



# THE BIGGEST LOSER

*The Biggest Loser: Couples* season premiere weighed in heavily with Canadians as **2.3 million viewers** tuned in to Citytv and watched as 22 new contestants embarked on the latest inspirational journeys of personal transformation.

Securing the **#1 spot in Toronto**, *The Biggest Loser* was a ratings winner across all female demographics F25-54 (6.9 Rating), F18-49 (5.9) and F18-34 (5.8). **Strong results** also carried weight with key female demos in Vancouver and Calgary F25-54(4.5/3.8) and F18-49 (4.0/4.4).

**Citytv**

 ROGERS