



## SHOWCASE'S EPIC *STAR WARS* MOVIE EVENT WINS THANKSGIVING WEEKEND REACHING 6.9 MILLION CANADIANS

**Canada's #1 Entertainment Specialty Network Draws The Biggest  
Single Day Audience this Fall and Showcase's Highest-Rated Day on  
Record**

***Star Wars* Movies Claimed 7 of the Top 10 Entertainment Programs  
Across Multiple Key Demos All Weekend Long**

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### **For Immediate Release**

**TORONTO, October 13, 2017** – Over Thanksgiving weekend, Canadians passed the turkey for a lightsaber, feasting on a three-day *Star Wars* movie marathon on Showcase. Reaching almost 7 million Canadians\*, Showcase was *the* go-to destination all weekend long, cementing its position as Canada's #1 entertainment specialty network this fall in key adult demos (A25-54 and A18-49)\*\*.

Ranking as the #1 network each night (Ind. 2+ and Adults 25-54) from October 7 – 9\*\*\*, Showcase captivated audiences with its biggest day in a decade\*\*\*\*, and recorded the highest-rated day on entertainment specialty this fall with Adults 25-54^ . Averaging 328,000 viewers (2+) per movie^^, the iconic films maintained the momentum throughout the broadcast movie event, securing 7 of the Top 10 entertainment programs over the weekend^^^.

As [previously announced](#), Corus holds the exclusive Canadian broadcast rights for the full collection of *Star Wars* films including upcoming releases through a multi-year agreement with The Walt Disney Studios. The out-of-this-world *Star Wars* movie event will return this December with details to be announced at a later date. Showcase is Canada's leading destination for premium dramas including high-flying hit series *Supergirl* (Mondays at 8 p.m. ET/PT), original sci-fi drama *Travelers* (Mondays at 9 p.m. ET/PT beginning Oct. 16), the critically-acclaimed *Mr. Robot* (Wednesdays at 10 p.m. ET/PT), celebrated drama *Transparent* (Fridays at 9 p.m. ET/PT), and the highly anticipated new series, *Marvel's Runaways* (two-hour premiere Wednesday, Nov. 22 at 8 p.m. ET/PT).

For more information on Showcase's full schedule or to catch up on episodes, visit [www.showcase.ca](http://www.showcase.ca). Showcase is on national free preview Oct. 1 – 31.

### Sources:

\*Numeris PPM Data, Oct7-Oct9/17 Overnights, Total Canada, Ind. 2+ CumRch(000), based on 1 min nc

\*\*Numeris PPM Data, FL17 STD (Aug28-Oct1/17) – confirmed data, Total Canada, Mo-Su 2a-2a, excludes sports, based on AMA(000)

\*\*\*Numeris PPM Data, Oct7-Oct9/17 Overnights, Total Canada, Mo-Su 2a-2a, based on AMA(000), excludes sports  
\*\*\*\*Numeris PPM Data, Sep3/07-Oct8/17 – confirmed data up to Oct1/17, Total Canada, Mo-Su 2a-2a, based on A25-54 AMA(000)  
^Numeris PPM Data, FL17 STD (Aug28-Oct8/17) – confirmed data up to Oct1/17, Total Canada, Mo-Su 2a-2a, based on A25-54 AMA(000), CDN SPEC COM ENG/CDN DIG ENG  
^^Numeris PPM Data, Oct7-Oct9/17 Overnights, Total Canada, based on Ind. 2+ AMA(000)  
^^^Numeris PPM Data, Oct7-Oct9/17 Overnights, Total Canada, CDN SPEC COM ENG/CDN DIG ENG, excludes sports, based on A25-54, A18-49, W18-49 AMA(000)

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## **Showcase is a Corus Entertainment Inc. Network.**

### **About Corus Entertainment Inc.**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic Channel, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at [www.corusent.com](#).

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