



SHOWCASE HAS A RUNAWAY HIT: NEW SERIES *MARVEL'S RUNAWAYS* WINS THE NIGHT AS THE #1 ENTERTAINMENT SPECIALTY PROGRAM

Series Debut Claims Top Fall Premiere on Showcase, Continuing the Network's Success as the #1 Entertainment Specialty Station

"Runaways is refreshingly different...Don't run from this" – [24 Hours](#)

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For Immediate Release

TORONTO, November 23, 2017 – Showcase's highly-anticipated coming-of-age series [Marvel's Runaways](#) bolted onto the scene Wednesday with a special two-hour premiere claiming top spot as the **#1 entertainment specialty program of the night*** among multiple key demos including A25-54 and the millennial-skewing A18-49 and A18-34. Furthermore, when looking at all Specialty programs on Wednesday, including male-dominated sports content, *Marvel's Runaways* beat last night's NBA Toronto Raptors game amongst M25-54, A25-54, A18-49, and A18-34 audiences**. The action series also ranked as **Showcase's #1 premiere this fall*****, adding another hit to the **#1 entertainment specialty network's****** fall schedule.

Based on the Marvel comic books of the same name, the action series explores the younger side of the Marvel Universe and follows a group of six diverse teenagers who can barely stand each other but who must unite against a common foe – their parents. In the next episode (**Wednesday, Nov. 29 at 8 p.m. ET** on Showcase), the kids are reeling following last night's events. As an investigation begins, they discover their parents may have more to hide than they could have imagined.

Viewers can catch up on full episodes of *Marvel's Runaways* on Showcase on Demand – check local listings. For more information on Showcase's full schedule including original sci-fi drama *Travelers*, high-flying hit *Supergirl*, fan-favourite *Mr. Robot*, and the upcoming premiere of absurd new series *HAPPY!*, visit www.showcase.ca.

Source:

* Numeris PPM Data, Total Canada, Nov22/17 - overnights, AMA(000), English Canadian Specialty Networks – excluding sports, A25-54, A18-49, A18-34, M25-54

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*** Numeris PPM Data, Fall'17 STD (Aug28-Nov22/17) – confirmed up to Nov 12/17, Total Canada, AMA(000), A25-54 & A18-49

**** Numeris PPM Data, Fall'17 STD (Aug28-Nov11/17 – confirmed data, Total Canada, AMA(000), A25-54 & A18-49, English Canadian Specialty Networks – excludes sports

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Showcase is a Corus Entertainment Inc. Network.

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