

### Simulation of 2011-2012 English-language Performance Envelopes - OFR-THT % Weight Flip

English-language Performance Envelope Allocations	ACTUAL 2011-2012 (\$K)	Simulation - OFR in all 4 Genres			
		OFR 4 GENRES 2011-2012* (\$K)	OFR 4 GENRES THT-OFR % WEIGHT FLIP 2011-2012** (%)	Change (\$K)	% Change
Astral	7,941	9,406	11,673	2,267	24.1
CBC	63,023	63,218	68,607	5,388	8.5
Corus	25,800	24,631	22,551	-2,080	-8.4
CTV	37,432	36,871	31,677	-5,194	-14.1
Rogers	4,770	4,828	3,745	-1,084	-22.4
Shaw	31,310	31,390	32,382	992	3.2
Teletoon - English	5,316	4,967	4,328	-638	-12.8
<b>Major corporate groups Total</b>	<b>175,592</b>	<b>175,312</b>	<b>174,963</b>	<b>-349</b>	<b>-0.2</b>
APTN - English	8,070	8,055	7,938	-117	-1.4
CTS	7	7	7	0	-0.004
Glassbox	147	140	128	-12	-8.4
High Fidelity HD	332	294	230	-64	-21.8
Knowledge	849	820	771	-49	-5.9
SCN	167	160	147	-13	-8.0
Stornoway	1,379	1,378	1,378	0	-0.02
Super Channel	51	51	51	0	-0.001
TVO	1,409	1,790	2,424	634	35.4
Zoomer	998	994	963	-31	-3.1
<b>Small groups, ednets and independents Total</b>	<b>13,408</b>	<b>13,688</b>	<b>14,037</b>	<b>349</b>	<b>2.5</b>
<b>Total Allocations</b>	<b>189,000</b>	<b>189,000</b>	<b>189,000</b>	<b>0</b>	<b>0</b>

English-language Performance Envelope Allocation Share	ACTUAL 2011-2012 (%)	Simulation - OFR in all 4 Genres			
		OFR 4 GENRES 2011-2012* (%)	OFR 4 GENRES THT-OFR % WEIGHT FLIP 2011-2012** (%)	Share Point Change	% Change
Astral	4.2	5.0	6.2	1.2	24.1
CBC	33.3	33.4	36.3	2.9	8.5
Corus	13.7	13.0	11.9	-1.1	-8.4
CTV	19.8	19.5	16.8	-2.7	-14.1
Rogers	2.5	2.6	2.0	-0.6	-22.4
Shaw	16.6	16.6	17.1	0.5	3.2
Teletoon - English	2.8	2.6	2.3	-0.3	-12.8
<b>Major corporate groups Total</b>	<b>92.9</b>	<b>92.8</b>	<b>92.6</b>	<b>-0.2</b>	<b>-0.2</b>
APTN - English	4.3	4.3	4.2	-0.1	-1.4
CTS	0.004	0.004	0.004	-0.0000001	-0.004
Glassbox	0.1	0.1	0.1	-0.01	-8.4
High Fidelity HD	0.2	0.2	0.1	-0.03	-21.8
Knowledge	0.4	0.4	0.4	-0.03	-5.9
SCN	0.1	0.1	0.1	-0.01	-8.0
Stornoway	0.7	0.7	0.7	-0.0002	-0.02
Super Channel	0.03	0.03	0.03	-0.0000002	-0.001
TVO	0.7	0.9	1.3	0.3	35.4
Zoomer	0.5	0.5	0.5	-0.02	-3.1
<b>Small groups, ednets and independents Total</b>	<b>7.1</b>	<b>7.2</b>	<b>7.4</b>	<b>0.2</b>	<b>2.5</b>
<b>Total Allocations</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>

THT=Total Hours Tuned

OFR=Original First Run

\*40% THT, 15% OFR

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Notes: Broadcasters without 2011-2012 envelopes are not included.

Simulations are reflective of past broadcaster behaviour and do not predict future performance.