COUNTRY MUSIC TELEVISION VIEWERS OWN

NG HOWES

WITH NO WHEELS ATTACHED

Our viewers aren't anything like the bad country image that's painted in a lot of people's minds. Here's the real picture: CMT viewers have kids; they love to spend money; they're college educated; middle class and live in the suburbs. And we're all racting more and more of them. In the past, two years, we've had an 88% increase in viewership among adults 25 to 54. For more information, call Brian Bolli at 416-530-5200 or email him at brian bolli@corusent.com



CMT viewers. They're not who you think they are.

"MMIT Telmi Sarrigha Station Adjusted AMA Septot - Septilio3 (Stavio) & Septilio3 - Aprilio4 (100vio) M-Su GA-SA.

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