

TSN CURLING SKINS GAME

...100,000 dollars in cash prize, 16 of the best curlers in the world

12,000 spectators, a television reach of over 3 million viewers

The numbers add up to opportunity



TSNTM



January 22-23, 2011



Curling Skins Game Achieves Record Television Audiences on TSN and Sell-Out Crowds

- ✓ 'Made-for-TV' original TSN production, broadcast live nationally in three, 3 hour telecasts on TSN and TSN HD
- ✓ Annual event featuring four invited rinks comprised of past and present Canadian, World and Olympic champions
- ✓ Curlers compete for \$100,000 in cash
- ✓ Olympic Gold medalist Kevin Martin, defending Skins Game champion David Murdoch of Scotland, reigning Brier and World champion Kevin Koe and Olympic Silver medalist Cheryl Bernard have accepted invitations to participate in 2011
- ✓ In January 2010, the combined television audience for 3 broadcasts was over **1.2 million** and the reach was in excess of **3 million viewers**. A total of **12,000 spectators** attended the three games





National Broadcast Rollout

9 hours live in HD

The broadcast team of Vic Rauter, Linda Moore and Russ Howard will call the action

2011 Schedule*

Saturday	January 22	1pm – 4pm ET
Saturday	January 22	8pm – 11pm ET
Sunday	January 23	1pm – 4pm ET



*Broadcast schedule subject to change with notice.

Curling Superstars

In January 2010 reigning World Champion David Murdoch of Scotland defeated Canadian Olympic representative Kevin Martin to reach the Championship Game. In what turned out to be a compelling final match against defending champion Randy Ferbey, Murdoch won all the skins to claim the title and \$70,500 in cash.

For January 2011 Olympic Gold medalist Kevin Martin, defending Skins Game champion David Murdoch of Scotland, reigning Brier and World champion Kevin Koe and Olympic Silver medalist Cheryl Bernard have been confirmed.



Kevin Martin



David Murdoch



Kevin Koe



Cheryl Bernard



CURLING SKINS GAME ON TSN AUDIENCE NUMBERS FOR JANUARY 2010

Episode Title	Dates	Time	Total AA (000s) P 2+	Total AA (000s) P 18+	Total AA (000s) P 18-34	Total AA (000s) P 18-49	Total AA (000s) P 25-54	Total AA (000s) P 55+	Total AA (000s) M 18+	Total AA (000s) M 18-34	Total AA (000s) M 18-49	Total AA (000s) M 25-54	Total AA (000s) M 55+
SEMI FINAL 1	16-Jan-10	13:00	351	324	38	86	87	222	186	33	58	52	120
SEMI FINAL 2	16-Jan-10	20:00	368	309	35	104	110	187	167	30	63	63	91
FINAL	17-Jan-10	13:00	433	396	35	111	118	257	201	29	68	72	109
Episode Average (000):			385	344	36	101	105	223	185	31	63	63	107

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Peak Audiences:

Semifinal #1 at 1 p.m. ET (Ferbey vs. Howard) - Peaked at 605,000

Semifinal #2 at 7 p.m. ET (Martin vs. Murdoch) - Peaked at 648,000

Final at 1 p.m. ET (Ferbey vs. Murdoch) - Peaked at 808,000

Total Cumulative Audience:

1.15 million viewers

Reach:

3.0 million viewers

Curling Profile 2010

Demographic	Watch Curling Events on TSN
Gender	Male: 56.1% - Index to PVT 120 Female: 43.9% Index 82
Age	Adults 35-54: 24.0% Index 73 Adults 55+: 63.3% Index 176
Education	Completed University: 31.4% Index 156
Household Income	>\$50,000: 68.0% Index 109 >\$100,000: 24.3% Index 119