

A panoramic view of Quebec City, Quebec, Canada, featuring the Citadelle of Quebec and the St. Lawrence River. The image is a wide-angle shot from an elevated position, looking down into the city. The Citadelle of Quebec is the central focus, a large, historic military installation with multiple towers and a complex roofline. To the right, the St. Lawrence River flows through the city, with several bridges visible in the distance. The foreground shows a paved area with some greenery and a small circular garden. The sky is blue with scattered white clouds. The overall tone is bright and clear.

spotlight on Québec

think^{tv}

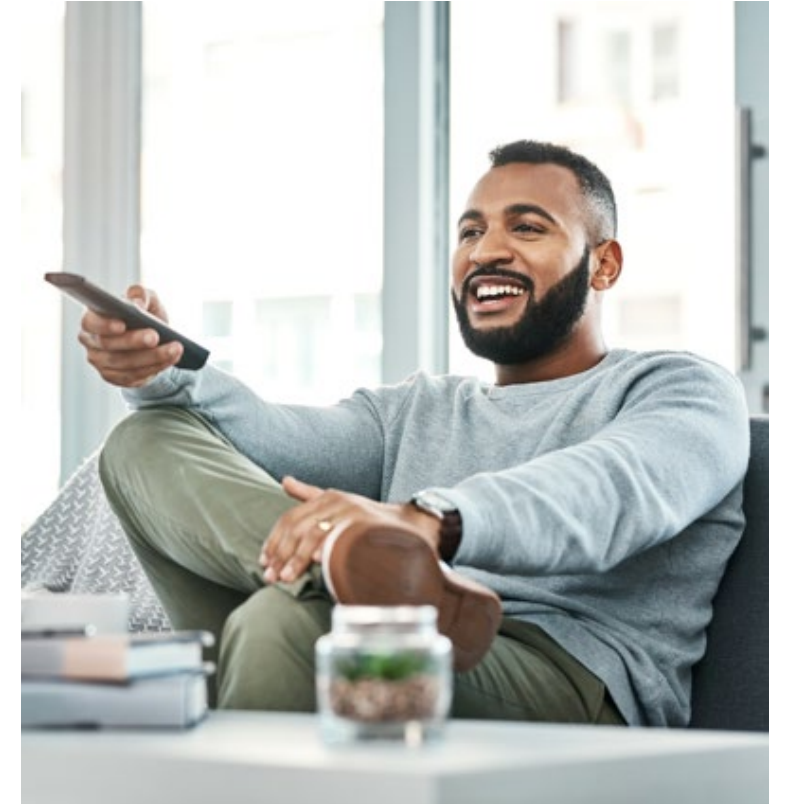
the Québec Franco Market

French-speaking Canadians have a strong connection with TV

- they watch 35% more television than the average Canadian
- they are passionate about home-grown content and their local teams
- the top ten shows are all produced in Quebec and deliver an average audience of 1.4 million per episode

and much like the rest of Canada, they

- say TV ads are the most influential and attract the most attention
- are more likely to watch video ads on TV (vs computer or mobile)
- feel that television advertising is the most likely to 'stick in your memory' and 'make brands famous'



A blurred background image of a person sitting on a couch, watching a soccer game on a large television. The person's head and shoulders are visible in the foreground, out of focus. The television screen shows a soccer match with players in white and blue uniforms on a green field. A hand is holding a black remote control in the lower right foreground, pointing it towards the television. In the bottom foreground, there are two green glass bottles, likely beer, on a surface. The overall scene is dimly lit, suggesting an evening or indoor setting with artificial light.

tv audiences

tv reaches **93%** of Québec Franco (A18+) every week

93% A18+

89% A25-54

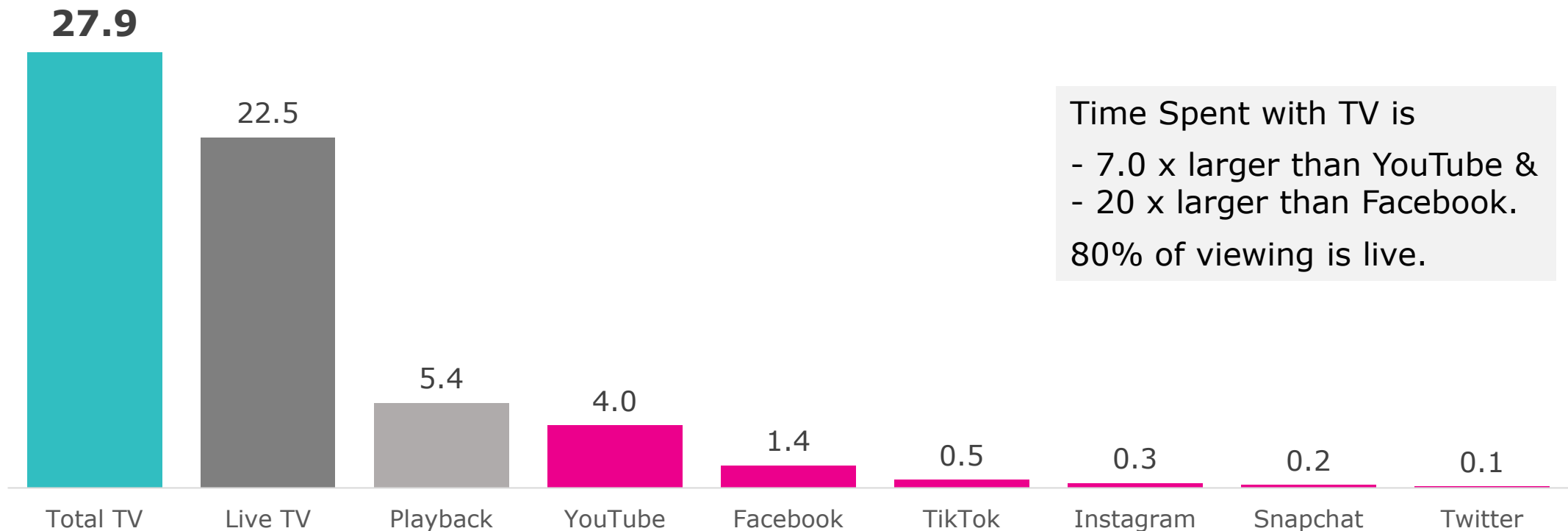
84% A18-34



Francophones watch a lot of

A18+

AVERAGE WEEKLY HOURS

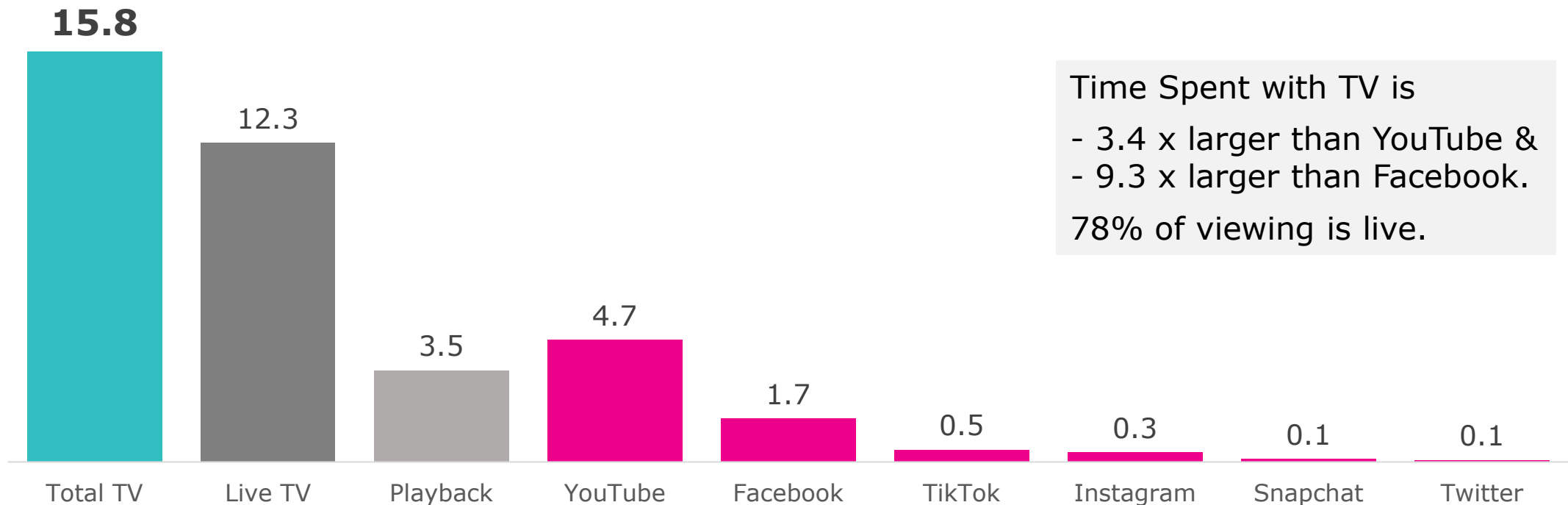


Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

A25-54

AVERAGE WEEKLY HOURS

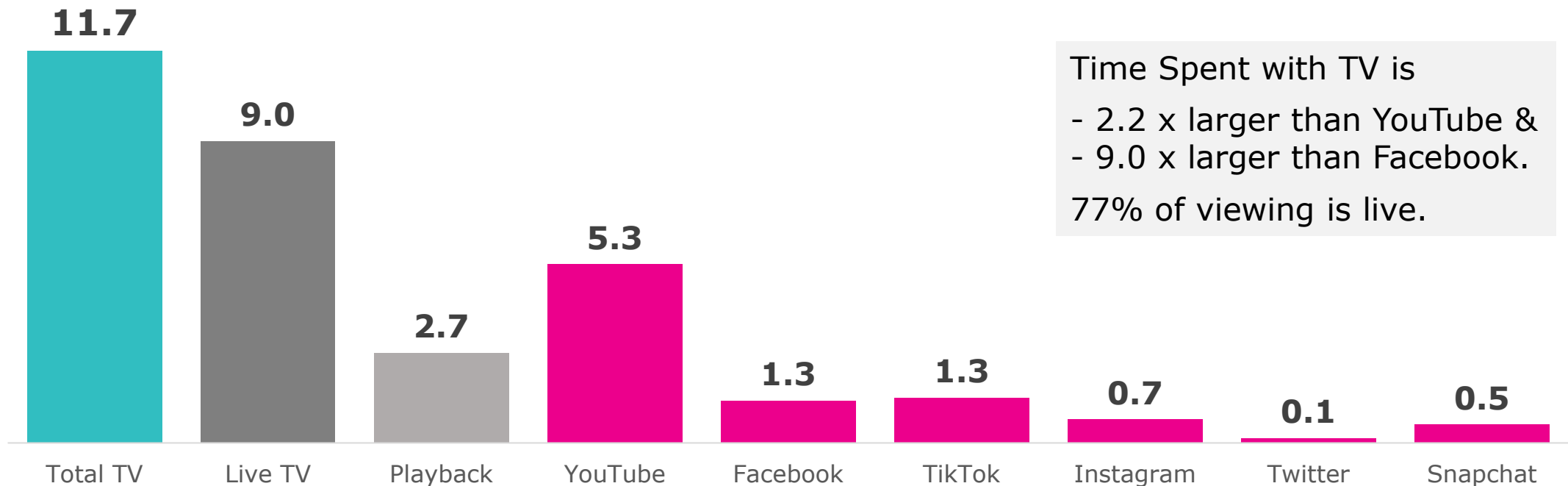


Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

A18-34

AVERAGE WEEKLY HOURS



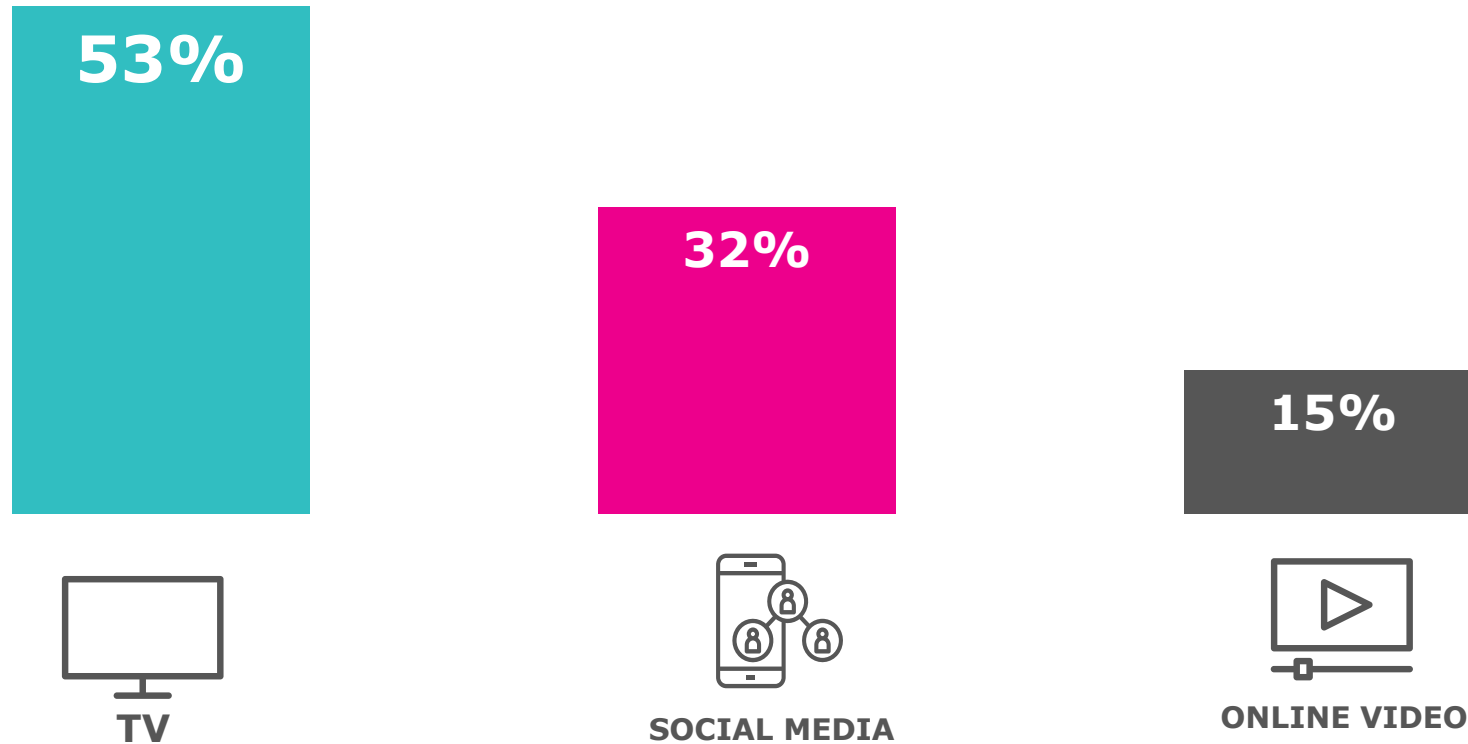
Time Spent with TV is

- 2.2 x larger than YouTube &
- 9.0 x larger than Facebook.

77% of viewing is live.

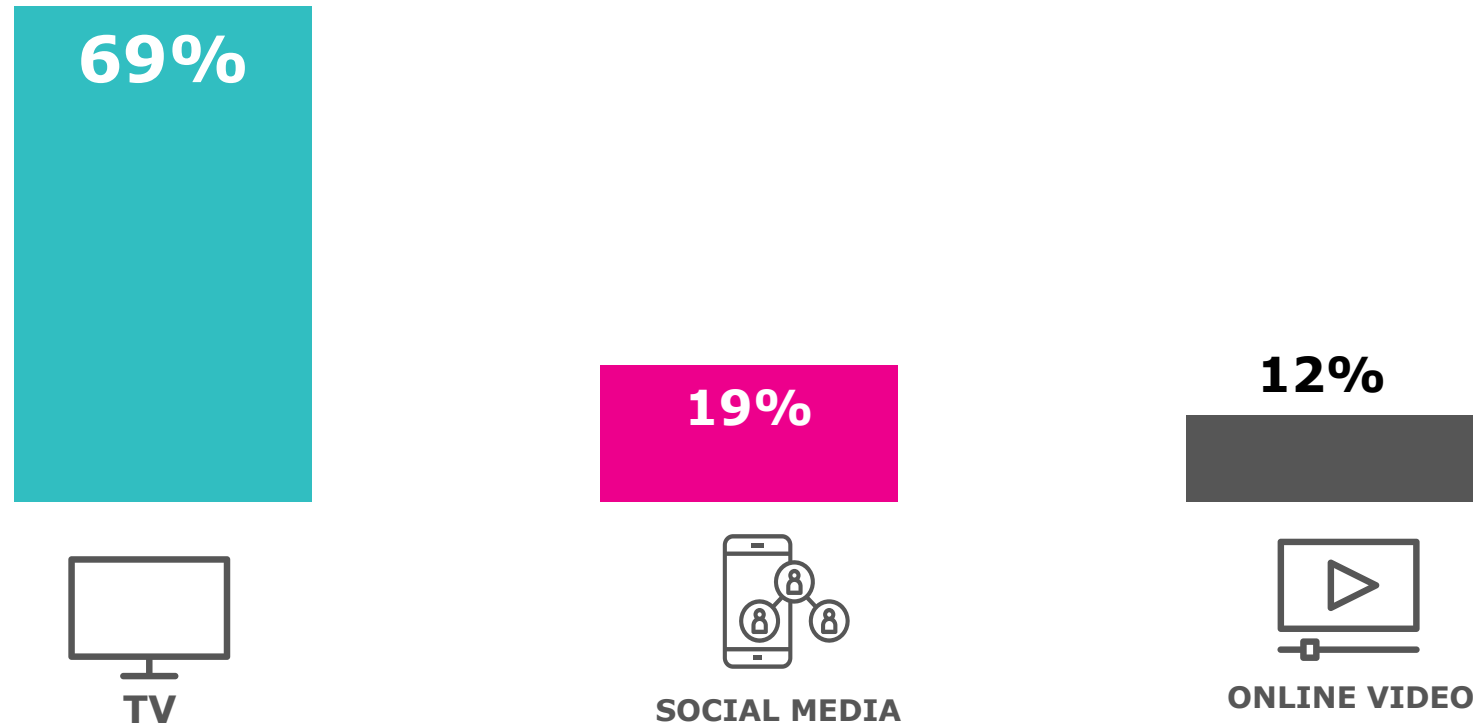
Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones pay **most attention** to ads on **tv**



Q: Which *ONE* of the following media carries video advertising that best captures your **ATTENTION**?

Francophones say **tv** is **most trustworthy**



Q: Which ONE of the following media carries video advertising that you believe to be the **MOST TRUSTWORTHY**?

young francophones watch a lot of



A18-34 francophones
watch more than
77 million hours of tv
each month

one spot in Chanteurs
masques will reach
182,000 (12%!) of
francophones **A18-34**

programming

top 20 shows in Franco Québec

| Program | Network | 2+ AMA 000 |
|------------------------------------|---------|------------------|
| Chanteurs masqués | TVA | 1,815 |
| STAT | SRC | 1,590 |
| Indéfendable | TVA | 1,511 |
| Révolution | TVA | 1,318 |
| Discussions avec mes parents | SRC | 1,238 |
| En direct de l'univers | SRC | 1,200 |
| Tout le monde en parle (en direct) | SRC | 1,143 |
| Infoman | SRC | 1,084 |
| 5e rang | SRC | 1,070 |
| Alertes | TVA | 1,065 |
| L'échappée | TVA | 1,038 |
| Anna et Arnaud | TVA | 994 |
| Ma mère | TVA | 911 |
| Avant le crash | SRC | 873 |
| Le tricheur | TVA | 867 |
| La facture | SRC | 853 |
| Le bon docteur | TVA | 847 |
| Les enfants de la télé | SRC | 832 |
| La poule aux oeufs d'or | TVA | 824 |
| Ça finit bien la semaine | TVA | 821 |



STAT

top programs

specialty in Franco Québec

| Program | Network | 2+ AMA 000 |
|--------------------------------------|------------|------------------|
| Le Hockey des Canadiens | TVA Sports | 511 |
| Hockey LNH Canadiens de Montréal | RDS | 488 |
| Hockey LNH Canadiens pré-saison | RDS | 347 |
| Soccer Coupe du Monde FIFA Canada | RDS | 278 |
| DOC | MOI ET CIE | 273 |
| S.W.A.T. | ADDIK | 253 |
| Auto Formule 1 | RDS | 245 |
| La famille Groulx | Canal Vie | 242 |
| New Amsterdam | MOI ET CIE | 214 |
| NCIS | Series | 207 |
| La Brea : le gouffre | ADDIK | 205 |
| La joute | LCN | 196 |
| Soccer Coupe du Monde 1/4 de finale | RDS | 191 |
| La Justicière | ADDIK | 180 |
| FBI : recherchés | Series | 172 |
| FBI | Series | 164 |
| L'Antichambre CH Après-match Automne | RDS | 161 |
| Bull | Series | 157 |
| L'après-match LNH CH | TVA Sports | 156 |
| Football LCF Alouettes de Montréal | RDS | 156 |



Québécois are passionate about home-grown content

The most-watched programs in Québec drive higher ratings than their English counterparts in the rest of Canada

adults 25-54
rating %

| area | top 3 dramas | top 3 reality | top 3 news |
|----------------|--------------|---------------|------------|
| QUÉBEC FRANCO | 15.4 | 13.6 | 5.4 |
| REST OF CANADA | 3.2 | 2.9 | 1.3 |

happy new year – Bye Bye 2022

On any given minute during the 'Bye Bye 2022' special, almost two thirds of the French Quebec population were tuned in - that's 4.5 million people!

RATING %

| | |
|---------|-------|
| Ind. 2+ | 62.0% |
| A25-54 | 57.8% |

AMA(000)

| | |
|---------|-------|
| Ind. 2+ | 4,706 |
| A25-54 | 1,693 |



enfin

Québécois are passionate about TV:

They watch 28 hours a week (A18+), are committed to home grown content, pay the most attention to ads on tv, and agree that television advertising is most likely to “stick in your memory”.

For the best advertising results, be sure to take advantage of this attentive audience by putting TV at the centre of your campaign.



reach us @

**subscribe to our
newsletter**



info@thinktv.ca



@thinktvca



thinktv.ca