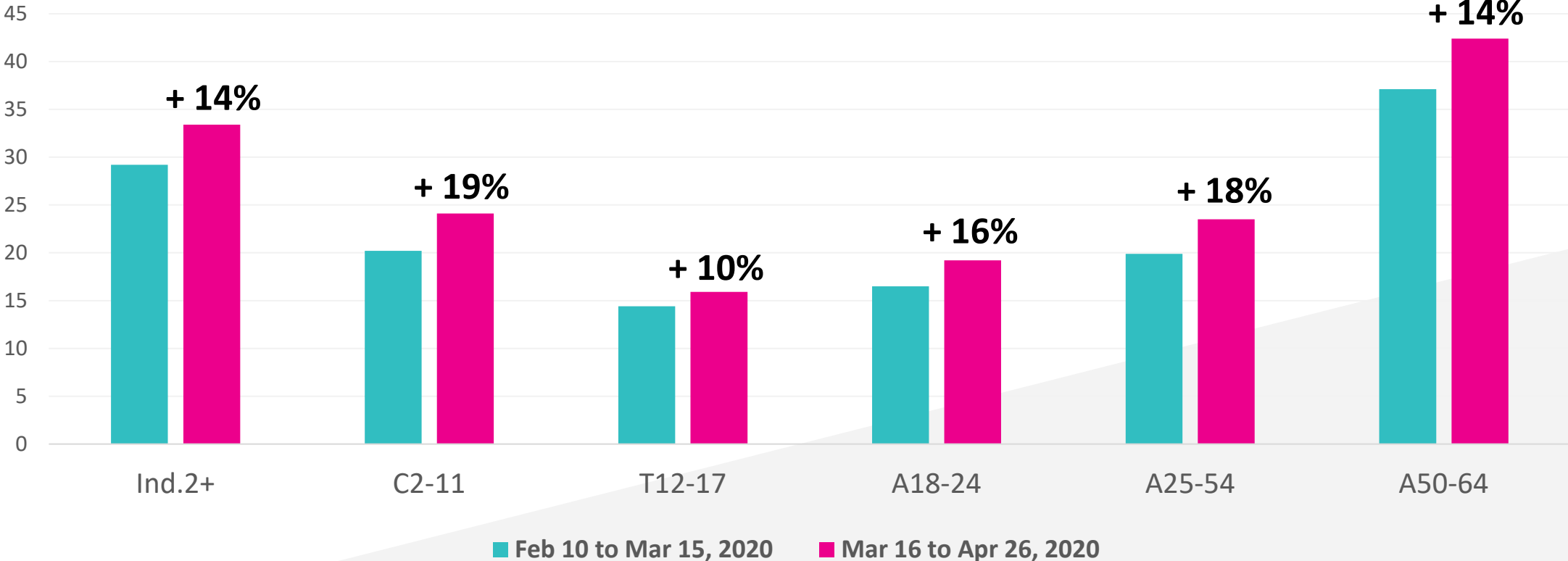


Quebec Franco TV viewing through COVID-19

February 10, 2020 – April 26, 2020

Quebec Franco of all ages **watching significantly more tv** since the COVID crisis began

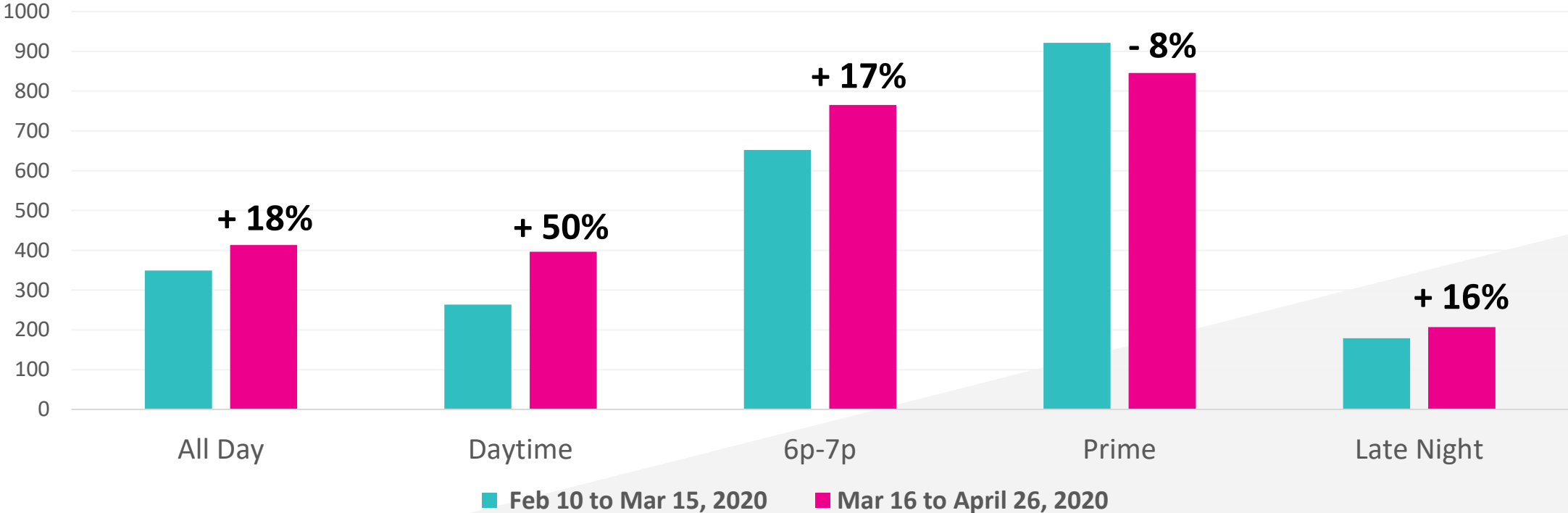
Quebec Franco
Average Weekly Hours Per Capita



Source: Numeris PPM, Quebec Franco Mo-Su, Average Weekly Hours Per Capita, Confirmed Data

greatest audience growth in **daytime** and **evening**

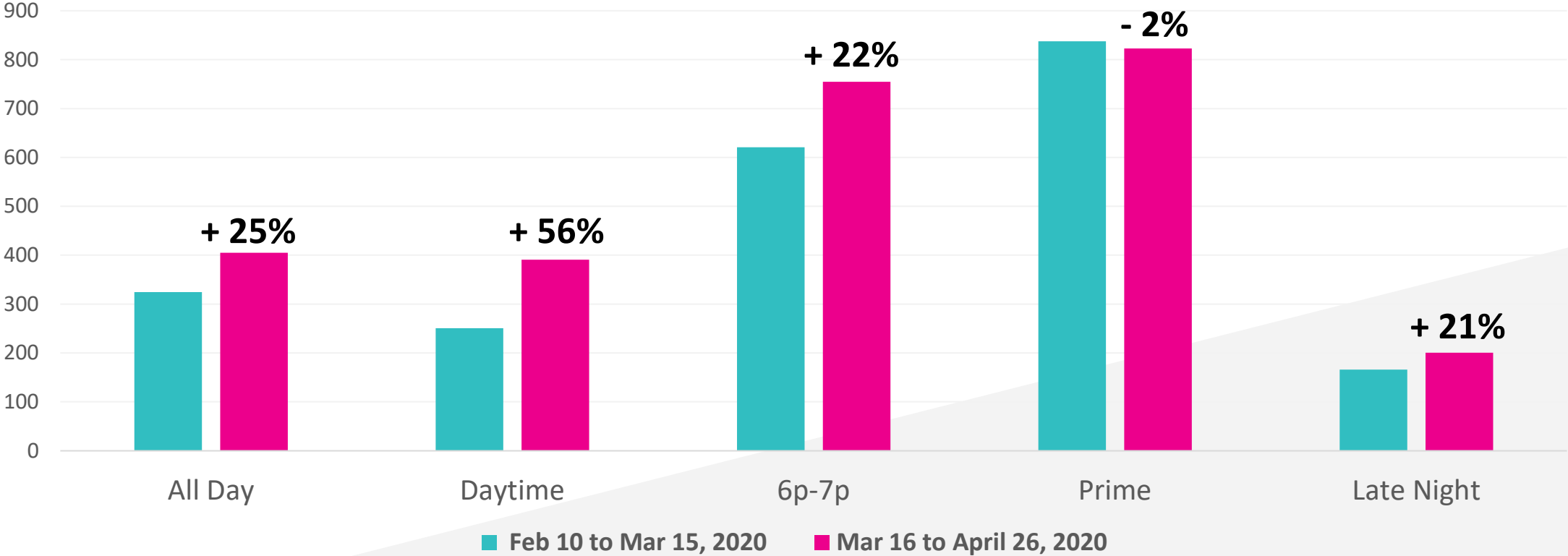
Quebec Franco AMA (000) **A25-54**
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed

growth across most dayparts when sports networks excluded

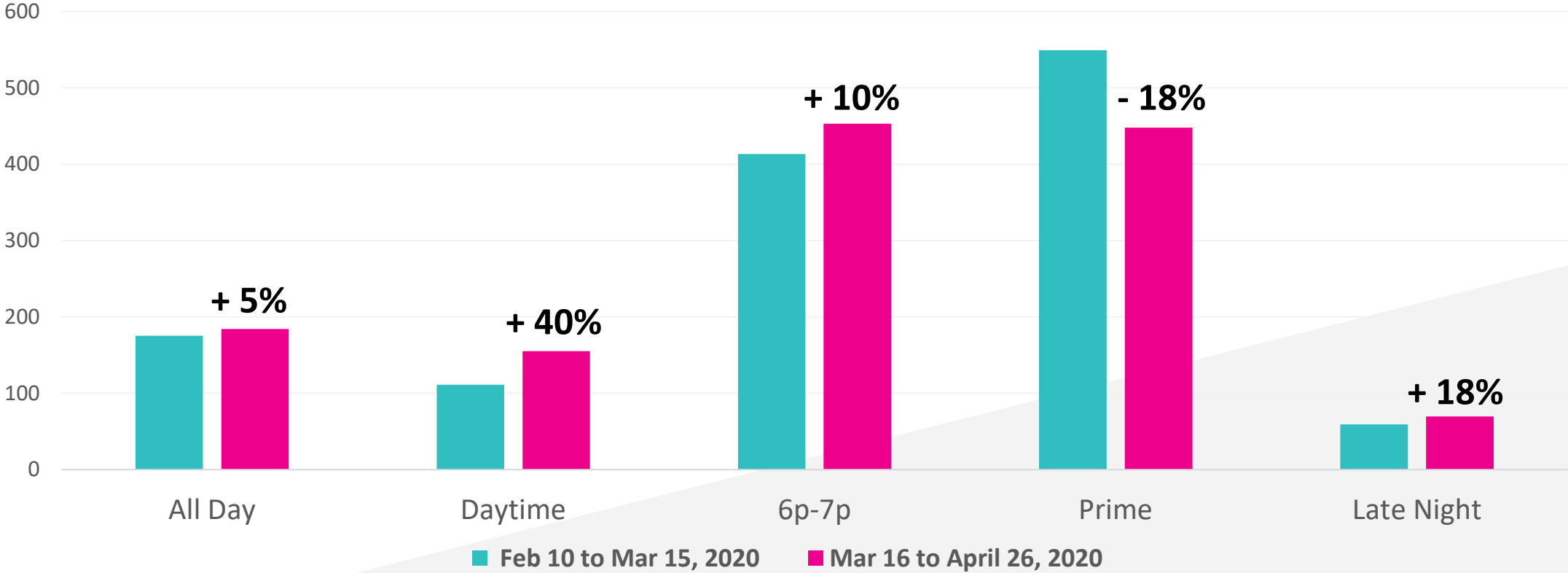
Quebec Franco AMA (000) **A25-54**
(excluding specialty sports)
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed

French conventional tv **up significantly** across almost every daypart

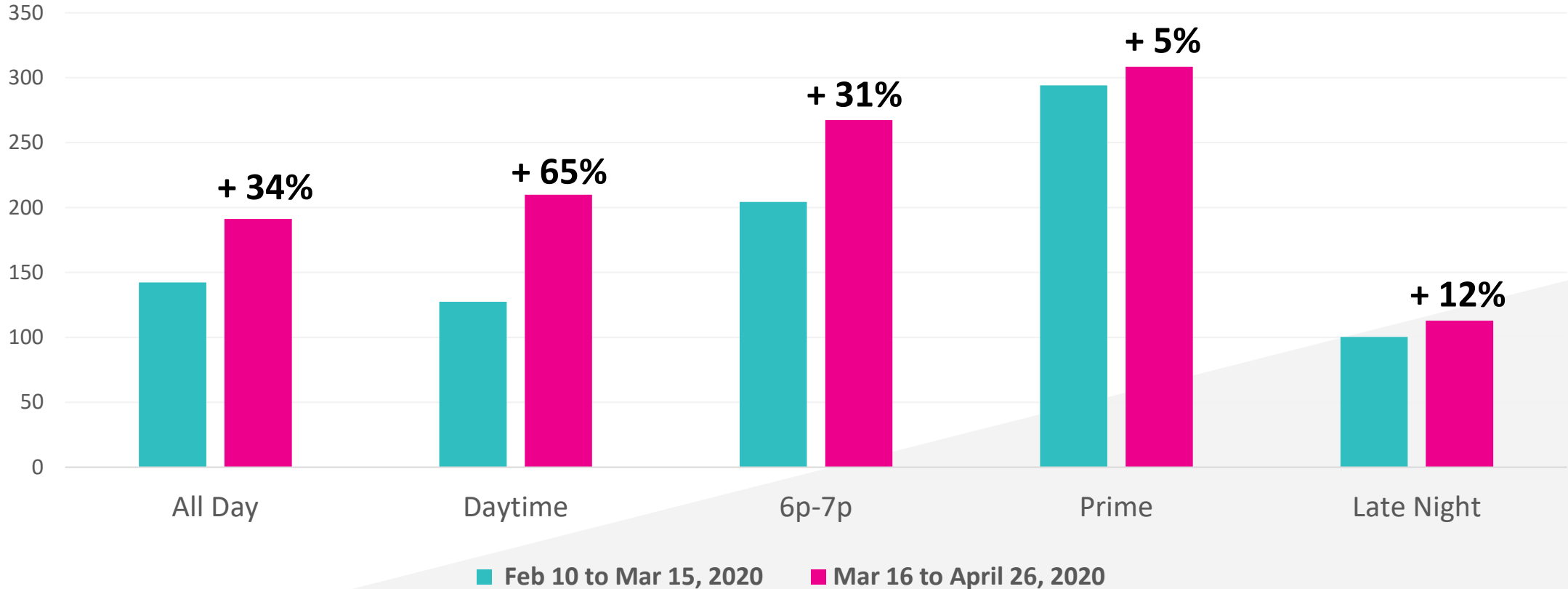
French Conventional TV AMA (000) **A25-54**
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed

substantial daytime growth for French specialty tv

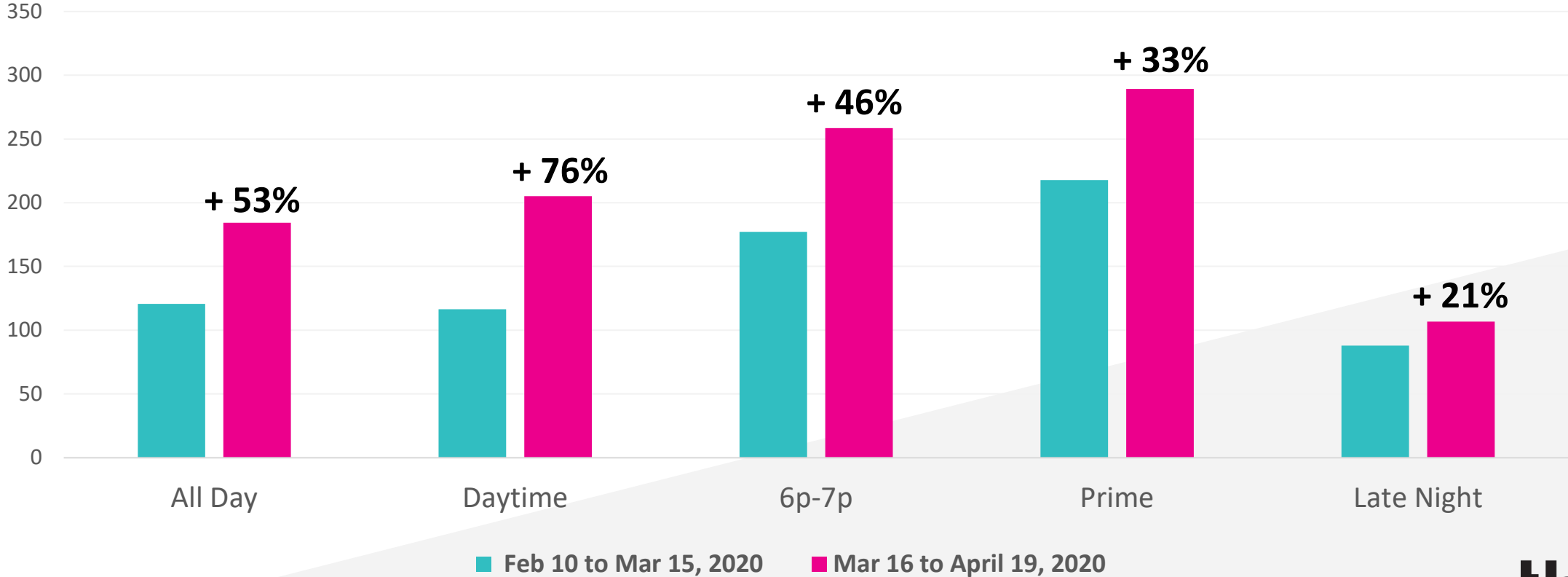
French Specialty TV AMA (000) **A25-54**
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed

specialty tv growth greater when sports excluded

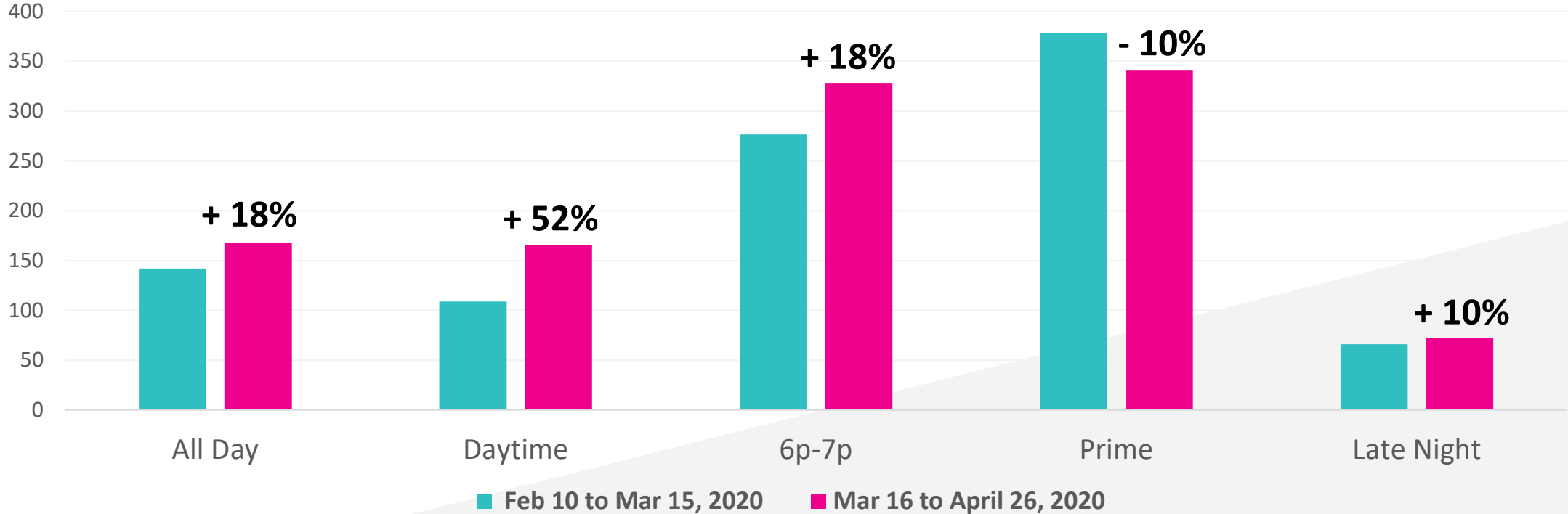
French Specialty TV AMA (000) **A25-54**
(excluding specialty sports)
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed

major daytime and evening growth for adults 18-34

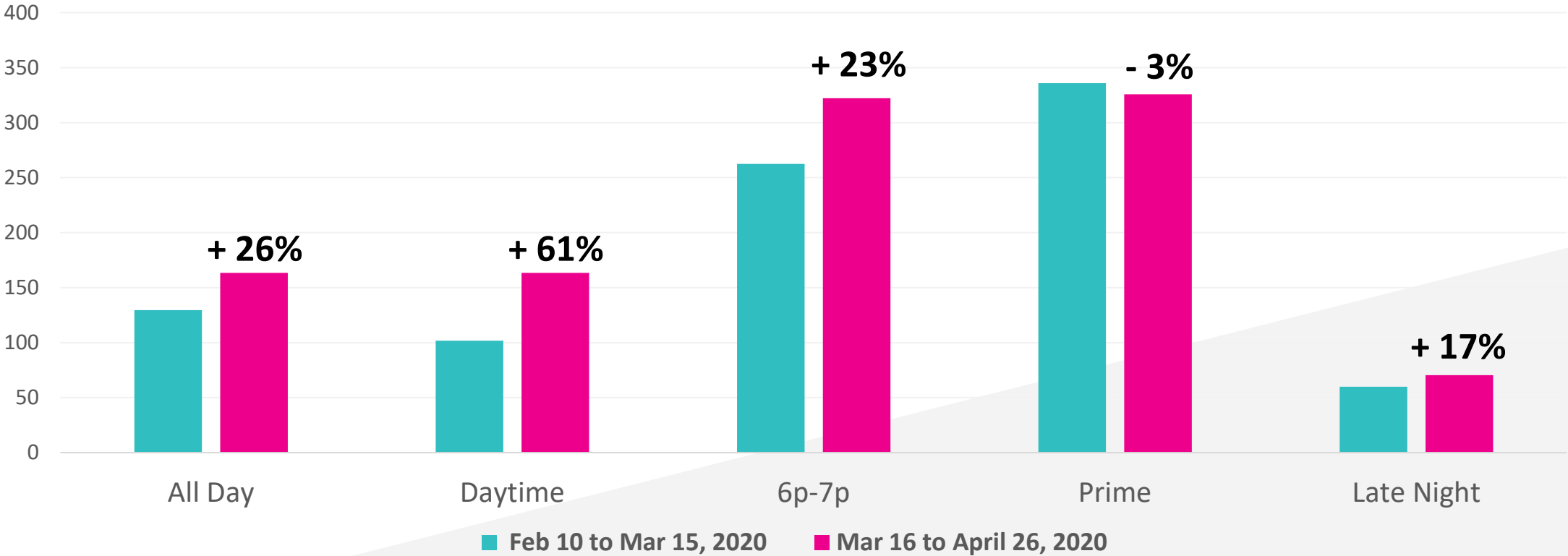
Quebec Franco AMA (000) A18-34
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed

audience growth increases when sports networks excluded

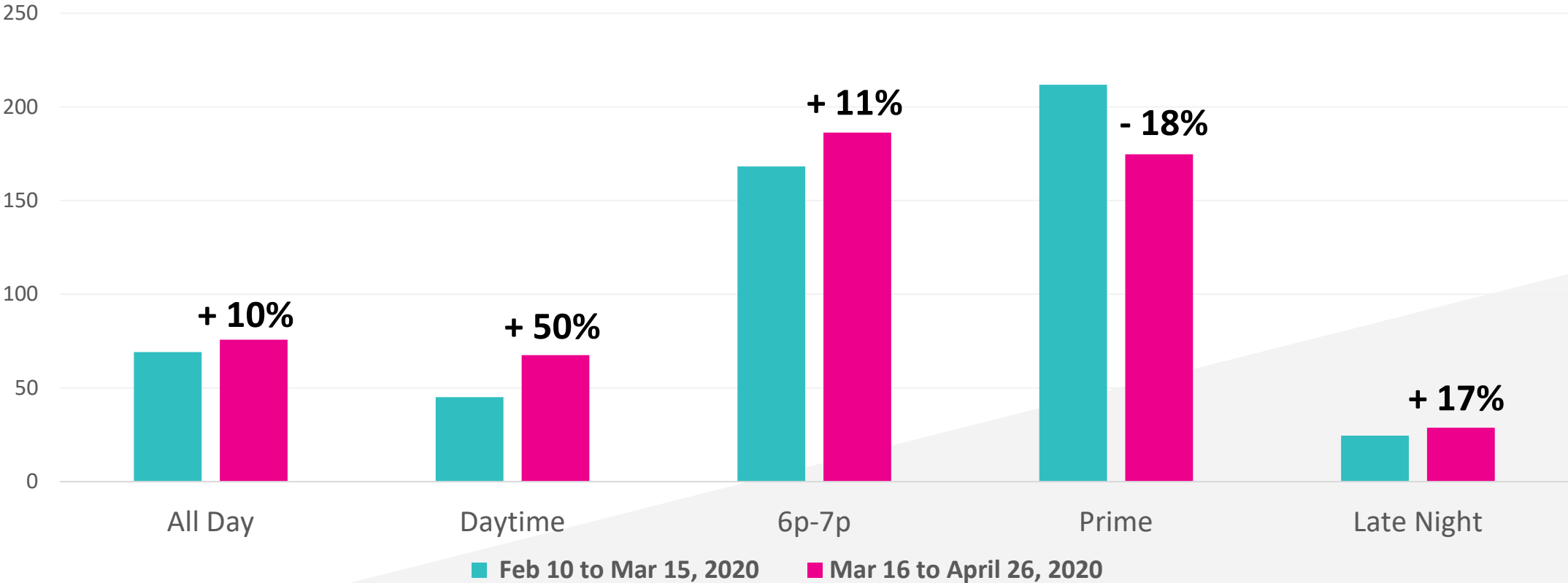
Quebec Franco (000) **A18-34**
(excluding specialty sports)
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed

French conventional tv up 10% for adults 18-34, greatest growth in evening and daytime

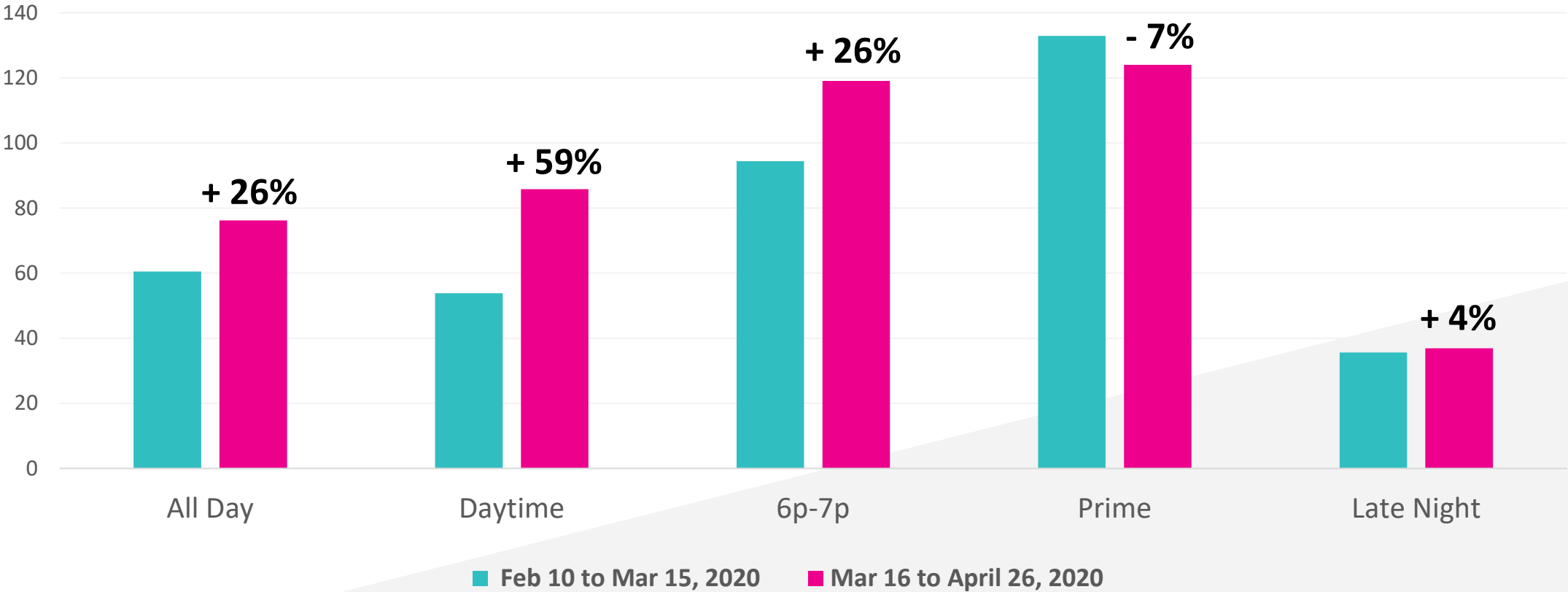
French Conventional TV AMA (000) A18-34
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed

French specialty tv up 26% for adults 18-34 with solid growth in daytime

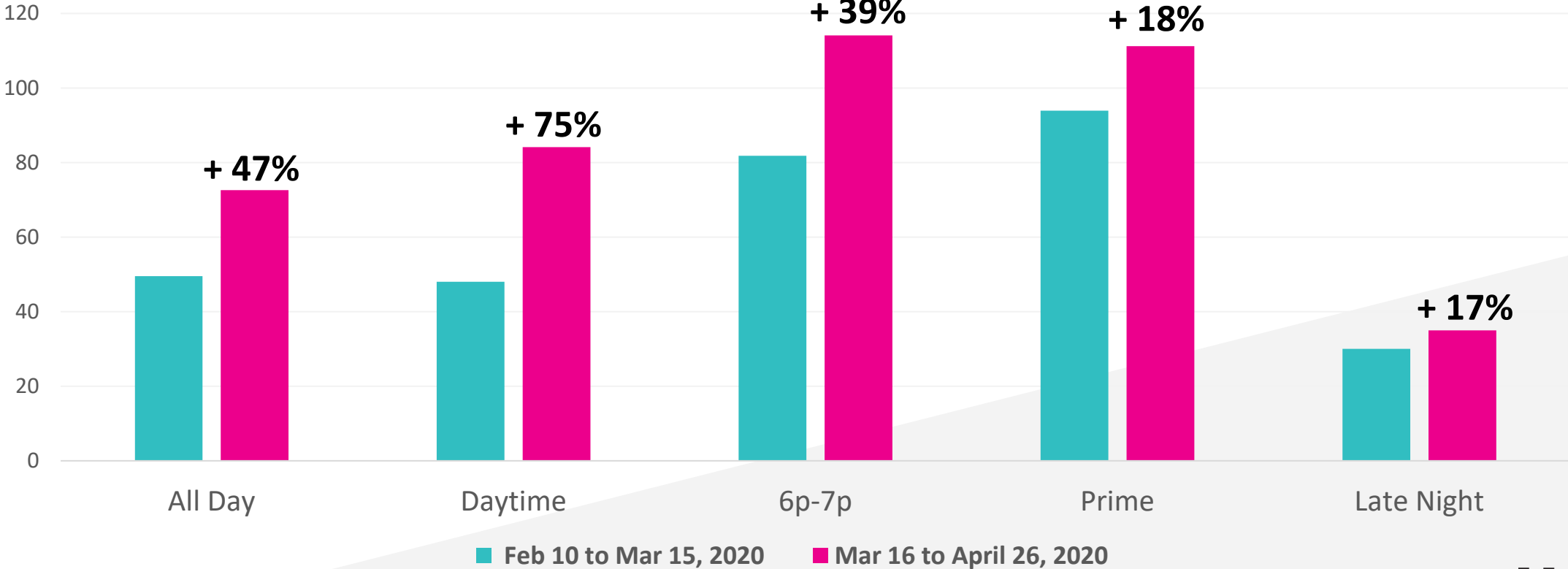
French Specialty TV AMA (000) A18-34
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed, A18-34

French specialty tv growth greater when sports networks excluded

French Specialty TV AMA (000) **A18-34**
(excluding specialty sports)
Confirmed Data



Source: Numeris PPM, Quebec Franco Mo-Su, Confirmed

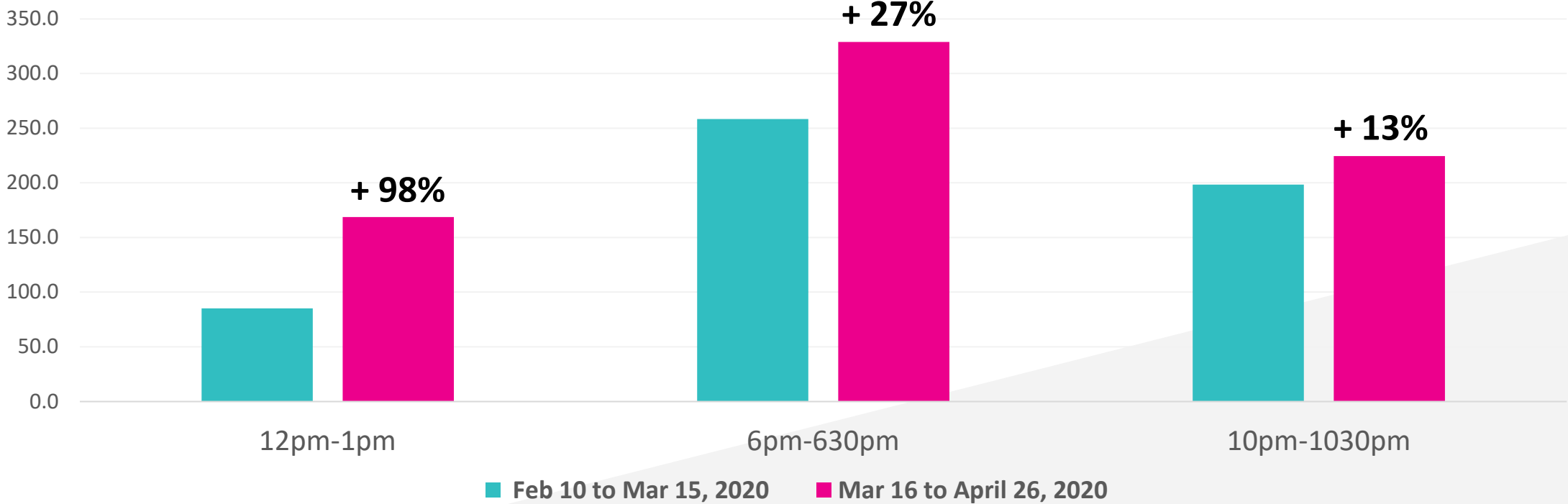
Quebec Franco TV viewing through COVID-19 News

February 10, 2020 – April 26, 2020

solid audience growth for French conventional network news

French Conventional Network News AMA (000) **A25-54**

Quebec Franco
Confirmed Data



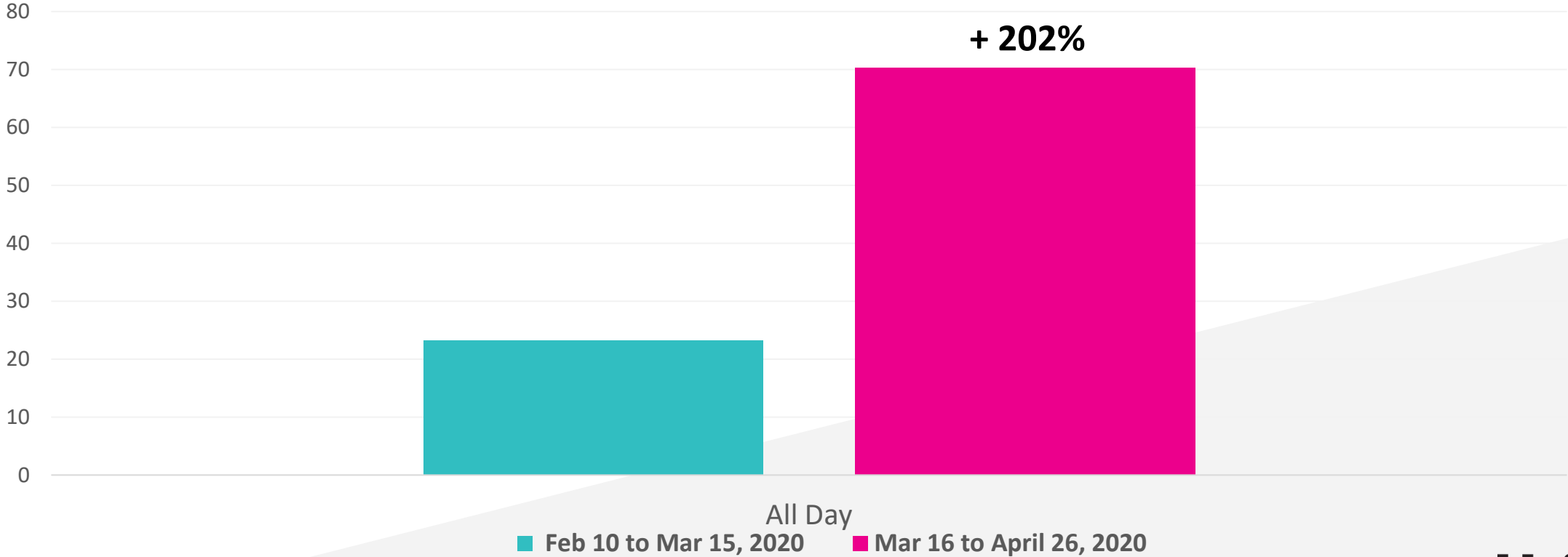
Source: Numeris PPM, Quebec Franco, Confirmed

massive growth for French specialty tv news

French Specialty TV News AMA (000) A25-54

Quebec Franco

Confirmed Data

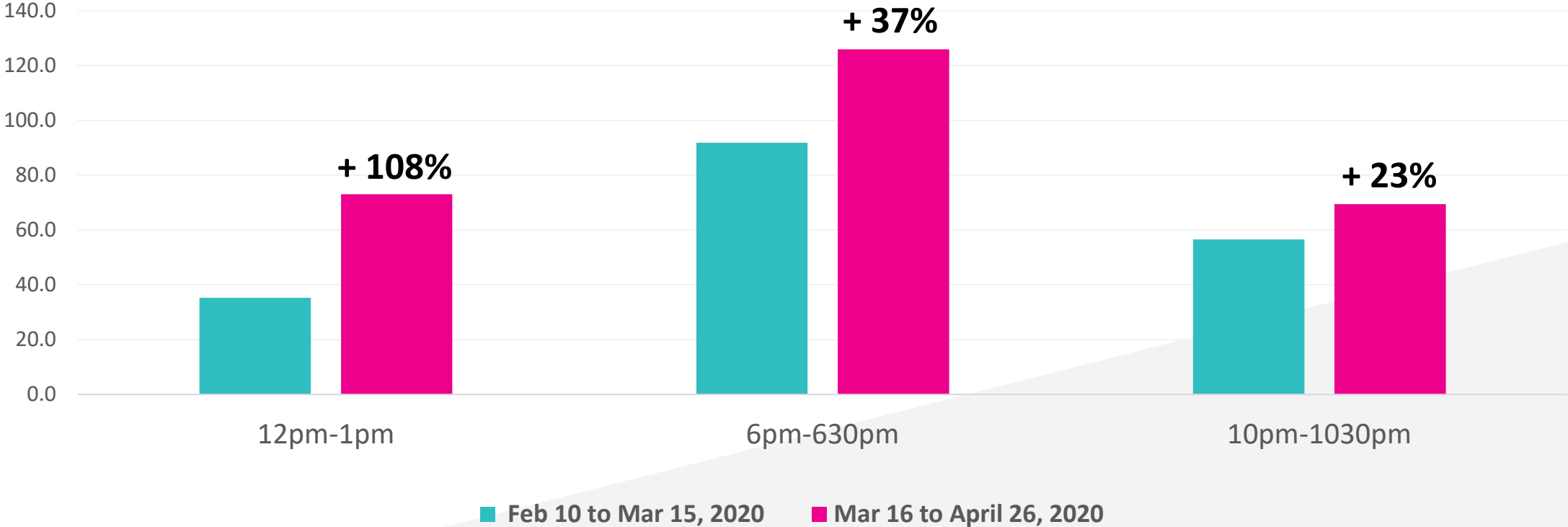


Source: Numeris PPM, Quebec Franco, Confirmed

solid audience growth with adults 18-34 for French conventional network news

French Conventional Network News AMA (000) **A18-34**

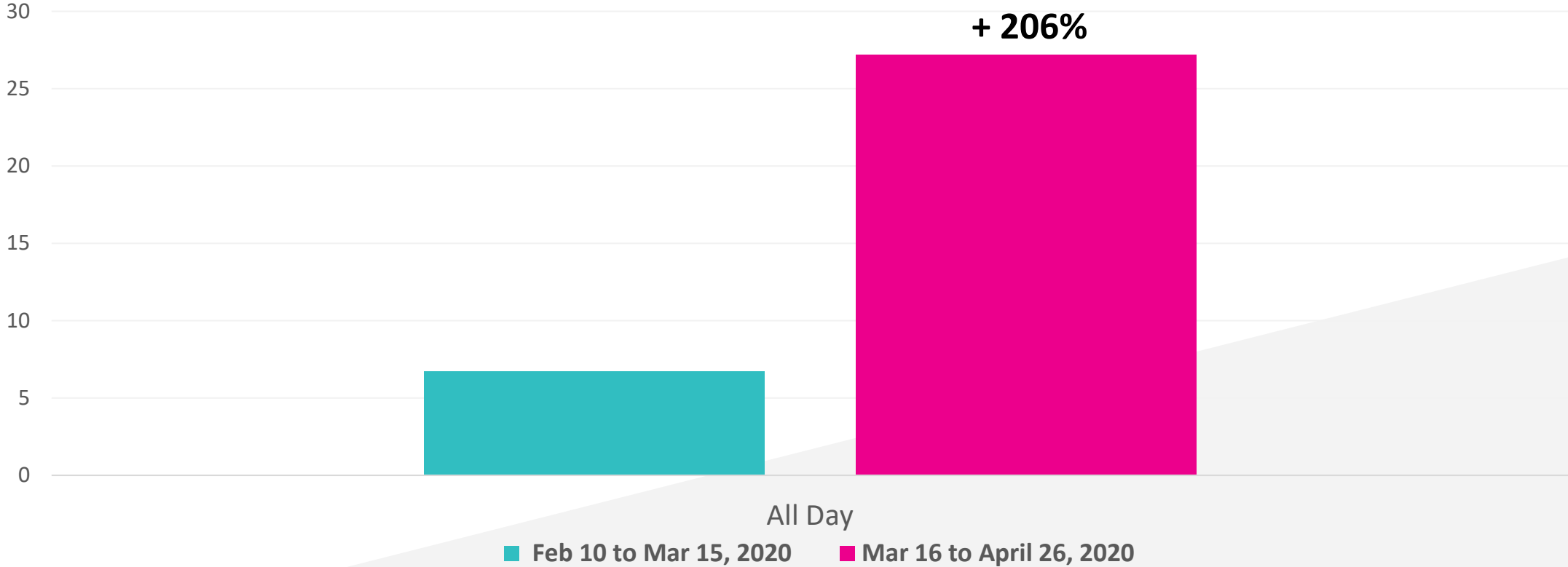
Quebec Franco
Confirmed Data



Source: Numeris PPM, Quebec Franco, Confirmed

massive audience growth with adults 18-34 for French specialty news

French Specialty TV News AMA (000) **A18-34**
Quebec Franco
Confirmed Data



Source: Numeris PPM, Quebec Franco, Confirmed

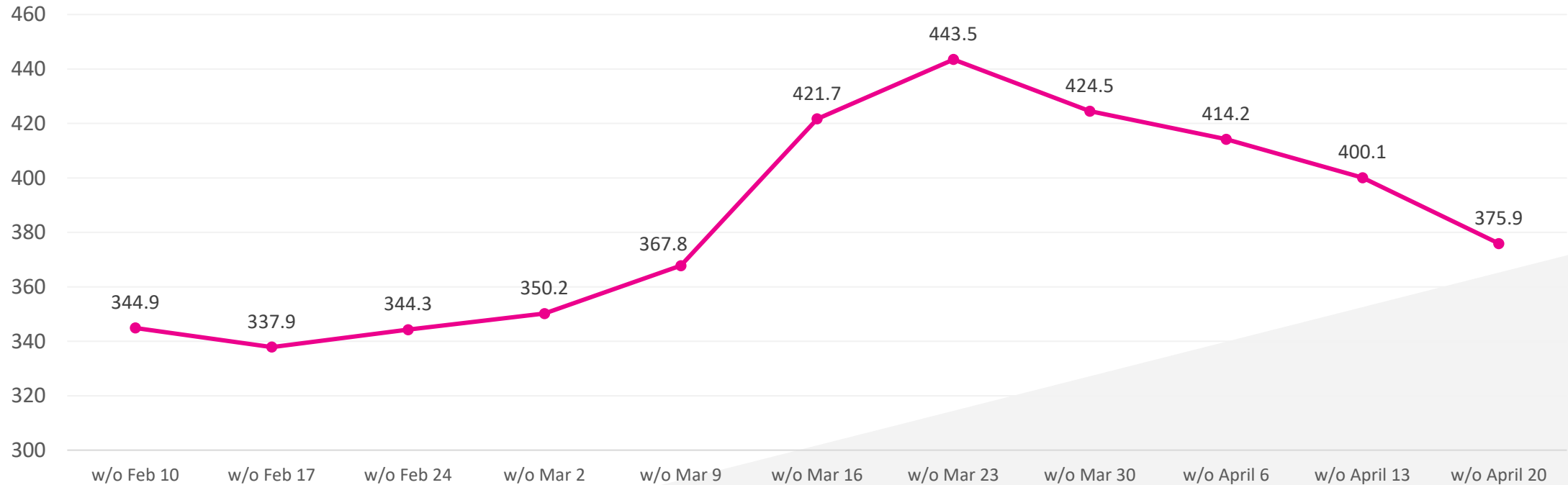
Quebec Franco TV viewing through COVID-19

Winter/Spring trends

February 10, 2020 – April 26, 2020

total television viewing **up 18%*** for adults 25-54

Quebec Franco AMA (000) Trending **A25-54**
Confirmed Data

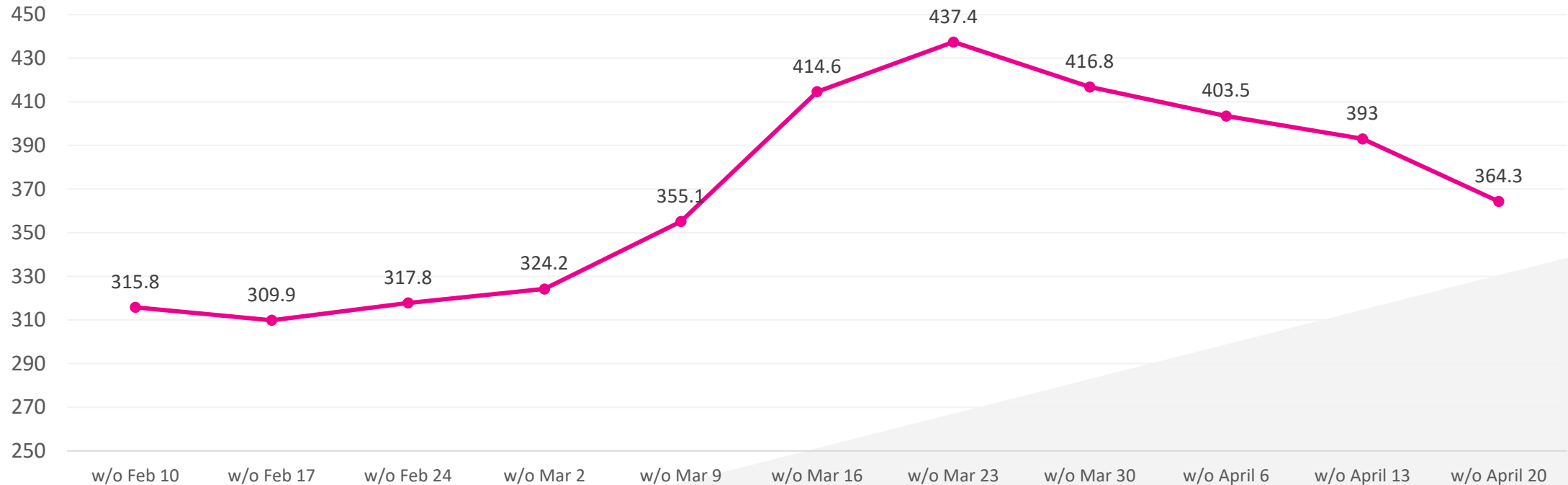


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



total television up 25%* for A25-54 excluding specialty sports

Quebec Franco AMA (000) Trending – A25-54
(excluding specialty sports)
Confirmed Data

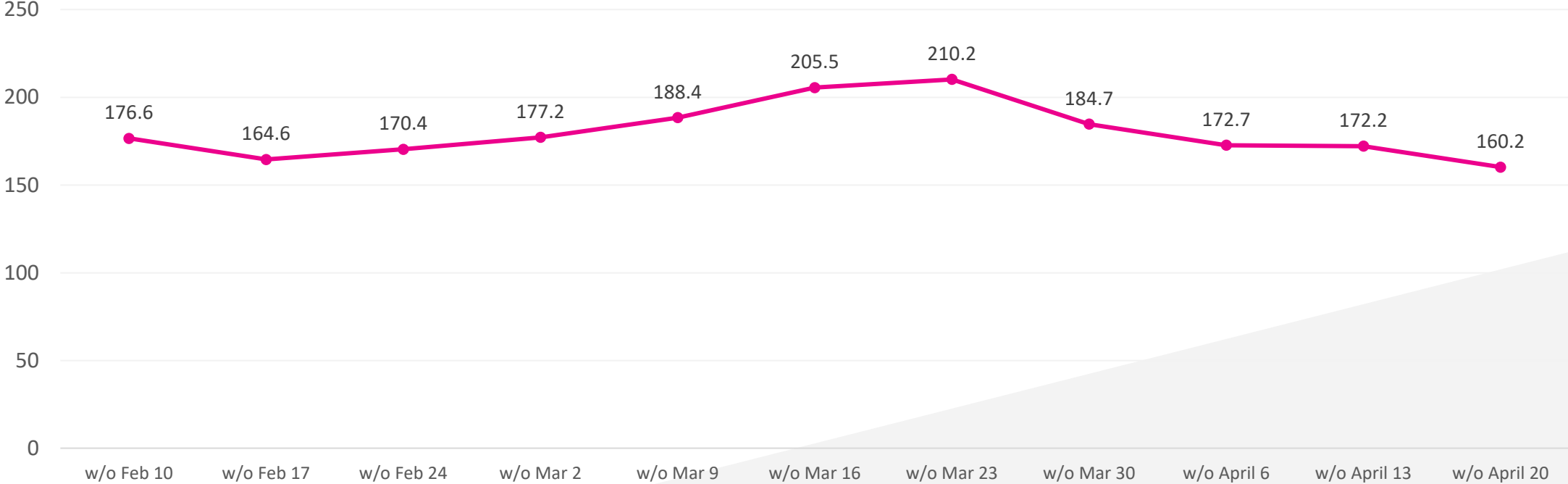


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



French conventional tv up 5%* for adults 25-54

French Conventional AMA (000) Trending **A25-54**
Confirmed Data

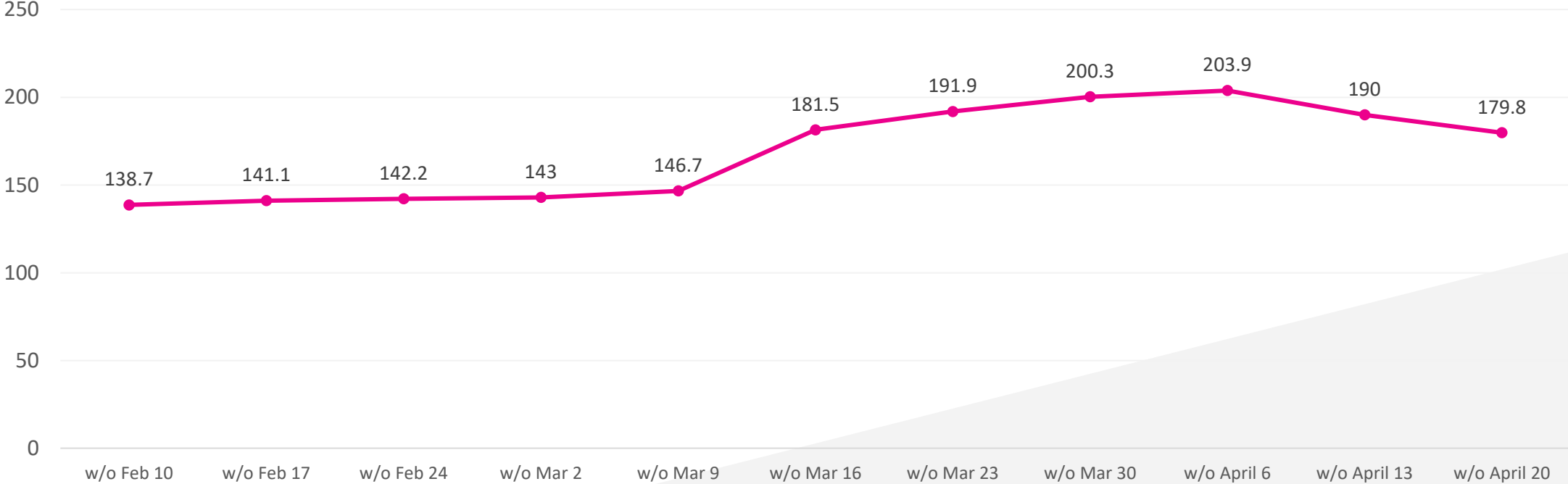


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



French specialty tv up 34%* for adults 25-54

French Specialty AMA (000) Trending A25-54
Confirmed Data

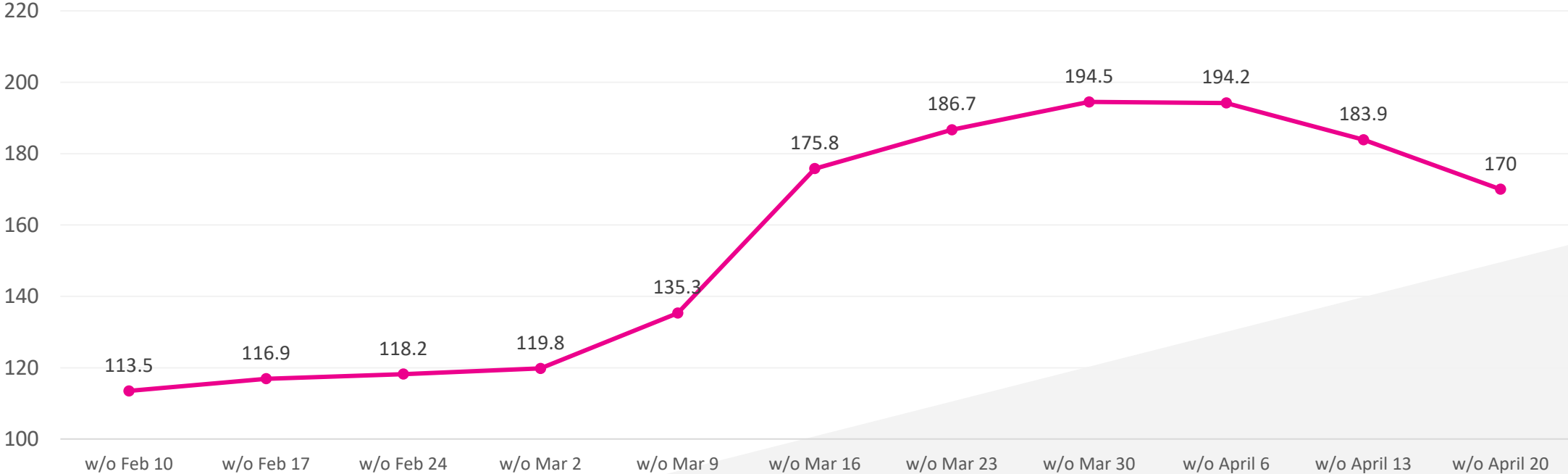


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



French specialty tv up 53%* excluding specialty sports

French Specialty TV AMA (000) Trending **A25-54**
(excluding specialty sports)
Confirmed Data

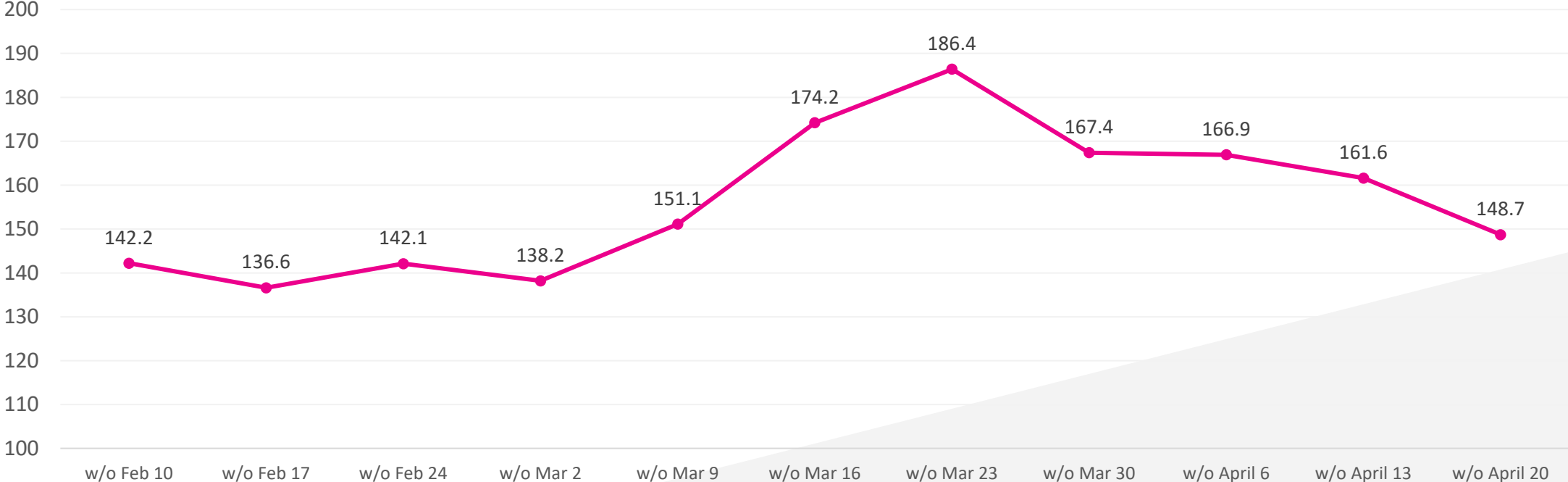


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



total television viewing **up 18%*** for adults 18-34

Quebec Franco AMA (000) Trending **A18-34**
Confirmed Data

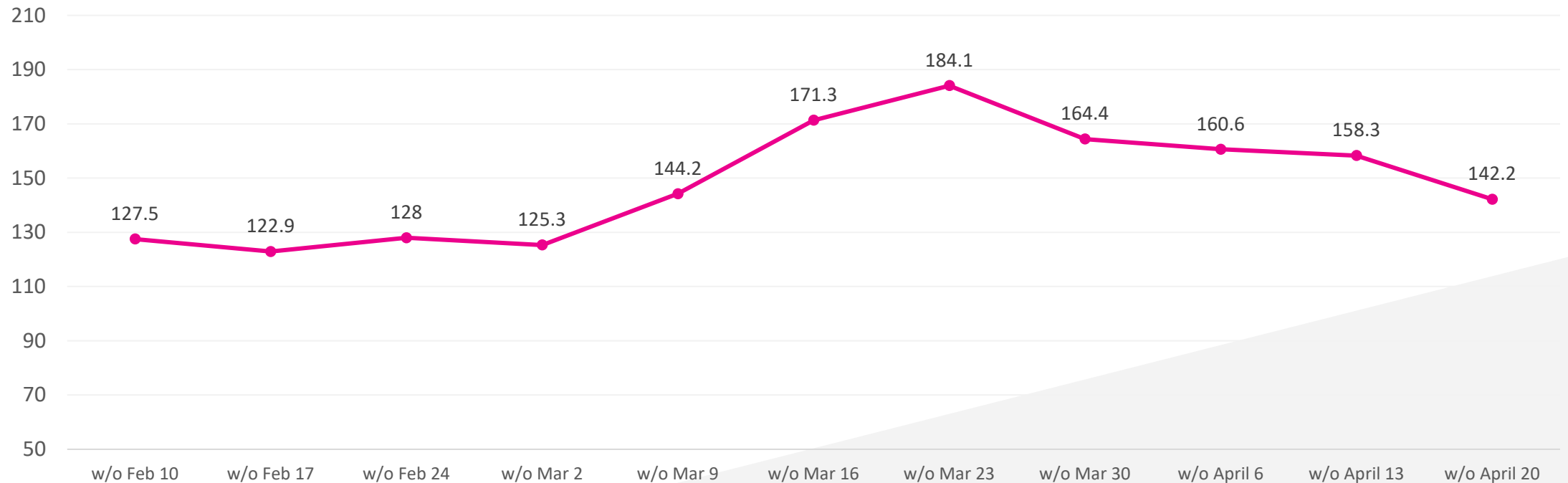


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



total tv viewing up 26%* A18-34 excluding specialty sports

Quebec Franco AMA (000) Trending A18-34
(excluding specialty sports)
Confirmed Data

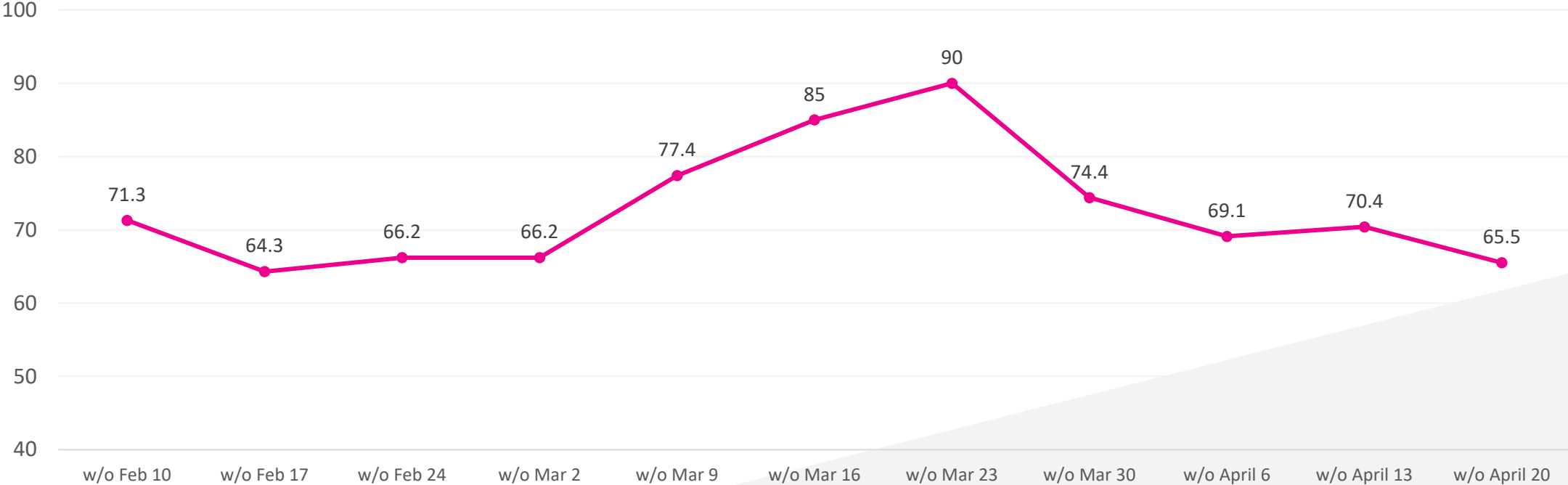


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



French conventional tv up 10%* for adults 18-34

French Conventional AMA (000) Trending A18-34
Confirmed Data

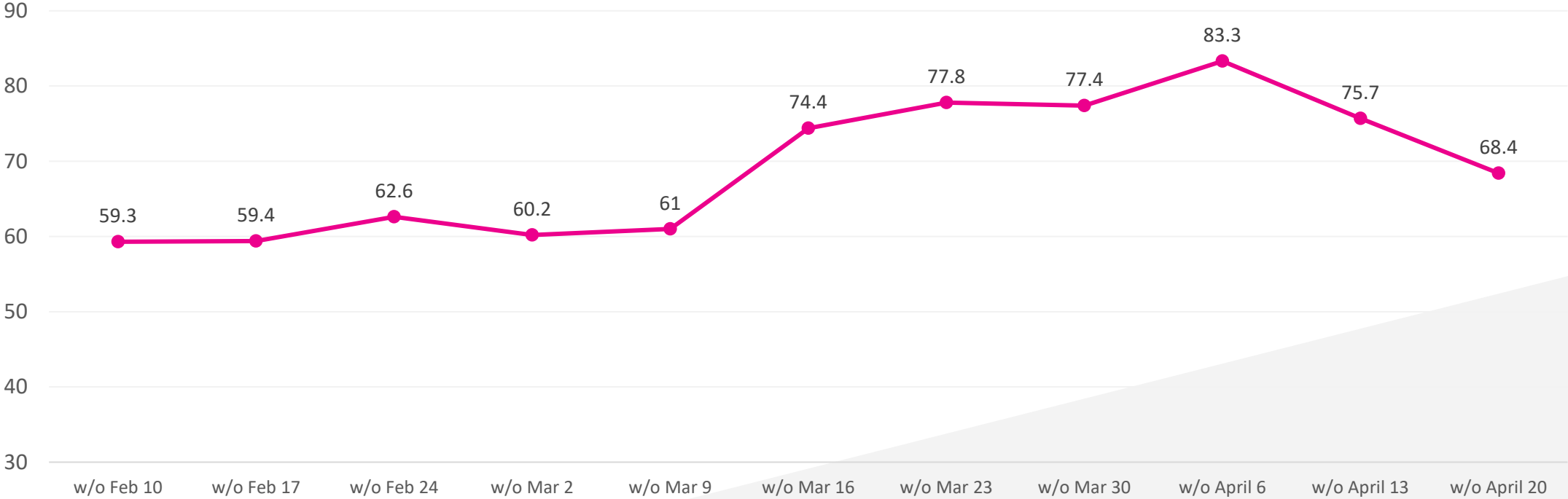


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



French specialty tv up 26%* for adults 18-34

French Specialty TV AMA (000) Trending A18-34
Confirmed Data

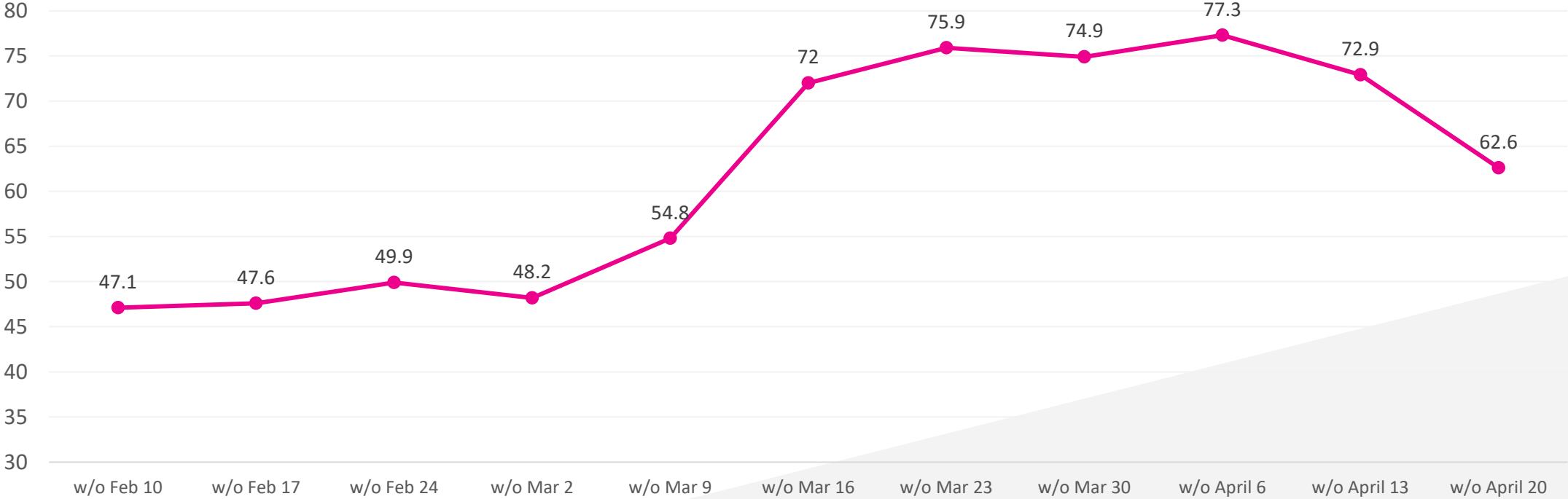


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



French specialty tv up 47%* for A18-34 excl. specialty sports

French Specialty TV AMA (000) Trending A18-34
(excluding specialty sports)
Confirmed Data



*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



Quebec Franco TV viewing through COVID-19

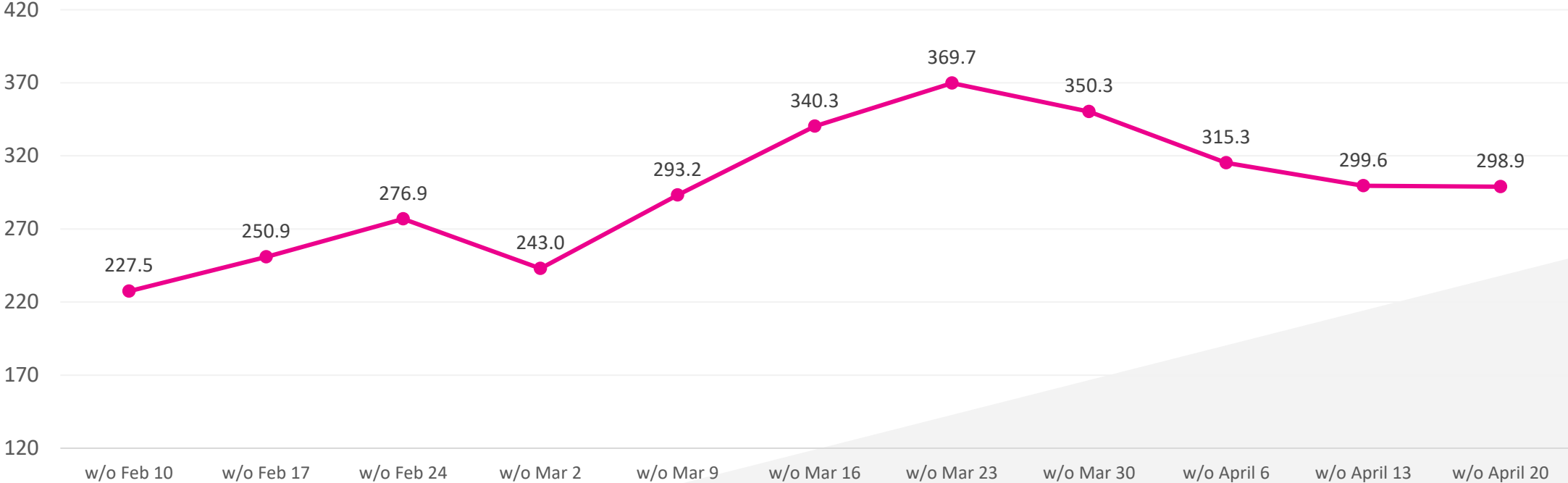
Winter/Spring trends

News

February 10, 2020 – April 26, 2020

French conventional network evening news up 27%*

French Conventional Network News AMA (000) Trending **A25-54**
(M-F 6-630pm) Quebec Franco
Confirmed Data



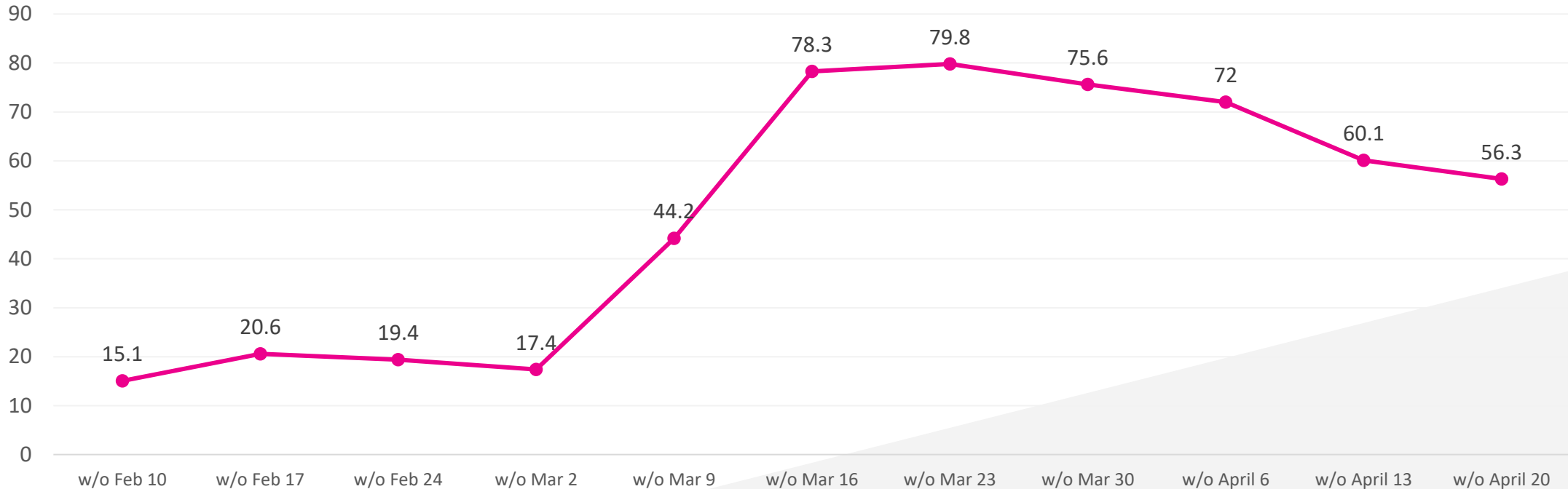
*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



French specialty news networks up an impressive 202%*

French Specialty Network News AMA (000) Trending A25-54

Quebec Franco
Confirmed Data

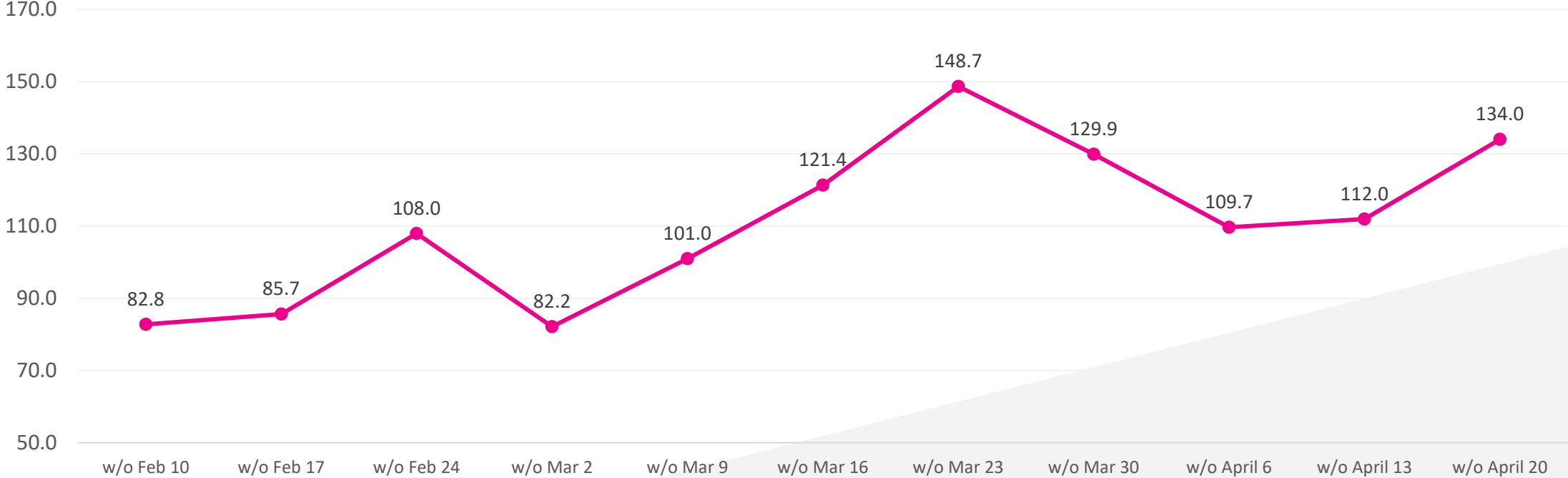


*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



French conventional evening news up 37%* for adults 18-34

French Conventional Network News AMA (000) Trending A18-34
(M-F 6-630pm) Quebec Franco
Confirmed Data



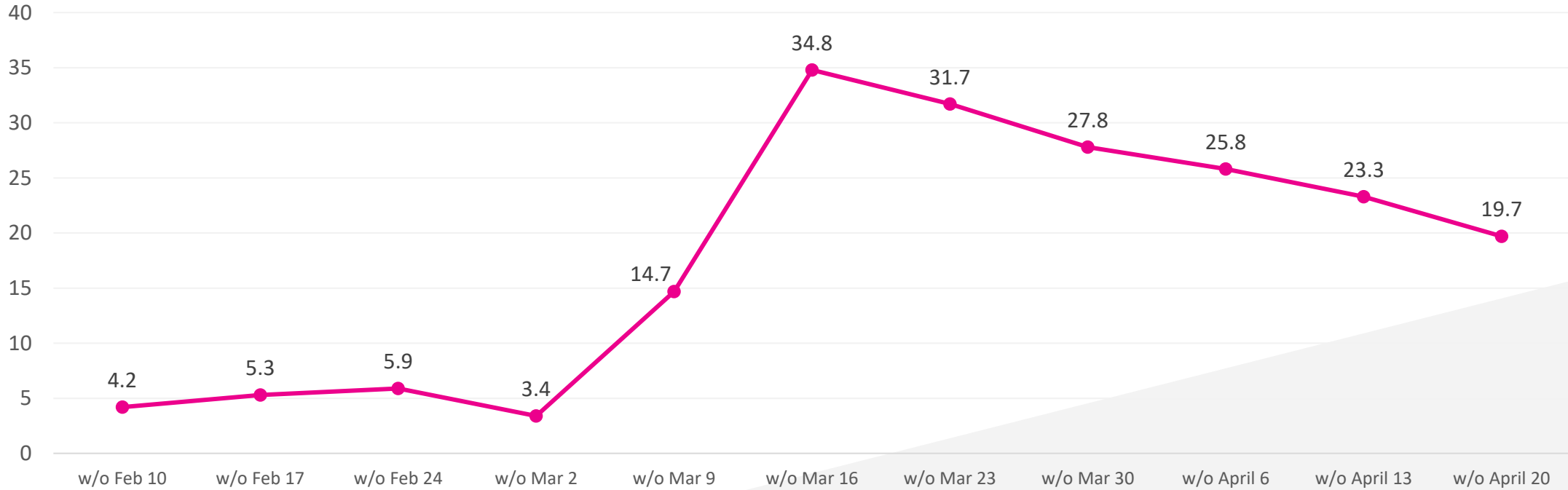
*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



French specialty news networks up 206%* for adults 18-34

French Specialty Network News AMA (000) Trending A18-34

Quebec Franco
Confirmed Data



*Comparing 5 weeks beginning Feb 10 to 6 weeks beginning March 16



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