

spotlight on Québec



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
- on average, the top ten Quebec produced shows deliver an average audience of 1.2 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'



tv audiences

tv reaches **94%** of Québec Franco (P2+) **every week**

94% A18+

89% A18-34

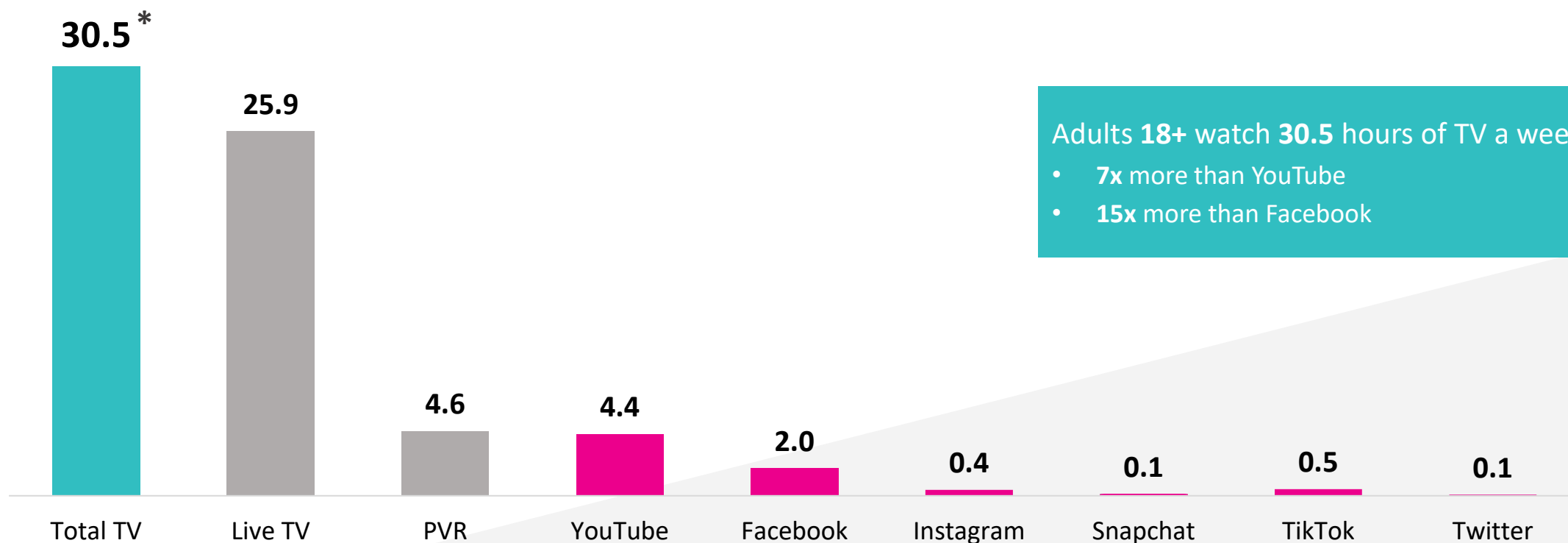
93% Kids 2-11



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francophones watch a lot of

FRANCOPHONES A18+ AVERAGE WEEKLY HOURS



Adults 18+ watch 30.5 hours of TV a week

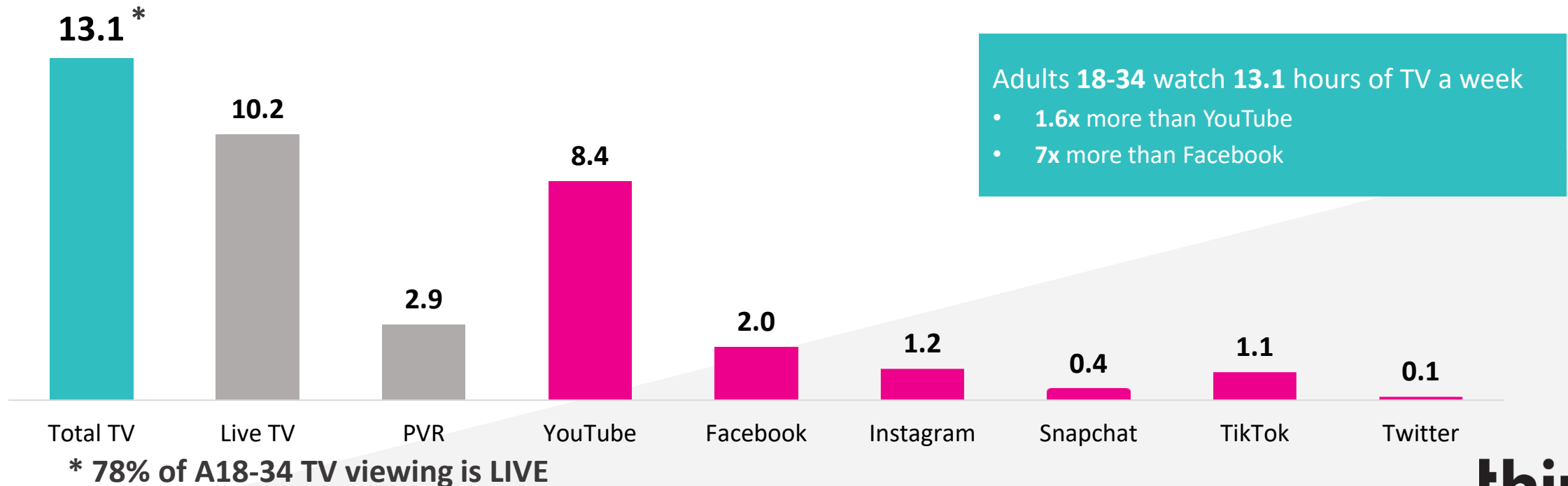
- 7x more than YouTube
- 15x more than Facebook

* 85% of A18+ TV viewing is LIVE

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francophones watch a lot of

FRANCOPHONES A18-34 AVERAGE WEEKLY HOURS



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

a single spot in
District 31 will reach
210,300 francophones
A18-34

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tv programming

top 20 shows in Franco Québec

PROGRAM	NETWORK	2+ AMA(000)
District 31	SRC	1,828
La Voix	TVA	1,524
Discussions avec mes parents	SRC	1,193
En direct de l'univers	SRC	1,168
Toute la vie	SRC	1,151
Tout le monde en parle (en direct)	SRC	1,122
5e rang	SRC	1,104
L'Échappée	TVA	1,073
Le tricheur	TVA	1,019
Infoman	SRC	991
Une autre histoire	SRC	978
Mon fils	TVA	957
Les enfants de la télé	SRC	950
Fragile	SRC	944
Le bon docteur	TVA	935
La faille	TVA	919
TVA Nouvelles (18h – Mo-Fr)	TVA	910
Ça finit bien la semaine	TVA	890
C'est comme ça que je t'aime	SRC	885
La facture	SRC	881



top programs - specialty in Franco Québec

PROGRAM	NETWORK	2+ AMA(000)
Le Hockey des Séries élimin: La coupe Stanley	TVA Sports	269
Le Phoenix	Series+	253
TVA Nouvelles (17h)	LCN	230
La Joute	LCN	225
NCIS	Series+	221
La famille Groulx	Canal Vie	219
Hawaïi 5-0	Series+	209
NCIS: Nouvelle-Orléans	Series+	197
Le Hockey des Séries élimin: LNH, Ronde 3	TVA Sports	197
Le Résident	Series+	190
LCN Maintenant	LCN	189
TVA Nouvelles (12h Mo-Fr)	LCN	185
La Formule 1	RDS	178
J.E	LCN	178
Mario Dumont	LCN	175
Chicago Fire: Caserne 51	addikTV	168
TVA Nouvelles (12h – Sa/Su)	LCN	166
TVA Nouvelles (18h – Mo-Fr)	LCN	164
100% Nouvelles	LCN	164
TVA Nouvelles (12h – Sa/Su)	LCN	162



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	15.7	11.9	6.6
REST OF CANADA	4.6	4.3	1.8

happy new year – especially in Quebec

On any given minute during the 'Bye Bye 2020' special, almost two thirds of the French Quebec population were tuned in- that's 4.7 million people!

Ind. 2+
A25-54

RATING %
62.5%
61.9%

Ind. 2+
A25-54

AMA(000)
4,662
1,768

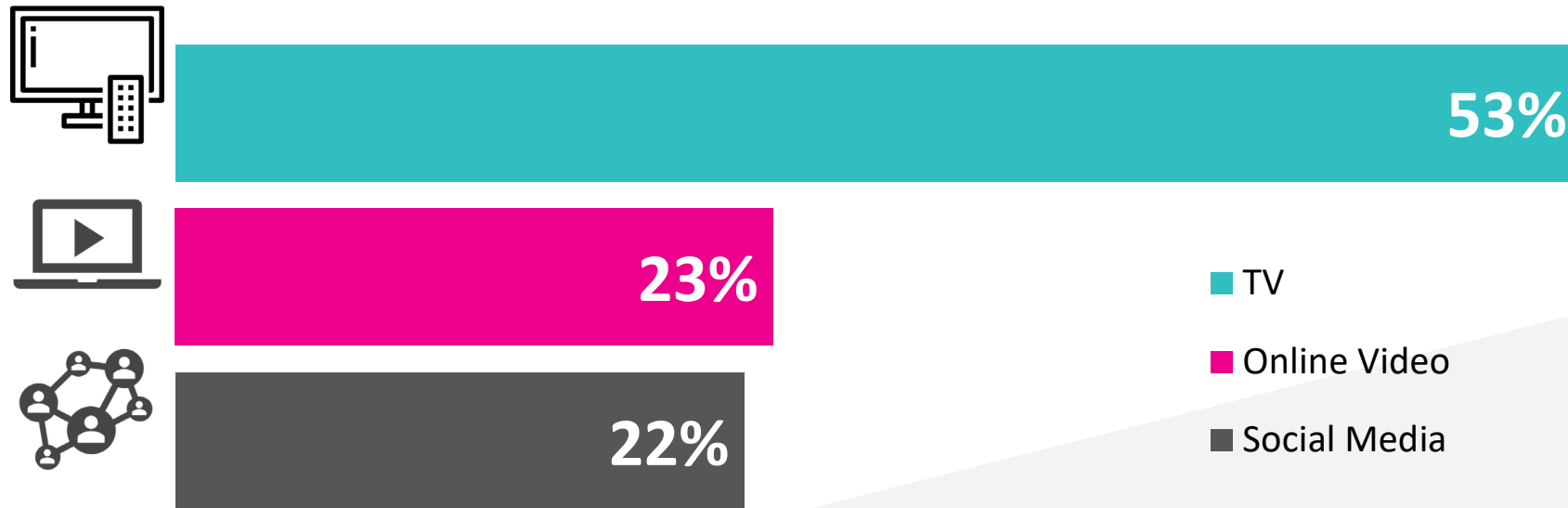


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tv attention, influence, engagement

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

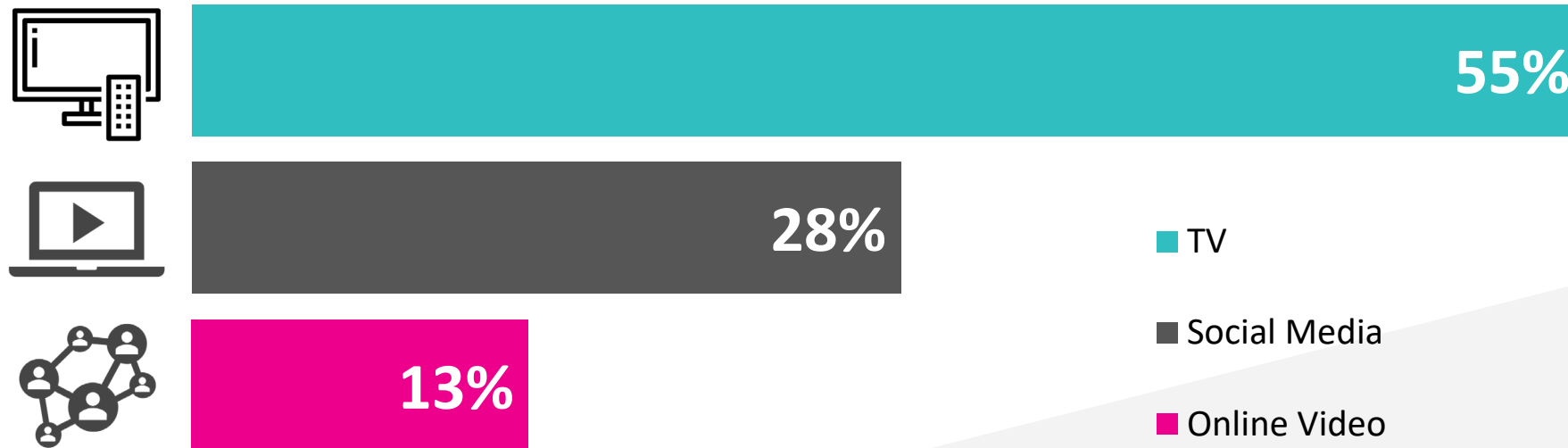
Q. Which one of the following media carries video advertising that best captures your attention?



*Don't know = 2%

tv ads are the most influential

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



*Don't know = 3.7%

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AD NATION 2020:

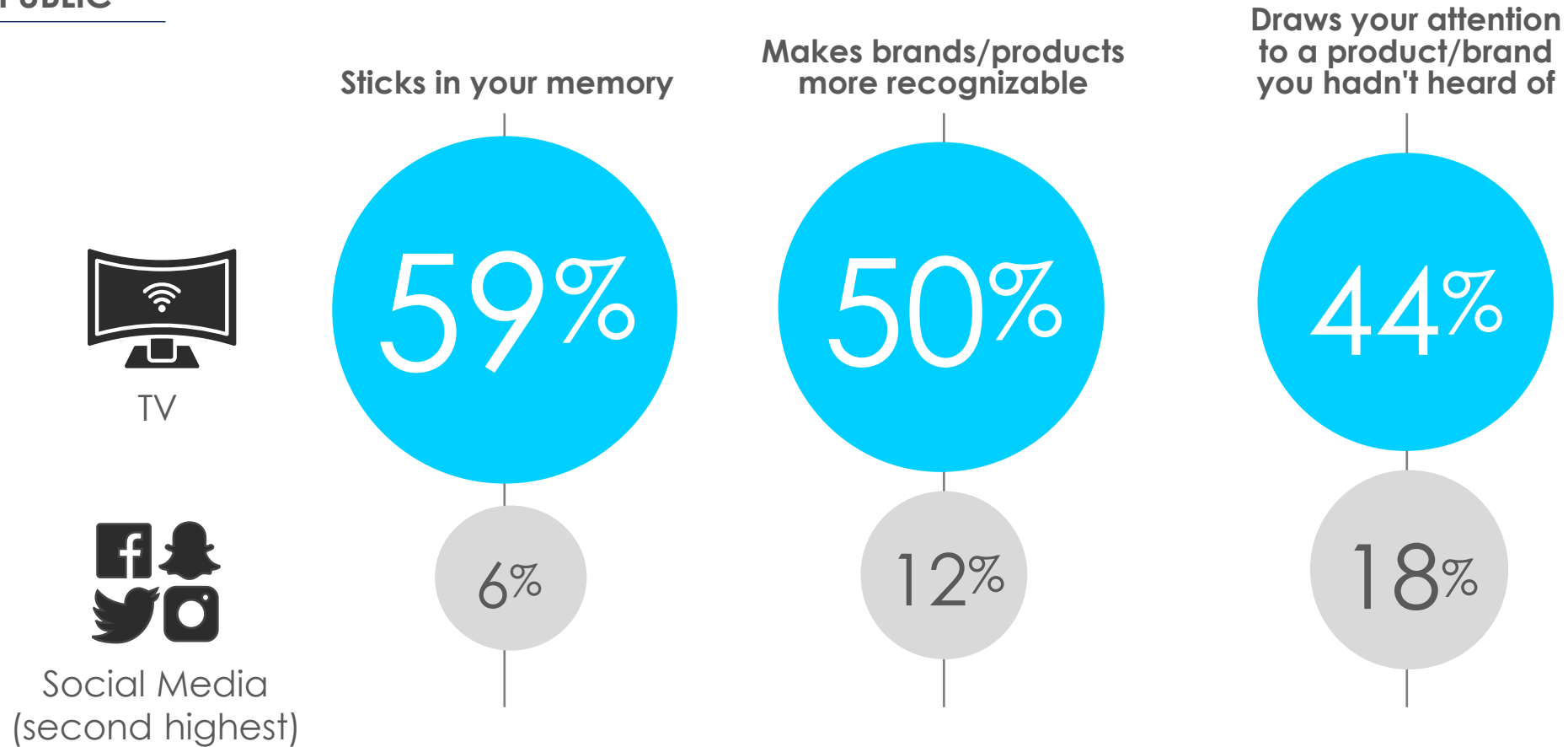
CANADIAN & INDUSTRY
PERCEPTIONS OF
ADVERTISING & MEDIA



TV advertising has significant impact

Media Sources on which you find advertising that...

QUEBEC PUBLIC

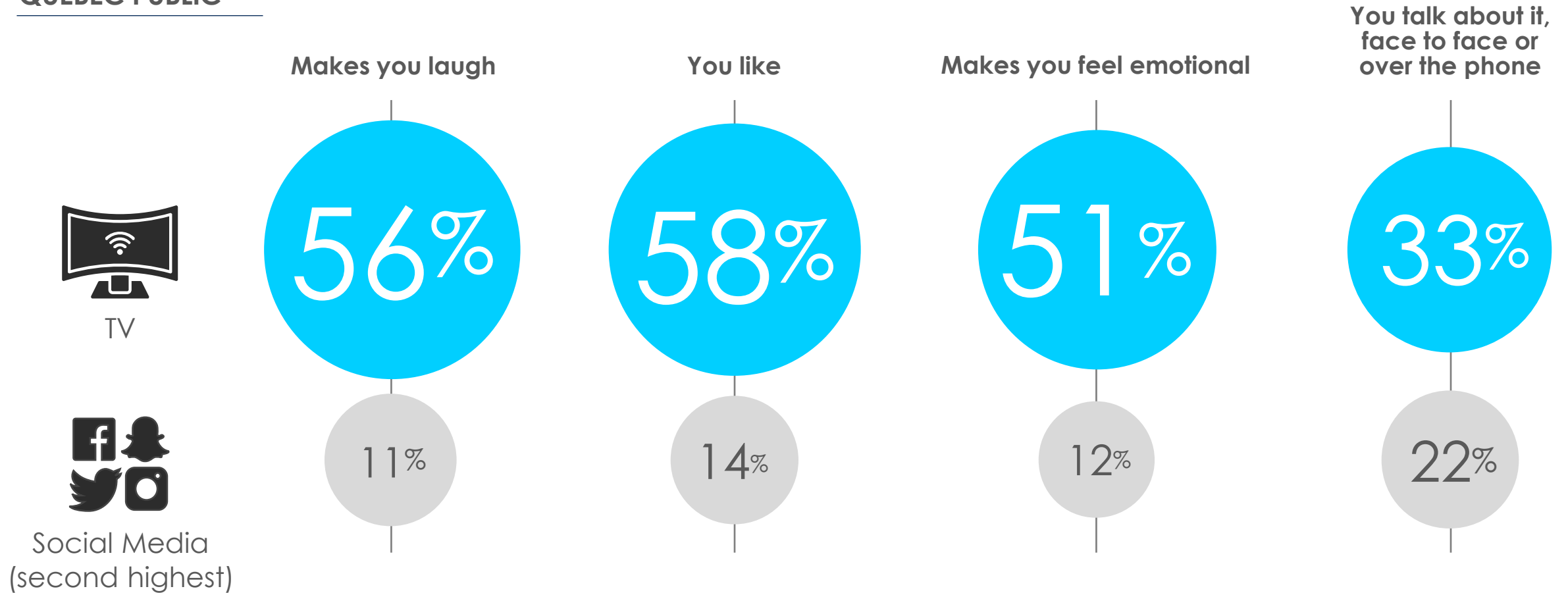


In which of the following media are you most likely to find advertising that...?

TV advertising is the most likely to generate emotion and conversation

Media Sources on which You Find Advertising that...

QUEBEC PUBLIC



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

enfin

Québécois are passionate about TV:

They watch over 30 hours a week, 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.



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