

# Spotlight on Québec

# the Québec Franco Market

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## 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
- paid TV subscriptions in Quebec are up from 2010\*

## and much like the rest of Canada, they

- watch way more television than YouTube or Netflix
- say TV ads are the most engaging, 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 **96%** of Québec Franco **every week**

**97%** A18+

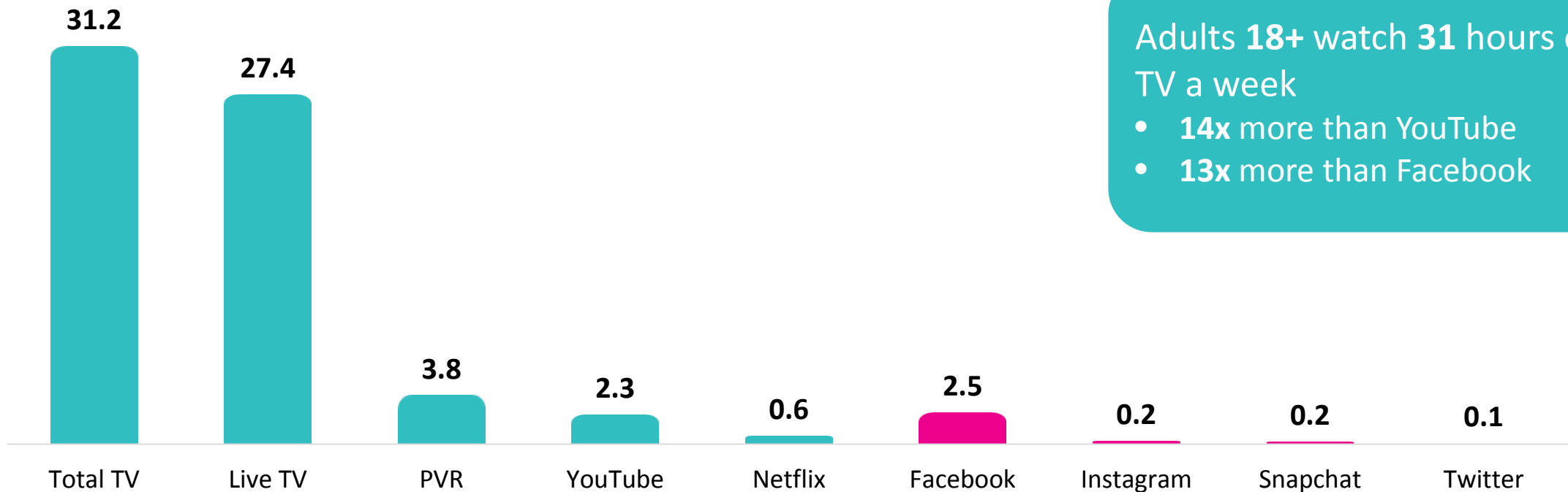
**93%** A18-34

**94%** Kids 2-11



# tv dominates time spent

Francophones 18+  
AVERAGE WEEKLY HOURS



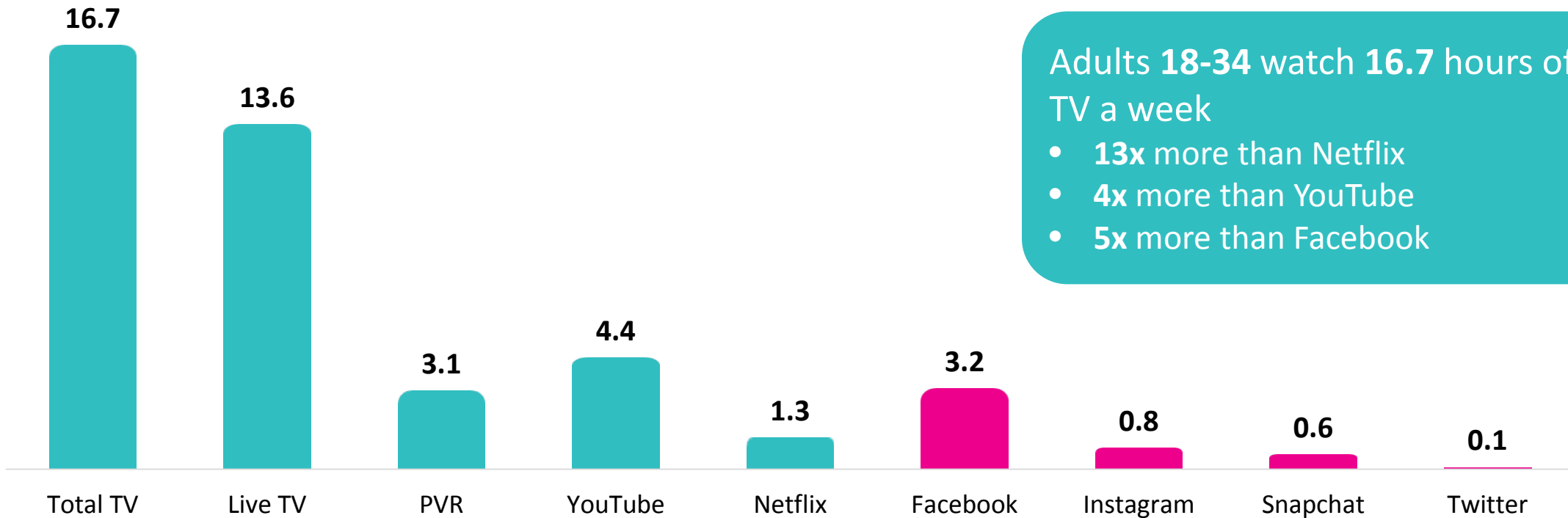
Adults 18+ watch **31** hours of TV a week

- 14x more than YouTube
- 13x more than Facebook

Source: Linear TV, Live TV, PVR: Numeris, PPM, Quebec Franco, Consolidated, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to May 27, 2018 (Weeks 3-39) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.: comScore Media Metrix Multi-Platform, French Language Canadians, Sept 2017 – May 2018 | YouTube: comScore Media Metrix Multi-Platform, French Language Canadians, Sept 2017 – April 2018 | Netflix: Numeris Diary, French Canada (Official Language – French), Fall 2017/Spring 2018 average. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

# tv dominates time spent with millennials

## Francophones 18-34 AVERAGE WEEKLY HOURS



# UNITÉ 9



francophone millennials  
watch more than **112 million**  
**hours** of tv **each month**

a single spot in *Unité 9* will  
reach **201,200** francophone  
**A18-34**



**tv programming**



**two** of Canada's **top ten** shows are Québécois productions

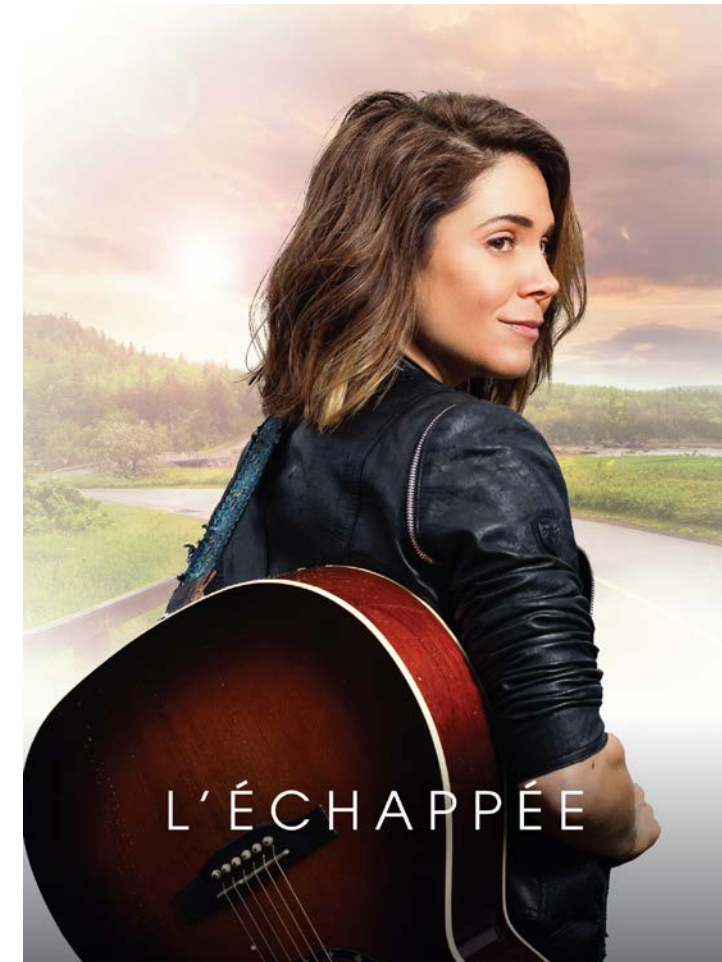
<b>PROGRAM</b>	<b>NETWORK</b>	<b>P2+ (000)</b>
The Big Bang Theory	CTV	2,752
The Good Doctor	CTV	2,505
Young Sheldon	CTV	2,387
WJC: Playoffs Canada	TSN	2,279
PYC2018 Primetime	CBC	2,157
Survivor	Global	2,067
<b>La Voix</b>	<b>TVA</b>	<b>2,042</b>
<b>La Voix Junior</b>	<b>TVA</b>	<b>1,916</b>
NCIS	Global	1,910
Bull	Global	1,902



Source: Numeris, PPM, Total Canada, Total TV, Mo-Su 2a-2a, Consolidated, All Locations, Fall-Winter-Spring 2017-18 (Weeks 3-39, Sept 11, 2017 – May 27, 2018). Minimum 3 airings.

# top 20 shows in Franco Québec

PROGRAM	NETWORK	2+ AMA(000)
La Voix	TVA	2,015
La Voix Junior	TVA	1,890
Fugueuse	TVA	1,606
Unité 9	SRC	1,567
District 31 *	SRC	1,402
L' échappée	TVA	1,288
Boomerang	TVA	1,142
La Magie Des Stars	TVA	1,140
L'heure Bleue	TVA	1,098
La Vraie Nature	TVA	1,079
Tout le monde en parle	SRC	1,074
Les pays d'en haut	SRC	1,062
O'	TVA	1,057
Hubert & Fanny	SRC	1,056
En tout Cas	TVA	1,047
1res fois	SRC	1,045
Conversation Secrète	TVA	1,001
Face au Mur	TVA	980
Olivier	SRC	949
Mémoires vives	SRC	946



Source: Numeris, PPM, Quebec Franco, Total TV, Mo-Su 2a-2a, Consolidated, All Locations, Fall-Winter-Spring 2017-18 (Weeks 3-39, Sept 11, 2017 – May 27, 2018). Minimum 3 airings.

\* Average of 6:30 pm and 7 pm telecasts

# 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%

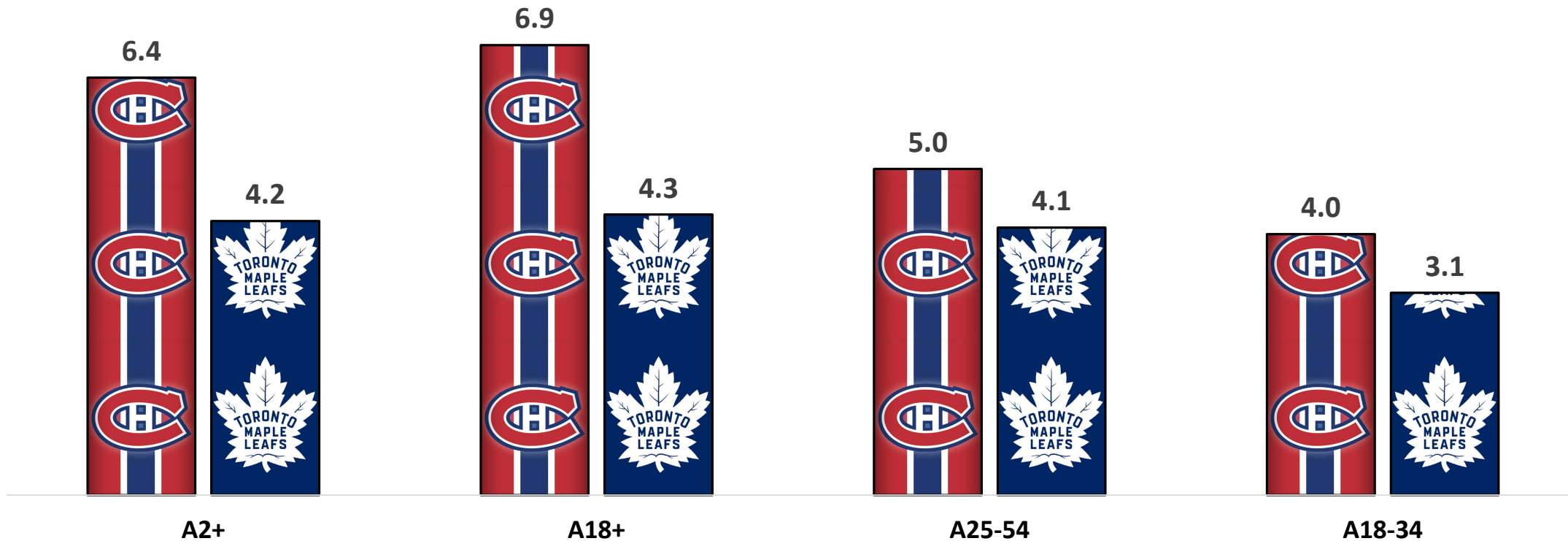
	TOP 3 DRAMAS	TOP 3 REALITY	TOP 3 NEWS
QUÉBEC FRANCO	17.9	19.7	4.5
REST OF CANADA	6.4	6.8	2.2

# despite a disappointing season, the

Canadiens delivered higher ratings in Montreal than the Leafs in Toronto

## Home Market Hockey Ratings (%)

■ Canadiens Games in Montreal EM
 ■ Leafs Games in Toronto EM

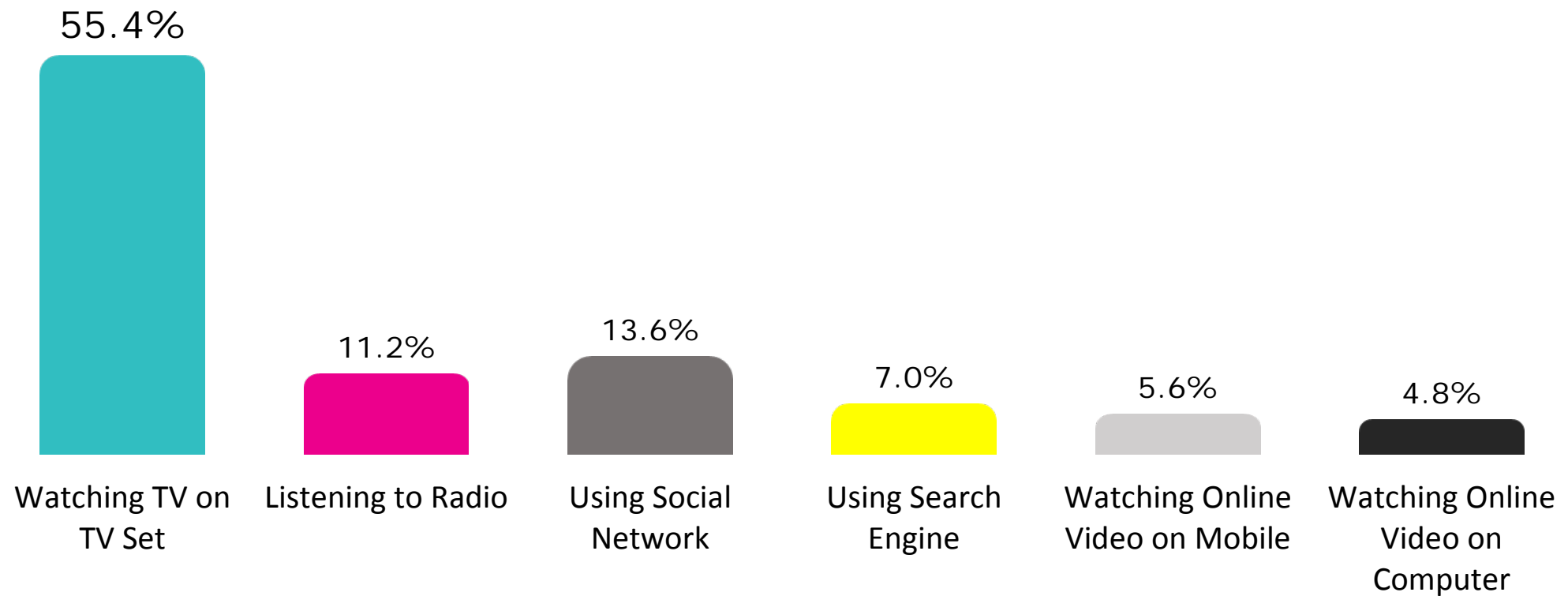




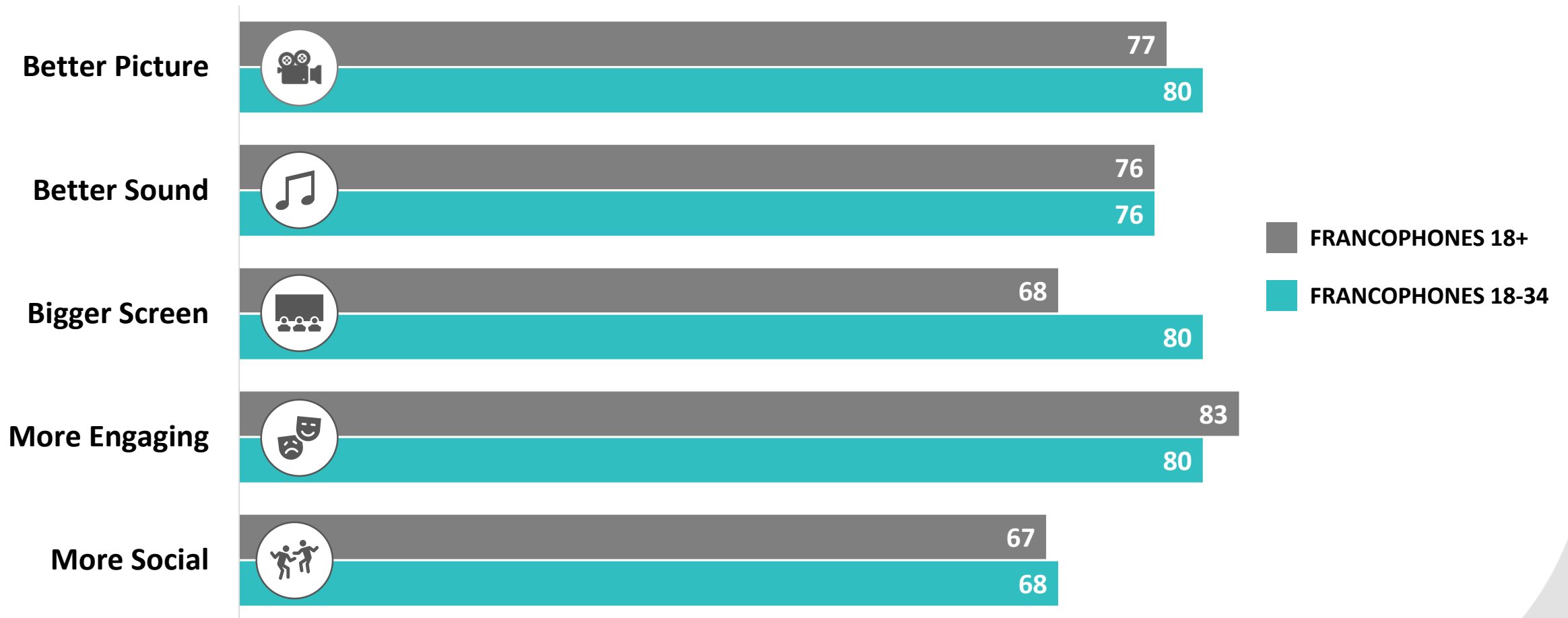
# and attention, influence, engagement

# francophones pay the **most attention** to ads on

Q: When do you pay the most attention to advertising? While...



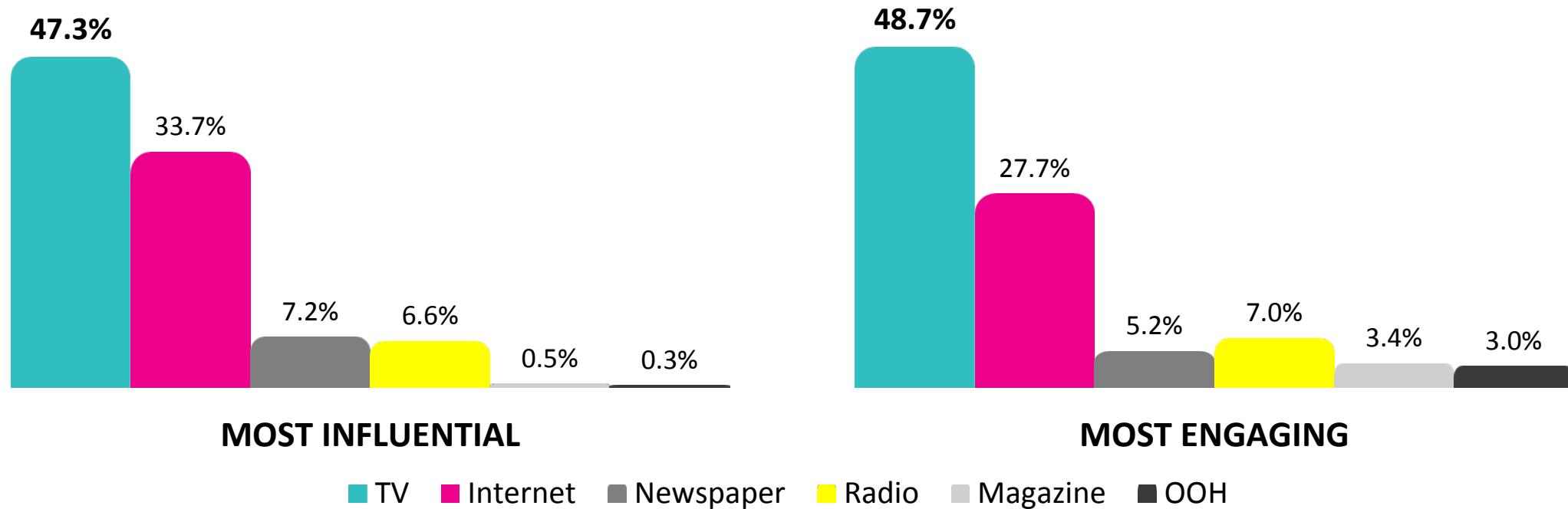
# tv captures my attention because ...



Q: Which of the following are the best things about watching your favourite TV show(s) on a television set?

# francophones say ads on **tv** are the **most influential** and **engaging**

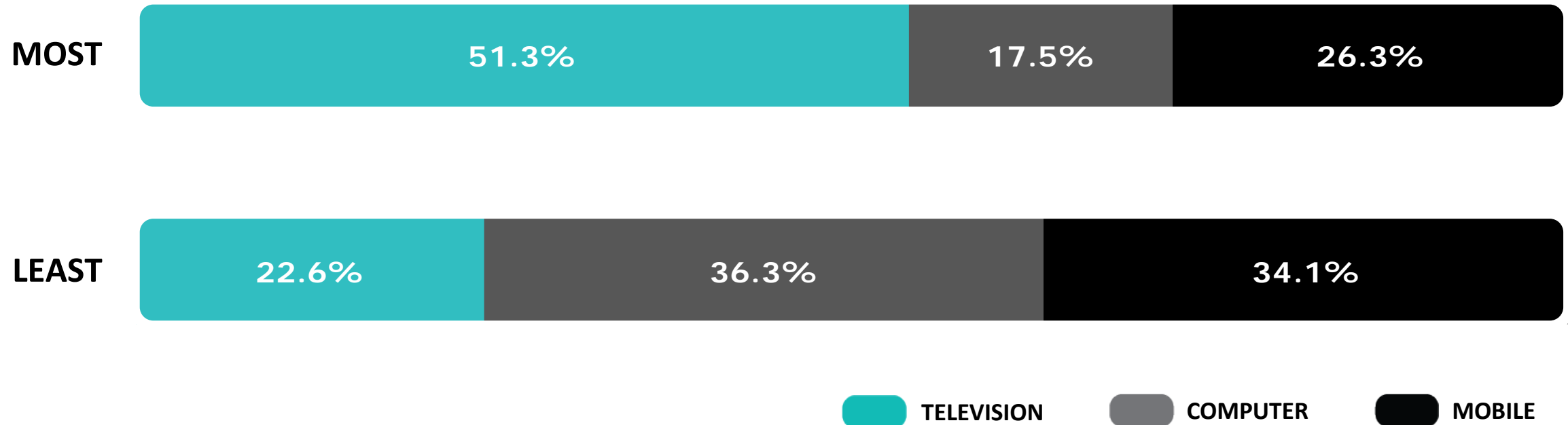
Q: Which one of the following media carries advertising that you believe to be the ...?





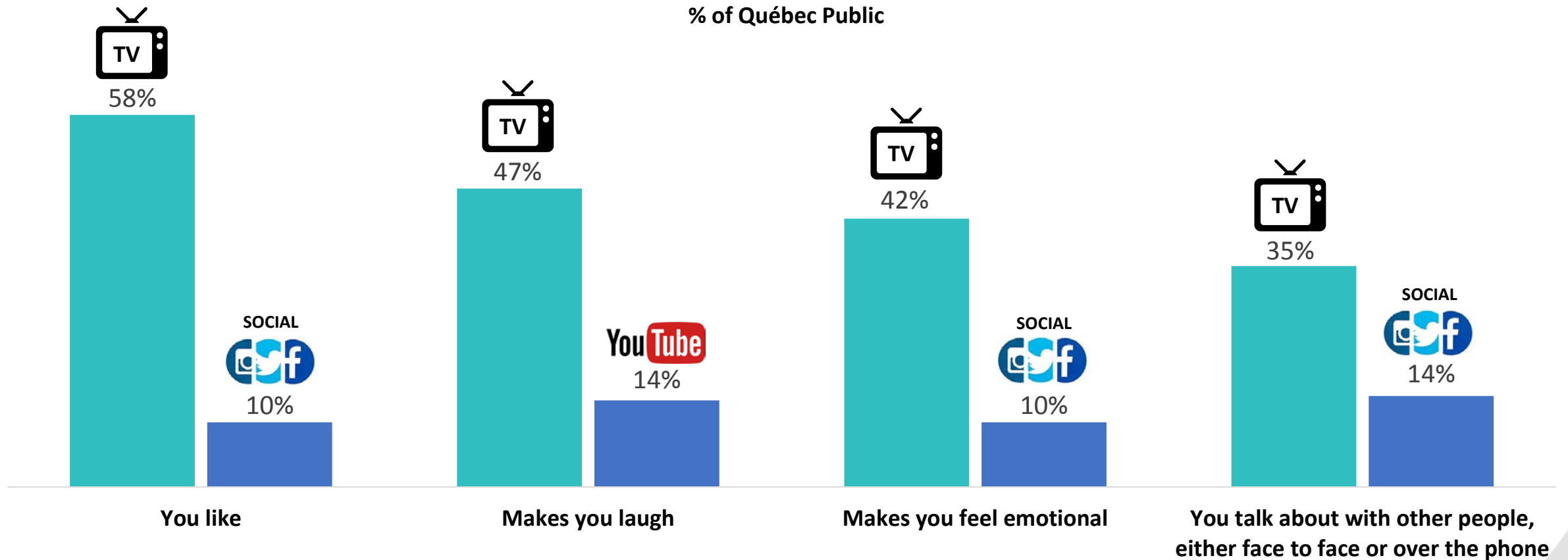
francophones are more likely to watch video ads on **tv**  
and are least likely to watch ads on a computer

Q: Which one of the following types of video advertising are you **most likely to watch**? **Least likely to watch**?



# francophones like **tv** ads the most

and are more likely to talk about them with others

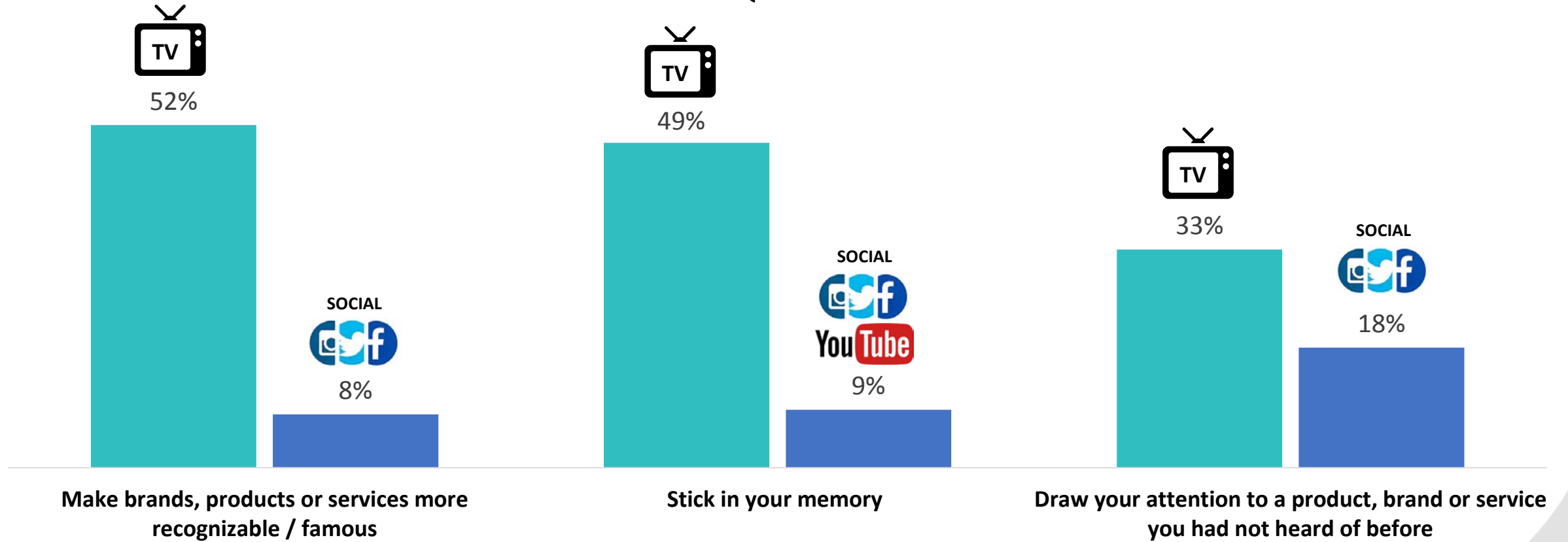


Q. In which of the following media are you most likely to find advertising that ...?

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

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

% of Québec Public



# enfin

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## Québécois are passionate about TV:

They watch 31 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.



want to learn more about the **unparalleled**  
**power** of **tv** ? **we'll come visit you!**



Contact us today for a  
**PRESENTATION**



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