

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 1.5 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 40,528,396

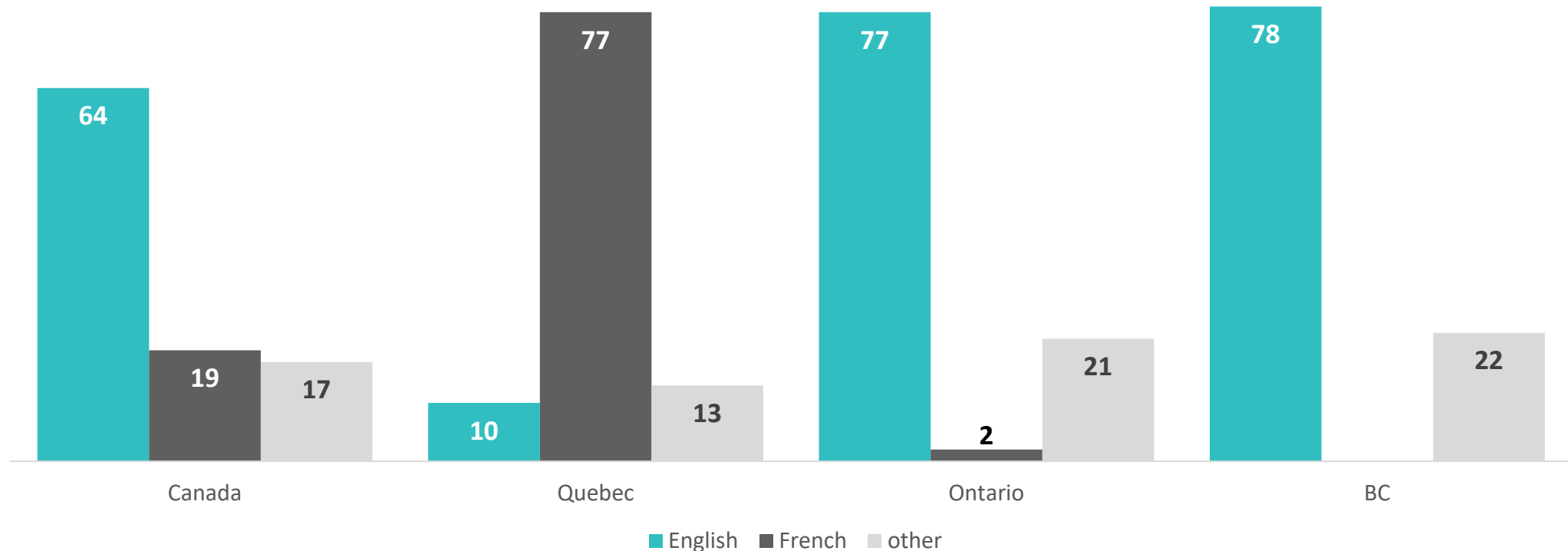
Quebec Population 8,948,540



the Quebec Franco Market

French speaking people make up 77% of the Quebec market

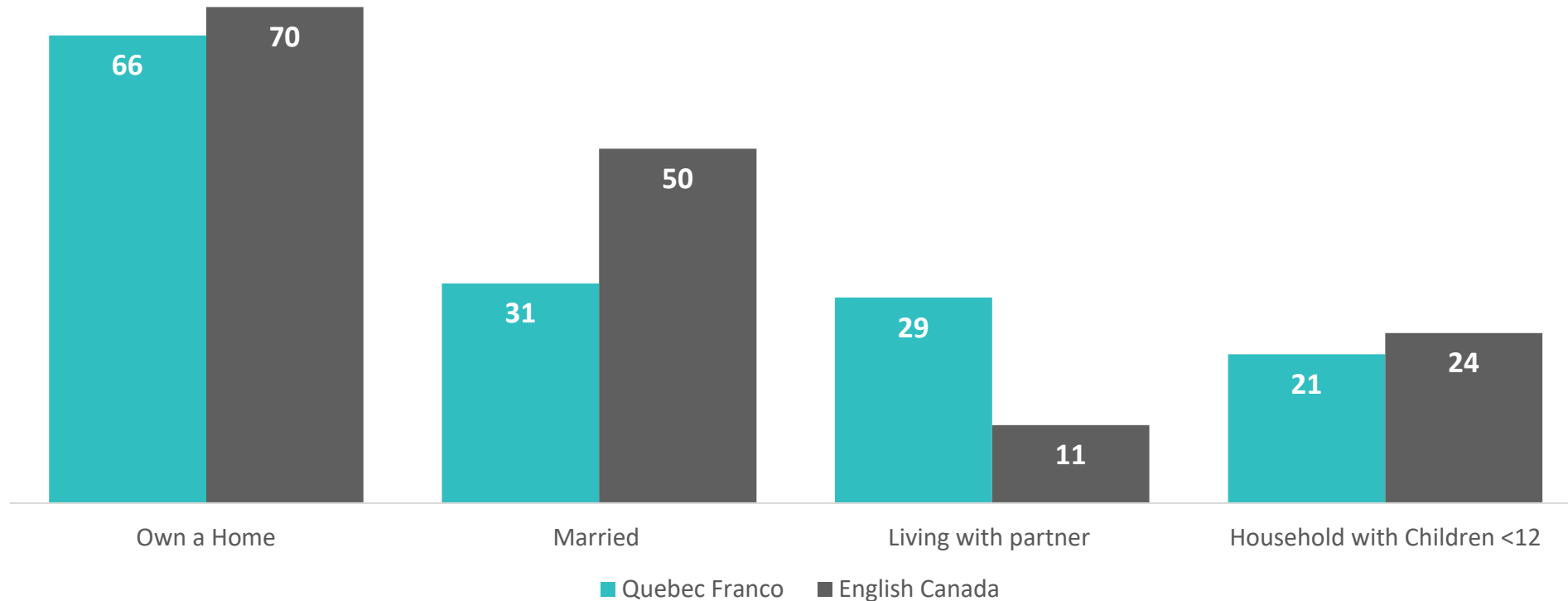
LANGUAGE SPOKEN MOST OFTEN AT HOME



the Quebec Franco Market

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

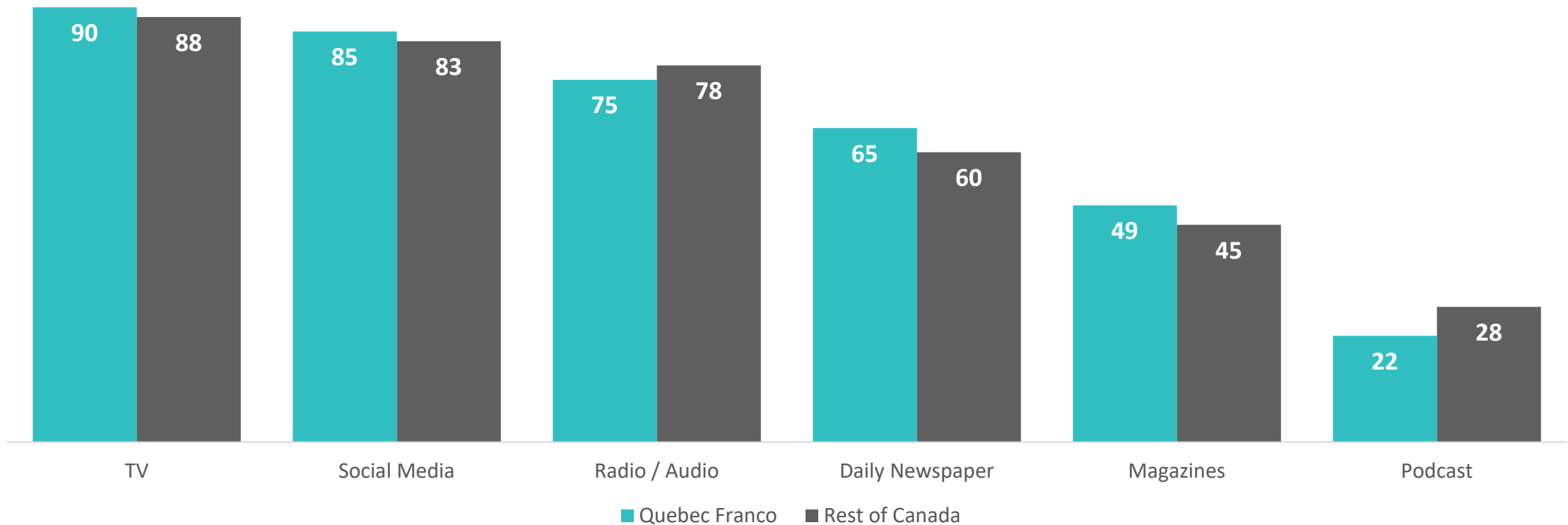
DEMOGRAPHICS



the Quebec Franco Market

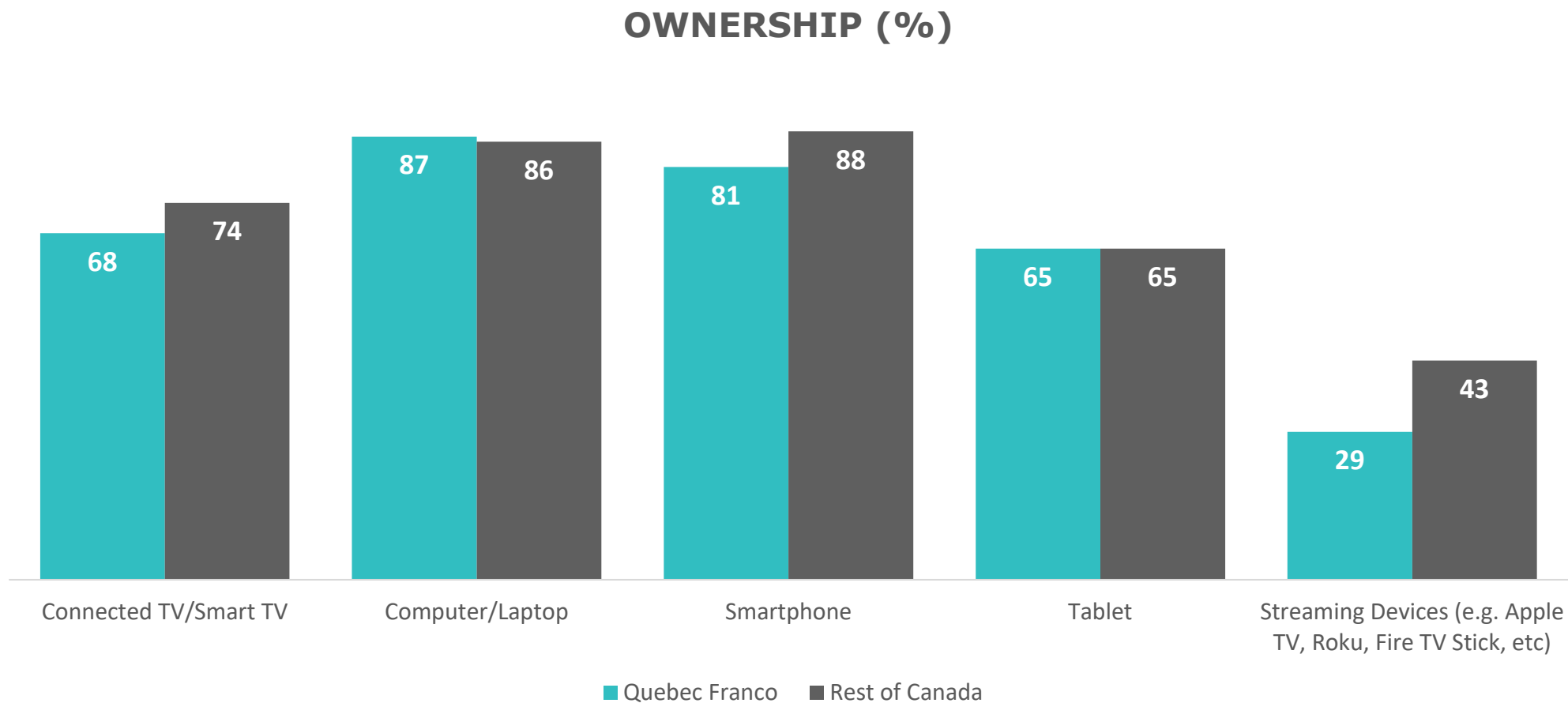
TV has the largest reach of all media

WEEKLY REACH BY MEDIUM (%)



the Quebec Franco Market

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



A person is seen from behind, sitting on a couch and watching a soccer game on a large television. The TV screen shows a soccer match in progress on a green field. In the foreground, a hand holds a black remote control, pointing it towards the TV. There are two green glass bottles on a table in front of the person. The scene is dimly lit, suggesting an evening setting.

tv

audiences

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

91% A18+

84% A25-54

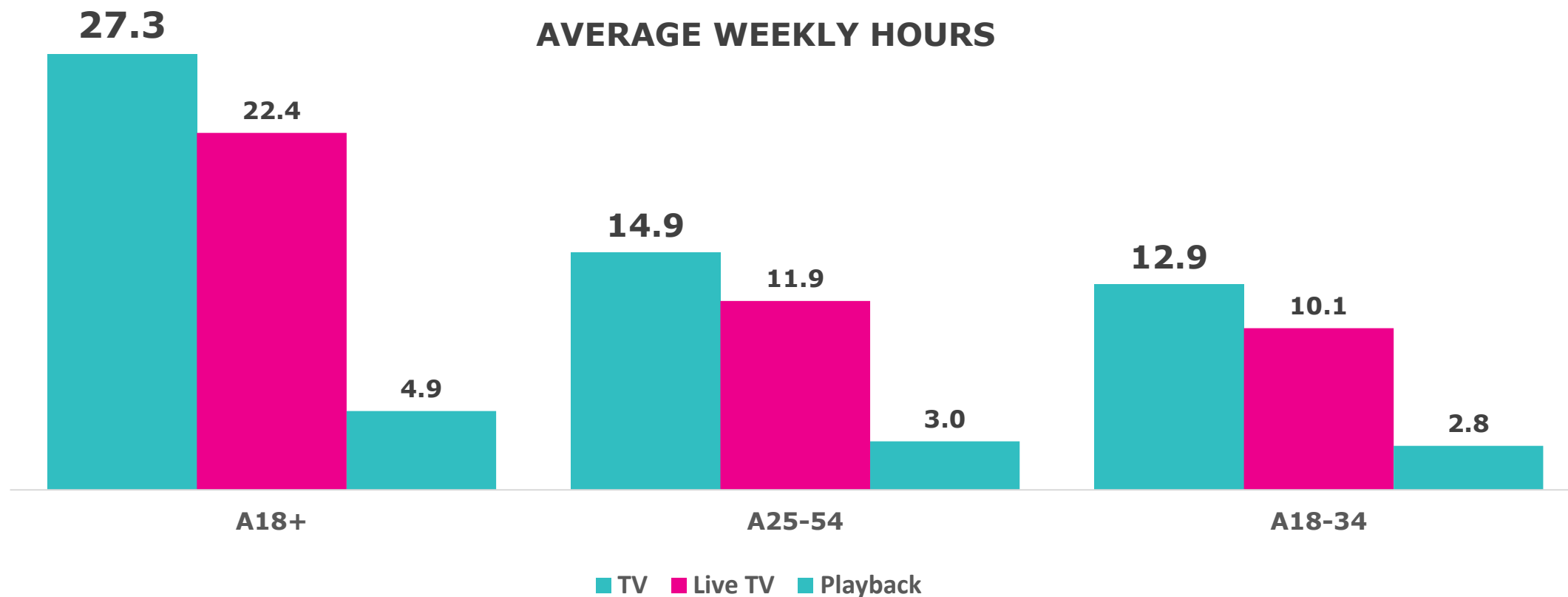
83% A18-34



Francophones in Quebec watch a lot of

tv

and most of it is live

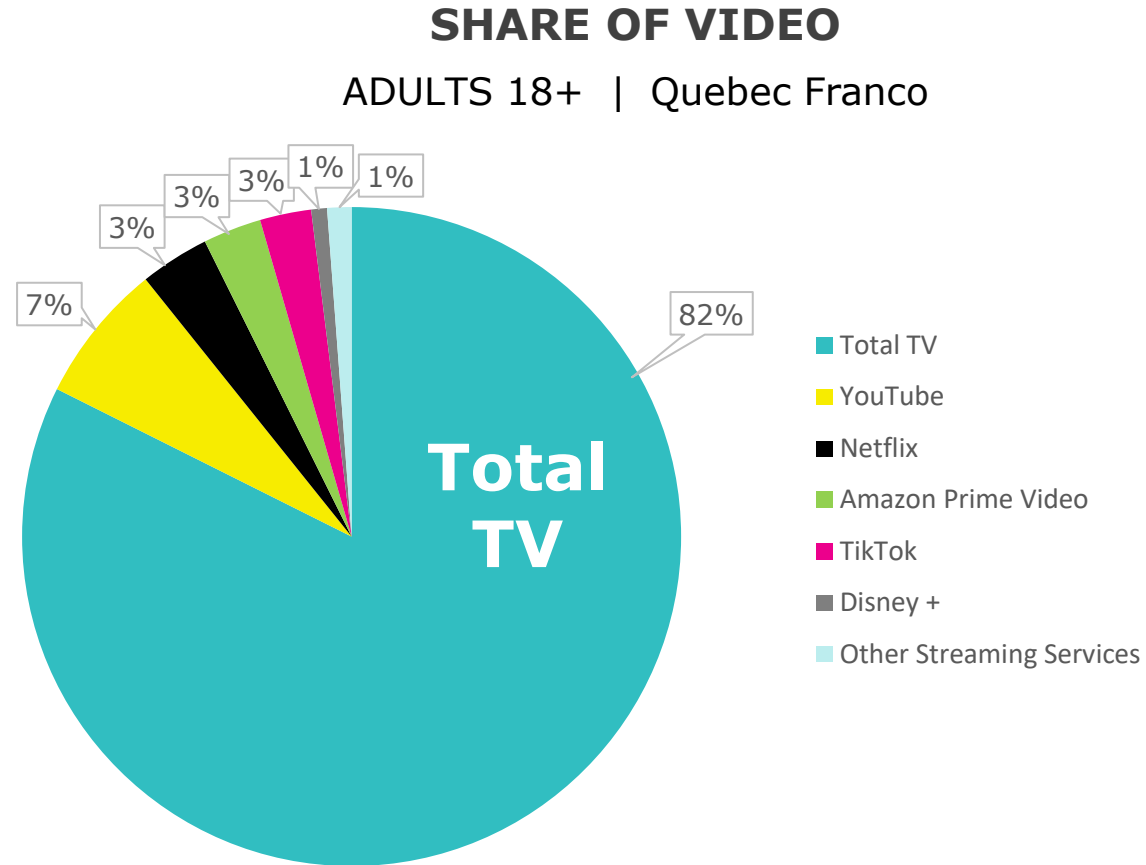


TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Quebec Franco | Numeris PPM, Avg Hrs Week (Cap) Sep 18, 2023– May 26, 2024

think^{tv}

Total TV dominates time spent with video



VAM data
Full TV & Streaming
report available [here](#)

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include in-home viewing only | All time spent per capita

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, Apple TV+

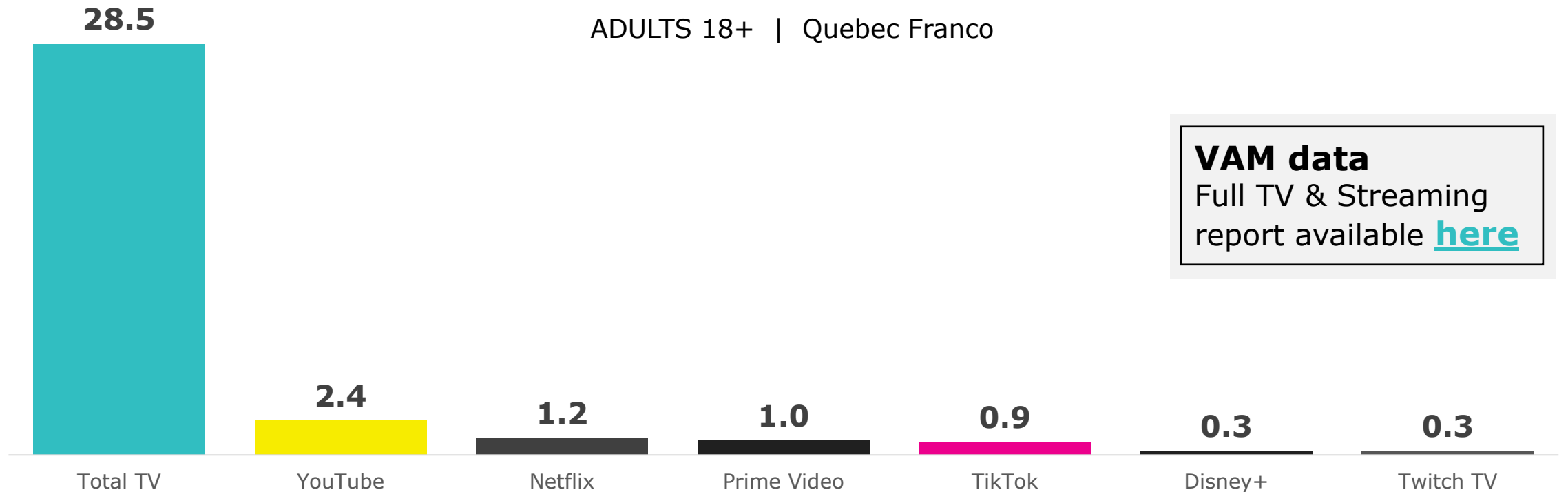
Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

Source: Numeris VAM Sept 18, 2023 to May 26, 2024

Total TV dominates time spent with video

AVERAGE WEEKLY HOURS

ADULTS 18+ | Quebec Franco



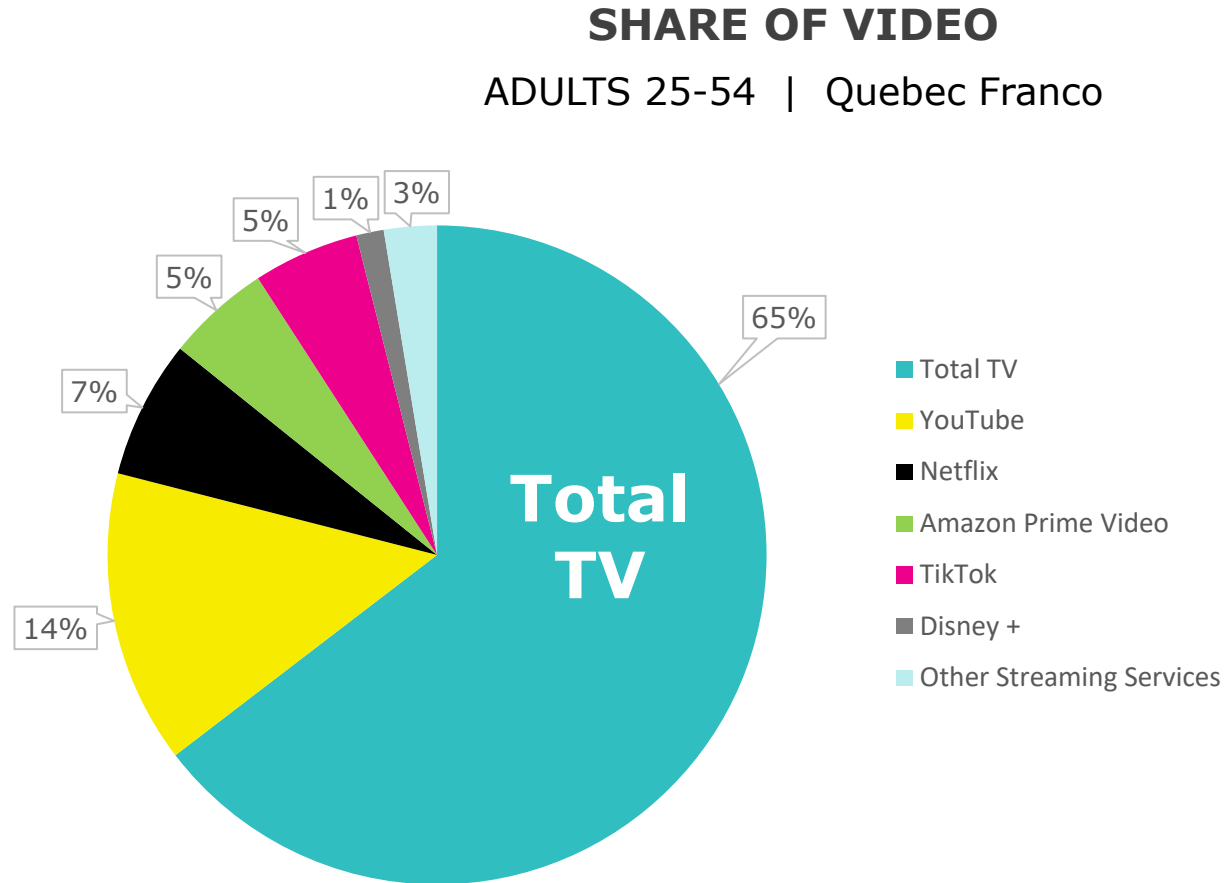
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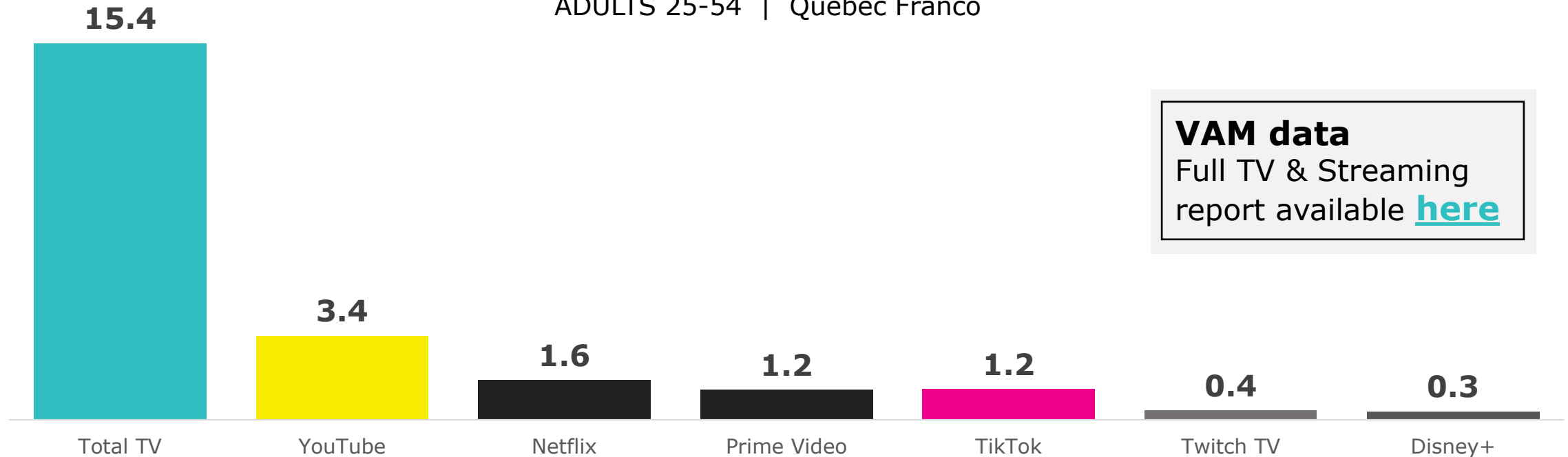
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Source: Numeris VAM Sept 18, 2023 to May 26, 2024

Total TV dominates time spent with video

AVERAGE WEEKLY HOURS

ADULTS 25-54 | Quebec Franco



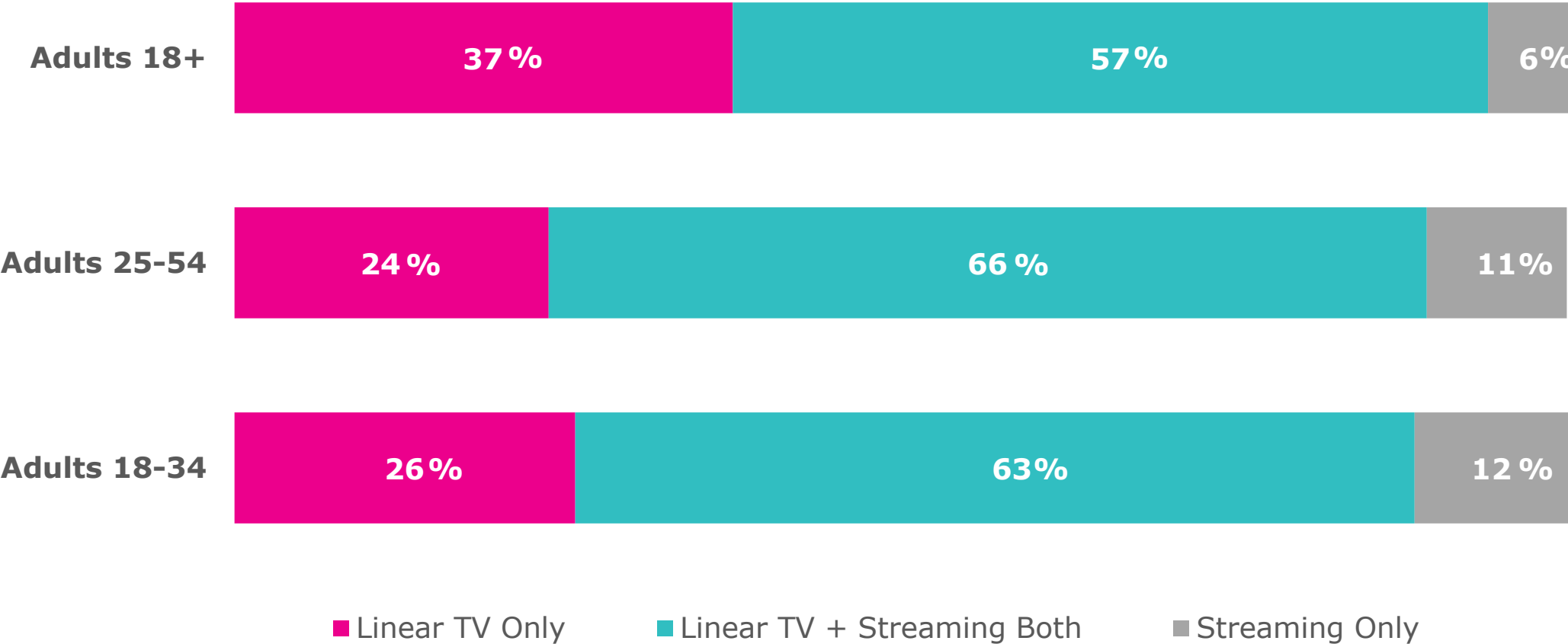
Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include in-home viewing only | All time spent per capita

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

Source: Numeris VAM Sept 18, 2023 to May 26, 2024

majority of the Quebec franco market access both linear TV & streaming services:

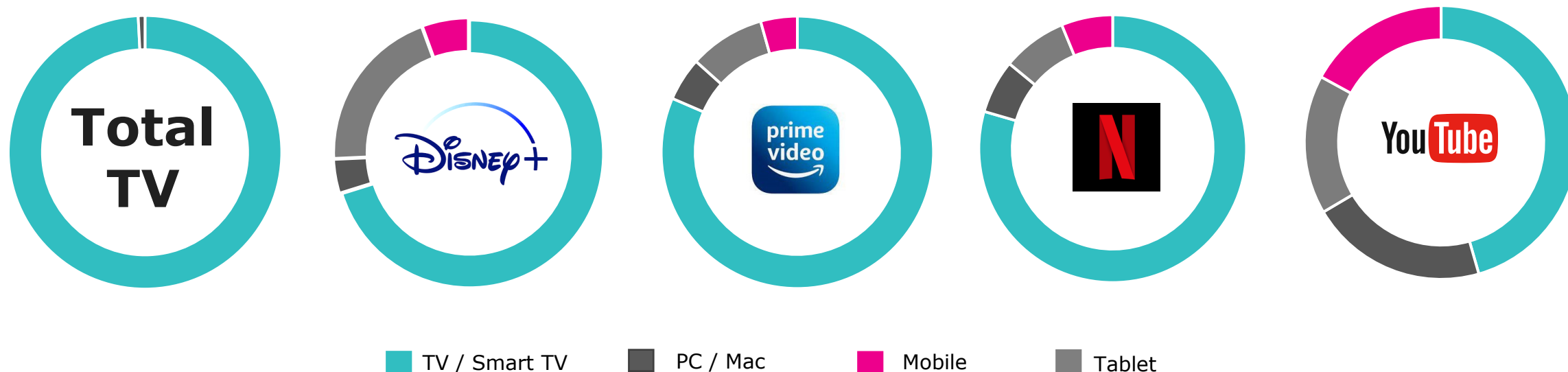


Big Screen, Big Attention

TV screens drive the highest advertising recall: **34% more** than ads seen on a computer, **60% more** than on a tablet or smartphone

SHARE % OF TOTAL TUNING BY DEVICE

ADULTS 18+ | Quebec Franco



Total TV defined as linear TV and broadcaster streaming services | Streaming Services, YouTube include in -home viewing only | Streaming Services are primarily commercial-free

Source: thinkbox, "Room with the viewers: why advertising thrives in the living room", March 2024

Source: Numeris VAM Sept 18, 2023 to May 26, 2024

programming

top show comparison - CONVENTIONAL

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	Chanteurs masqués	TVA	17.7
2	Sortez-moi d'ici!	TVA	15.6
3	STAT	SRC	14.9
4	LA VOIX	TVA	14.2
5	Survivor Québec	Noovo	13.5
6	Indéfendable	TVA	13.1
7	Révolution	TVA	13.0
8	Infoman	SRC	11.6
9	La petite vie - 30 ans	SRC	11.3
10	Big Brother Célébrités	Noovo	11.3

English Canada A25-54

Rank	Program	Network	Rating %
1	9-1-1	Global	2.8
2	SURVIVOR	Global	2.8
3	THE ROOKIE	CTV	2.4
4	THE AMAZING RACE	CTV	2.3
5	GREY'S ANATOMY	CTV	2.3
6	SATURDAY NIGHT LIVE	Global	2.3
7	THE CONNERS	CTV	2.2
8	TRACKER	CTV	2.2
9	KITCHEN NIGHTMARES	CTV	2.2
10	THE MASKED SINGER	CTV	2.2

top show comparison - SPECIALTY

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	Hockey LNH Canadiens de Montréal Automne	RDS	5.7
2	LE HOCKEY DES CANADIENS	TVA Sports	5.4
3	Hockey LNH Canadiens de Montreal Hiver	RDS	5.2
4	Hockey LNH Canadiens Pré-saison	RDS	3.8
5	Hockey Championnat Mondial Jr Canada	RDS	2.6
6	Vendre ou rénover au Québec	Canal Vie	2.4
7	Auto Formule 1	RDS	2.4
8	LE HOCKEY DES SÉRIES ÉLIMINATOIRES : LNH, RONDE 2	TVA Sports	2.0
9	L'Antichambre CH Hiver	RDS	1.9
10	Démasqués	Canal D	1.9

English Canada A25-54

Rank	Program	Network	Rating %
1	NHL PLAYOFFS ROUND 1	RSPN Total	6.2
2	HNIC PRIME EAST	RSPN Total	4.2
3	NHL PLAYOFFS ROUND 2	RSPN Total	3.9
4	NHL PLAYOFFS ROUND 3	RSPN Total	3.6
5	WJC:PRELIM CANADA	TSN	3.2
6	NFL PLAYOFFS SUNDAY PRIME	TSN	3.2
7	HNIC PRIME WEST	RSPN Total	2.6
8	NFL PLAYOFFS SUN LATE AFTERNOON	TSN	2.3
9	NHL HOCKEY-LEAFS	Sportsnet National	1.9
10	CFL PLAYOFFS	TSN	1.9

top show comparison – SPECIALTY ex-Sports

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	Vendre ou rénover au Québec	Canal Vie	2.4
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	Classé SECRET	ADDIK	1.6
6	S.W.A.T.	ADDIK	1.5
7	Vestiaires	AMI-tele	1.5
8	TVA NOUVELLES (18h - LV)	LCN	1.4
9	LA JOUTE	LCN	1.4
10	Une maison signée Janvier	Canal Vie+	1.4

English Canada A25-54

Rank	Program	Network	Rating %
1	The Curse of Oak Island	History	1.7
2	STAR TREK: LOWER DECKS	CTV Sci-Fi	1.0
3	Ted	Showcase	0.9
4	The Secret of Skinwalker Ranch	History	0.8
5	RESIDENT ALIEN	CTV Sci-Fi	0.8
6	Spring Baking Championship	Food Network	0.8
7	Holiday Baking Championship	Food Network	0.8
8	Rick and Morty	Adult Swim	0.7
9	GOLD RUSH	Discovery	0.7
10	Based On a True Story	W Network	0.7

home-grown content drive big ratings

the top-rated programs in Quebec drive higher ratings than their English counterparts in the rest of Canada

RATING %
ADULTS 25-54

area	top 3 dramas	top 3 reality	top 3 news
QUEBEC FRANCO	13.9	15.4	4.4
REST OF CANADA	2.5	2.5	1.2

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



La famille Groulx

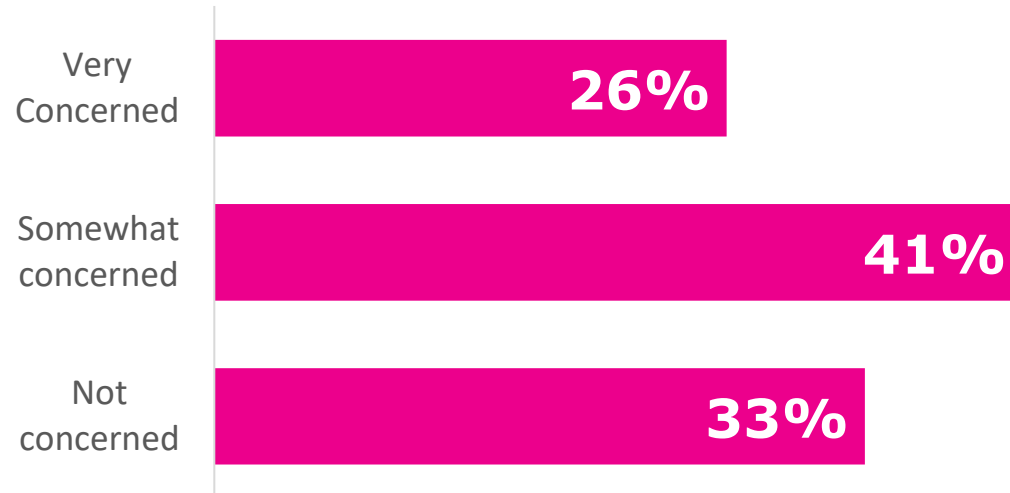
	Québec Franco	Rest of Canada
Specialty TV	48%	69%
Conventional TV	52%	31%

concern about fake news is high

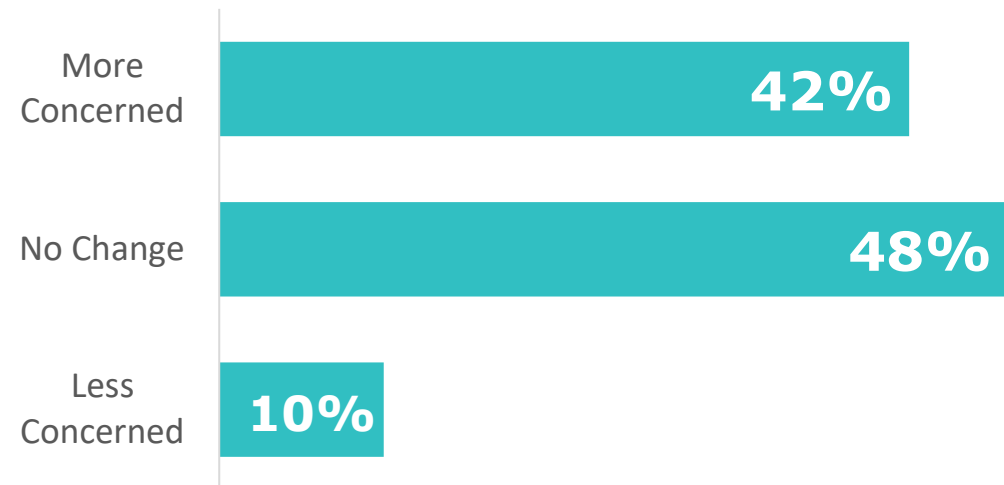
67% of French Canadians are either “very” or “somewhat” concerned about fake news, while 42% say they have grown “more concerned” in the last 3 years

CONCERN ABOUT FAKE NEWS

Are you concerned about ‘fake news’?

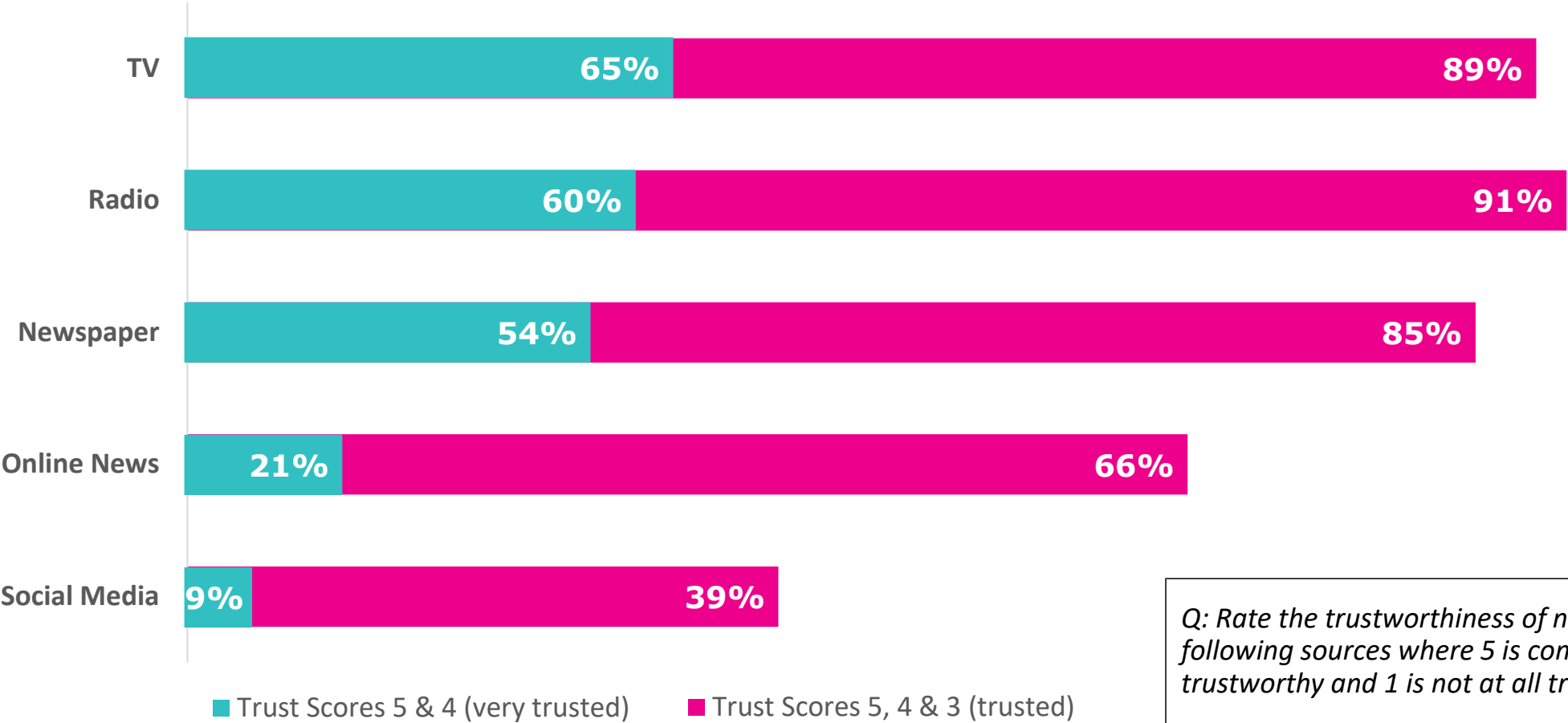


Are you ‘more’ or ‘less’ concerned about fake news now than you were 3 years ago?



French Canadians trust news

TRUST IN TV NEWS



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

Quebecois 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 center of your campaign.



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