

A panoramic view of Québec City, Canada, featuring the Château Frontenac and the St. Lawrence River. The image is overlaid with a dark, semi-transparent filter. The text "spotlight on Québec" is prominently displayed in the center-left. The "think tv" logo is in the bottom right corner.

spotlight on
Québec

think^{tv}

the Québec Franco Market

Francophones in Québec 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 1.4 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 Québec Market

Québec makes up 22% of the Canadian population

Canada Population **40,528,396**

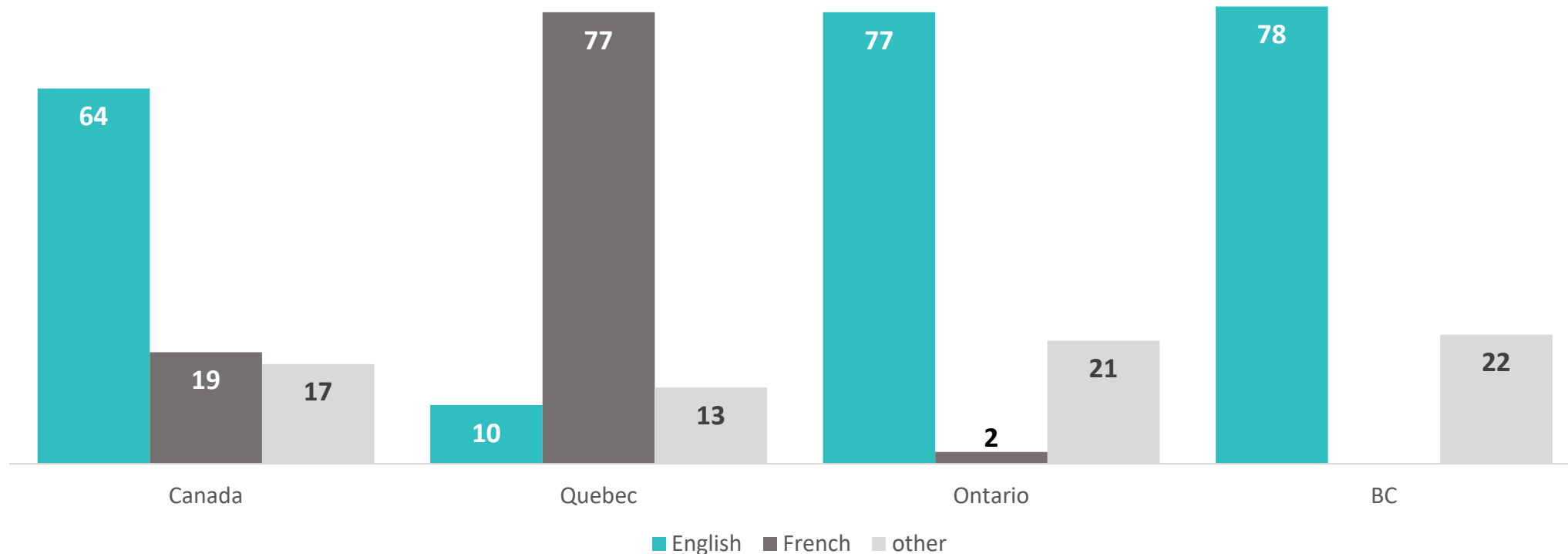
Québec Population **8,948,540**



the Québec Franco Market

French speaking people make up 77% of the Quebec market

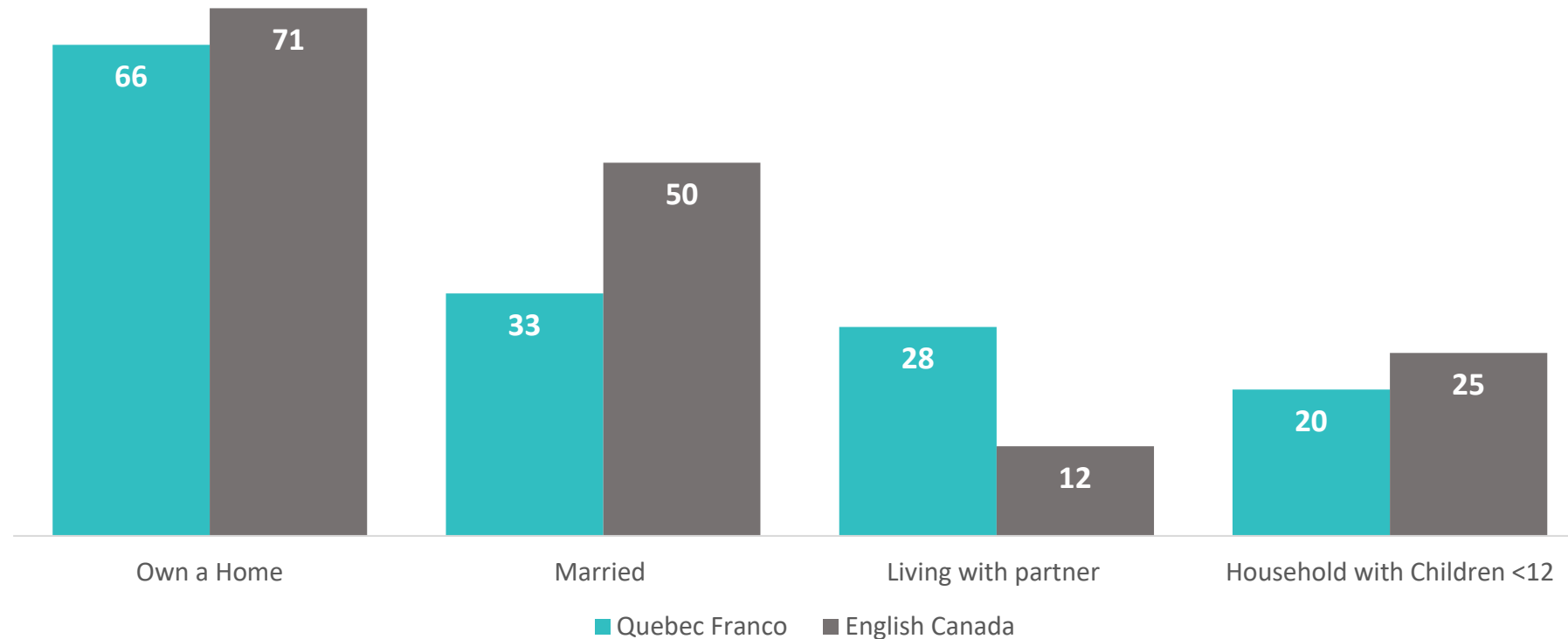
LANGUAGE SPOKEN MOST OFTEN AT HOME



the Québec Franco Market

Québec Franco are slightly less likely to own their home and have young children, and are more likely to cohabitate than English Canadians

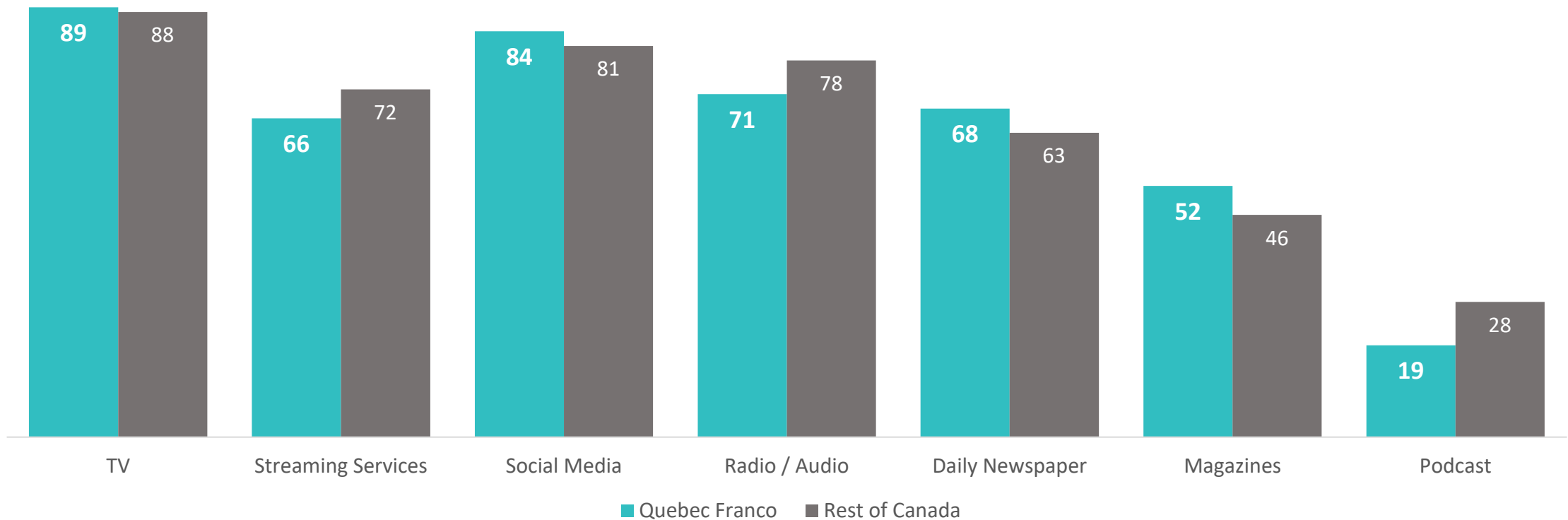
DEMOGRAPHICS



the Québec Franco Market -

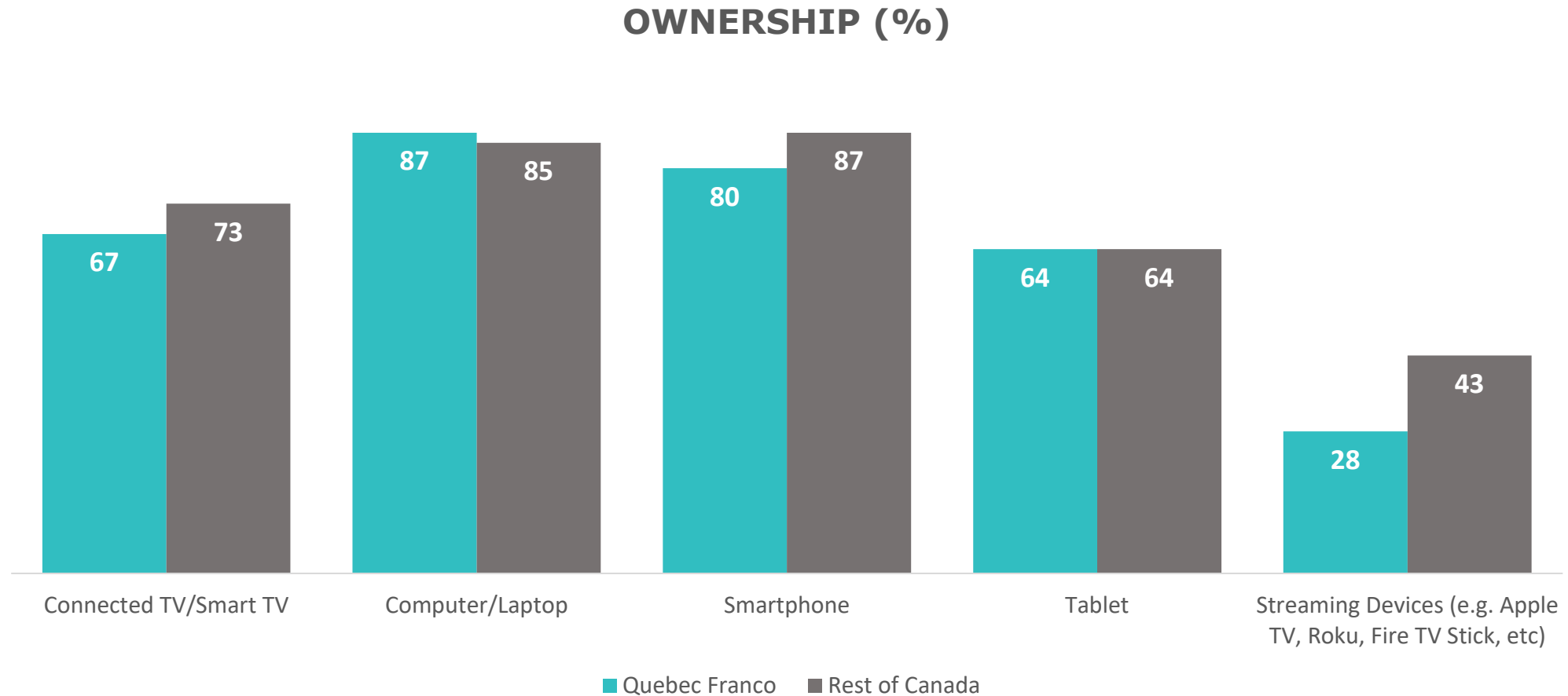
TV has the largest reach of all media – with reach numbers similar to the rest of Canada

WEEKLY REACH BY MEDIUM (%)



the Québec Franco Market

Québec Franco are slightly less likely to own a connected TV, streaming device or a smartphone



A blurred background image of a person watching a soccer game on a television. In the foreground, a hand is holding a black remote control. The text 'tv audiences' is overlaid on the image.

tv audiences

tv reaches **91%** of Québec Franco **A18+** every week

91% A18+

85% A25-54

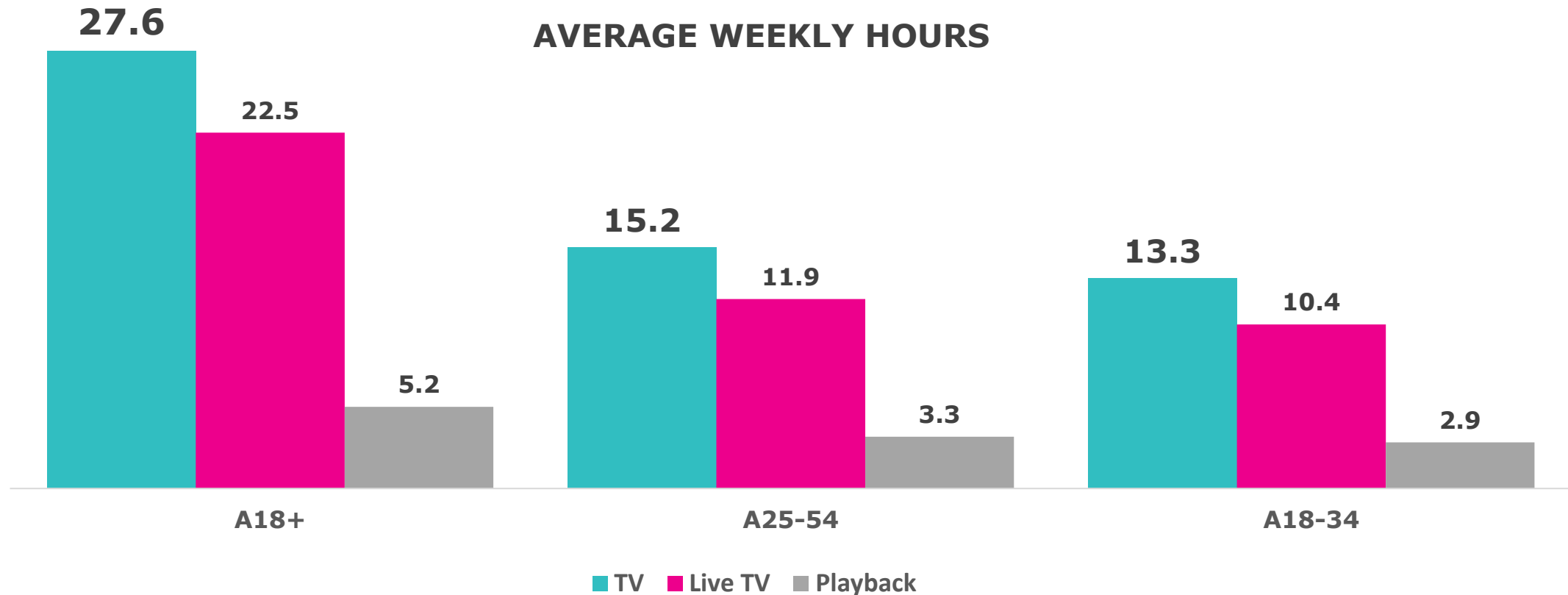
84% A18-34



Francophones in Québec watch a lot of



and most of it is live



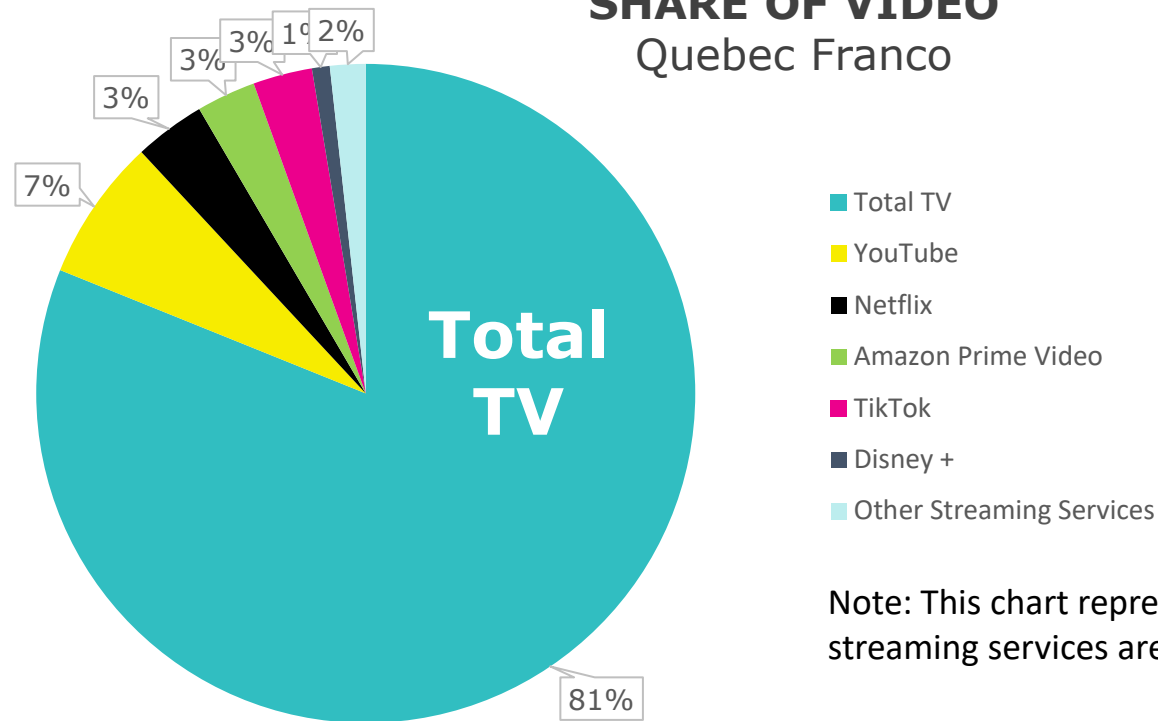
TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Quebec Franco | Numeris PPM, Avg Hrs Week (Cap) Sep 18 - Dec 17 2023



Total TV dominates time spent with video

ADULTS 18+ SHARE OF VIDEO Quebec Franco



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include in-home viewing only

Other Streaming Services: Crave (OTT only), Twitch TV, Popcorn Flix, FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET Online US, Pluto TV and Apple TV+

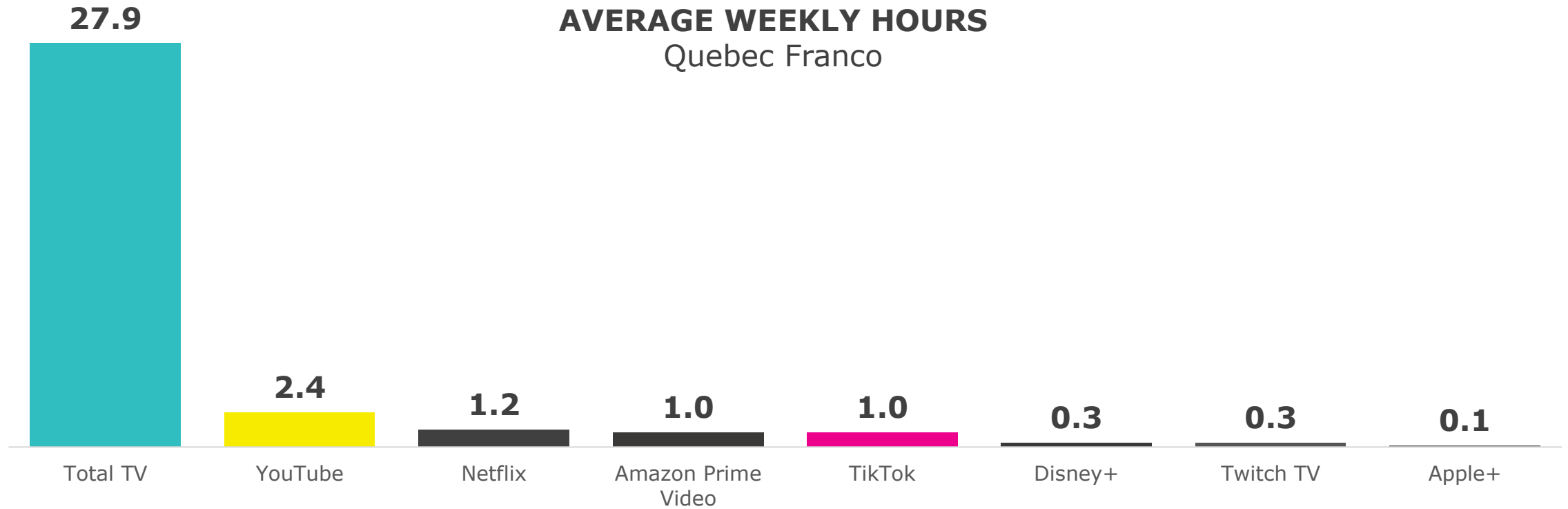
Source: Numeris VAM 8/28/2023 to 11/26/2023

Total TV dominates time spent

ADULTS 18+

AVERAGE WEEKLY HOURS

Quebec Franco



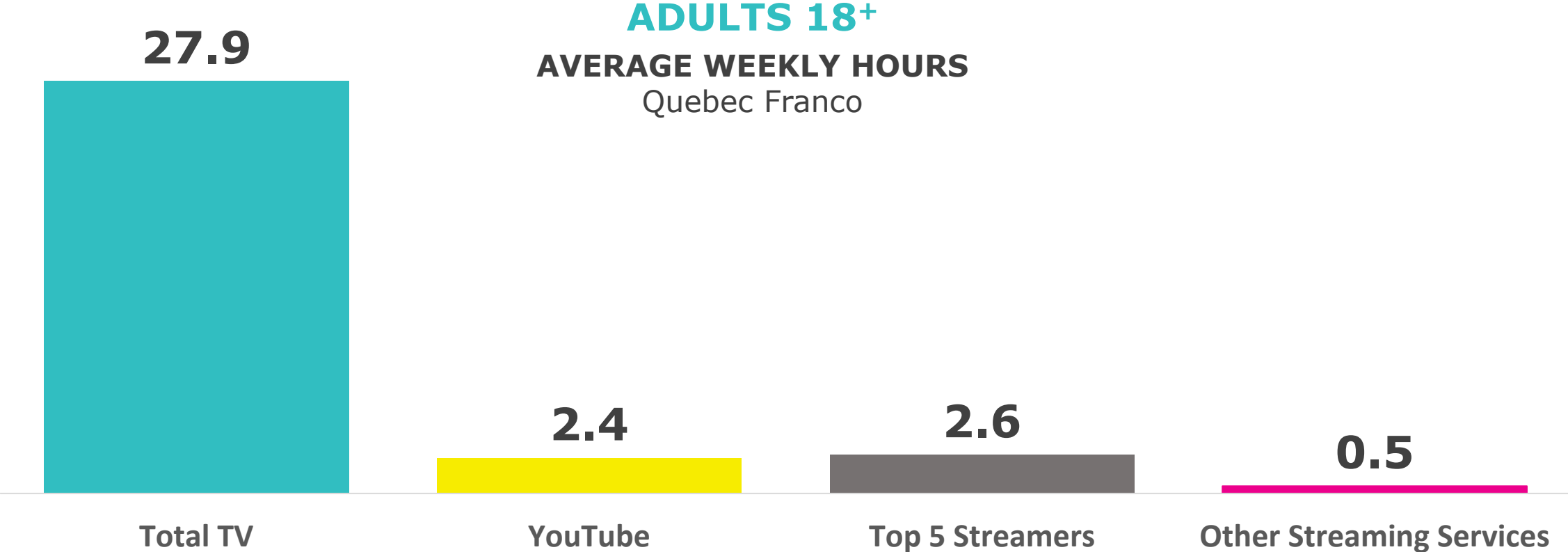
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time spent with Total TV exceeds YouTube and all streaming services combined

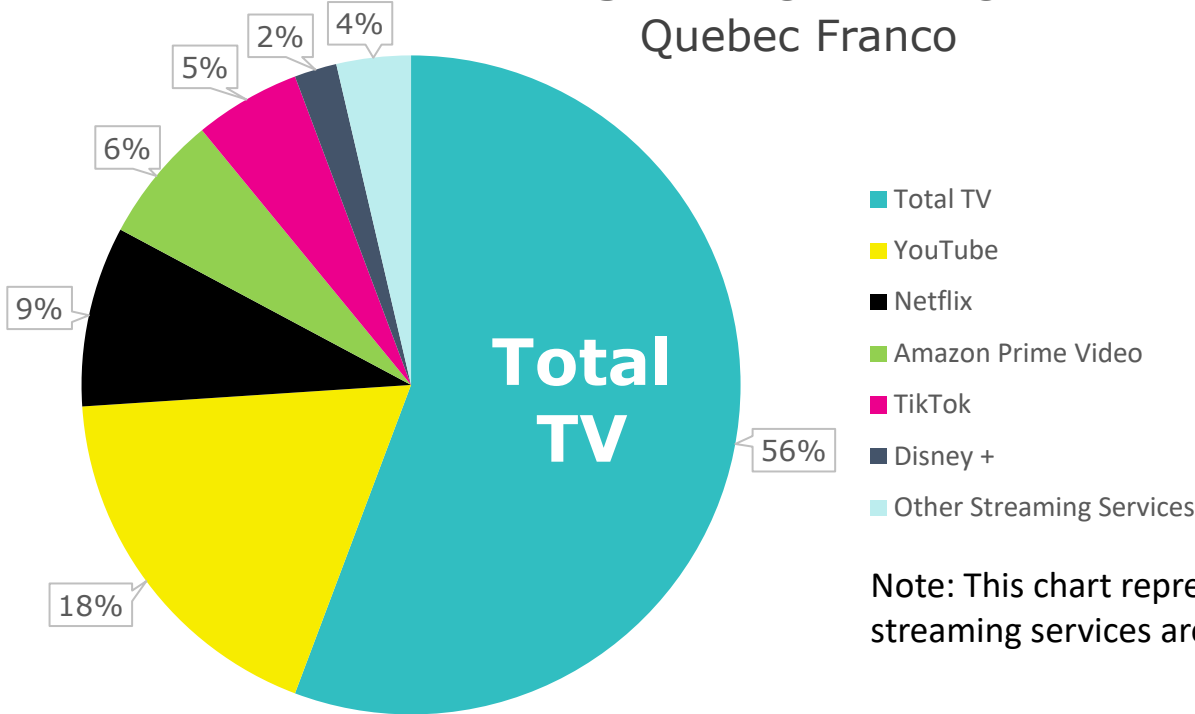


All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
Top 5 Streaming Services: Amazon Prime, Netflix, Disney+, Apple TV+, Crave (OTT only),
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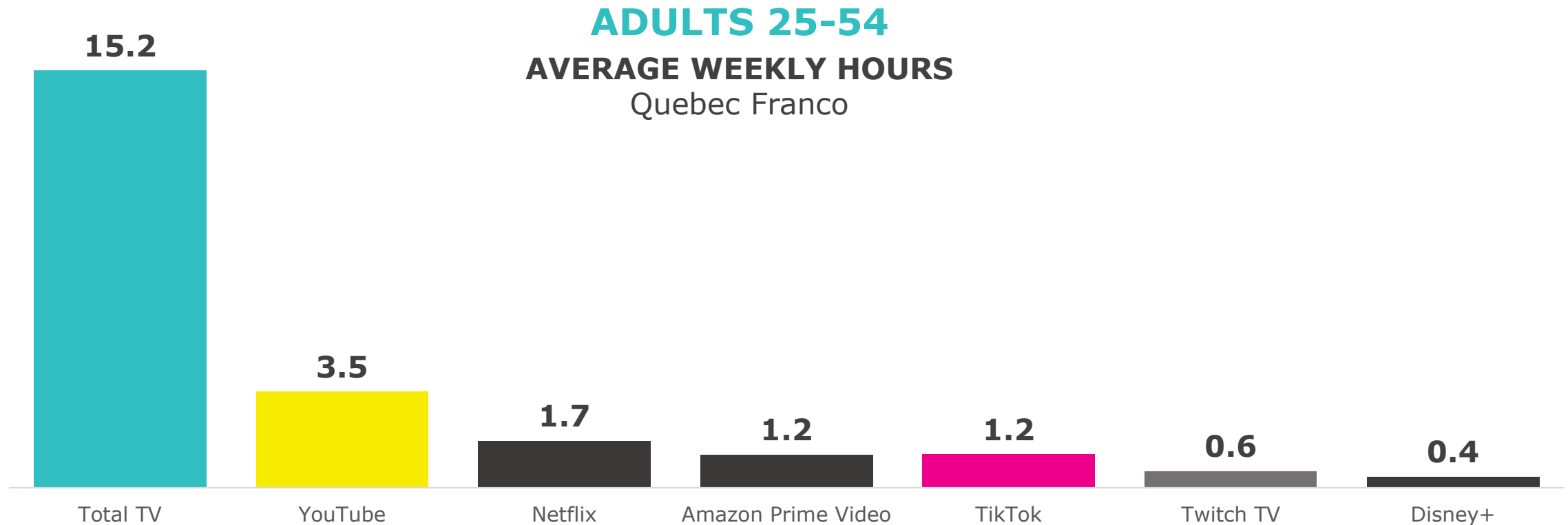
ADULTS 25-54 SHARE OF VIDEO Quebec Franco



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

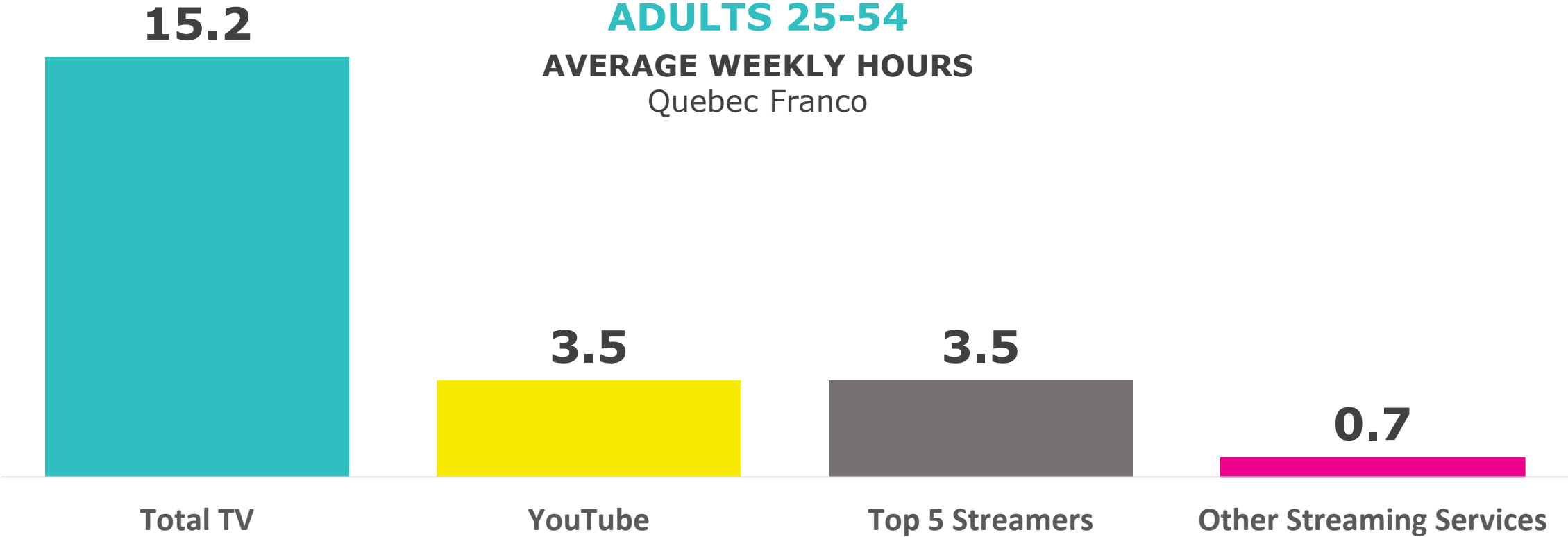
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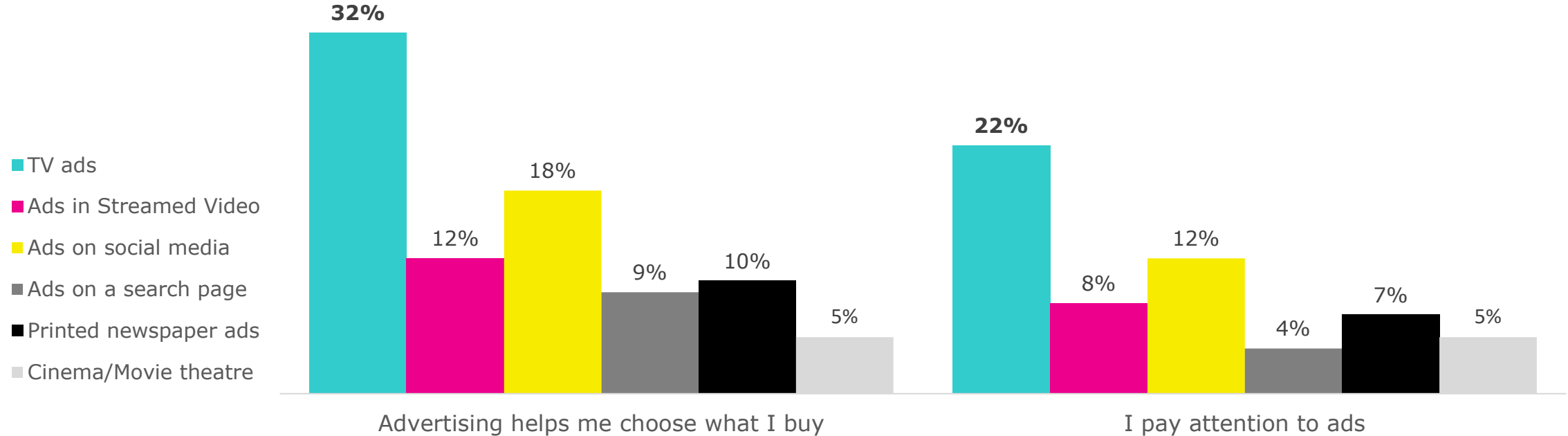


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Source: Numeris VAM 8/28/2023 to 11/26/2023



tv advertising is most likely to command attention and drive purchase decisions

French Language/Quebec



tv programming

Francophone top shows compared to English Canada - CONVENTIONAL

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	Chanteurs masqués	TVA	17.7
2	STAT	SRC	15.5
3	Indéfendable	TVA	13.9
4	Révolution	TVA	13.0
5	Infoman	SRC	11.9
6	Discussions avec parents	SRC	9.3
7	Tout le monde en parle (en direct)	SRC	8.7
8	Alertes	TVA	8.4
9	À cœur battant	SRC	8.3
10	En direct de l'univers	SRC	8.2

English Canada A25-54

Rank	Program	Network	Rating %
1	Survivor	Global	2.8
2	The Amazing Race	CTV	2.6
3	Saturday Night Live	Global	2.3
4	The Masked Singer	CTV	2.2
5	Kitchen Nightmares	CTV	2.2
6	NFL Late	CTV	2.0
7	Big Brother	Global	1.9
8	NFL Sunday Prime	CTV	1.7
9	Big Brother	Global	1.6
10	CTV Evening News	CTV	1.6

Francophone top shows compared to English Canada - SPECIALTY

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	Le hockey des Canadiens	TVA Sports	5.7
2	Hockey LNH Canadiens	RDS	5.5
3	Hockey LNH Canadiens Pré	RDS	3.9
4	La famille Groulx	Canal Vie	2.5
5	Auto Formule 1	RDS	2.2
6	Auto Formule 1 P	RDS	2.0
7	Démasqués	Canal D	1.9
8	L'Antichambre CH Après-match	RDS	1.8
9	Football LCF Alouettes	RDS	1.8
10	L'après-match LNH	TVA Sports+	1.7

English Canada A25-54

Rank	Program	Network	Rating %
1	Baseball: Blue Jays	Sportsnet	1.7
2	HNIC Prime East	Sportsnet	1.6
3	The Curse of Oak Island	History	1.6
4	CFL Playoffs	TSN	1.5
5	MLB WC Playoffs	Sportsnet	1.5
6	NHL Leafs Hockey	TSN	1.5
7	NFL Monday Football	TSN	1.3
8	NFL Saturday Football	TSN	1.3
9	NHL Hockey-CDN	Sportsnet	1.2
10	Monday Night Hockey	Sportsnet	1.2

Francophone top shows compared to English Canada – **SPECIALTY ex-Sports**

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	La famille Groulx	Canal Vie	2.5
2	Démasqués	Canal D	1.9
3	La famille est dans le pré	Canal Vie	1.7
4	J'ai frôlé la mort	Canal D	1.6
5	LA JOUTE	LCN	1.6
6	Classé SECRET	ADDIK	1.6
7	S.W.A.T.	ADDIK	1.5
8	TVA Nouvelles 17h	LCN	1.5
9	TVA Nouvelles 18h	LCN	1.5
10	FBI	Series	1.3

English Canada A25-54

Rank	Program	Network	Rating %
1	The Curse of Oak Island	History	1.6
2	Star Trek: Lower Decks	CTV Sci-Fi	0.7
3	The Secret of Skinwalker Ranch	History	0.7
4	Holiday Baking Championship	Food Network	0.6
5	Rick and Morty	Adult Swim	0.6
6	Gold Rush	Discovery	0.5
7	Based On a True Story	W Network	0.5
8	Deadliest Catch	Discovery	0.5
9	W Sat Movie	W Network	0.5
10	Beyond Skinwalker Ranch	History	0.5

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 %

area	top 3 dramas	top 3 reality	top 3 news
QUÉBEC FRANCO	14.2	12.3	4.8
REST OF CANADA	1.1	2.6	1.3

francophones in Québec watch more conventional TV than the rest of Canada



La famille Groulx

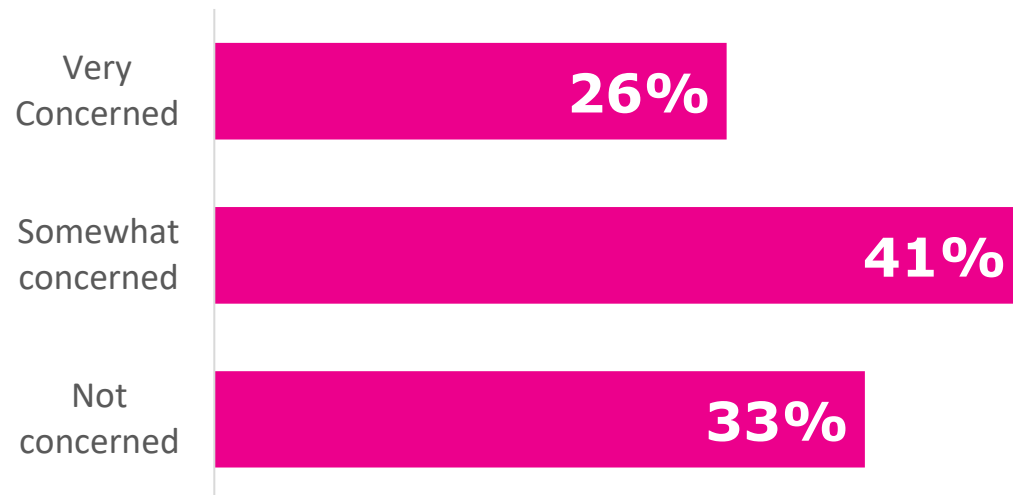
	Québec Franco	Rest of Canada
Specialty TV	48%	69%
Conventional TV	52%	31%

concern about fake news is high

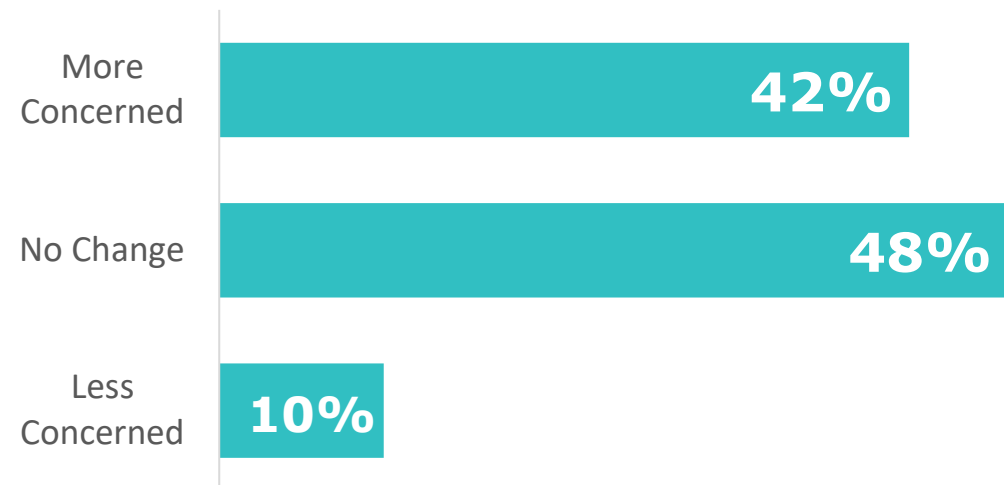
67% of French Canadians are either “very” or “somewhat” concerned about fake news, while 42% say they have grown “more concerned” in the last 3 years

QUEBEC FRANCO

Are you concerned about ‘fake news’?

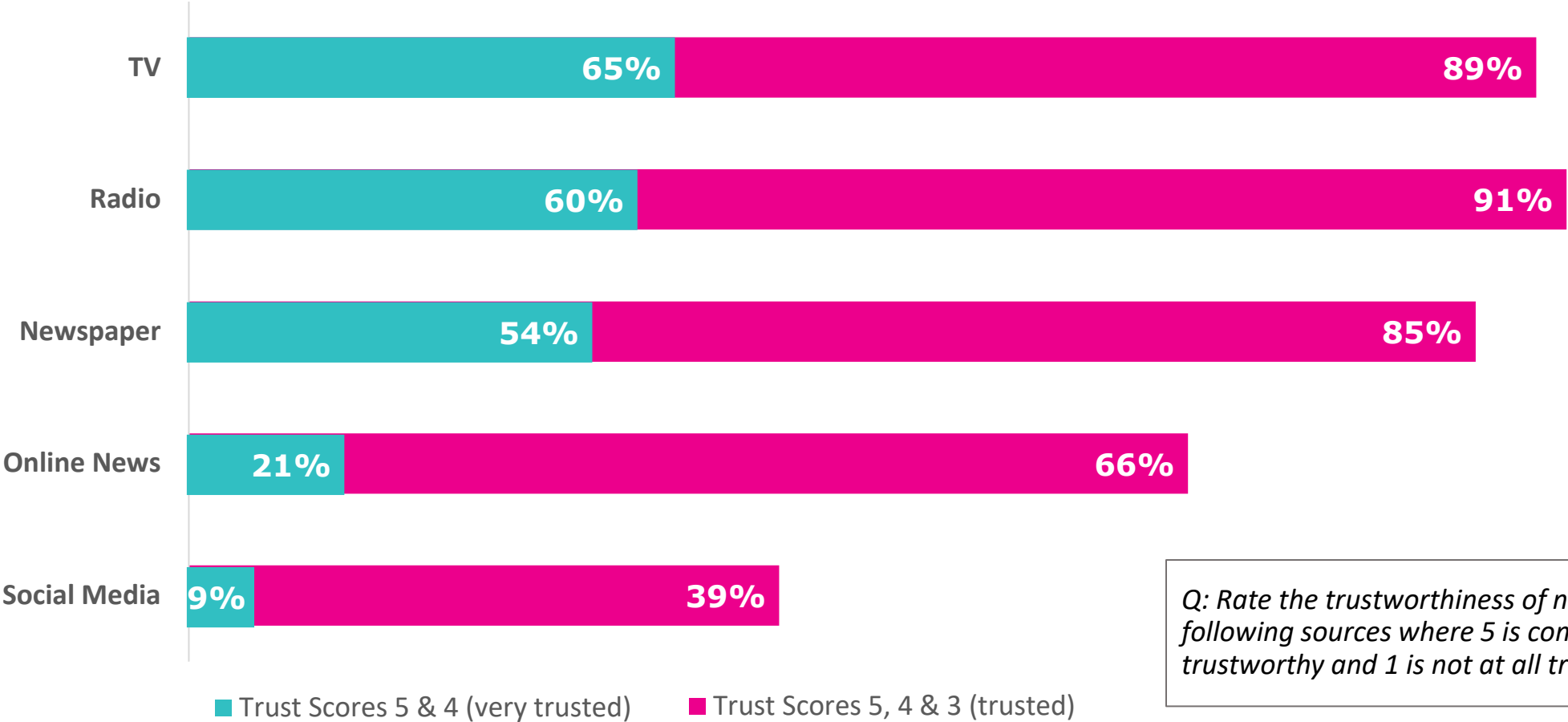


Are you ‘more’ or ‘less’ concerned about fake news now than you were 3 years ago?



French Canadians trust **tv** news

French Canadian Adults



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

happy new year – Bye Bye 2023

On any given minute during the 'Bye Bye 2023' special, almost 60% of the French Quebec adult population were tuned in – the show reached a total of **4.6 million people 2+!**

RATING %

A18+ **59.0%**

A25-54 **55.2%**

AMA(000)

A18+ **3,765**

A25-54 **1,642**



enfin

Québécois are passionate about TV:

They watch over 27 hours 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 “help me choose what to buy”.

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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