

spotlight on Quebec

think^{tv}





the Quebec Franco market

Francophones in Quebec have a strong connection with TV

- they watch more television, and spend less time with streaming services, than the average Canadian
- they are passionate about home-grown content: the top ten shows are all produced in Quebec, and deliver an average audience of 1.07 million per episode

and much like the rest of Canada, they

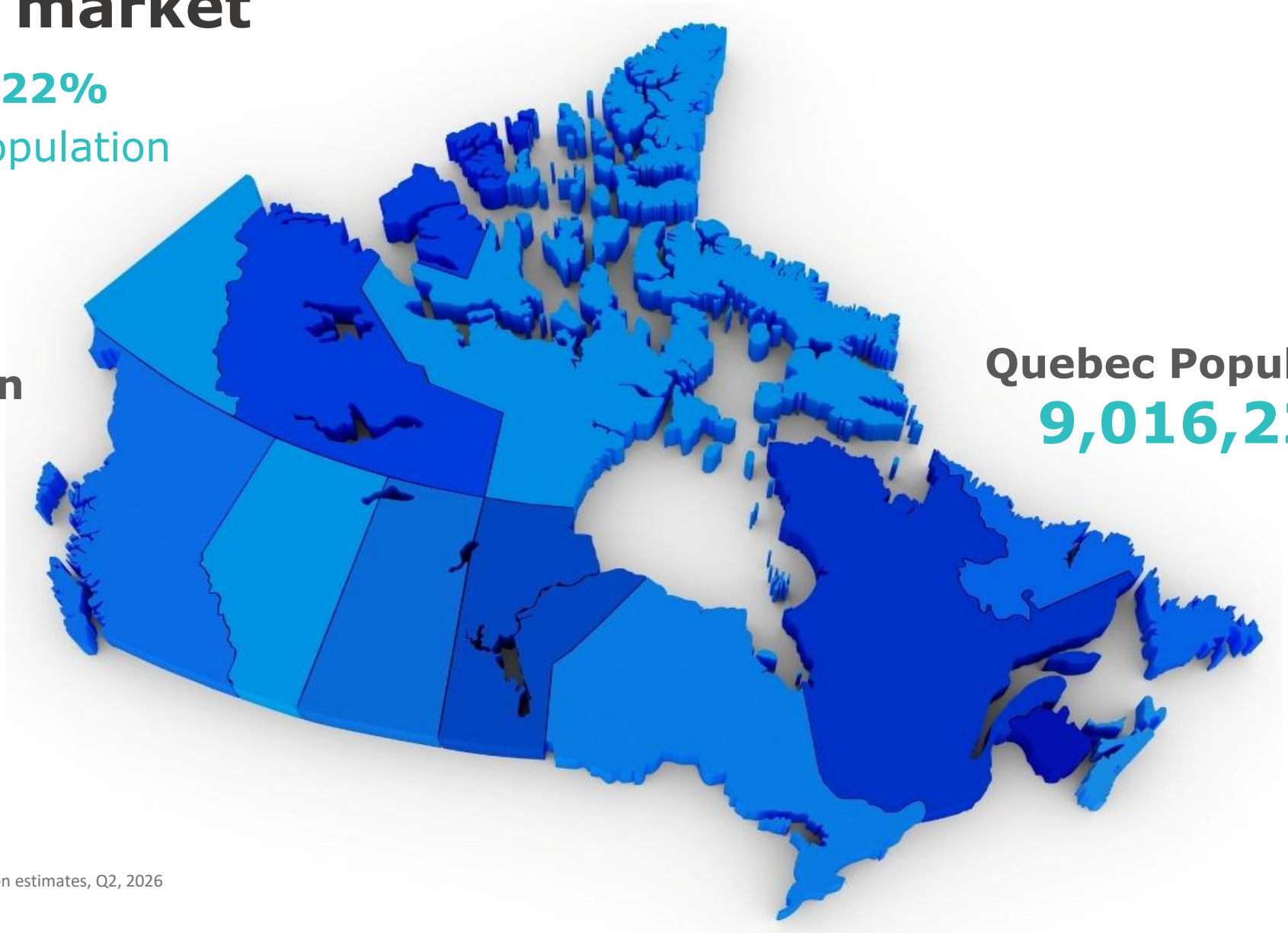
- are concerned about fake news, but have high trust in TV news
- say TV ads attract the most attention and help them make purchase decisions

the Quebec market

Quebec makes up **22%**
of the Canadian population

Canada Population
41,417,056

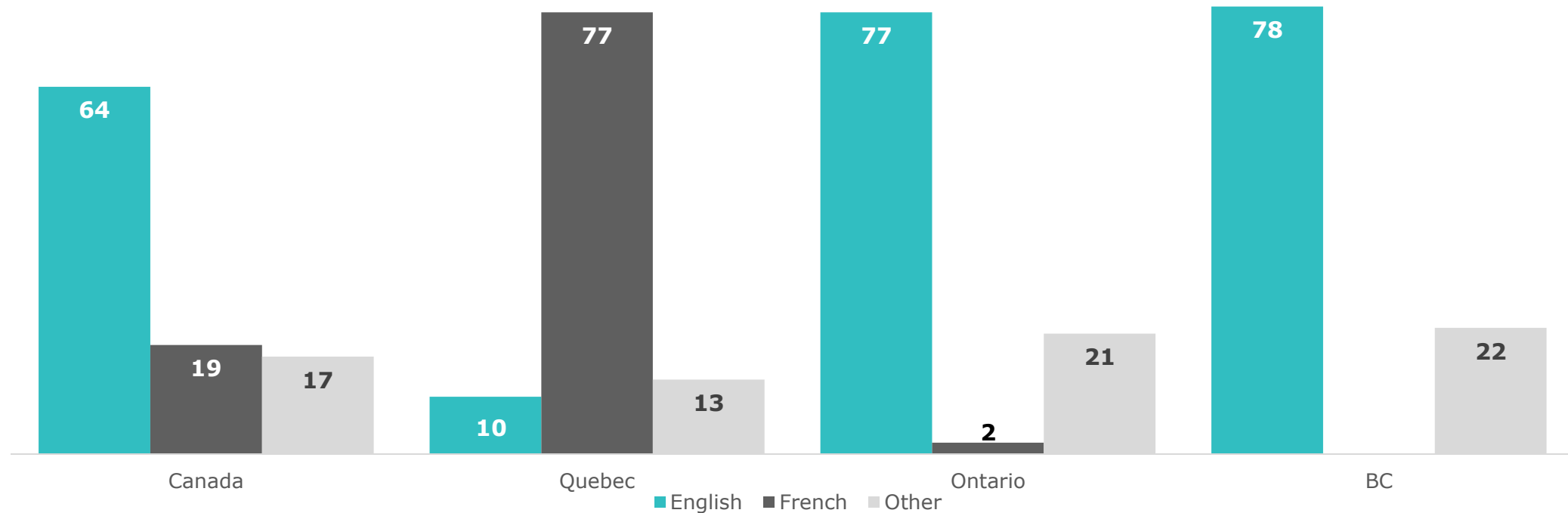
Quebec Population
9,016,222



the Quebec Franco market

French speaking people make up
77% of the Quebec market

LANGUAGE SPOKEN MOST OFTEN AT HOME

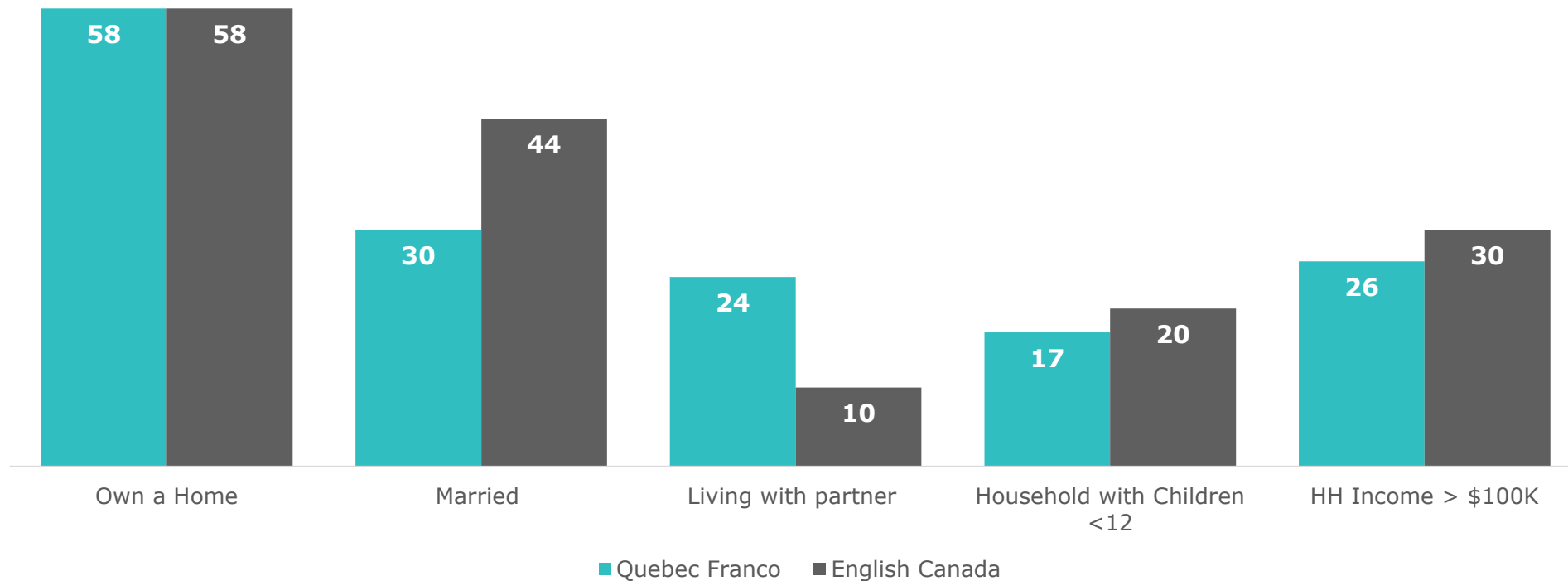


Source: Statistics Canada Released 08/17/22. Table 98-10-0229-01 Language spoken most often at home: Canada, provinces

the Quebec Franco market

Quebec Franco are just as likely to own a home, but are less likely to be married and have young children than English Canadians

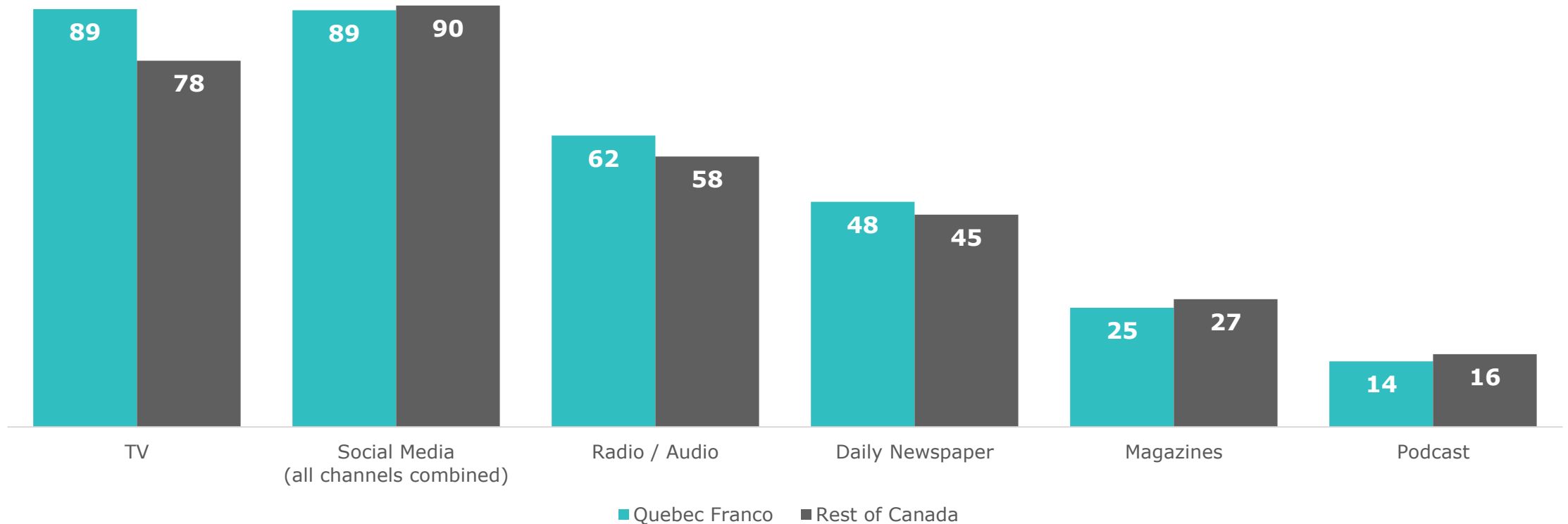
DEMOGRAPHICS



the Quebec Franco market

TV and social media (all channels combined) lead in reach
TV's reach is higher in the Quebec Franco market than in rest of Canada

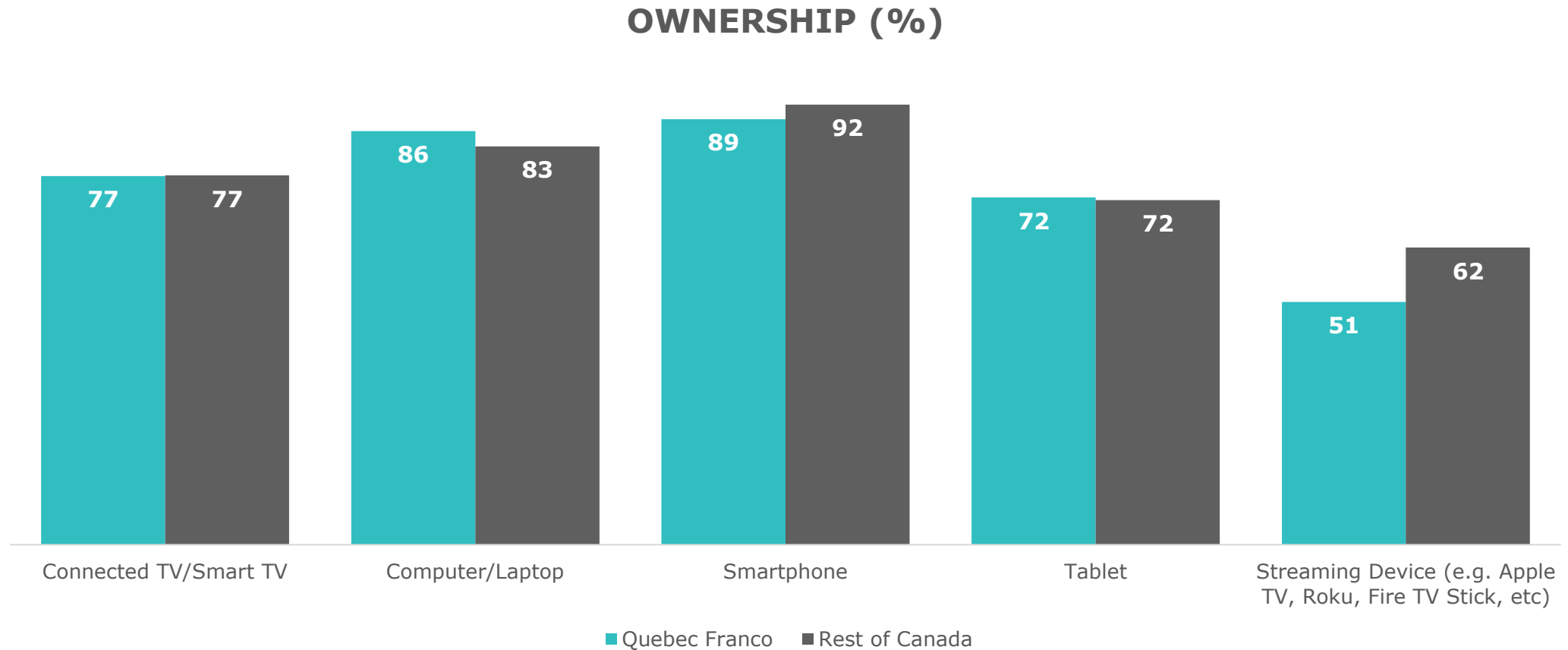
WEEKLY REACH BY MEDIUM (%)



Source: TV: Numeris PPM, 09/15/25 to 05/31/2026. Other media: VIVIDATA SCC | Study of the Canadian Consumer Spring 2026 French Language/Quebec & English Language/ROC, Total Canada, A18+

the Quebec Franco market

Quebec Franco are less likely to own a streaming device, otherwise device ownership is similar to rest of Canada



A person is sitting on a couch, watching a soccer game on a large television. They are holding a large bag of popcorn and eating from it. Their feet, wearing grey socks, are visible in the foreground. A remote control is on the couch next to them. The background is slightly blurred, showing a living room setting.

TV audiences



Linear TV reaches **89%** of Quebec Franco adults every week

A18+

89%

A25-54

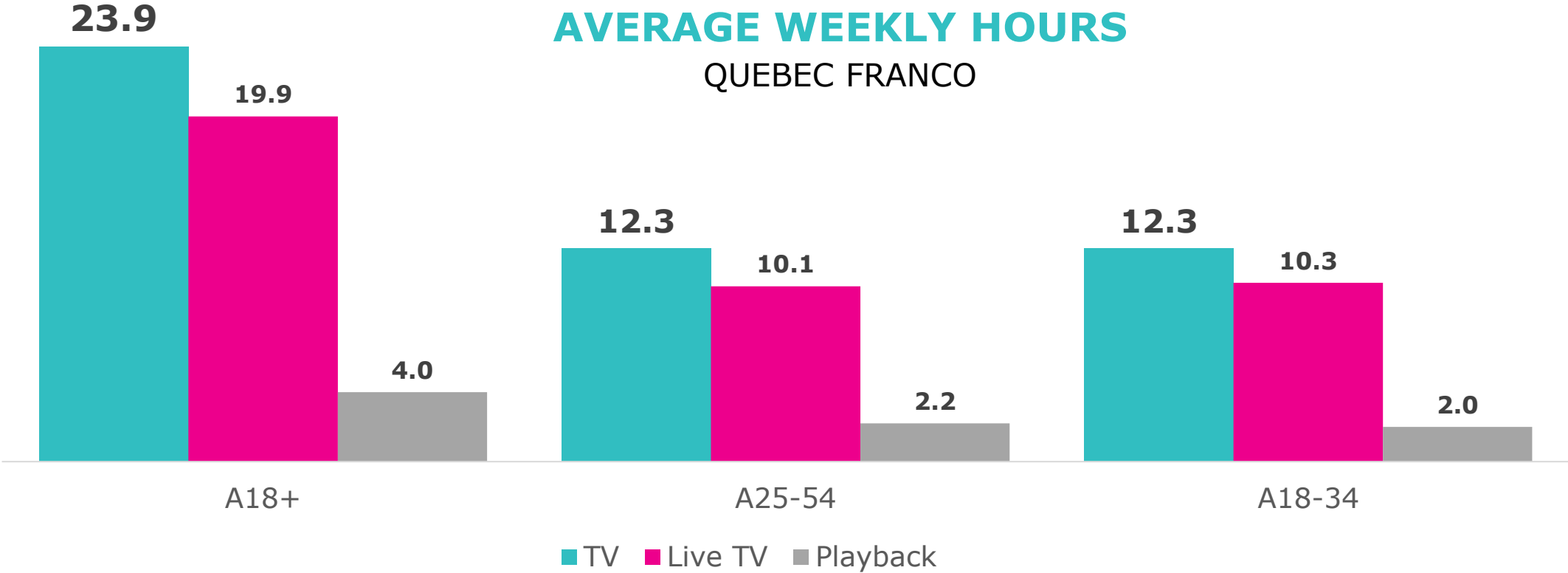
81%

A18-34

80%

Source: Numeris PPM, 09/15/25 to 05/31/26, Quebec Franco

Francophones in Quebec watch a lot of linear TV and **most** of it is **live**



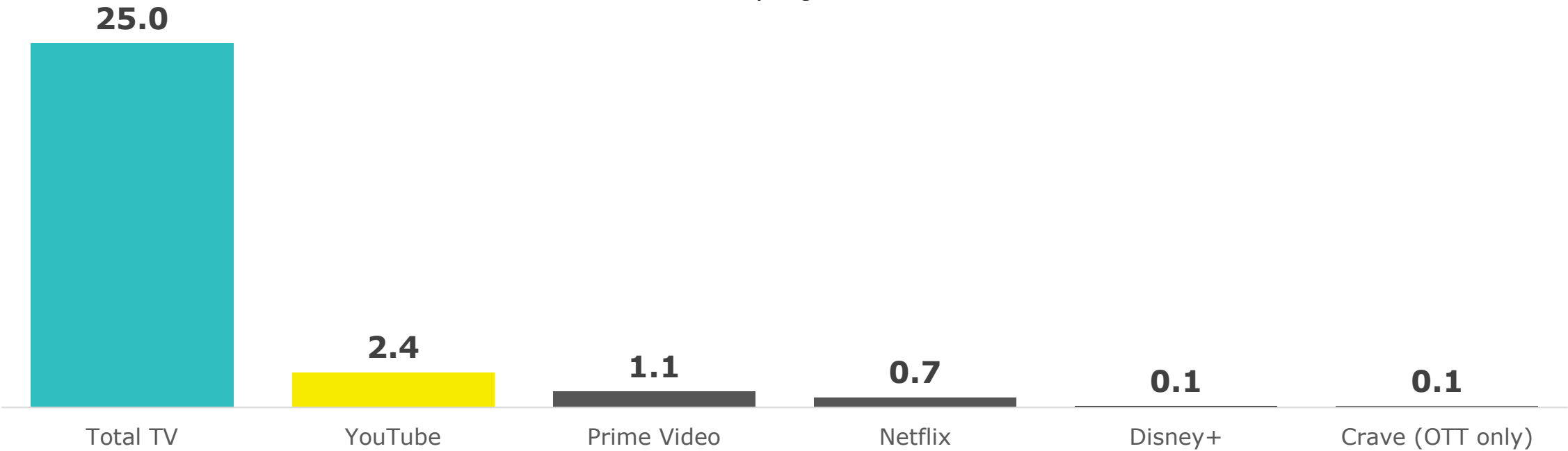
TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Source: Numeris PPM, Avg Hrs Week (per capita), VAM, 09/15/25 to 05/31/26, Quebec Franco

viewers spend **more time** with Total TV

AVERAGE WEEKLY HOURS

ADULTS 18+ | QUEBEC FRANCO



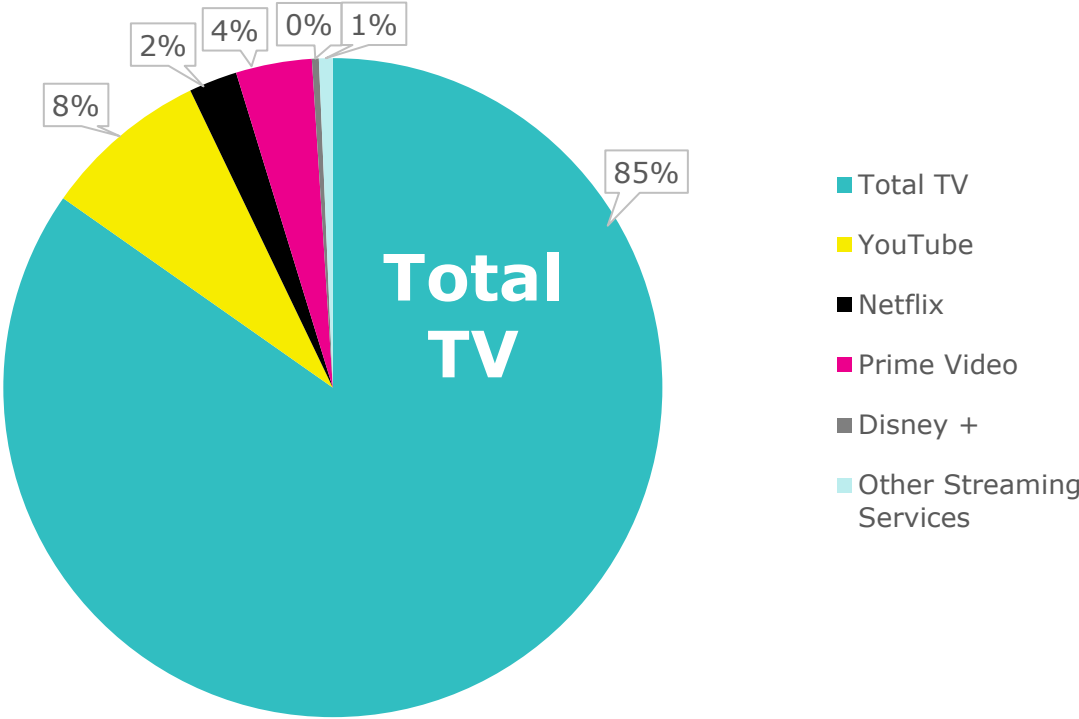
Source: Numeris VAM, 09/15/25 to 05/31/26, Quebec Franco, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

Total TV = greatest share of time spent with video

ADULTS 18+

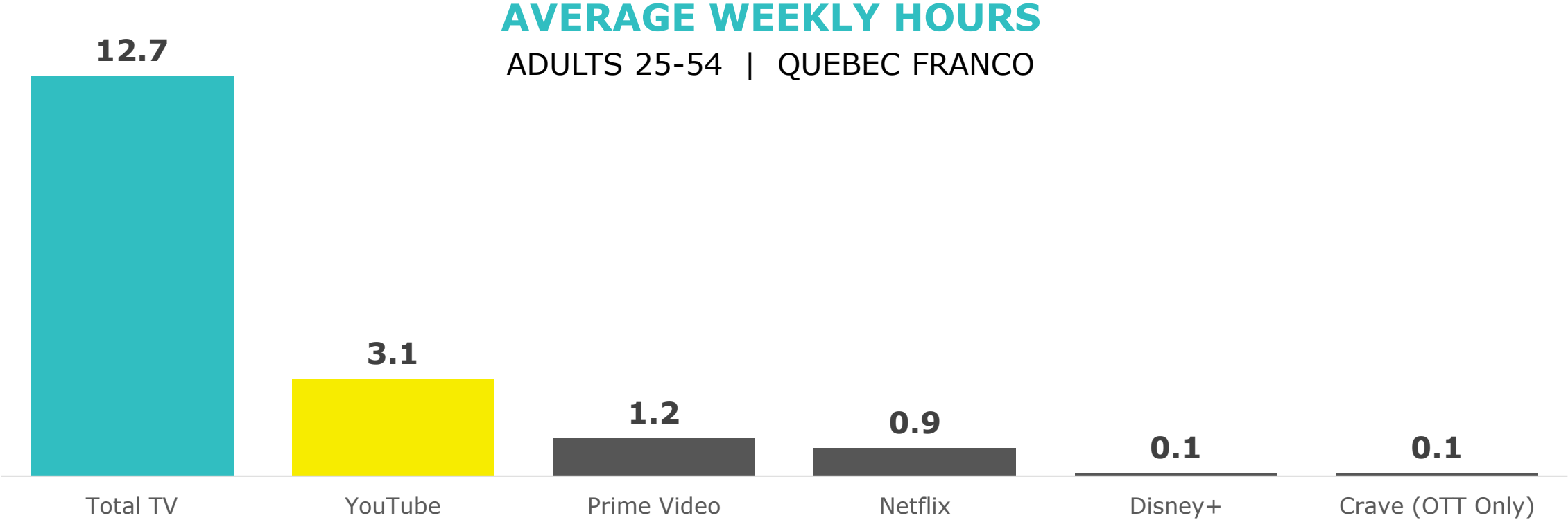
QUEBEC FRANCO

SHARE OF VIDEO



Source: Numeris VAM, 09/15/25 to 05/31/26, Quebec Franco, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)
Other Streaming Services: AppleTV+, CBS News, Club Illico, Crave (OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV

viewers spend **more time** with Total TV



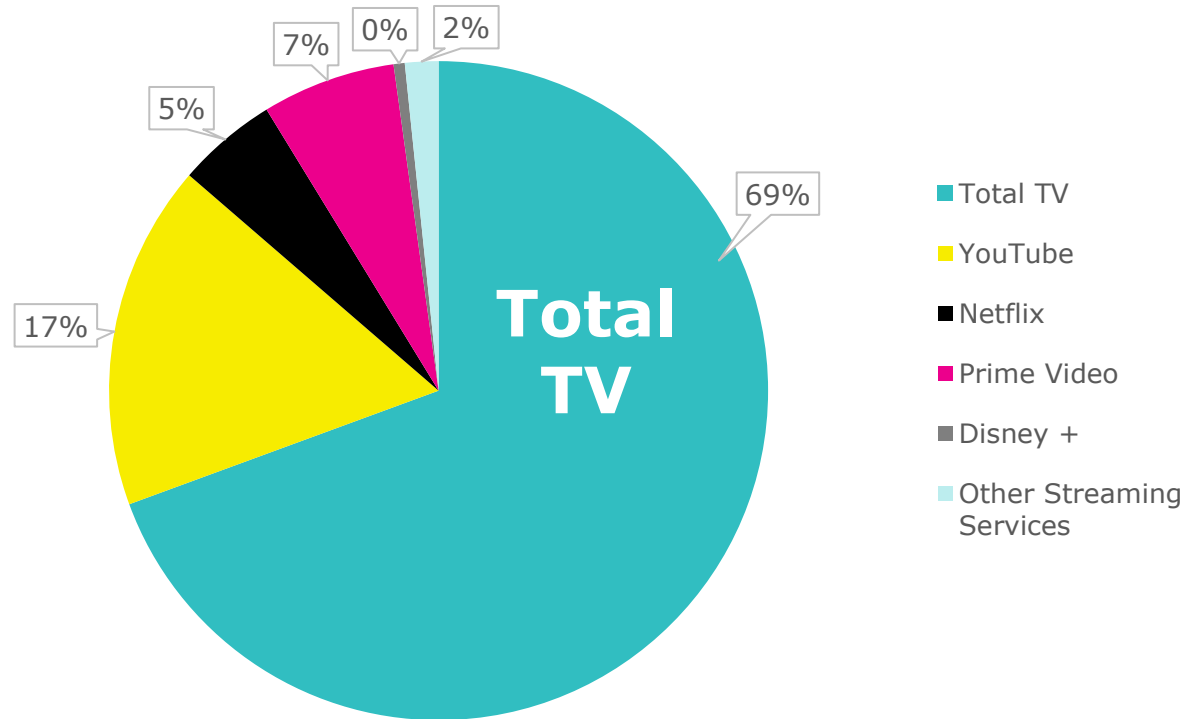
Source: Numeris VAM, 09/15/25 to 05/31/26, Quebec Franco, all time spent per capita
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Total TV = **greatest share** of time spent with video

ADULTS 25-54

QUEBEC FRANCO

SHARE OF VIDEO



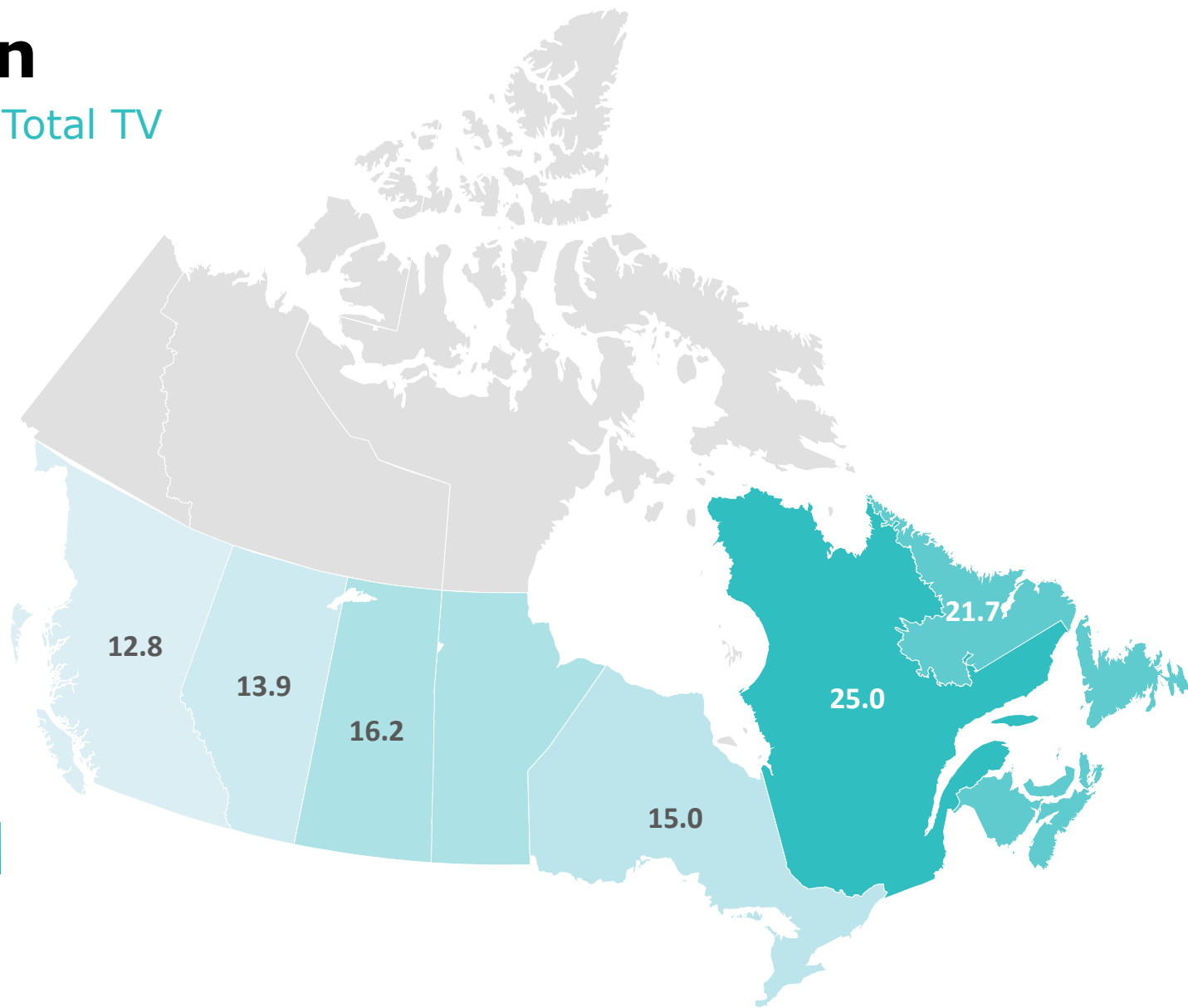
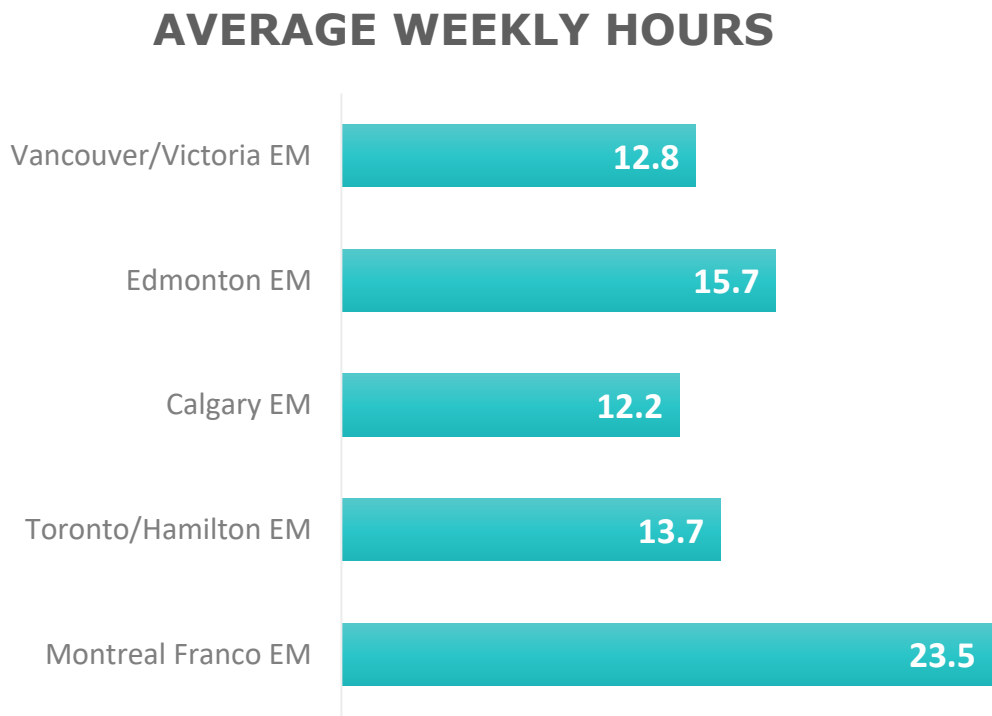
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Total TV across the nation

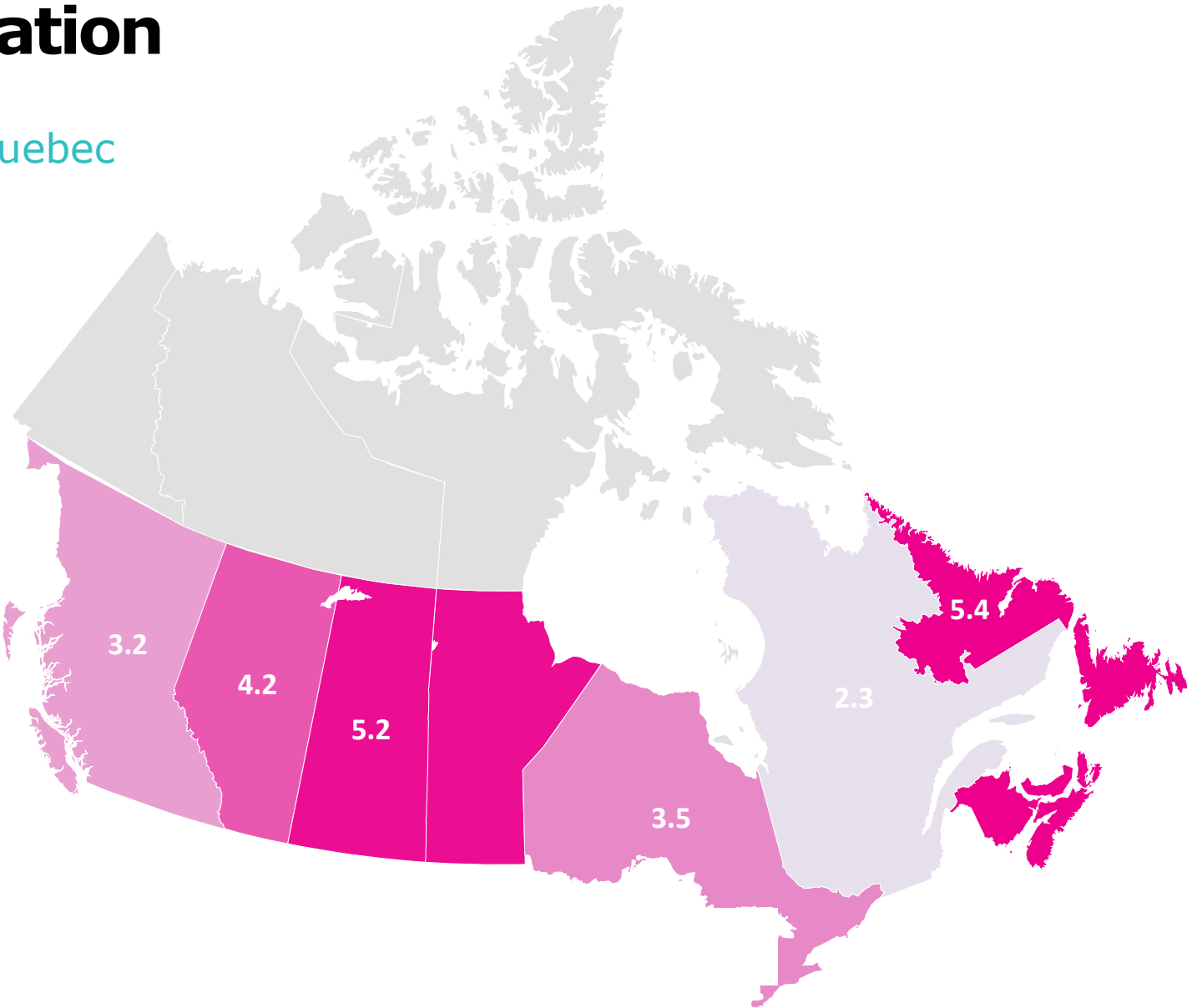
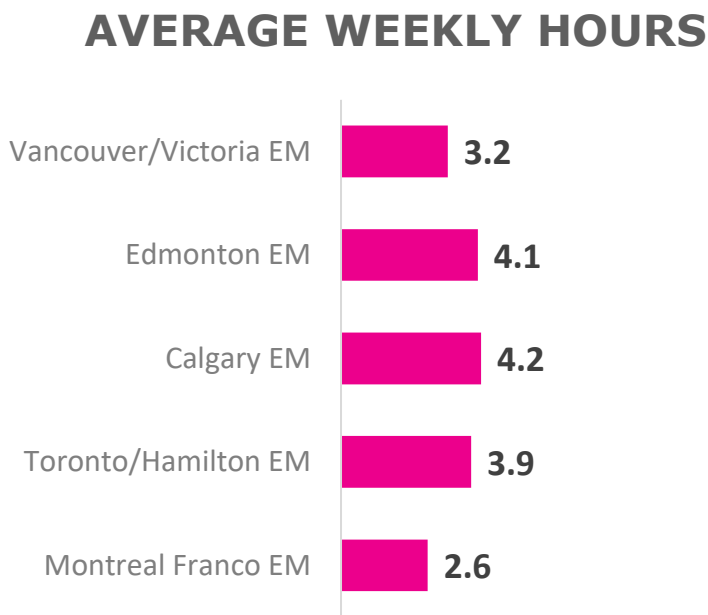
Quebec leads Canada in time spent with Total TV



Source: Numeris VAM (09/15/2025 -05/31/2026 | AvHrsWk | A18+)
Provincial map is an approximation for visual guide using available measured markets | BC = Van/Vic proxy | AB = Calgary EM + Edmonton EM | SK&MB = Prairie Western Balance | Quebec = Quebec Franco

streaming across the nation

streaming has higher adoption in the Atlantic and central provinces while Quebec remains predominantly linear focused



Source: Numeris VAM (09/15/2025 -05/31/2026 | AvHrsWk | 18+)
Provincial map is an approximation for visual guide using available measured markets | BC = Van/Vic proxy | AB = Calgary EM + Edmonton EM | SK&MB = Prairie Western Balance | Quebec = Quebec Franco



TV programming

top show comparison

CONVENTIONAL

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	Chanteurs Masqués	TVA	11.2
2	Indéfendable	TVA	10.8
3	STAT	SRC	9.5
4	LA VOIX	TVA	9.5
5	Antigang	SRC	8.9
6	Dumas	SRC	8.0
7	Infoman	SRC	7.3
8	Les Armes	TVA	6.8
9	Révolution	TVA	6.8
10	Tout le monde en Parle	SRC	6.1

English Canada A25-54

Rank	Program	Network	Rating %
1	Survivor	Global	2.8
2	MLB Postseason 2025	Citytv	2.6
3	Saturday Night Live	Global	2.4
4	High Potential	CTV	2.3
5	9-1-1	Global	2.3
6	Law & Order Toronto	Citytv	2.0
7	911: Nashville	CTV	2.0
8	NFL Playoffs	CTV	1.9
9	Ghosts	Global	1.9
10	FBI	Global	1.8

Source: Numeris PPM A25-54 VAM 09/15/25 to 05/31/26 | Minimum Airings = 3 | National Conventional Networks

top show comparison

SPECIALTY

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	Le Hockey Des Séries Éliminatoires : CH Ronde 2	TVA Sports	16.8
2	Le Hockey Des Séries Éliminatoires : CH Ronde 1	TVA Sports	15.3
3	Le Hockey Des Séries Éliminatoires : CH Ronde 3	TVA Sports	14.9
4	Hockey LNH Canadiens De Montreal Hiver	RDS	8.2
5	Le Hockey Des Canadiens	TVA Sports	7.4
6	Hockey LNH Canadiens De Montréal Automne	RDS	6.9
7	Baseball - Séries Mondiale	TVA Sports	5.5
8	Hockey LNH Canadiens Pré-saison	RDS	5.1
9	L'après-match SÉRIES LNH CH	TVA Sports	3.1
10	Vendre Ou Rénover Au Québec	Canal Vie	3.1

English Canada A25-54

Rank	Program	Network	Rating %
1	MLB WS Playoffs	Sportsnet National	7.4
2	MLB LCS Playoffs	Sportsnet National	6.8
3	WJC: Playoffs Canada	TSN	4.4
4	WJC: Prelim Canada	TSN	3.6
5	MLB DIV Playoffs	Sportsnet National	3.2
6	Blue Jays Central	Sportsnet National	2.5
7	NHL Playoffs Round 3	Sportsnet National	1.9
8	NFL Playoffs Sunday Aft	TSN	1.9
9	HNIC Prime East	Sportsnet National	1.6
10	Baseball:Blue Jays	Sportsnet National	1.5

Source: Numeris PPM A25-54 VAM 09/15/25 to 05/31/26 | Minimum Airings = 3 | Specialty Channels Only | Sportsnet audiences do not include conventional simulcast

happy new year

Bye Bye 2025

on any given minute during the annual 'Bye Bye' New Year's Eve special more than half of the French Quebec adult population were tuned in — the show reached a total of **4.6 million people 2+!**

A18+
A25-54

52%
49%

RATING %

A18+
A25-54

3,349
1,485

AMA 000

Source: Numeris PPM, Quebec Franco, 12/31/25 to 01/01/26



Francophones in Quebec watch **more conventional** TV than the rest of Canada



SPECIALTY TV

**QUEBEC
FRANCO**

**REST OF
CANADA**

54%

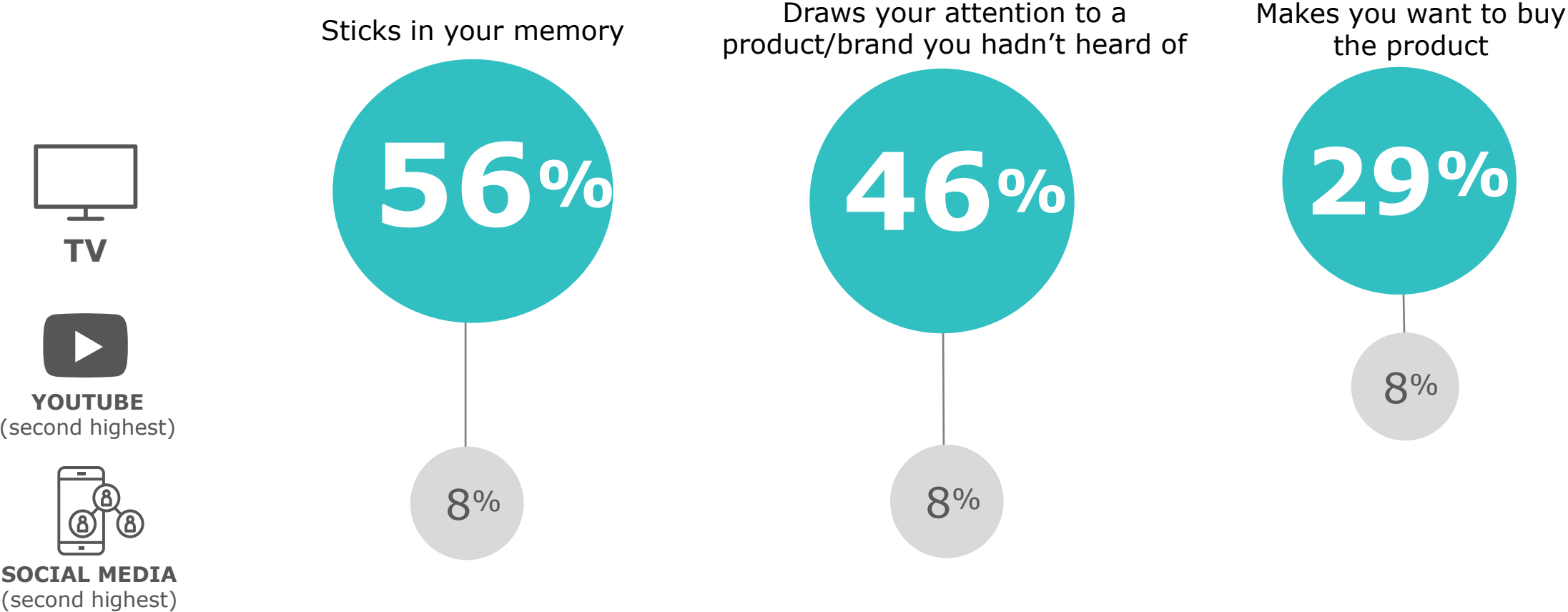
66%

CONVENTIONAL TV

46%

34%

TV advertising is most likely to be remembered and draw attention to a product



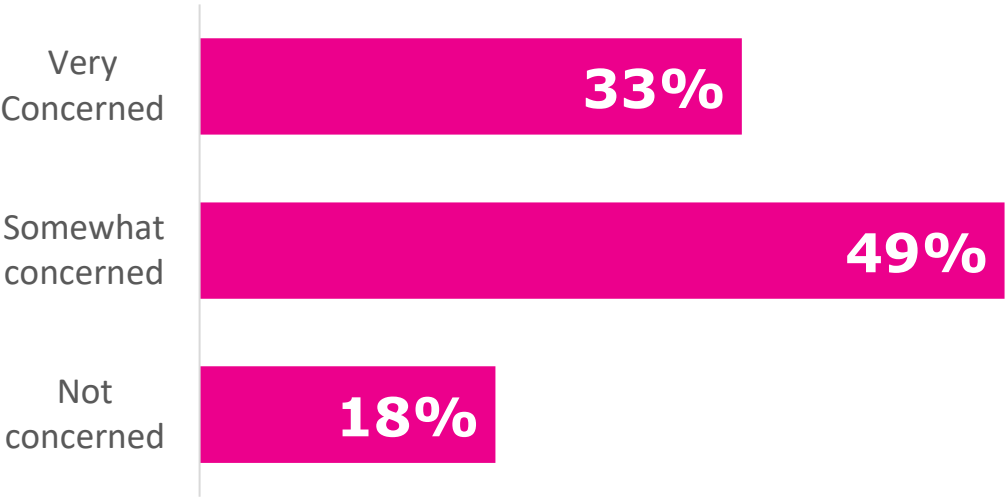
In which of the following media are you most likely to find advertising that...?

concern about fake news is high

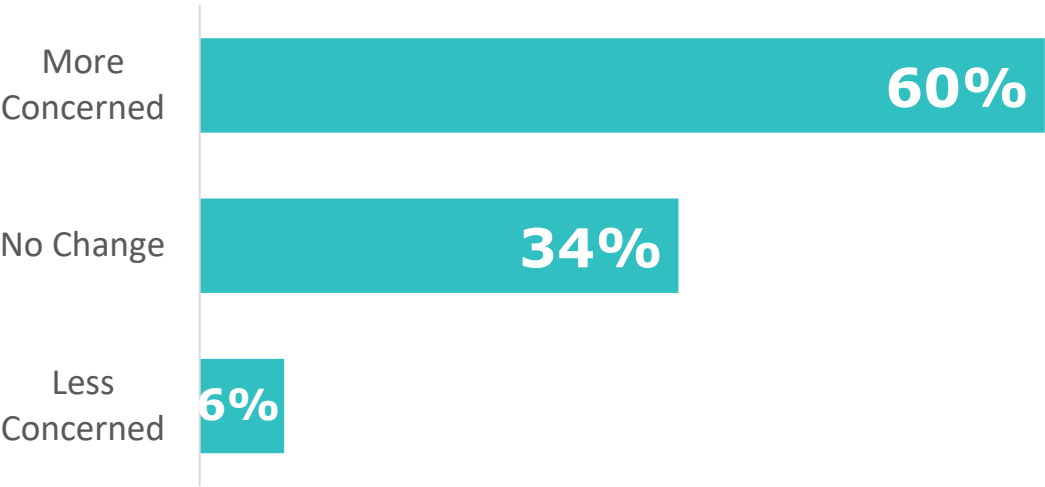
82% of Quebec Francophones are either “very” or “somewhat” concerned about fake news, while 60% say they have grown “more concerned” in the last 3 years

CONCERN ABOUT FAKE NEWS

Are you concerned about ‘fake news’?



Are you ‘more’ or ‘less’ concerned about fake news now than you were 3 years ago?

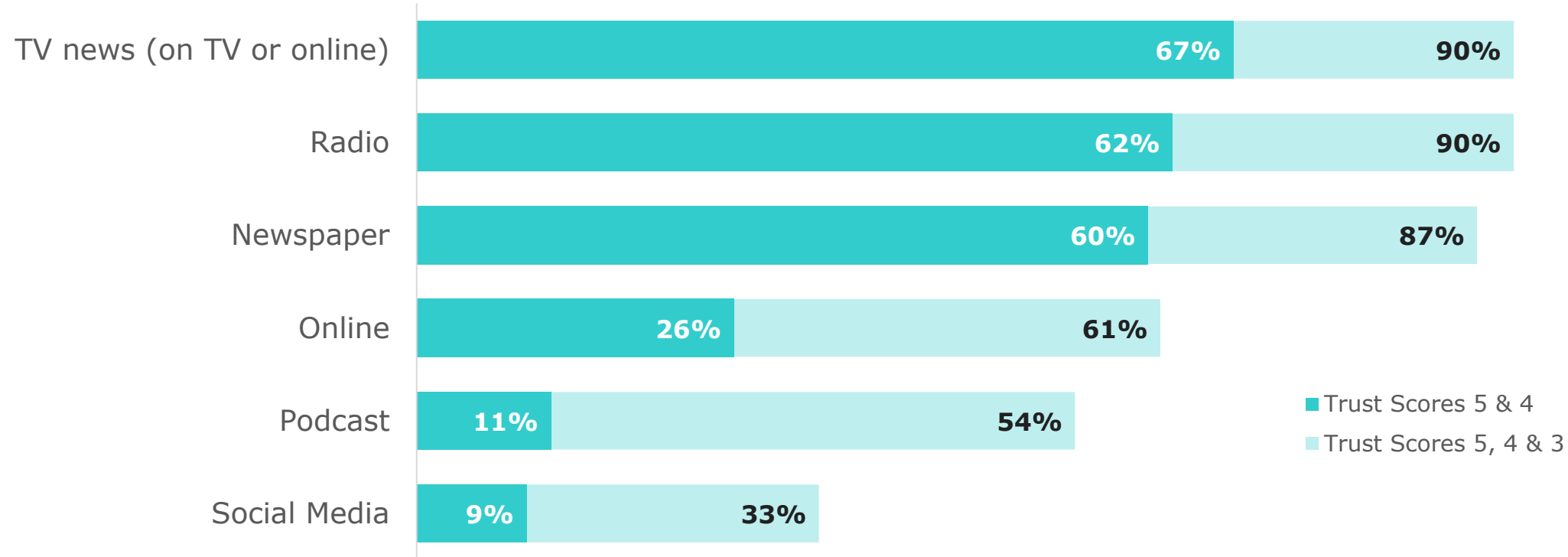


Source: YouGov survey, March 2025, Quebec, French language 18+

Quebec Francophones

trust TV news

TRUST IN TV NEWS



Q: Rate the trustworthiness of news from the following sources where 5 is completely trustworthy and 1 is not at all trustworthy

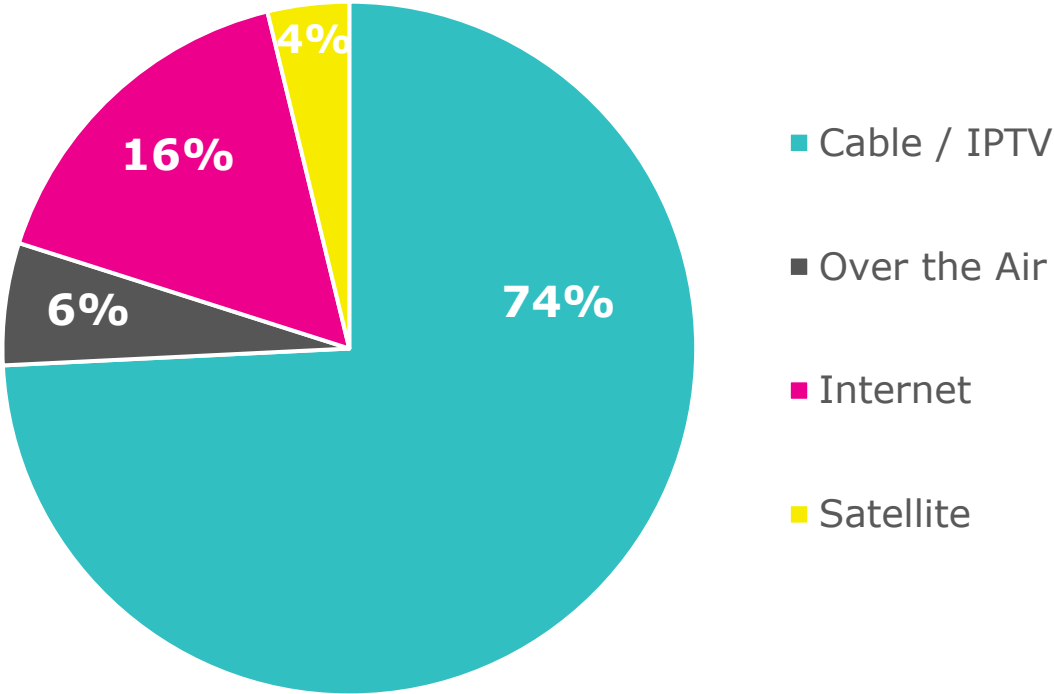
Source: YouGov survey, March 2025, Quebec, French language 18+

access to TV is almost **universal**

ACCESS TO LINEAR TV

nearly all French-speaking Quebecers have access to linear TV, either through paid TV services (cable / IPTV / satellite) or via the internet.

LINEAR TV ACCESS



Source: Numeris Universe Estimates: September 2025 Reception Type Update - PPM TV Panels, Quebec Franco, persons 2+



enfin

Quebecois are passionate about TV:

They watch 25 hours of Total TV a week (A18+), are committed to home grown content, pay the most attention to ads on tv, and say that television advertising is most likely to “make me want to buy.”

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

Source: Numeris, PPM, Quebec Franco | 09/15/25 to 05/31/26



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