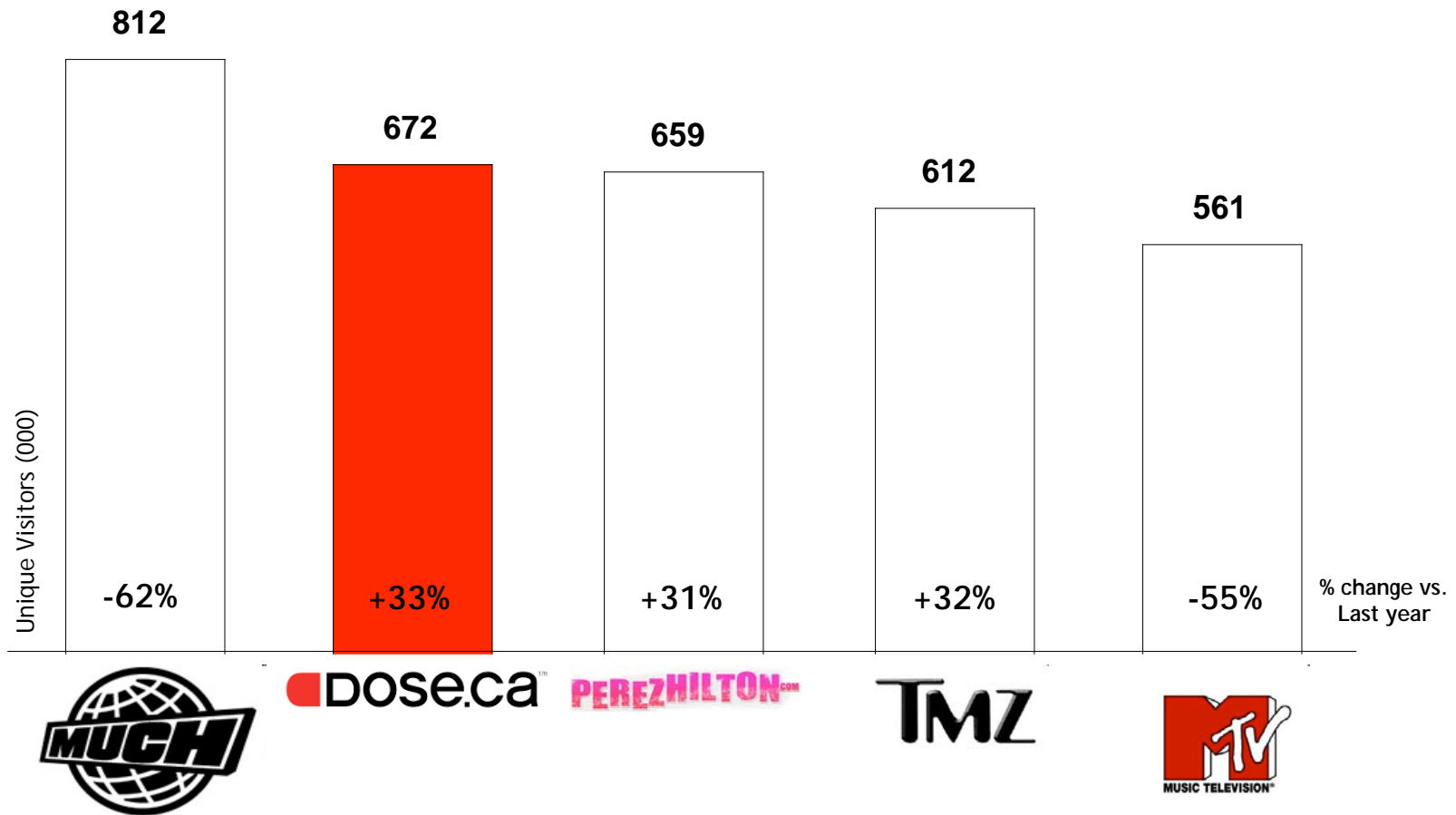


Your entertainment fix.  **Dose.ca**<sup>™</sup>



# Reach: Over 672,000 Canadians Visit Dose.ca Network

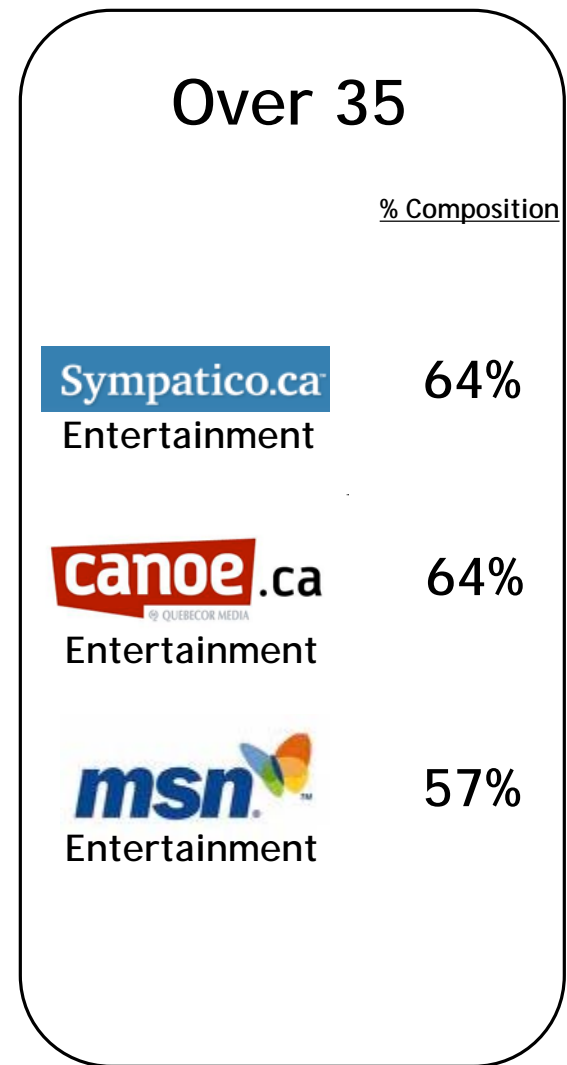
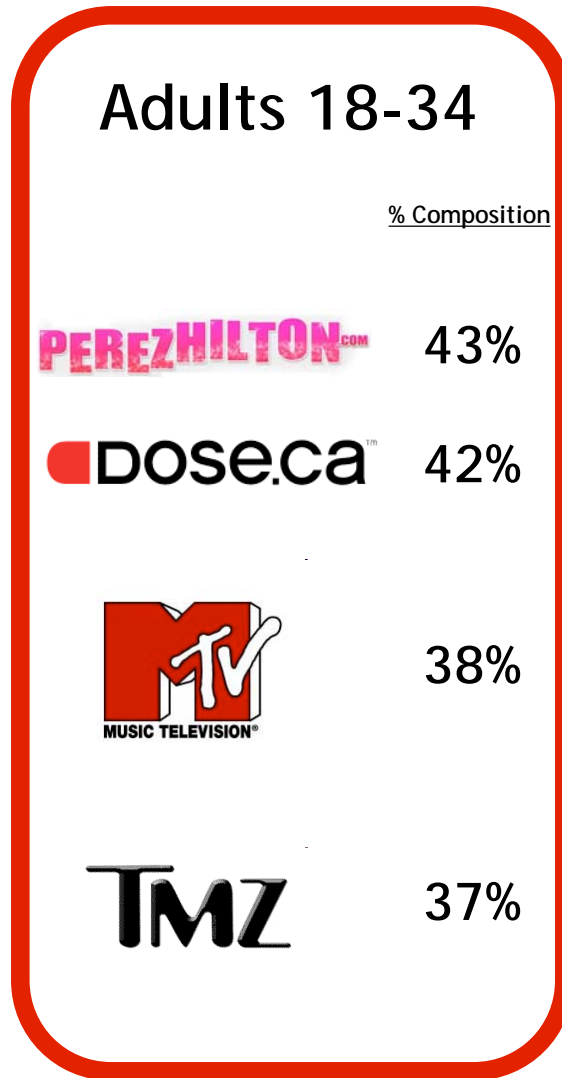
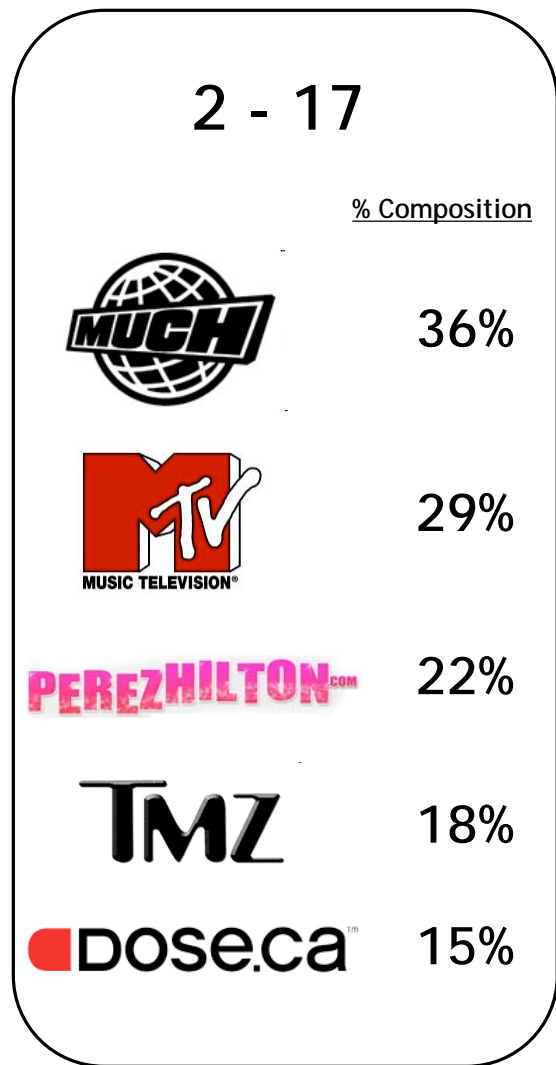
*Unique Visitors are UP 33% from last year.*



Your music fix.

Source: comScore, Inc., Total Canada, All Locations, September 2009 vs. September 2008, Age 2+  
Dose.ca UVs reflect Dose.ca Network

# Demo: Delivering 18-34 Year Old Adults

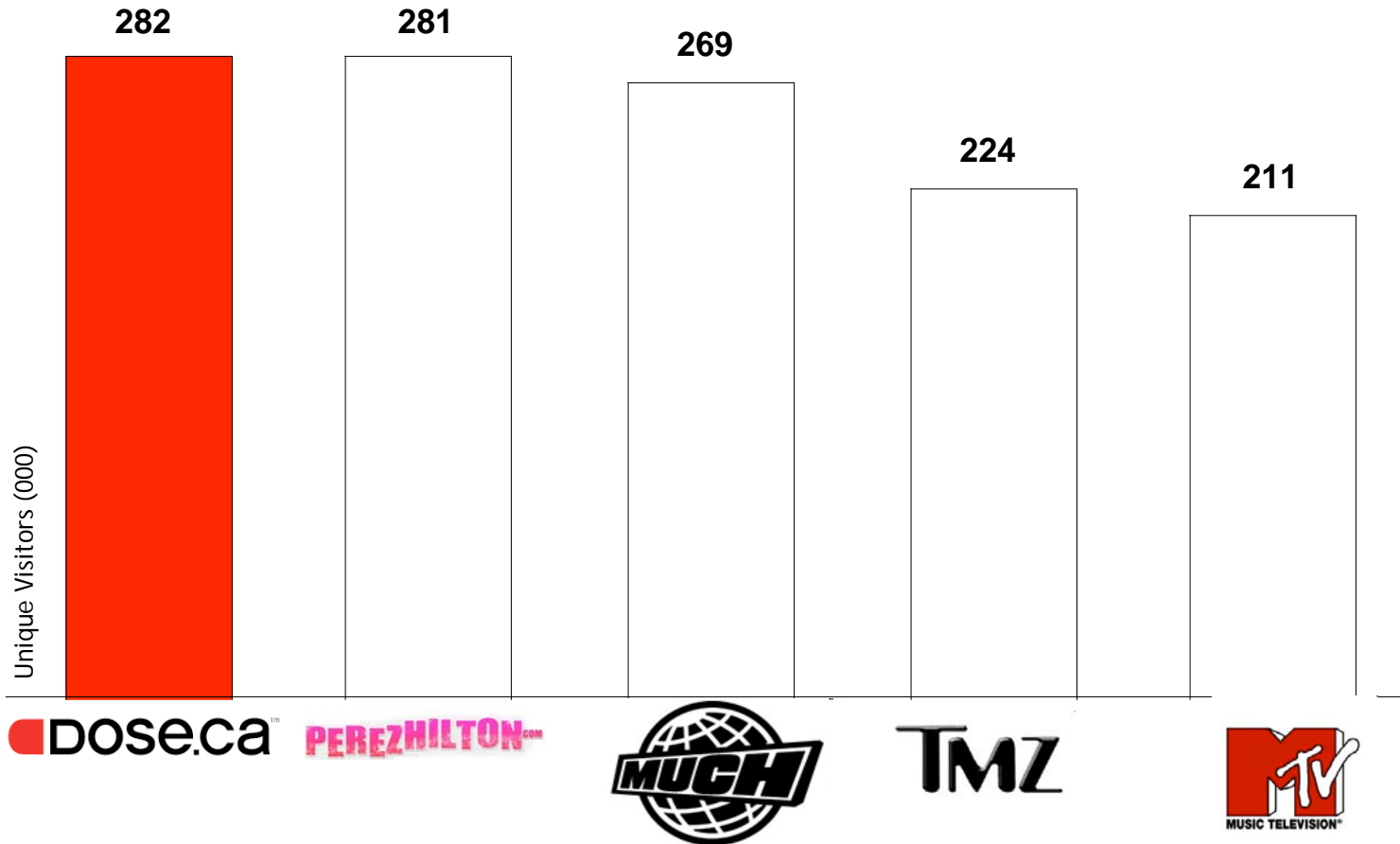


Your nightlife fix.

Source: comScore, Inc., Total Canada, All Locations, September 2009  
Dose.ca % composition reflects Dose.ca Network

# Demo: Delivering 18-34 Year Old Adults

*Largest reach of 18-34 compared to its closest competitors*

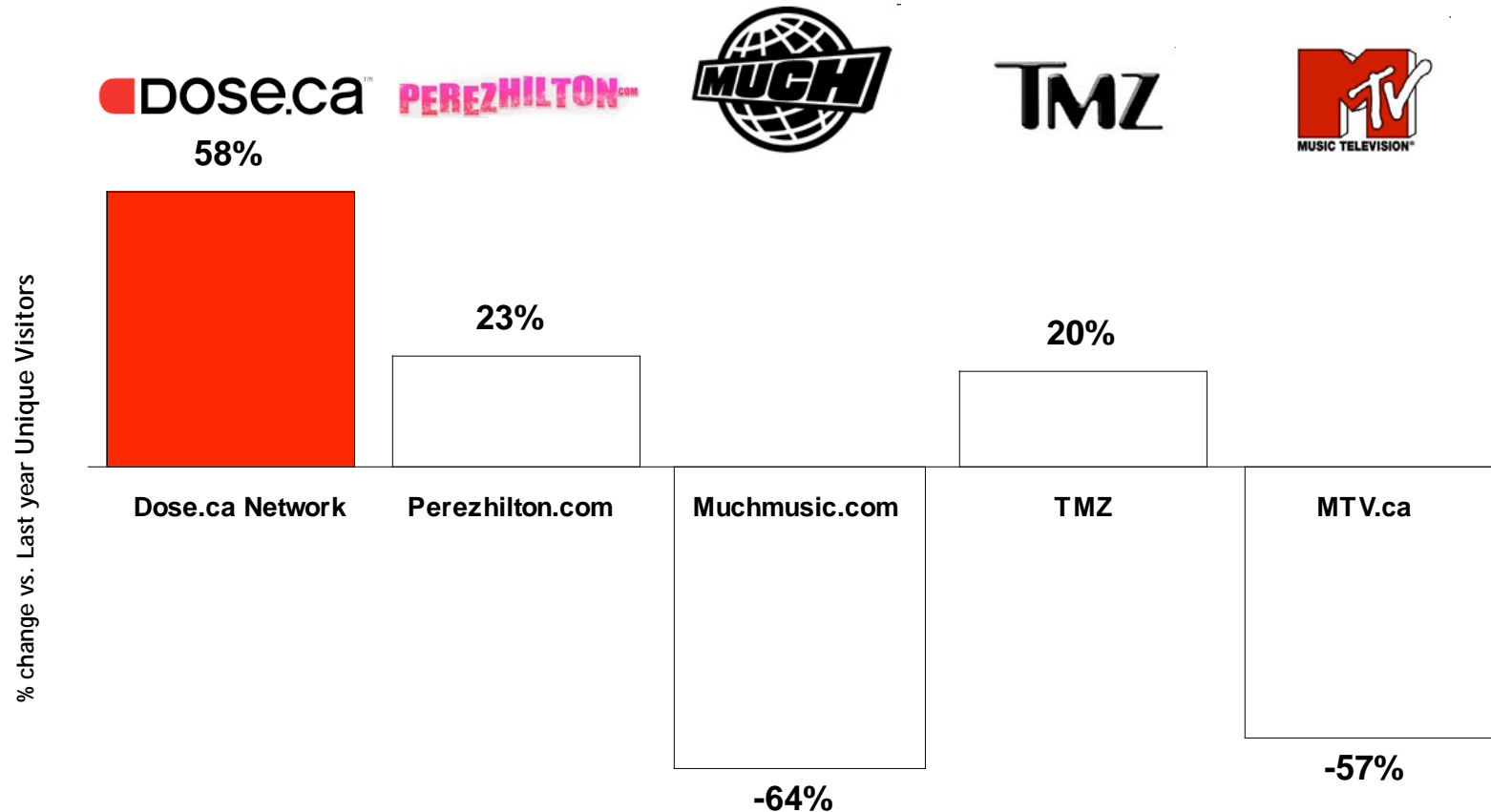


Your style fix.

Source: comScore, Inc., Total Canada, All Locations, September 2009, Adults 18-34  
Dose.ca UVs reflect Dose.ca Network

# Momentum: Fastest growing site for 18-34\*

*Unique Visitors 18-34 are UP 58% from last year*

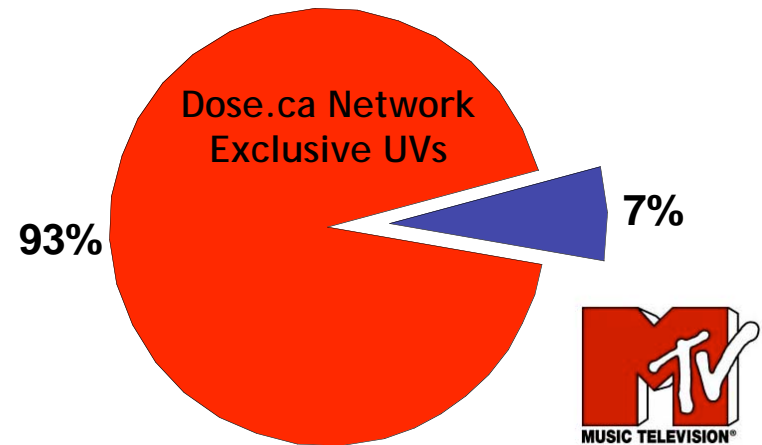
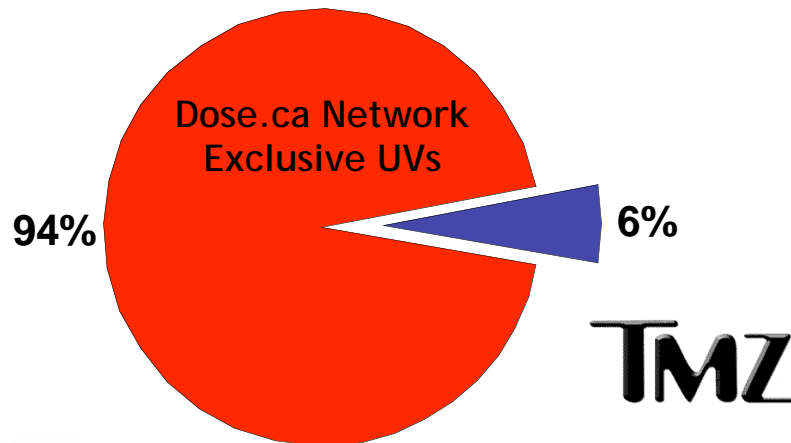
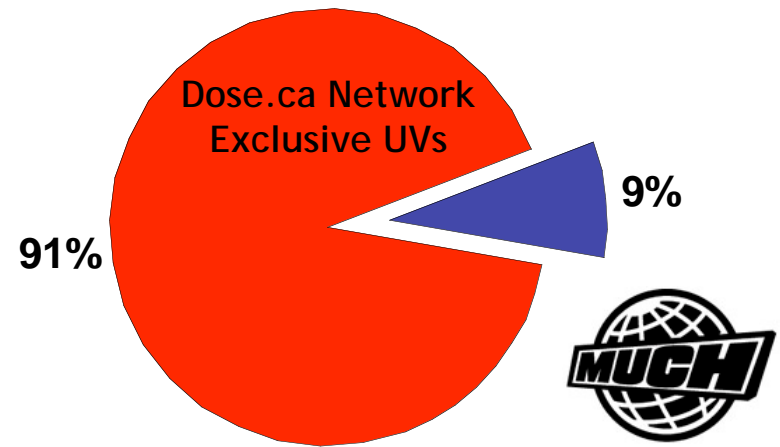
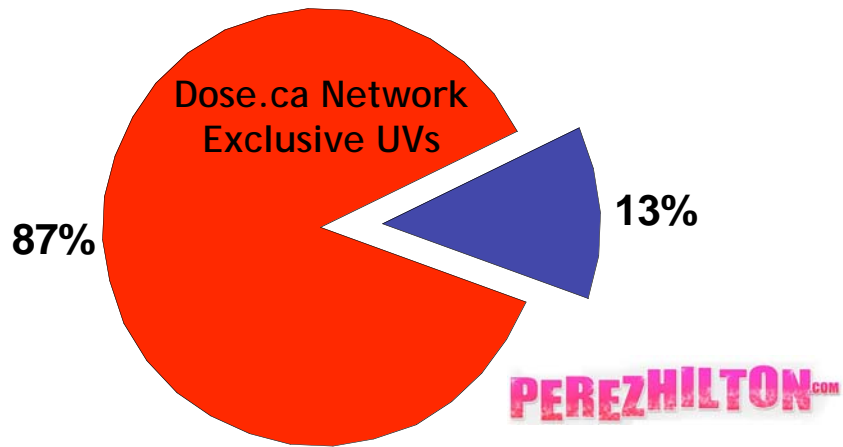


Your movies fix.

Source: comScore, Inc., Total Canada, All Locations, September 2009 vs. September 2008, Adults 18-34  
\*Compared to Perezhilton.com, Muchmusic.com, TMZ and MTV.ca

# Unique Audience: Low Overlap with Competitive Set

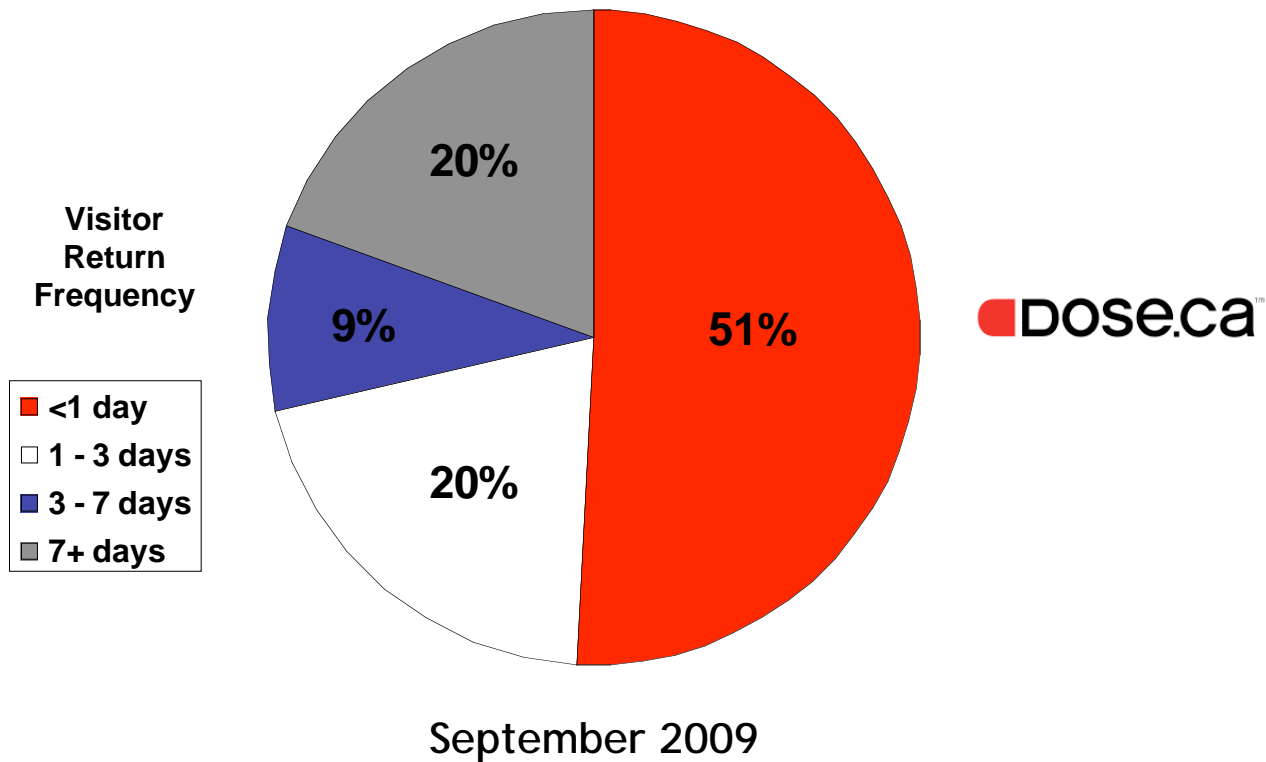
*You will not reach them on Perezhilton.com, Muchmusic.com, TMZ or MTV.ca*



Your video fix.

Source: comScore, Inc., Total Canada, All Locations, September 2009, % of Dose.ca Network Unique Visitors that are exclusive vs. duplication with websites indicated

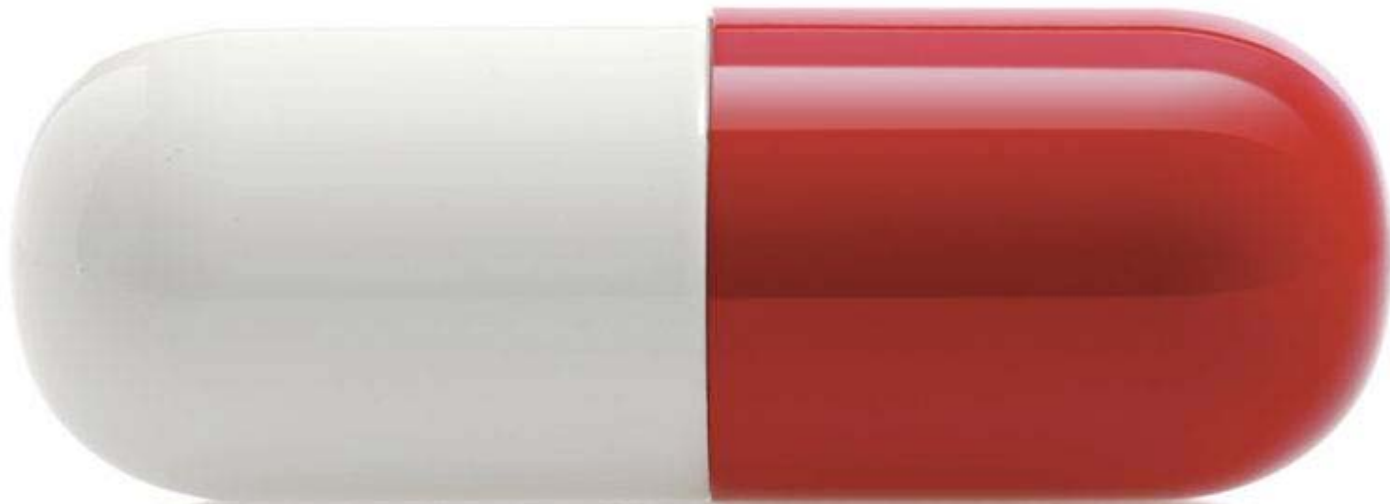
# Loyalty: Visitors are Building Dedication... Over 50% Return to the Site More than Once a Day!



Your blog fix.

Source: Omniture SiteCatalyst, September 2009, Dose.ca return frequency

# Opportunities



Your entertainment fix.  **Dose.ca**<sup>™</sup>

# Innovative Sponsorship Opportunities

The screenshot shows the Dose.ca website interface. At the top, there's a navigation bar with categories like HOME, CELEBRITY, STYLE, MUSIC, MOVIES, TV, EVENTS & CLUBS, and GAMES. A search bar and links for TV LISTINGS, SPECIAL COVERAGE, and CONTESTS are also present. The main banner features 'the twilight saga new moon THE DOSE.CA GUIDE'. Below this, there's a 'TWILIGHT FEATURES' section with three articles: 'Interview: Kristen Stewart Grows Up', 'Interview Robert Pattinson on fangs and fame', and 'New Moon Cheat Sheet'. A 'LATEST HEADLINES' section lists several news items with small images. On the right, there's a video player for 'The Twilight Saga: New Moon' with a playlist of related videos. At the bottom right, there's a 'MOST POPULAR' section with a 'PIRATE RADIO' advertisement for a contest.

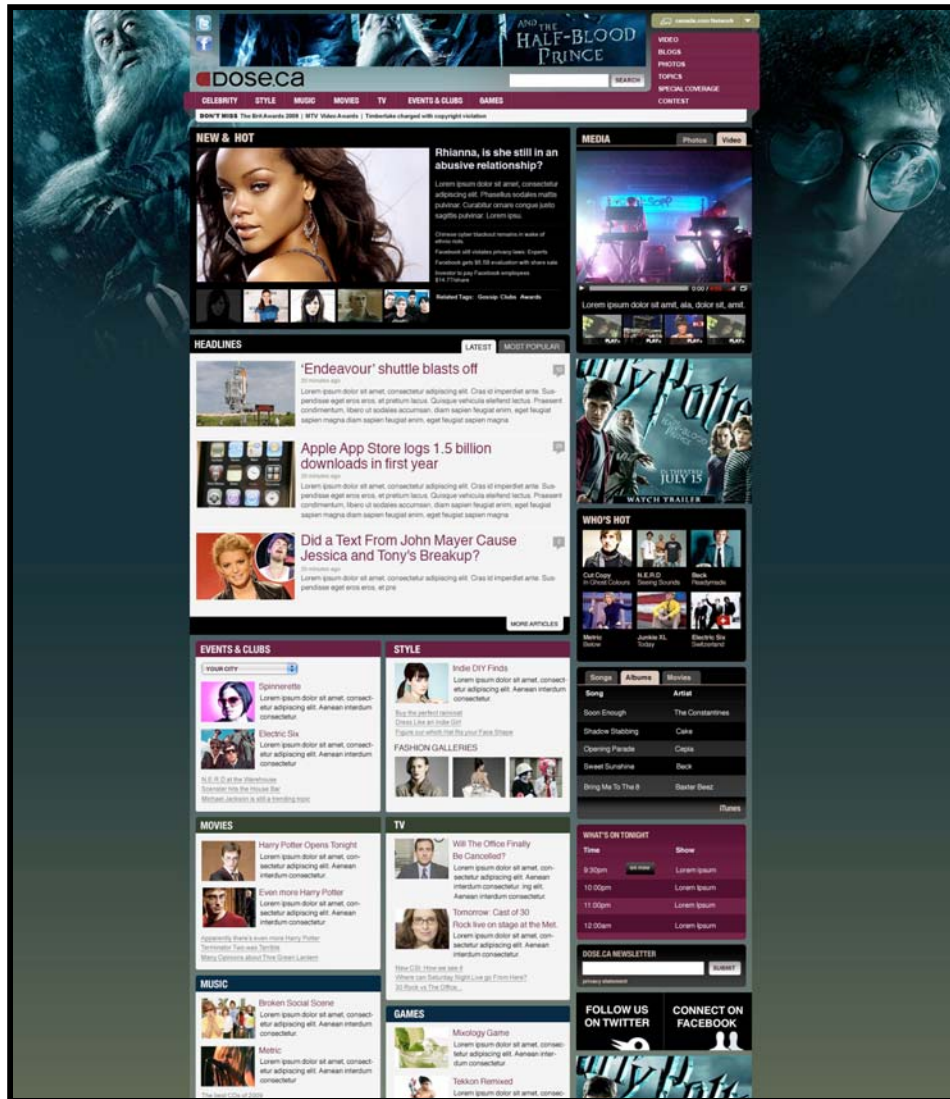
From increased ad units to channel takeovers to dedicated microsites, Dose.ca is offering clients even more integrated sales opportunities.



Your nightlife fix.



# Sponsored Background Takeovers



Dose.ca features a graphic-enhanced background that changes frequently, giving the site an instant makeover and allowing for new and exciting sponsorship opportunities.



Your photo fix.

# Dose.ca - Facebook Page!

Dose.ca's Facebook Page is now available for sponsor integration! With over 8,000 fans and growing, our Facebook page is updated throughout the day and presents another great opportunity to target the Dose.ca audience

The image displays two screenshots of the Dose.ca Facebook page, illustrating sponsor integration. The left screenshot shows the news feed with a 'Sponsor logo integration' callout pointing to the 'marc ecko watches' logo. The right screenshot shows a large promotional image for 'ISLANDS OF THE BAHAMAS CONTEST NOW!' with a 'Sponsor Coupon' callout pointing to the 'CLICK HERE' button. A third callout, 'Sponsor Coupon integration on News Feed', points to the 'CLICK HERE' button in the left screenshot.



Your style fix.

# Dose.ca Attracts Tier One Advertisers

10 largest advertisers in 2009:

- Wendy's
- Maple Pictures
- Microsoft
- Malibu Rum
- Alliance
- Proctor & Gamble
- Virgin Mobile
- Molson
- Apple
- Telus



Dose.ca goes beyond traditional display ads by offering customized advertising solutions, driving both revenue and traffic.



Your celebrity fix.

Source: Monthly Financial Reports (F2009)

# We're here for you!

## Sales

*Susan Byng*  
Director, Digital Media Sales

sbyng@canwest.com

P 416 593 2075  
F 416 593 7098

250 Yonge Street, Suite 1700  
Toronto, Ontario  
M5B 2L7  
Canada

## Marketing & Promotions

*Scott Andrews*  
Product Manager

scotta@dose.ca

P 604 567 3774  
F 604 730 1253

1500 - 355 Burrard Street  
Vancouver, British Columbia  
V6C 2G8  
Canada

## Editorial

*Jennifer McDonnell*  
Managing Editor

jenm@dose.ca

P 416 442 2215  
F 416 442 2968

1450 Don Mills Road  
Toronto, Ontario  
M3B 2X7  
Canada



Your contest fix.