

Informative Redefined



A new destination where information is entertainment, **H2** offers a broader view of history across science, technology and pop culture from around the globe. More to explore, more to know, more to understand – More 2 History.

The Universe

HOT OFF THE PRESS NEW SERIES

America's Secret Slang

Every chapter in history has left its mark on our language. From the time of the Founding Fathers (George Washington's new work "administration") to the days of the American West ("riff raff" were lower class folks who couldn't afford a steam ticket and instead used rafts called riffs), every era has contributed words and phrases that we continue to use today.



Your Bleeped Up Brain

This series unlocks the secrets of visual perception and the constant tricks and illusions it plays on our brains. We will first show these illusions at work through man-on-the-street demonstration, then reveal how these illusions have changed the course of history.

The Universe: Ancient Mysteries Solved

How were ancient builders, including those at Stonehenge, able to create structures around the world with one consistent unit of measurement – the "megalithic yard" – despite being oceans apart? This miniseries uses experts and CGI to reveal the answer and demonstrate how our past is connected to the history of the universe.

Hangar 1

Founded in 1969, The Mutual UFO Network (MUFON) is the most respected organization dedicated to investigating and classifying all UFO activity. For the first time, all of its files have been assembled in an abandoned location in Ohio, called Hangar 1. MUFON is giving H2 complete access to Hangar 1.

The Bible Rules

The Bible may have 10 Commandments, but in fact, there are more than 700 rules. They govern all manner of behaviours – food, sex, work, punishment. More importantly, these rules provide a secret window into seeing how the ancient world worked, from the Egyptian Pharaohs to the Roman Legions.

Modern Marvels



Modern Marvels

The longest running series on the history of technology, *Modern Marvels* explores some of the world's most amazing architectural and engineering structures, scientific discoveries and social wonders. These tell the stories of visionaries who defied convention with their extraordinary creations.

The Universe

It's time again for a new look at a very old universe. In its mysteries, we are finding the secrets of our past and the key to our future. Each episode will examine how the discoveries were made and the fascinating stories of the scientists and explorers who dared to venture into the uncharted territories of the universe.

America's Book of Secrets



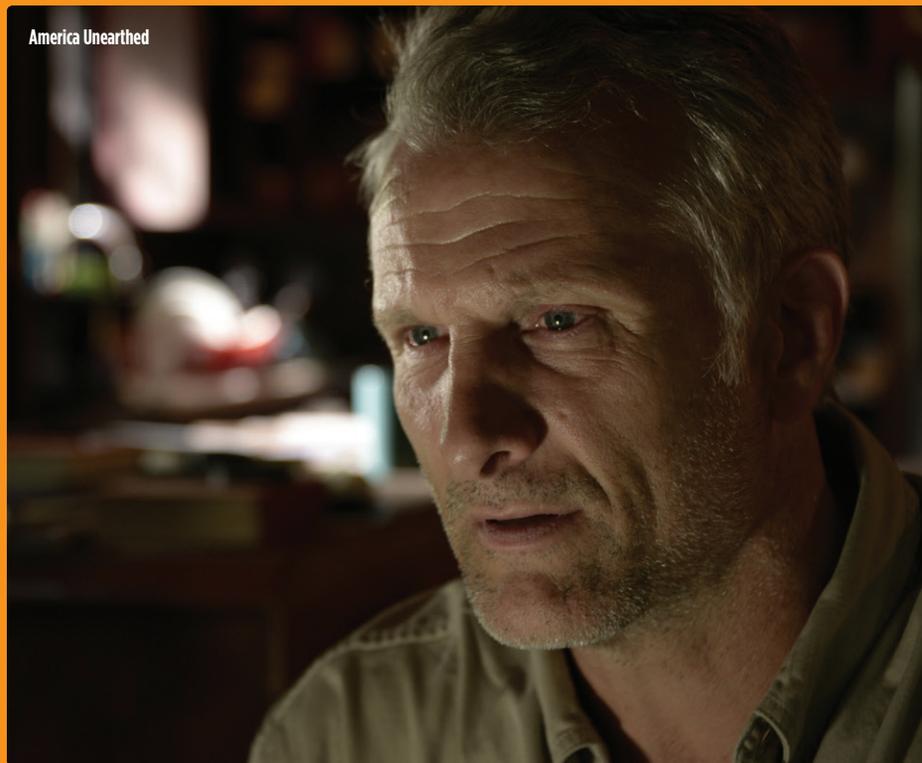
America's Book of Secrets

America's story can be told in many ways. While much of its history is well documented and widely available, there is another deeper history – one that has been shrouded in secrecy and hidden from public view; these are the stories revealed in *America's Book of Secrets*.

America Unearthed

Forensic geologist Scott Wolter, a real-life Indiana Jones, continues to question the history we all learned from textbooks. Across the country, ancient symbols, religious relics and unexplained artifacts suggest that civilizations from around the world have left their mark for us to find today.

America Unearthed



CUTTING EDGE NEW SPECIALS

Scammed

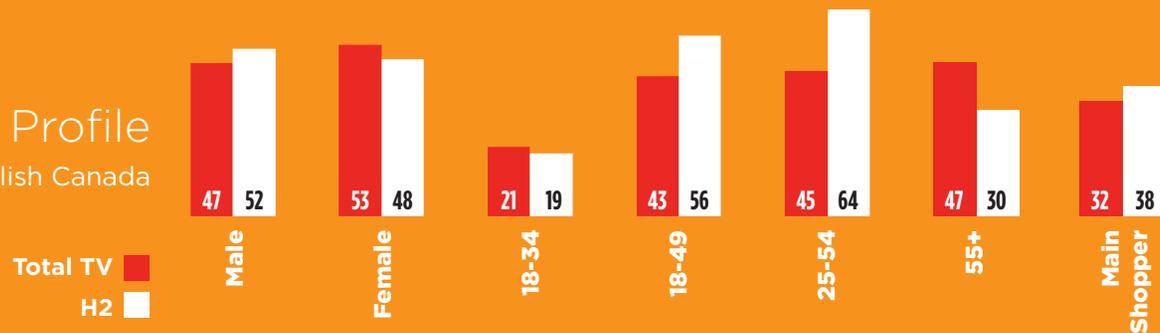
There are essentially five cons that are the basis for every swindle since man walked upright Paul Wilson, dubbed the "World's Greatest Con Man," and his team take viewers inside long and complicated schemes and even the micro-cons that have plagued unsuspecting people for hundreds, even thousands of years.

The Nazi Gospels

This special examines the roots of Nazi ideology, and how the Third Reich used twisted versions of history and religion to bolster its power and help drive Germany towards war and genocide.

Demographic Profile

% of A18+ AMA, English Canada



Source: BBM Canada PPM data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 26 - Nov 24/13)

Historic Discoveries

A look back on the H2 viewers' habits and patterns

H2 viewers are car enthusiasts. They are more likely than the TV population to:



- Pay up to \$30K on a vehicle (123) and purchase a new vehicle in the past 2 years (111)
- Perform more complex auto service such as muffler/exhaust replacements (114) or brake repairs (134) themselves
- Perform basic auto service such as oil changes (129) and tune ups (120) themselves
- Have tires changed/replaced (122) or windshield replacement/repairs (137) done by an auto dealership

H2 viewers connect with the media while on the go. In an average week they are more likely to:



- Access TV at work (104), in a private vehicle (229), in public transit (142) or in other locations (cafe, bar) (109)
- Listen to the radio on public transit (124) or other locations (cafe, bar) (114)
- Spend 11-15 hours on the internet (167)
- Use their mobile device to send emails (107) or stream TV (105)



Source: BBM Canada PPM data, English Canada, M-Su 2a-2a (Aug 26 - Nov 24/2013), Index based on Comp% of A18-54 vs. TV population

Key Research Findings

- Subscribers - approximately **1.4 million** (Mediastats August 2013)
- In an average week (Fall 2013) over **1 million** Canadians (2+) tuned into **H2**
- Ranked in the **Top 15** among all Specialty Digital networks for multiple demos
- Experienced **double digit growth** over Spring 2013 for key demographics

Source: BBM Canada PPM Data (Fall'13: Aug 26/13-Nov 24/13)/Total Canada