

A graphic consisting of several concentric circles in a light gray color, centered on the left side of the page. The circles are of varying diameters and are spaced evenly, creating a ripple effect.

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 over 1.2 million viewers each week

and much like the rest of Canada, they

- watch way more television than YouTube or Netflix
- say TV ads are the most influential and attract the most attention
- they feel that television advertising is the most likely to ‘stick in your memory’ and ‘make brands famous’





audiences

tv reaches **97%** of Québec Franco **every week**

96% A18+

92% A18-34

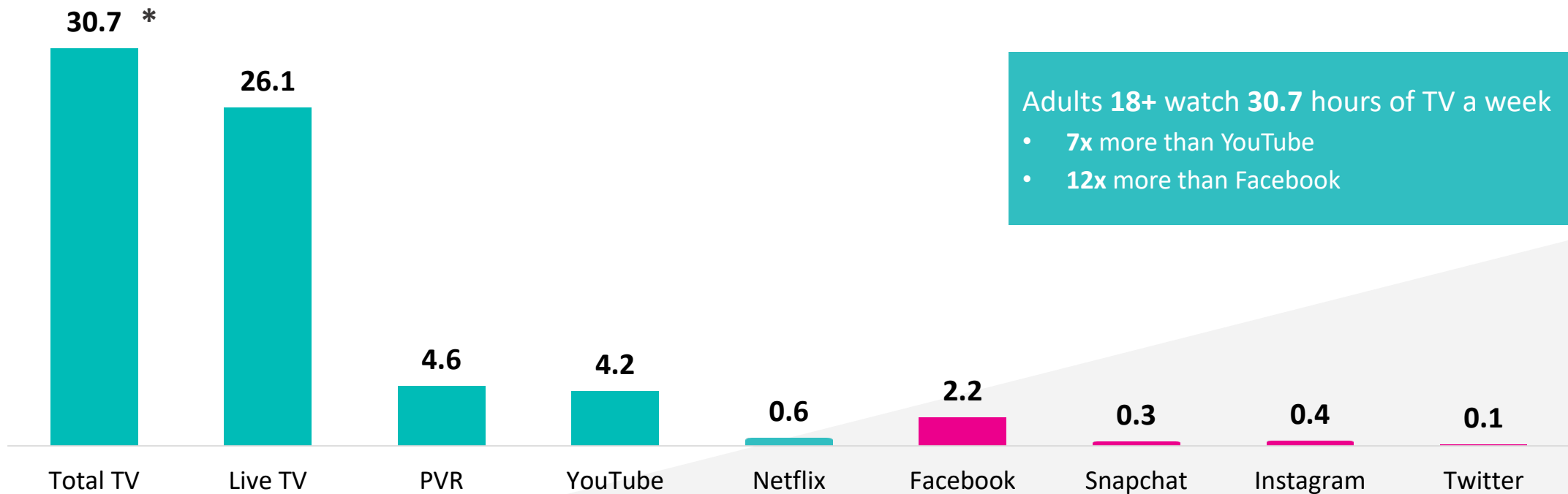
93% Kids 2-11



tv dominates time spent

Francophones A18+

AVERAGE WEEKLY HOURS



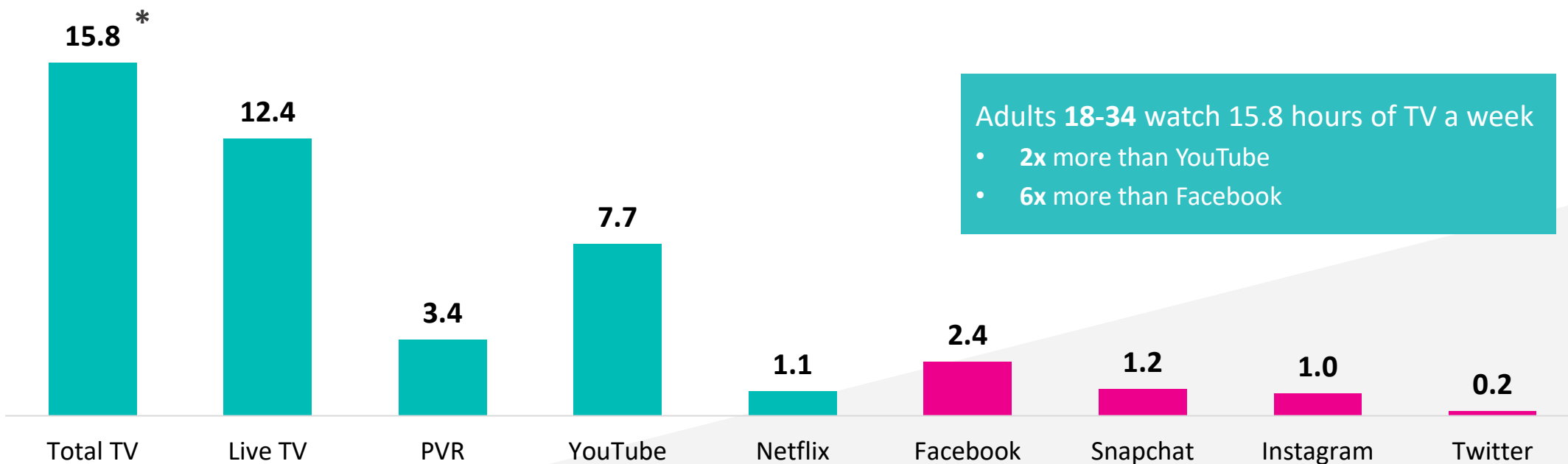
* 85% of A18+ TV viewing is LIVE



dominates time spent with young adults

Francophones 18-34

AVERAGE WEEKLY HOURS



* 78% of A18-34 TV viewing is LIVE





young francophone adults watch more than **103 million hours** of tv each month

a single spot in *Révolution* will reach **252,700** francophone **A18-34**



programming

top 20 shows in Franco Québec

PROGRAM	NETWORK	2+ AMA(000)
District 31	SRC	1,765
Alerte Amber	TVA	1,579
Révolution	TVA	1,402
L'échappée	TVA	1,360
L'heure bleue	TVA	1,202
Tout le monde en parle	SRC	1,180
Discussions avec mes parents	SRC	1,132
Boomerang	TVA	1,093
5e rang	SRC	1,073
En direct de l'univers	SRC	1,047
Les enfants de la télé	SRC	1,044
Un zoo pas comme les autres	TVA	1,008
Ruptures	SRC	996
Le bon docteur	TVA	966
Une autre histoire	SRC	961
Le monstre	SRC	952
Toute la vie	SRC	943
Ça finit bien la semaine	TVA	933
Studio G	TVA	895
Le tricheur	TVA	895



top programs - specialty in Franco Québec

PROGRAM	NETWORK	2+ AMA(000)
Autiste, Bientôt majeur	Moi et Cie	343.1
NCIS	Series+	253.5
S.W.A.T.	addikTV	193.5
Bull	Series+	190.2
FBI	Series+	190.1
Détectives privés	Series+	188.2
La famille Groulx	Canal Vie	185.4
Station 19	Series+	184.8
Code Black	Series+	180.0
NCIS: Nouvelle-Orléans	Series+	177.5
Mais pourquoi?	Z	172.1
Blue Bloods	Series+	161.6
Chicago Fire: Caserne 51	addikTV	155.2
Le code	Series+	147.5
La Joute	LCN	139.9
NCIS: Los Angeles	Series+	135.0
Madame la Secrétaire d'État	Series+	133.5
LCN/Maintenant	LCN	133.1
TVA Nouvelles (17h)	LCN	126.8
Mario Dumont	LCN	123.5



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%

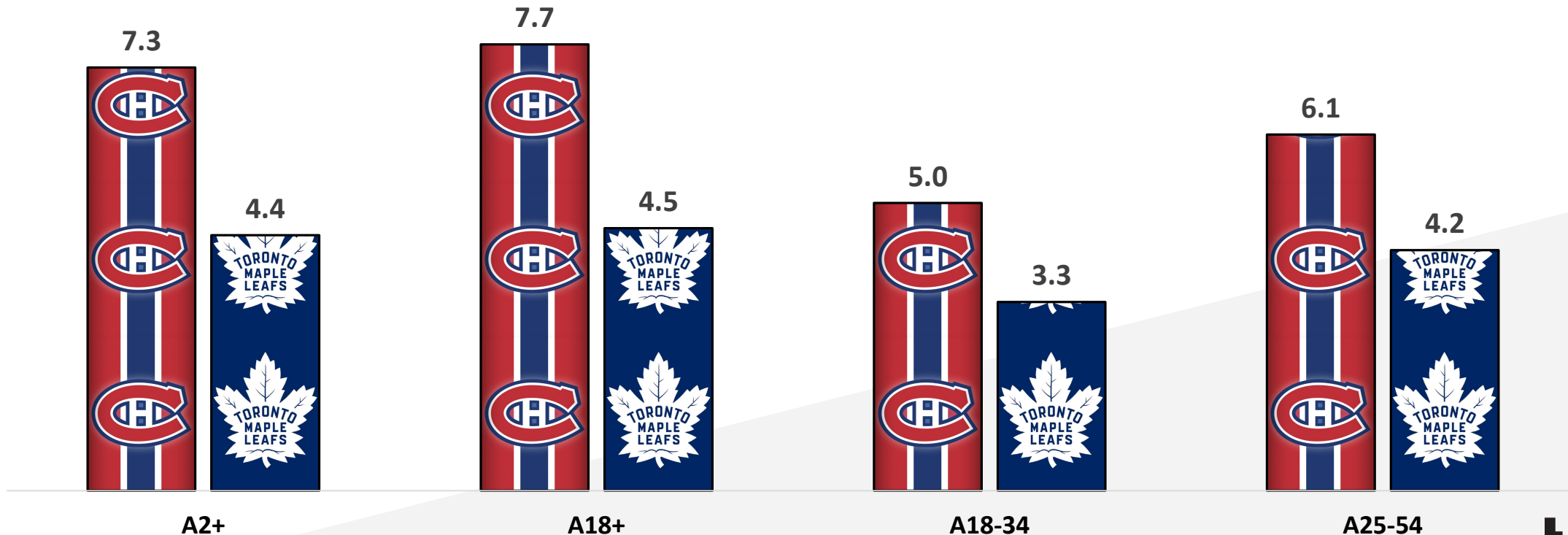
	TOP 3 DRAMAS	TOP 3 REALITY	TOP 3 NEWS
QUÉBEC FRANCO	18.1	13.9	6.1
REST OF CANADA	5.8	5.5	1.8

Montrealers are avid hockey fans

Canadiens deliver higher ratings in Montreal than the Leafs do in Toronto

Home Market Hockey Ratings (%)

🇨🇦 Canadiens Games in Montreal-Fr EM 🇨🇦 Leafs Games in Toronto EM



happy new year – especially in Quebec

On any given minute during the 'Bye Bye 2019' special, nearly 60% of the French Quebec population were tuned in- that's 4.4 million people!

RATING %

Ind. 2+

58.6%

A25-54

55.5%

AMA(000)

Ind. 2+

4,371

A25-54

1,639

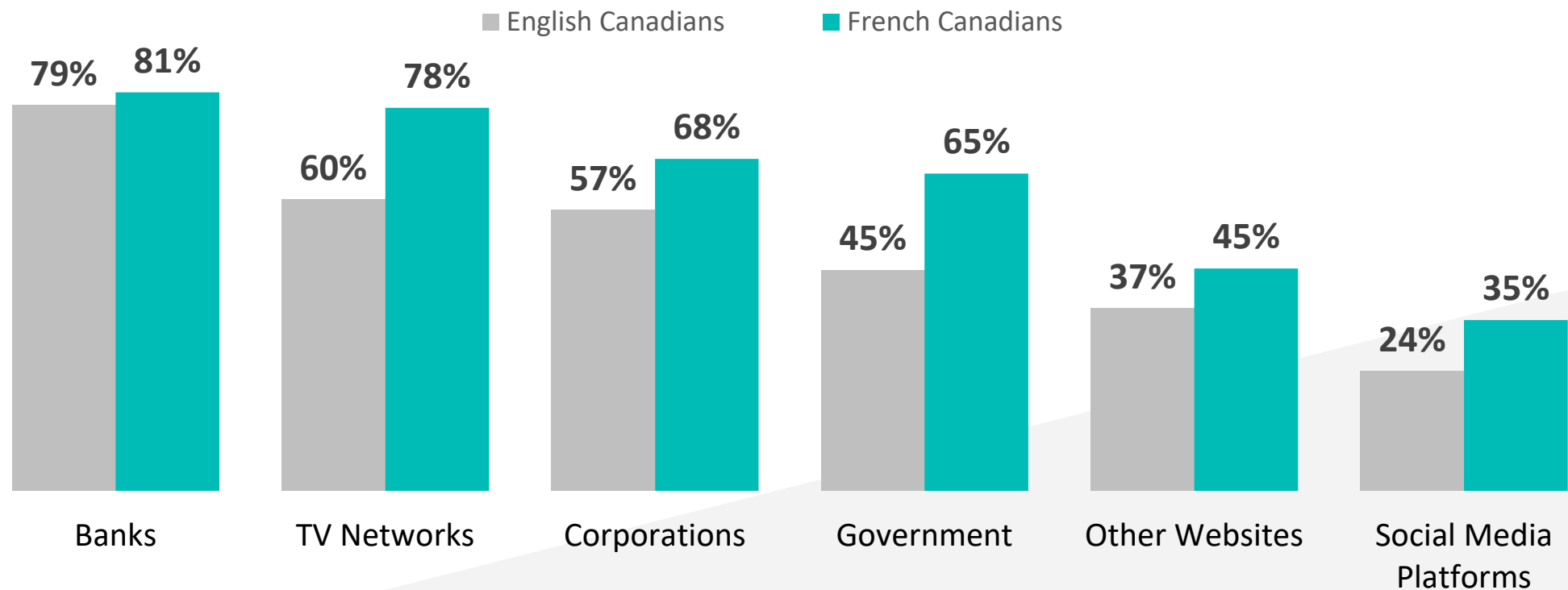




**attention, influence,
engagement**

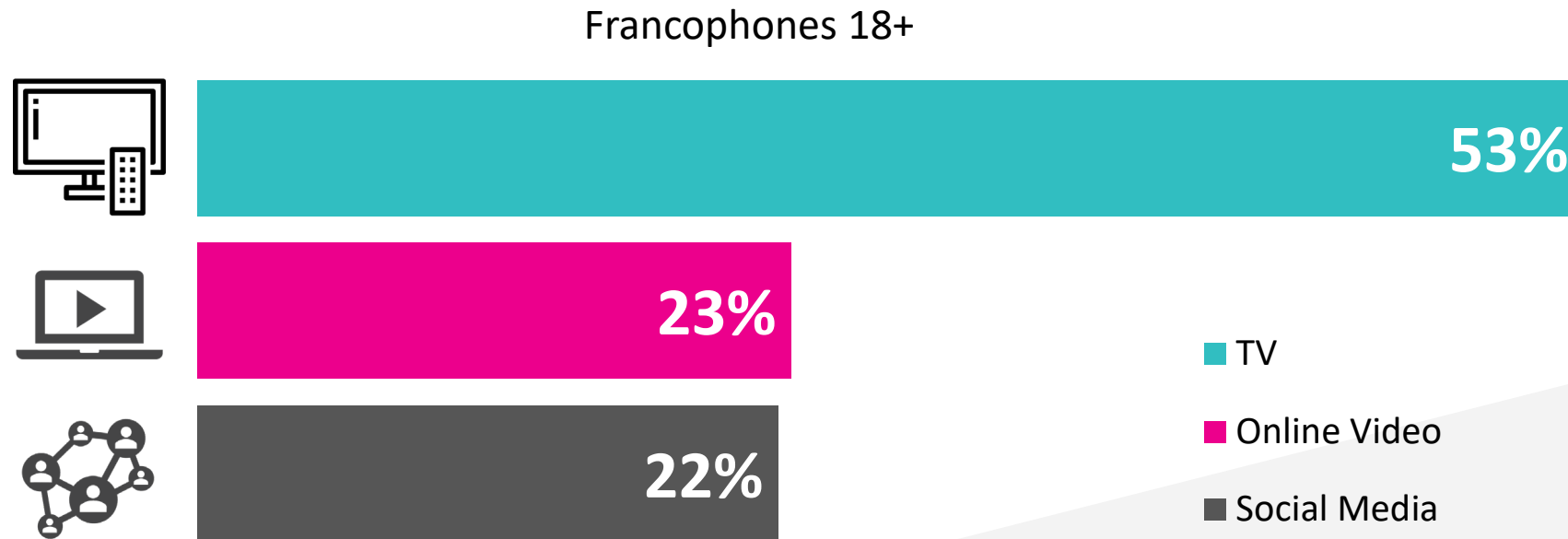
francophones have more trust in **tv**

Q: How much trust do you have in the following? [Complete Trust OR a Fair Amount of Trust]



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

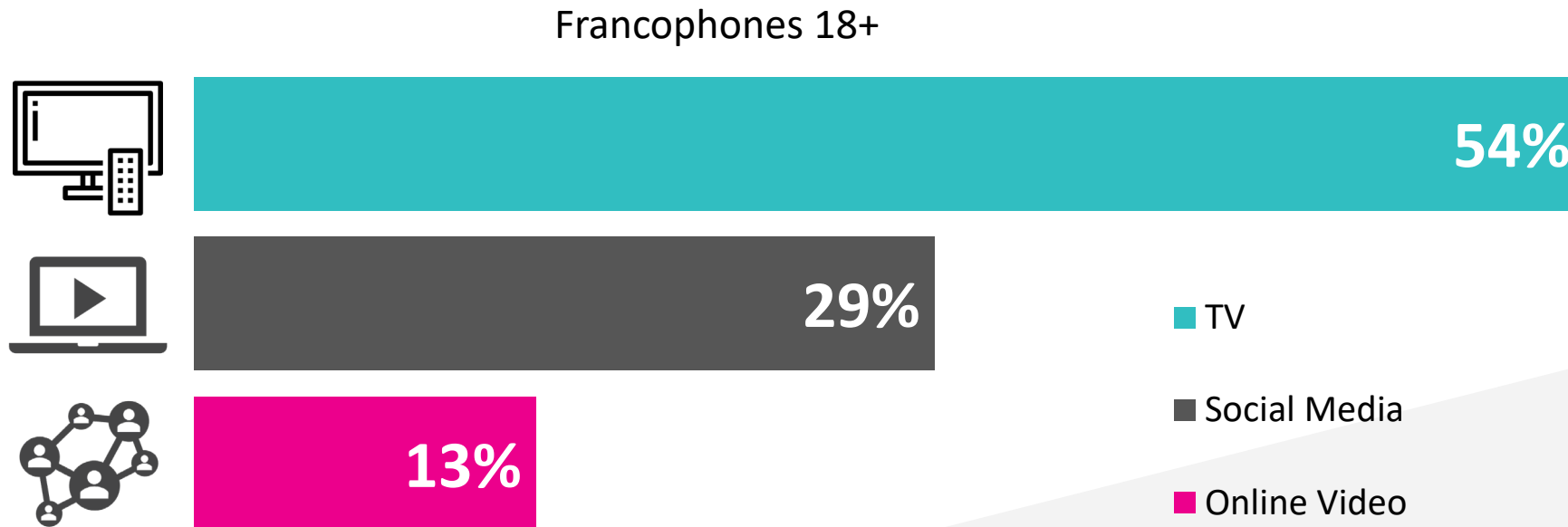
Q. Which one of the following media carries video advertising that best captures your attention?



*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?

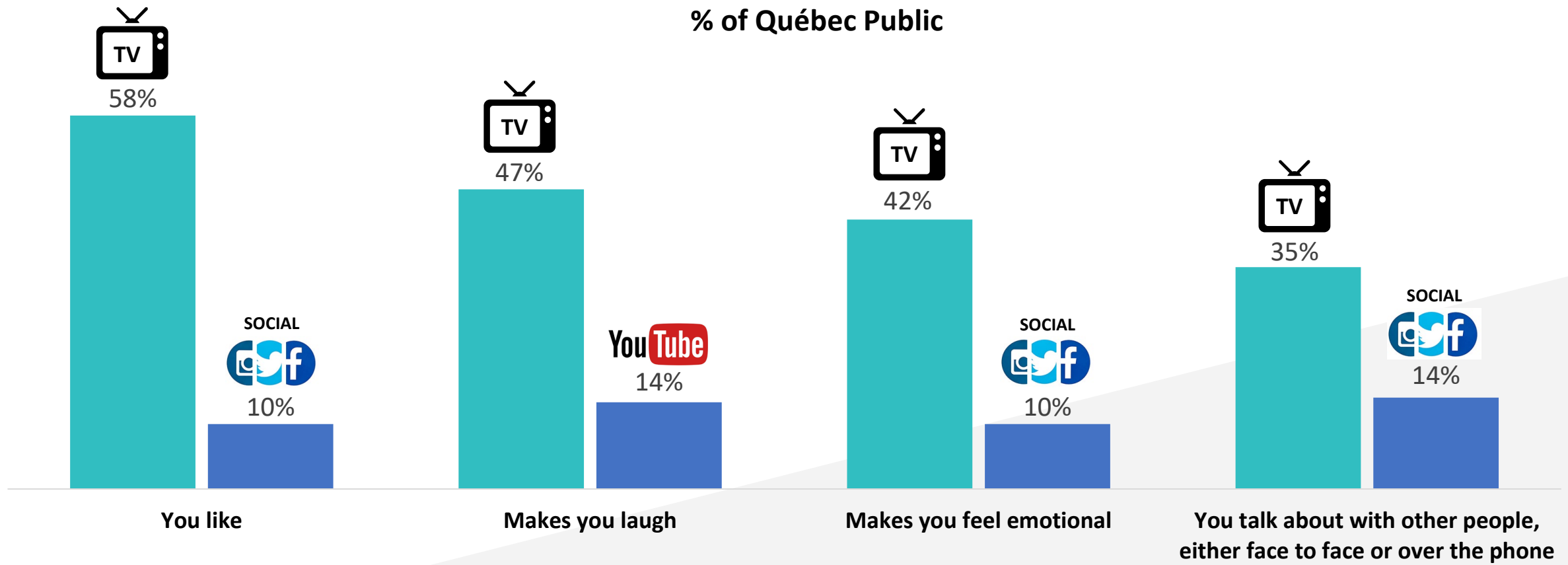


*Don't know = 4%

francophones like **tv** ads the most

and are more likely to talk about them with others

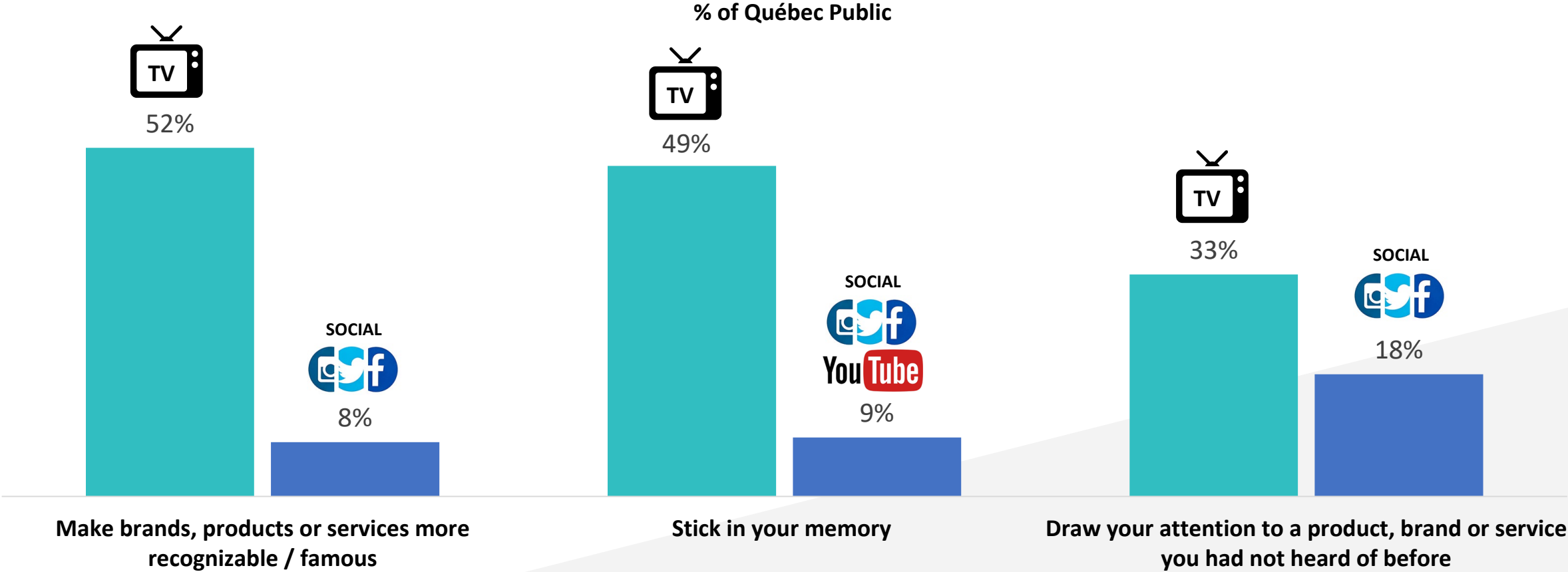
Q. In which of the following media are you most likely to find advertising that ...?



think^{tv}

and find **tv** ads are **most likely to ...**

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



enfin

Québécois are passionate about TV:

They watch 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.



reach us @



info@thinktv.ca



@thinktvca



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