



HISTORY'S *VIKINGS* REIGNS AS WEDNESDAY NIGHT'S #1 ENTERTAINMENT SPECIALTY SERIES

Nearly Half a Million Canadians Watched the Epic Season 5 Premiere
HISTORY's One-Hour Special, *Vikings: The Saga of Lagertha*, Follows
as the #2 Entertainment Specialty Series of the Night

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For Immediate Release

TORONTO, November 30, 2017 – HISTORY®'s Emmy Award-winning original series *Vikings* staked its claim Wednesday night with a gripping Season 5 premiere watched by nearly **half a million Canadians***, reigning as the **#1 entertainment specialty series of the night** against all key adult demos*.

As Ivar the Boneless asserted his leadership over the Great Heathen Army, and as Lagertha continued her reign as Queen of Kattegat, Season 5 kicked off with a bounty of startling alliances and unbelievable betrayals as the Vikings fight to rule the world. And as the Vikings fight to rule, *Vikings* the series continues to lead Canadian specialty programming, claiming top spot last night in multiple key demos including A25-54, A18-34, and A18-49.

Vikings continued its domination with the one-hour original special, *Vikings: The Saga of Lagertha*, ranking as the **#2 entertainment specialty program of the night** against key adult demos (A25-54 and A18-49)*. Viewers were also treated to **ET Canada's** exclusive behind-the-scenes special, *Vikings: A New World*, which premiered on Global and featured candid cast interviews, never-before-seen footage, and an up-close-and-personal look at *Vikings* both on screen and off.

Additional *Vikings* data highlights include:

- *Vikings* Season 5 premiere marked HISTORY's biggest day in primetime this fall against all key demos**.
- The Season 5 premiere grew its overnight audience by 10% amongst Adults 25-54 compared to last fall's Season 4B premiere*.
- The series hashtag (#Vikings) was used more than 35,000 times in North America on Instagram and Twitter***.

In the next episode of *Vikings*, airing **Wednesday, Dec. 6 at 9 p.m. ET/PT** on HISTORY, celebrations are cut short in the aftermath of the battle at York. Ragnar Lothbrok's sons are pitted against each other as tensions reach an all-time high and each is forced to choose a side. Following next week's new episode of *Vikings*, HISTORY presents the highly-anticipated series premiere of new scripted drama *Knightsfall*, premiering **December 6 at 10 p.m. ET/PT**.

Catch up on full episodes On Demand, on HISTORY.ca, and on the HISTORY GO App. Visit etcanada.com to watch *Vikings: A New World* and for exclusive cast clips and interviews.

Sources:

*Numeris PPM Data. November 29/17 – overnight data vs. November 30/16 & February 1/17 – overnight data, 3+ airings. Total Canada/AMA(000).A18-34, A18-49, A25-54 unless otherwise specified. CDN COM SPEC DIG ENG. Excludes Sports

**Numeris PPM Data. FL17 STD (Aug 28/17-Nov 29/17) - live+same day playback. Total Canada/A25-54, A18-49, A18-34 AMA(000). Mon-Su 8p-11p. History.

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