



MEDIA KIT

2013/14



JOYTV is

Quality, contemporary entertainment and local information with a strong community focus.

- Encore presentations of award-winning mainstream dramas and comedies
- Insightful multicultural vignettes
- Local community events
- International news programming
- Uplifting spiritual broadcasts
- Classic movies

Take a Joyride with us!



Vancouver Footprint

- Available in more than **1 million** households in the Greater Vancouver area
- Proven track record in the Fraser Valley
- Renewed focus on local events and businesses with the Go! Community Calendar and Joytv News
- **Expanded entry into the urban Vancouver market**

Source: MediaStats, Cable subscribers report, June 2012

Take a Joyride with us!



Vancouver Footprint Plus...

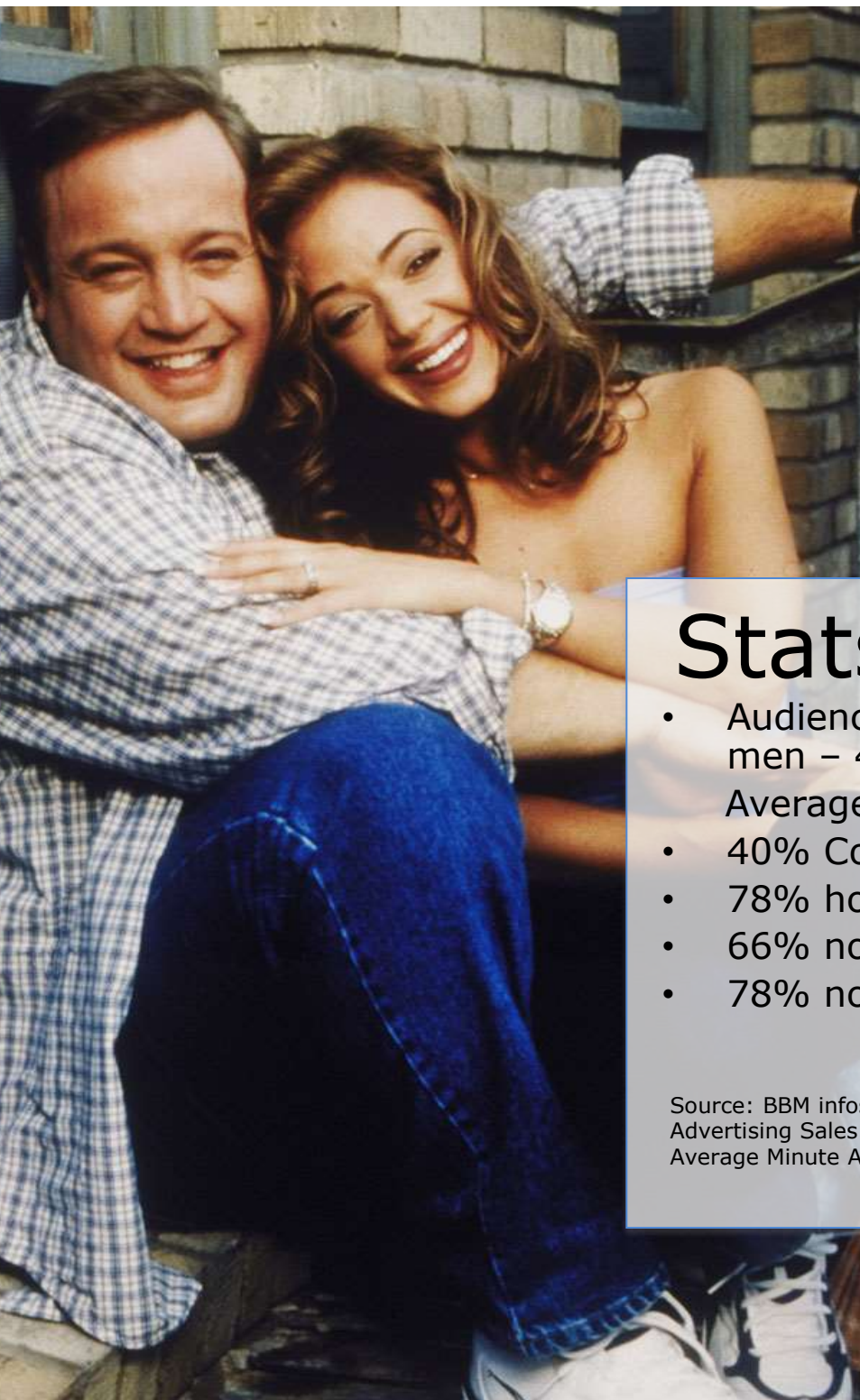
- **2 million** total reach, locally
- **4.5 million** total reach, nationally
- **420,000** weekly reach, locally
- **640,000** weekly reach, nationally
- *During 2012/13 broadcast year – Joytv had **24% more** people tune into the station than the previous year.

Take a Joyride with us!

Joytv's carefully crafted mix of wholesome programming has established a solid and growing base of loyal viewers

Source: BBM Infosys, 12-13 wks 1-38, Persons 2+, MS 2a-2a.

*Based on broadcast years 2012/13 vs. 2011/12 (weeks 1-52) Mon – Sun, 2a-2a, Cume Reach.



Stats

- Audience: women – 59%, men – 41%.
Average age 49.
- 40% College/University
- 78% home ownership,
- 66% no mortgage
- 78% no personal loan

Source: BBM infosys: 12-13 wks 1-38.
Advertising Sales Block, Base Persons 2+.
Average Minute Audience, % composition.



FAMILY FEUD (s)

- **Weekdays at 7&7:30pm**
- "Survey Says..." new host Steve Harvey has made this classic game show the second most watched syndicated show on TV.
- Over its 30-year history, "The Feud" has pitted two families against each other to guess the results of random survey questions.

STEVE HARVEY (s)

- **Weekday at 10am**
(Simulcast)
- **Weekdays at 2pm**
(Encore presentation , not simulcast)
- Harvey's breakout daytime talk show has become a solid hit in the ratings.
- Harvey entertains, informs and inspires while covering a vast range of relatable topics, all with his unique comedic spin.





20/20 (s)

- **Fridays at 10pm**
- One of television's most recognized and revered newsmagazines, "20/20" has been a 30-year ratings winner by featuring topical human interest stories.
- Hosted by Elizabeth Vargas and David Muir, the veteran correspondents of "20/20" investigate the latest issues to uncover hidden facts often overlooked in nightly news.

BOSTON LEGAL

- **Wednesdays at 9pm**
- "Boston Legal" is a multiple Emmy Award winning drama series that tells the professional and personal stories of a group of brilliant but often emotionally challenged attorneys.
- This series confronts social and legal issues of the day in a fast-paced and wildly comedic manner.





KING OF QUEENS

- **Weekdays at 5:00pm**
- Long-running, blue-collar comedy about a delivery driver, his ambitious wife and her oddball father.
- Doug and Carrie Heffernan are a childless couple trying to make ends meet. Their tumultuous but loving marriage is tested by the arrival of Carrie's father, who moves into their basement.

FRASIER

- **Weeknights at 5:30pm**
- "Frasier" is a multiple Emmy award winning comedy starring Kelsey Grammar and David Hyde Pierce.
- Hilarious and insightful with sharp intelligent scripts, the Crane men – a gruff father and his two refined sons learn to bond and grow closer together.





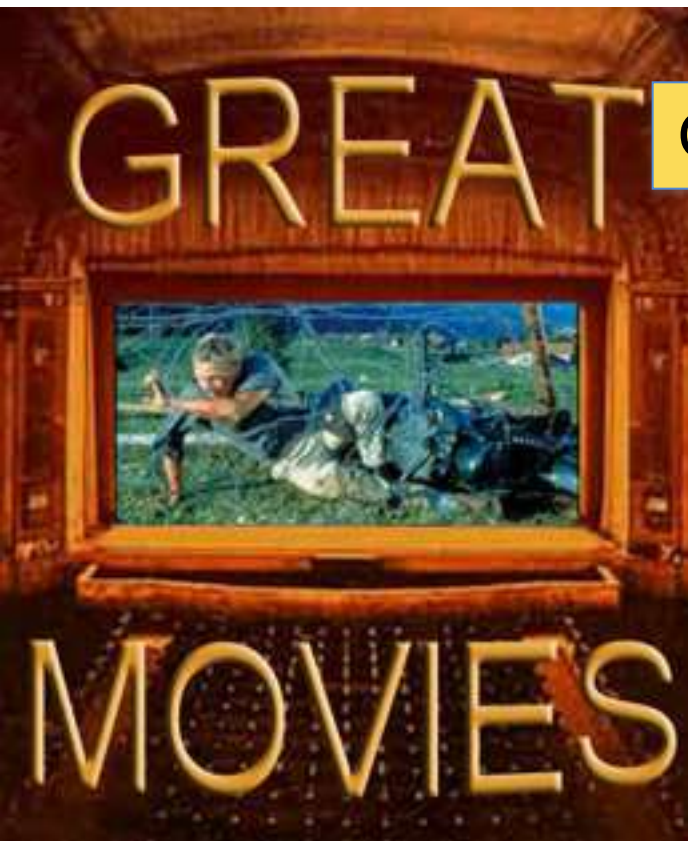
THE SIMPSONS

- **Weeknights at 6:30pm**
- The winner of 28 Emmy Awards, "The Simpsons" is the longest running animated series, sitcom, and scripted prime time series in television history.
- Set in an average American town, this dysfunctional family has become a pop culture icon with its fearless satirical take on politics, media and the American life.

EVERYBODY LOVES RAYMOND

- **Weeknights at 6pm**
- Long-running, multiple award-winning sitcom about the everyday lives of an Italian-American family living in New York.
- Based on star Ray Romano's standup comedy, "Everybody Loves Raymond" sees life through the eyes of one man as he attempts to simultaneously fulfill the roles of husband, father, brother and son.





GREAT MOVIES

- **Tuesdays & Thursdays at 8pm**
- Classic film stories.
- A selection of the best nostalgic Hollywood movies of all time – classics and epics with your favourite stars like Morgan Freeman, Peter O'Toole, Steve McQueen, Jessica Lange and Peter Strauss.

DOCUMENTARIES

- **Weeknights at 11:30pm**
Weekends at 9pm
- In the wake of reality TV excesses, documentaries are increasing in popularity for audiences looking for in-depth, factual content.
- Dig deeper into spiritual issues and gain greater knowledge with titles such as "Vine of the Soul", "Science of Sin", "Sex Scandals of Religion", and "Templars Last Stand."





BRITISH DRAMA

- **Wednesdays at 8pm**
- British Drama is enjoying a resurgence
- Enjoy both classic & contemporary British Drama with the original 1970s series "Upstairs/Downstairs" and the recent breakout BBC hit "Prisoners Wives."

CANADIAN FAMILY SERIES

- **Weekdays 9am & 4pm**
- Afternoons of family friendly programming Canadian style.
- Enjoy uplifting, heart-felt, family drama with these wonderful Canadian hits "Heartland", "Wind at My Back", "Hope Island", "Higher Ground" and "Mysterious Ways."



Joytv

CarmenTV



Joytv's newest host, Carmen Ruiz y Laza, has worked in the film and television industry for more than two decades. With a sharp eye for the best of everything, CarmenTV seeks out the hottest local experts for their tips on cuisine, fashion and beauty, entertaining and design. CarmenTV will also get you past the velvet rope at the most exclusive parties and celebrity events in Vancouver and across the Lower Mainland. CarmenTV is the good life, only better.

Details:

60 second feature

Airs 20x/week - Monday to Thursday 5-10pm, Friday 5-11pm

Joytv News

JoytvNEWS

YOUR COMMUNITY
YOUR STORY
YOUR NEWS

Joytv's Arts, Lifestyle, Community & Multi-cultural Story Features

- 90 second story features
- Rotation through full Joytv schedule to optimize full community reach

Dean Atwal: Born and raised in the UK, Dean began his broadcast career at the BBC Asian Network. An opportunity to host at a local television station in Vancouver opened up and Dean went on to host various local shows. Dean has his finger on the pulse of the local multi-cultural community and is passionate to capture the complex local diversity within the community.

Leah Bolton: Born and raised in Coquitlam, Leah began her broadcasting career in Lloydminster, Alberta as a video journalist and TV host. She spent more than four years building up her skills in Canadian small towns before returning to the Fraser Valley and joining the Joytv team in 2012. Passionate for adventure, she loves to explore individual personalities and looks forward to discovering more interesting and uplifting stories to share within the community.



Go Community Calendar



The GO Community Calendar, hosted by Katrisha Villarante, is your go-to source of information on events in the Fraser Valley, Vancouver and throughout the Lower Mainland. From trade shows to entertainment to local fundraisers, GO Community Calendar covers a multitude of community events each week.

Details:

60 second feature

Airs 35x/week throughout entire Joytv schedule

Katrisha Villarante: *Born and raised in Vancouver, Katrisha has always had a passion for travel, which she indulged as a night show host on an international cruise ship line. Katrisha began her on-air career as host of Joytv's GO Community Calendar in 2012 and is constantly amazed by the incredible diversity of cultural events on offer in the Fraser Valley.*

COVERAGE

Available Reach

4.5 million Nationally
2 million Vancouver EM

CHANNEL GUIDE

BC/Regional

Bell Satellite Ch. 656

Telus – Ch. 123

- Vancouver, Lower Mainland
- Victoria
- Whistler
- Kamloops
- Kelowna
- Vernon
- Prince George

Shaw – Ch. 10 & 7

- Vancouver -10
- Victoria - 7

Novus – Ch. 10

- Vancouver

Delta Cable – Ch. 10

- North & South Delta

National

Bell Satellite Ch. 656

Rogers – Ch. 173

- Toronto



Source: BBM Infosys 12-13 Weeks 1-38, Persons 2+, Cume Reach, Reach qualifier: 1 min.