

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}

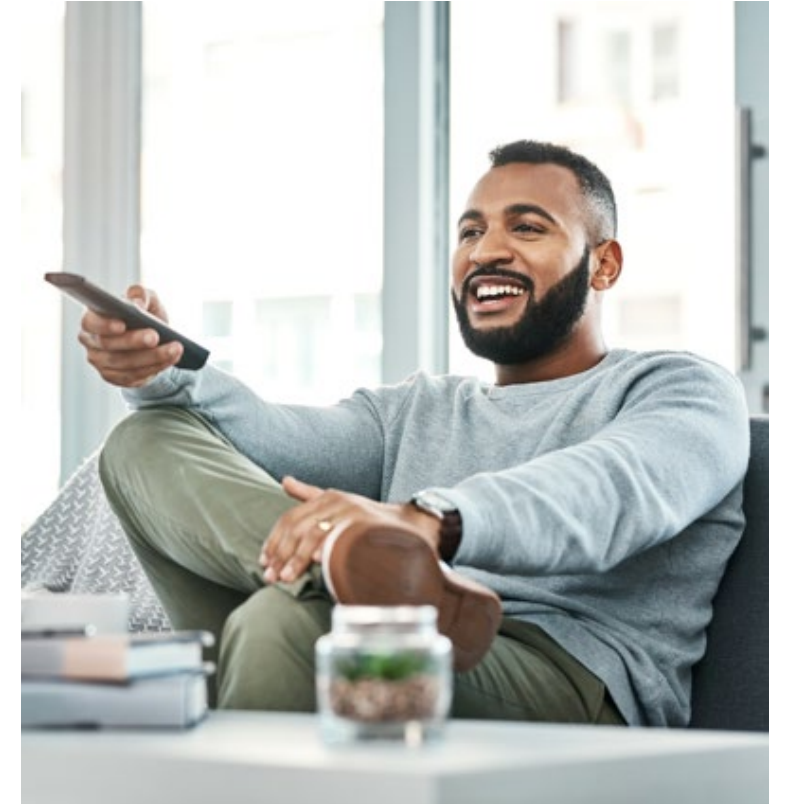
the Québec Franco Market

French-speaking Canadians have a strong connection with TV

- they watch 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 person is seen from behind, sitting on a couch and watching a soccer game on a large television. The TV screen shows a soccer match in progress on a green field. In the foreground, a hand holds a black remote control, pointing it towards the TV. There are two green glass bottles on a table in front of the person. The scene is dimly lit, suggesting an evening setting.

tv audiences

tv reaches **92%** of Québec Franco (P2+) every week

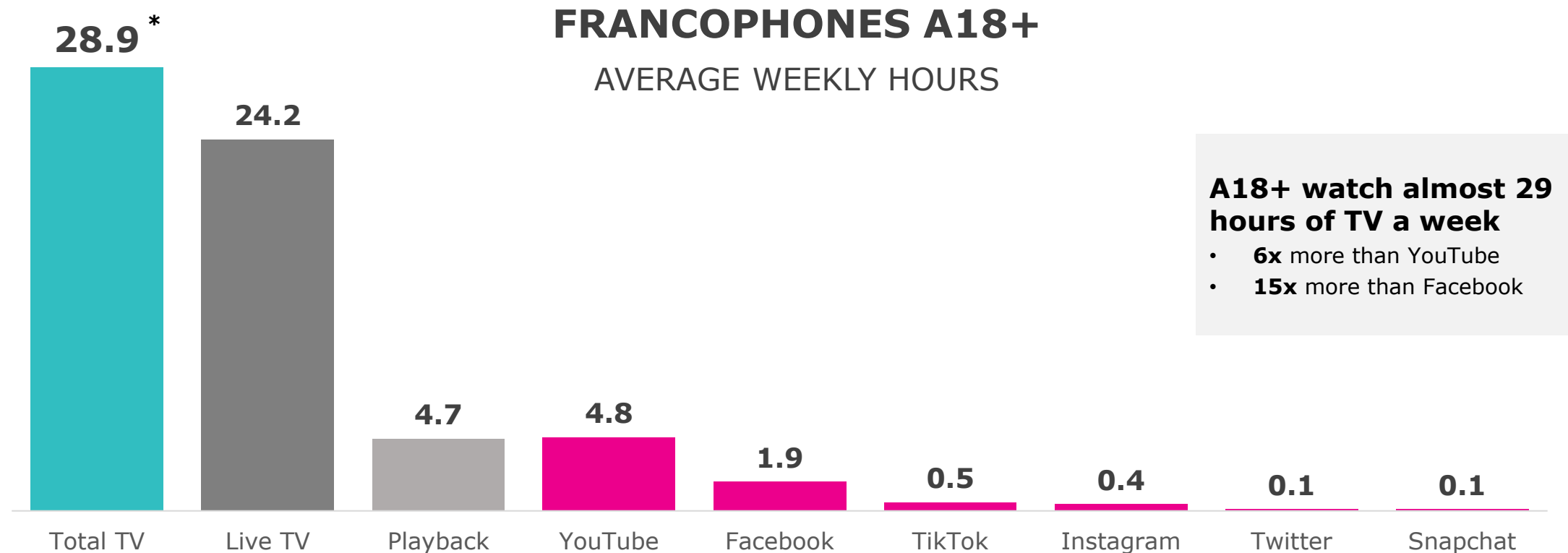
92% A18+

84% A18-34

89% Kids 2-11



Francophones watch a lot of

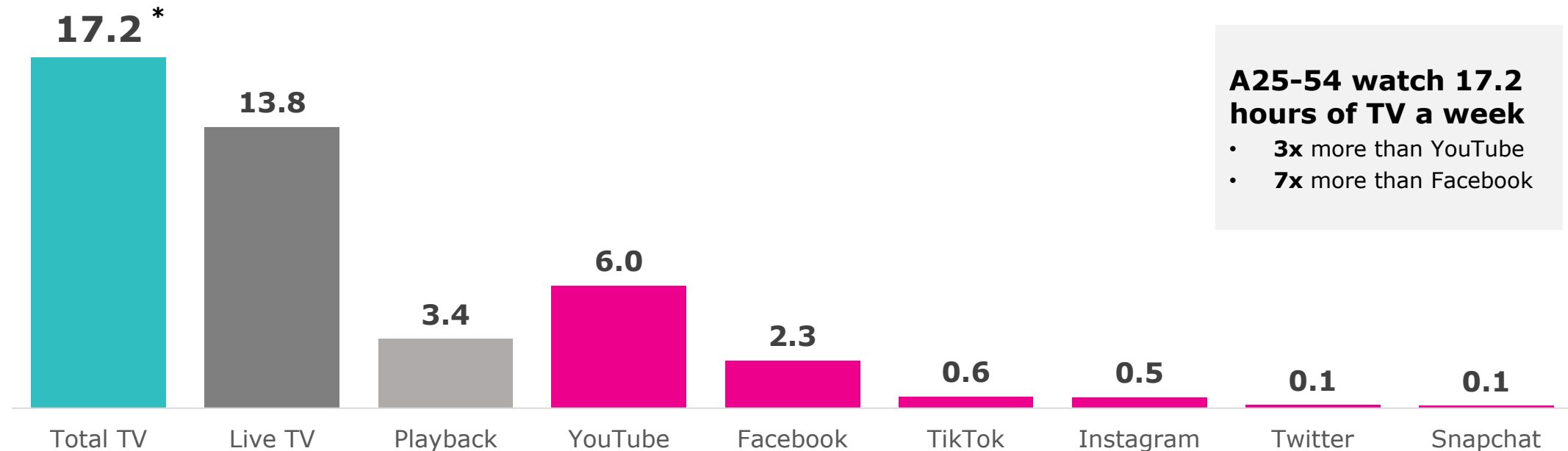


* 84% of A18+ linear TV viewing is LIVE

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 watch a lot of

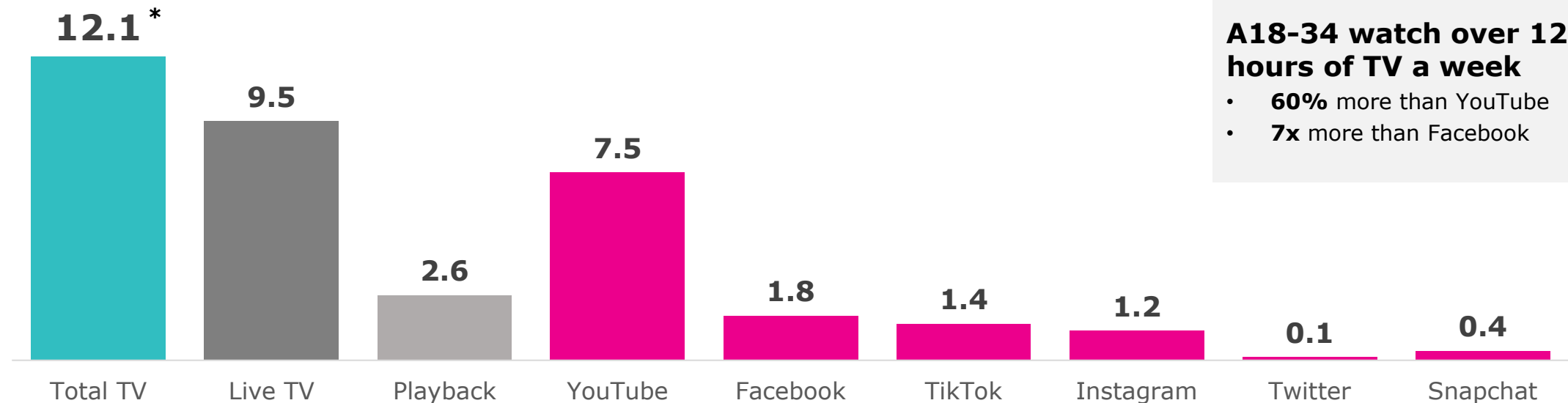
FRANCOPHONES A25-54 AVERAGE WEEKLY HOURS



* 80% of A25-54 linear TV viewing is LIVE

Francophones watch a lot of

FRANCOPHONES A18-34 AVERAGE WEEKLY HOURS



* 79% of A18-34 linear TV viewing is LIVE



young francophone adults watch more than **79 million hours** of tv each month

a single spot in Chanteurs masqués will reach **205,000** francophones **A18-34**

programming

top 20 shows in Franco Québec

Program	Network	2+ AMA (000)
District 31	SRC	1,753
Chanteurs masqués	TVA	1,680
Le bonheur	TVA	1,536
Star académie 2022 - Le variété	TVA	1,515
Révolution	TVA	1,409
Discussions avec mes parents	SRC	1,329
Léo	TVA	1,213
Toute la vie	SRC	1,153
En direct de l'univers	SRC	1,143
Les bracelets rouges	TVA	1,129
JMP	TVA	1,089
Star académie 2022 - L'audition finale	TVA	1,086
5e rang	SRC	1,083
L'Échappée	TVA	1,082
Alertes	TVA	1,079
La vraie nature	TVA	1,076
Infoman	SRC	1,029
L'heure bleue	TVA	1,013
Une autre histoire	SRC	977
Tout le monde en parle (en direct)	SRC	977



top programs

specialty in Franco Québec

Program	Network	2+ AMA (000)
Le Hockey Des Canadiens	TVA Sports	502
Hockey LNH Canadiens de Montréal	RDS	453
Classé SECRET	addikTV	364
Hockey LNH Canadiens pré-saison	RDS	330
Auto Formule 1	RDS	289
La Famille Groulx	Canal Vie	263
Le Hockey Des Séries Éliminatoires : LNH, Ronde 2	TVA Sports	208
Fermont	Canal D	202
FBI	Series	199
La Justicière	addikTV	194
FBI : recherchés	Series	186
Vendre ou rénover au Québec	Canal Vie	181
TVA Nouvelles (12h - LV)	LCN	180
S.W.A.T.	addikTV	180
Football NFL Éliminatoires	RDS	178
TVA Nouvelles (17h)	LCN	176
CSI : Vegas	Series	174
La Joute	LCN	173
Football LCF Alouettes de Montréal	RDS	172
Bull	Series	172



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	16.5	14.8	8.7
REST OF CANADA	3.8	4.2	1.7

happy new year – especially in Quebec

On any given minute during the 'Bye Bye 2021' special, almost two thirds of the French Quebec population were tuned in- that's 4.7 million people!

RATING %

Ind. 2+	62.6%
A25-54	61.9%

AMA(000)

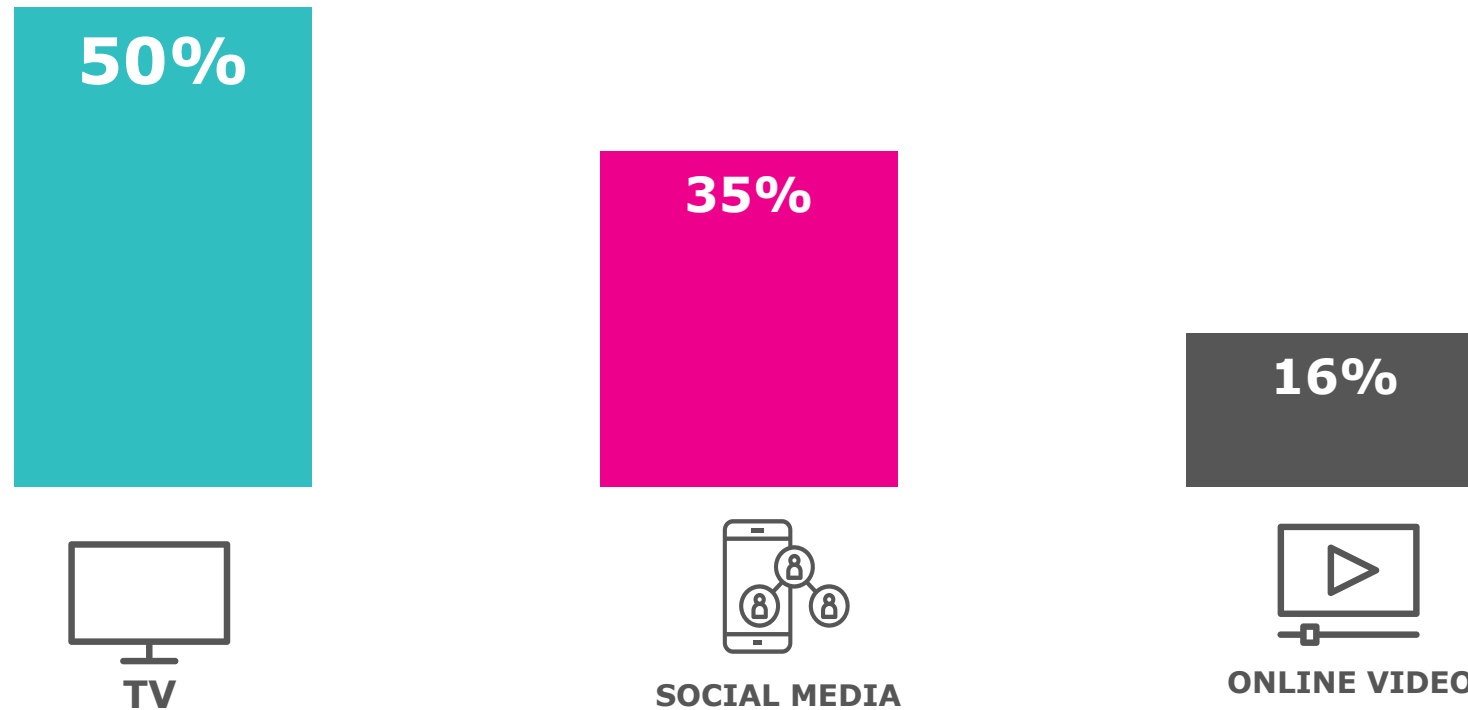
Ind. 2+	4,681
A25-54	1,790





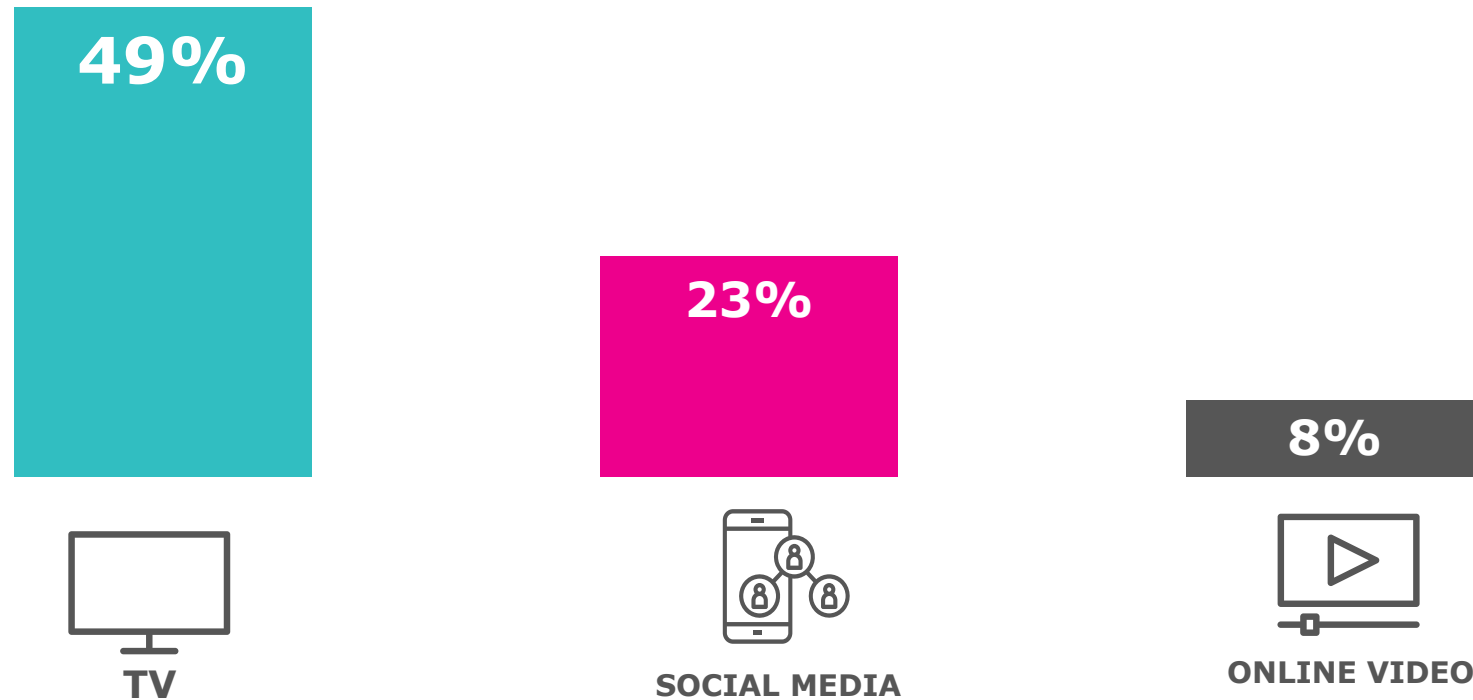
**attention,
memorability,
& trust**

tv ads get the most attention



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

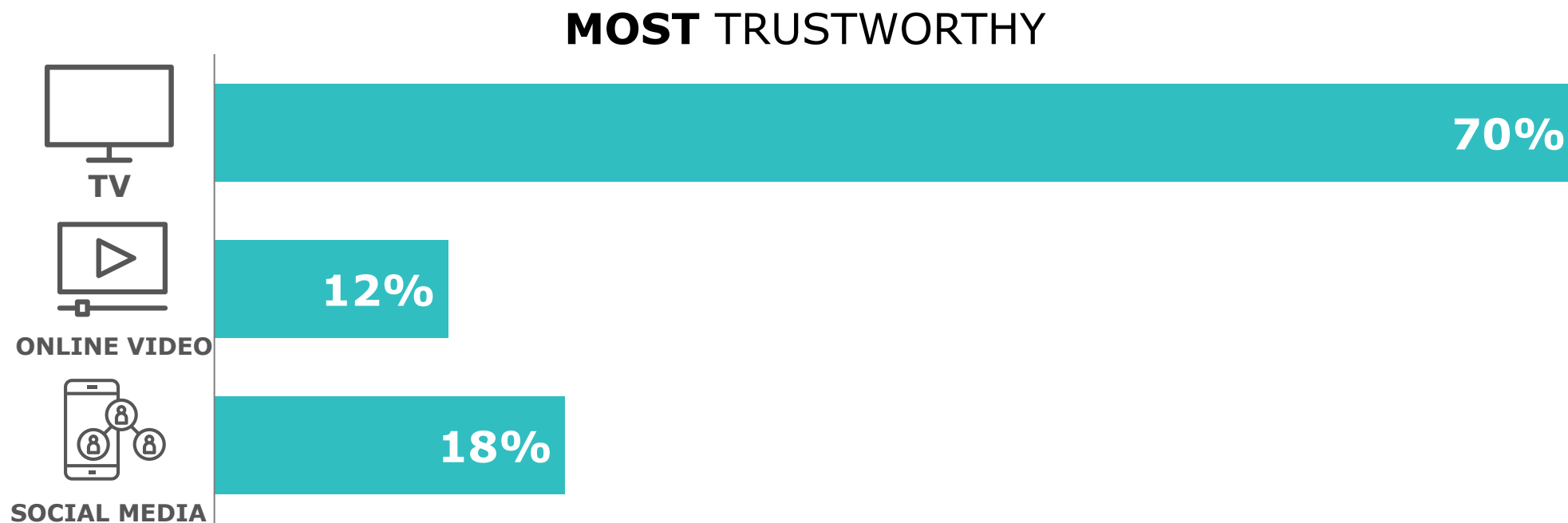
tv ads are the most memorable



Q: Which *ONE* of the following media carries advertising that you are most **LIKELY TO REMEMBER**?
not listed are: "Other" @ 20%; includes newspaper, radio, search & OOH.

tv is the most trusted in Quebec

Which one of the following media carries video advertising that you believe to be most trustworthy?





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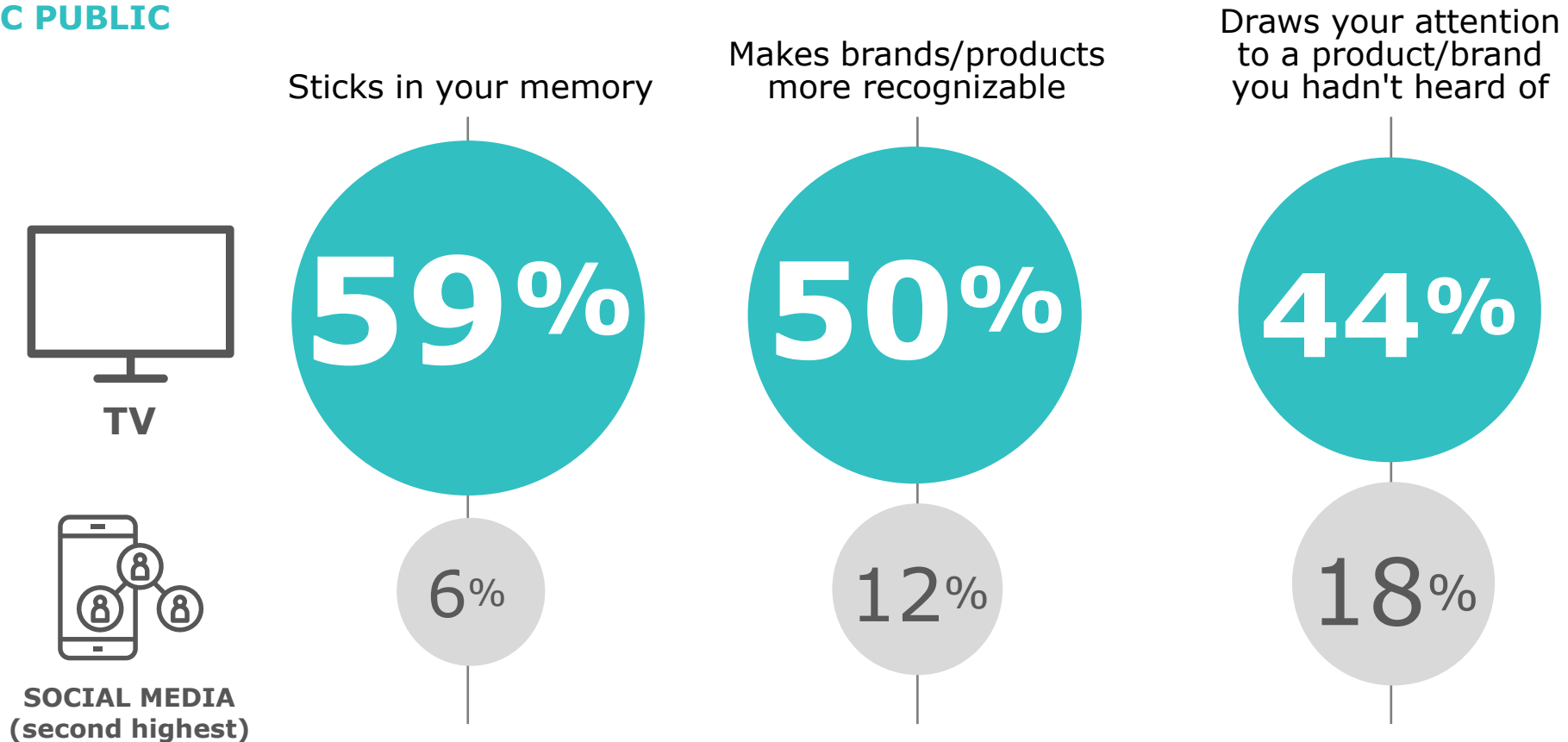
AD NATION 2020:

CANADIAN & INDUSTRY
PERCEPTIONS OF
ADVERTISING & MEDIA

tv advertising has significant impact

In which of the following media are you most likely to find advertising that...?

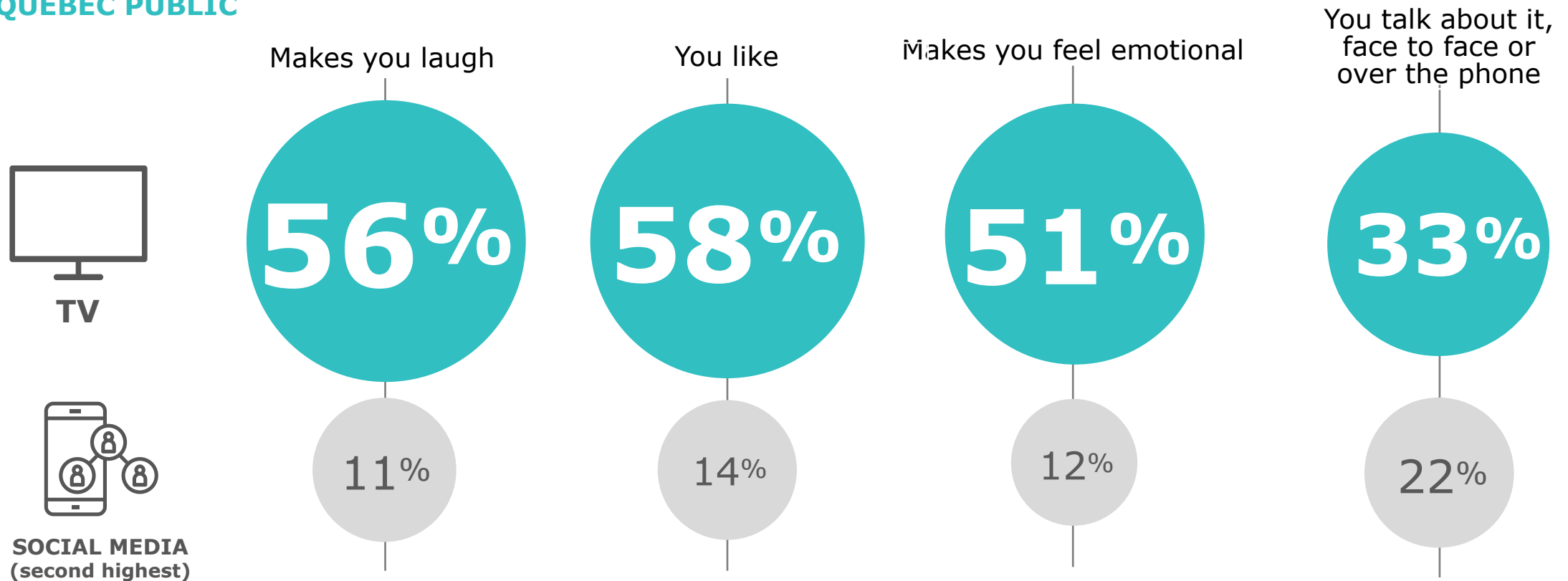
QUEBEC PUBLIC



tv advertising is the most likely to generate emotion and conversation

In which of the following media are you most likely to find advertising that...?

QUEBEC PUBLIC



enfin

Québécois are passionate about TV:

They watch 29 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 @

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