



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 1.1 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 **41,465,298**

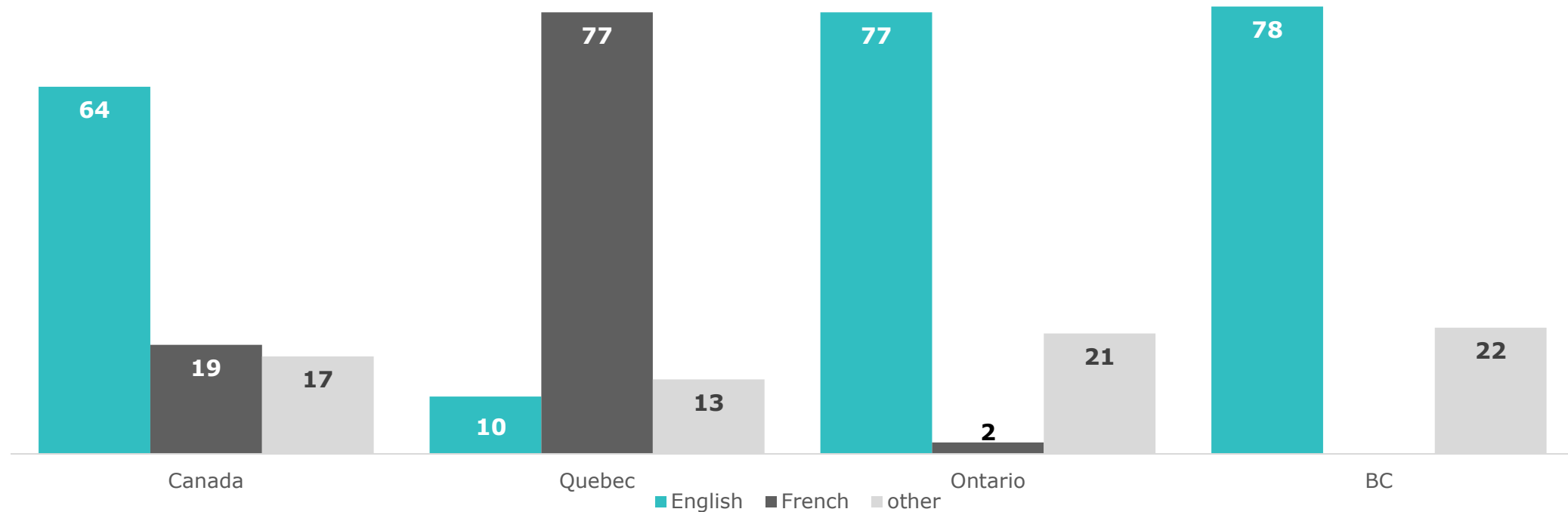
Quebec Population **9,100,249**



the Quebec Franco market

French speaking people make up 77% of the Quebec market

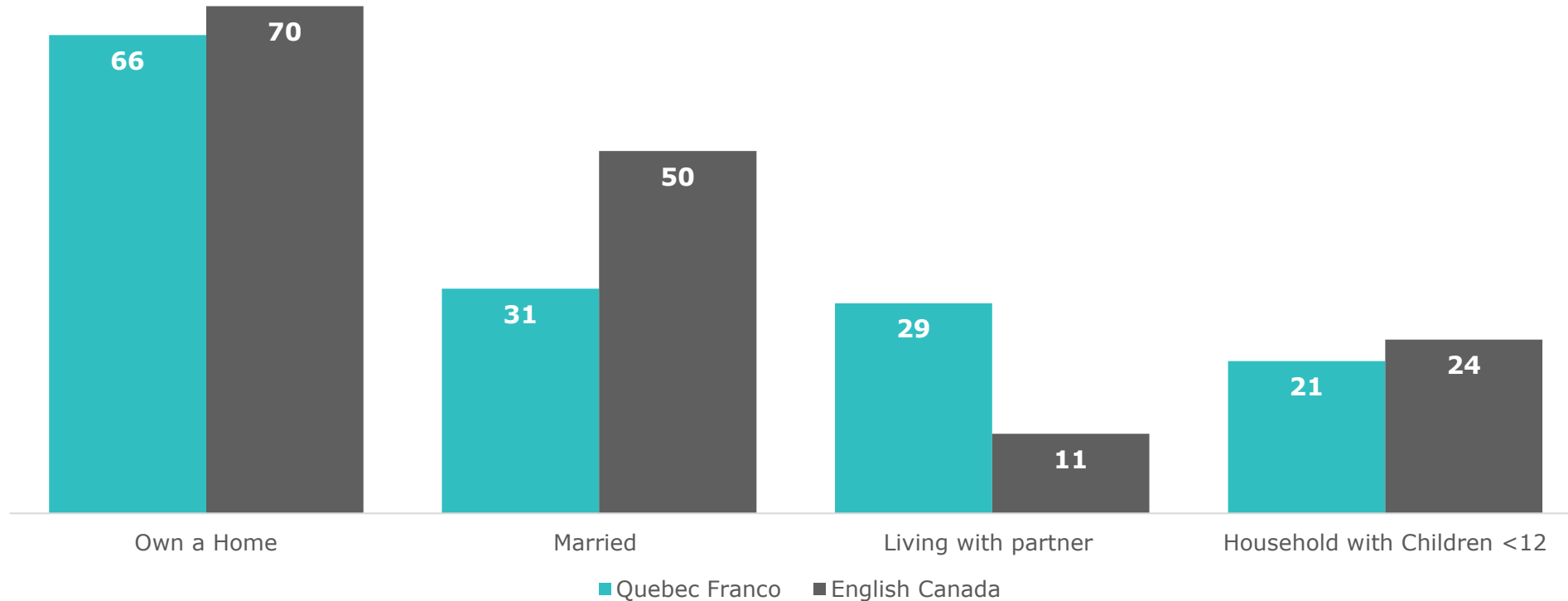
LANGUAGE SPOKEN MOST OFTEN AT HOME



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

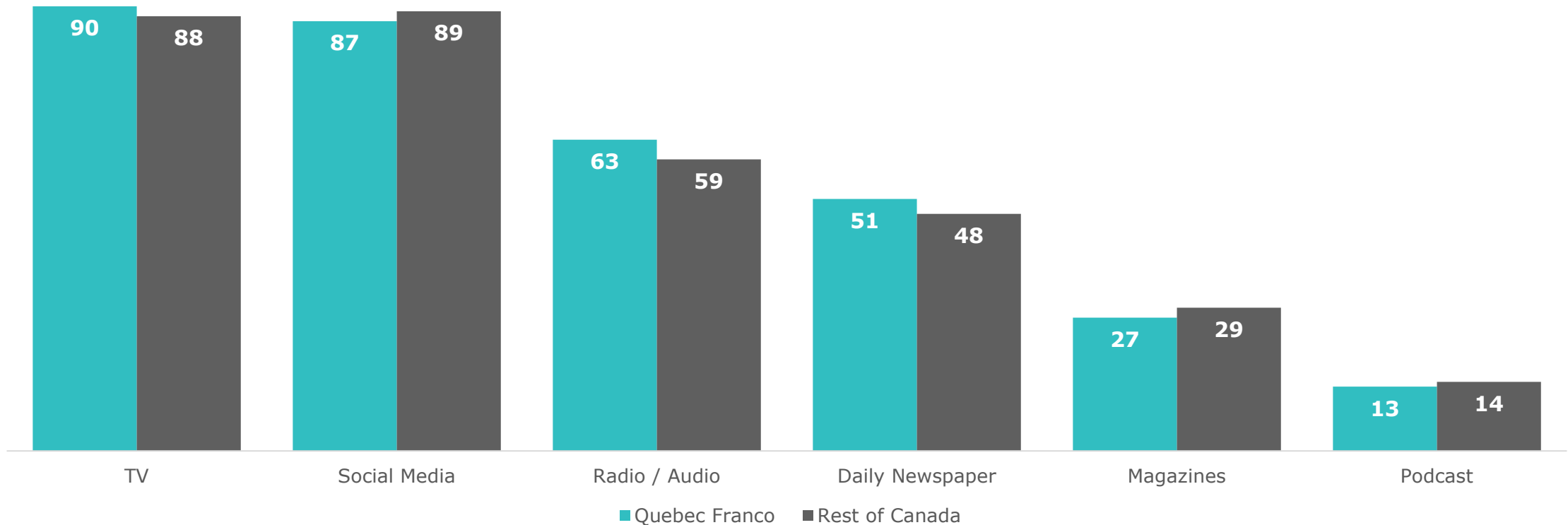
DEMOGRAPHICS



the Quebec Franco market

TV has the largest reach of all media

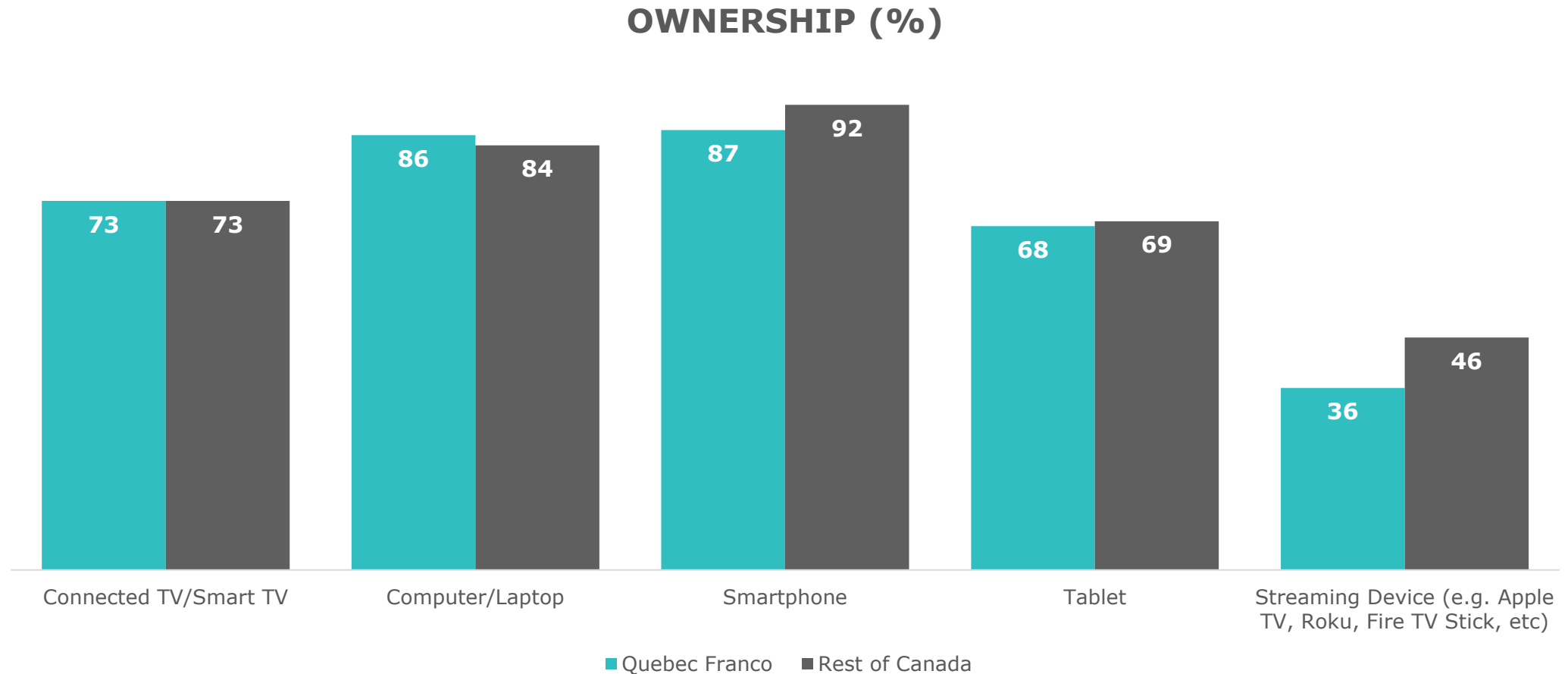
WEEKLY REACH BY MEDIUM (%)



TV: PPM Fall 2024. other media: VIVIDATA SCC | Study of the Canadian Consumer Fall 2024 French Language/Quebec + English Language/ROC, Total Canada, A18+

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 is holding a black remote control, pointing it towards the TV. There are also two green glass bottles on a table in front of the person. The overall scene is a typical living room setting.

tv audiences

linear TV reaches **90%** of Quebec Franco A18+ every week

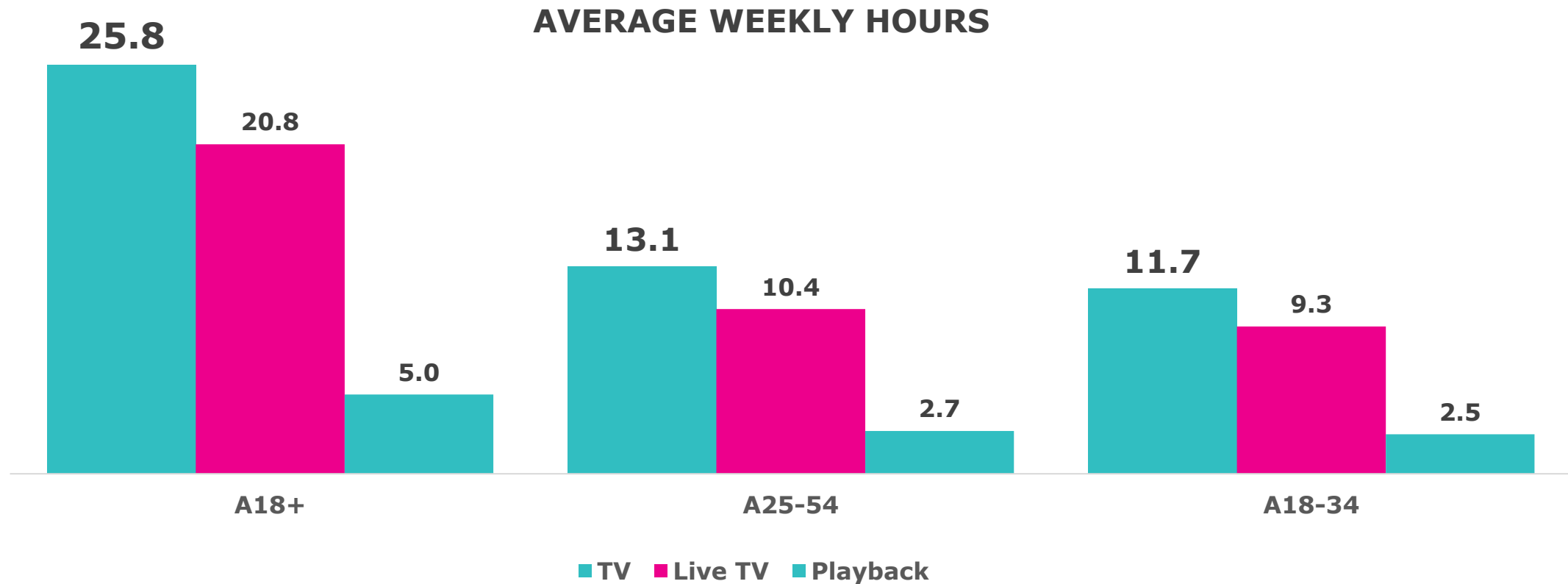
90% A18+

82% A25-54

79% A18-34



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



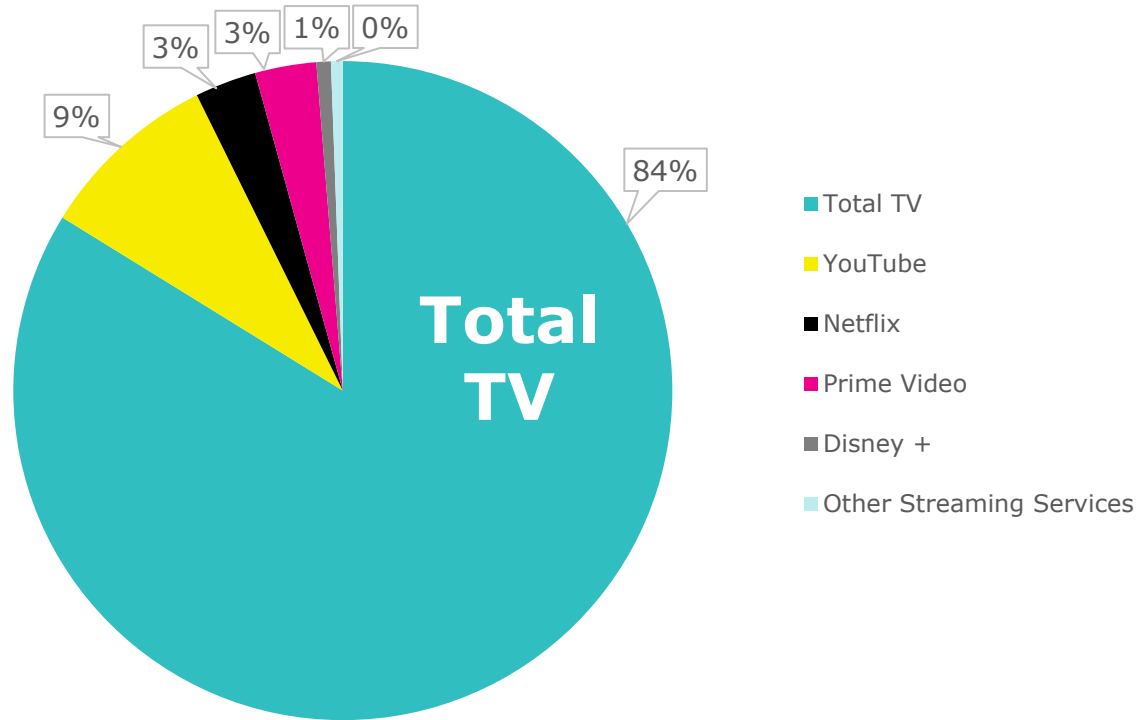
TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Quebec Franco | Numeris PPM, Avg Hrs Week (per capita), 09/16/24 to 12/15/24

Total TV dominates time spent with video

SHARE OF VIDEO

ADULTS 18+ | QUEBEC FRANCO



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

Source: Numeris VAM 09/16/24 to 12/15/24, Quebec Franco, all time spent per capita

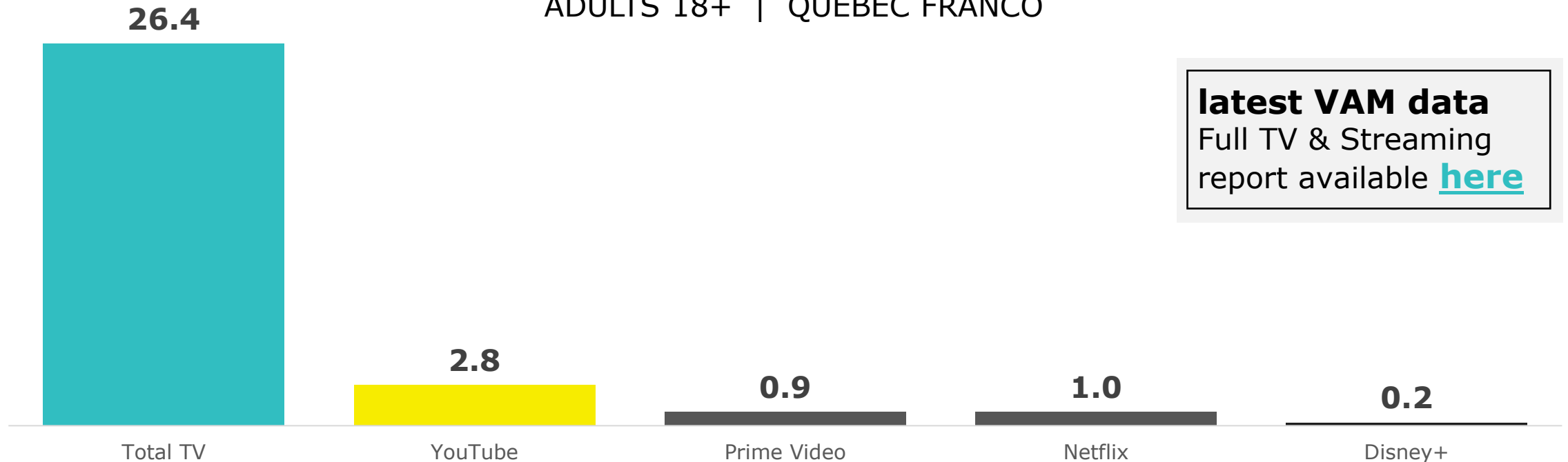
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are primarily commercial free and include in-home viewing only

Other Streaming Services: 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,

Total TV dominates time spent

AVERAGE WEEKLY HOURS

ADULTS 18+ | QUEBEC FRANCO

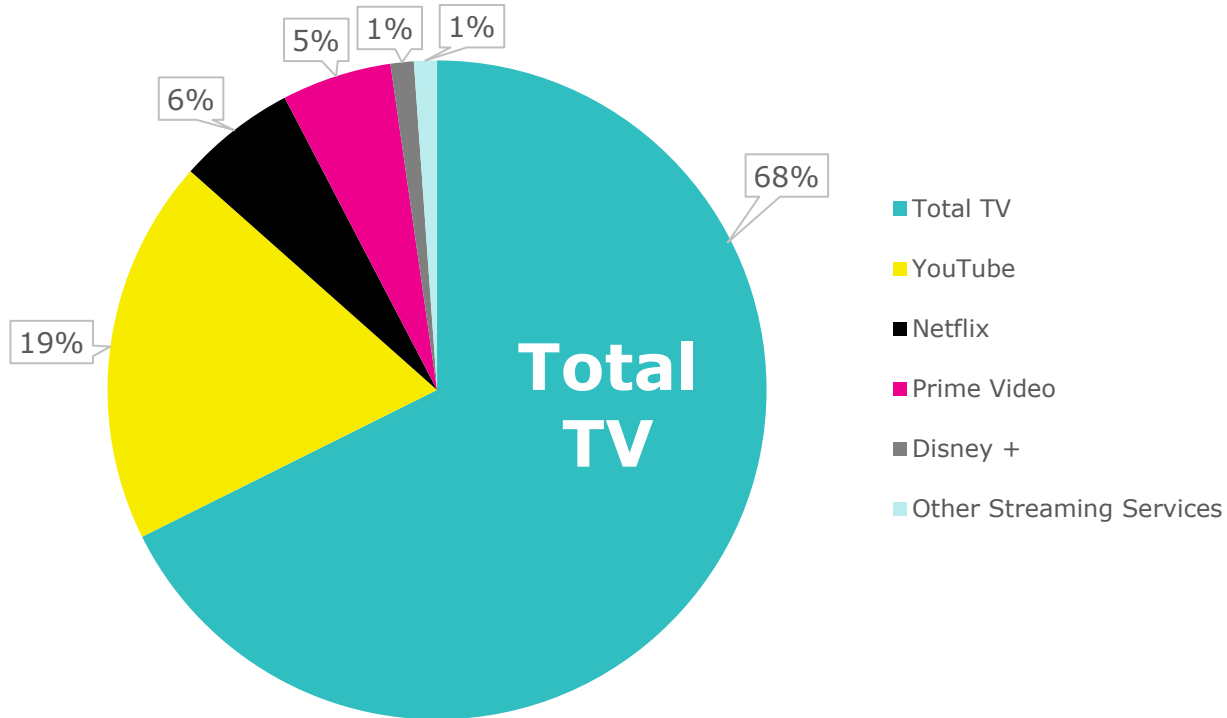


latest VAM data
Full TV & Streaming
report available [here](#)

Total TV dominates time spent with video

SHARE OF VIDEO

ADULTS 25-54 | QUEBEC FRANCO



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

Source: Numeris VAM 09/16/24 to 12/15/24, Quebec Franco, all time spent per capita

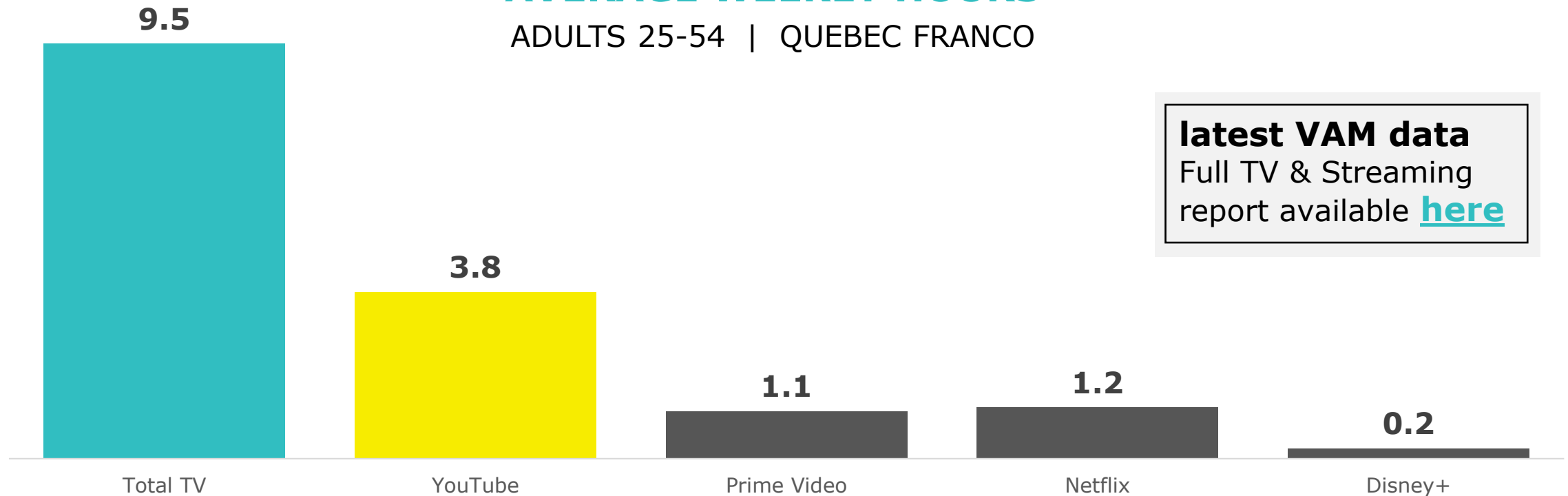
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Total TV dominates time spent

AVERAGE WEEKLY HOURS

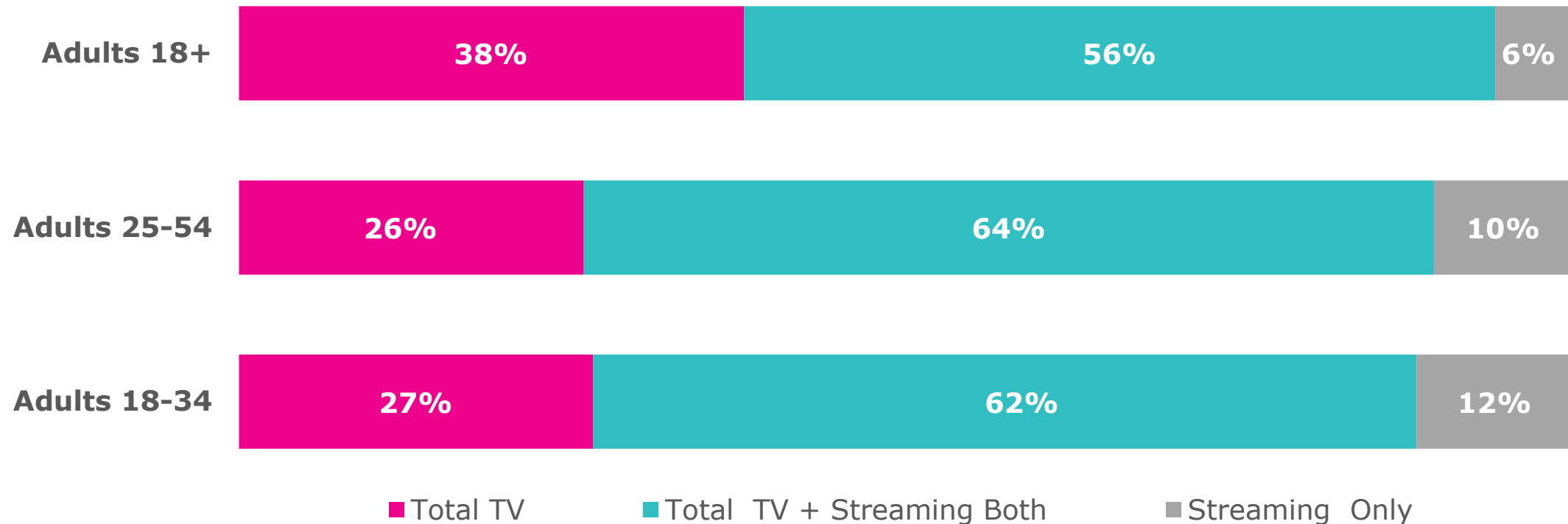
ADULTS 25-54 | QUEBEC FRANCO



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

majority of French Quebecers are accessing *both* Total TV & streaming services

% OF VIEWERS



Source: Numeris VAM Numeris VAM 09/16/24 to 12/15/24, Quebec Franco, % of composition of average weekly reach | Total TV = Linear + BVOD

Streaming Channels include: Prime Video, Netflix, Disney+, Apple TV+, Crave (OTT only), CBS News, Twitch TV, ET Online US, TubiTV DAZN, Paramount+, PlutoTV, FuboTV, Daily Motion, Roku Channel, Crunchyroll, Discovery+, TED, SamsungTV, YouTube

tv programming

top show comparison - CONVENTIONAL

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	Chanteurs masqués	TVA	13.5
2	STAT	SRC	12.9
3	Indéfendable	TVA	11.1
4	Infoman	SRC	10.8
5	Révolution	TVA	10.1
6	Discussions avec mes parents	SRC	8.8
7	Dumas	SRC	8.5
8	Les armes	TVA	8.4
9	Tout le monde en parle (en direct)	SRC	8.1
10	Alertes	TVA	7.4

English Canada A25-54

Rank	Program	Network	Rating %
1	9-1-1: Lone Star	CTV	3.5
2	9-1-1	Global	3.3
3	Rescue: Hi-Surf	CTV	2.9
4	Survivor	Global	2.5
5	Big Brother	Global	2.5
6	Saturday Night Live	Global	2.4
7	Matlock	Global	2.4
8	Ghosts	Global	2.3
9	High Potential	CTV	2.1
10	Doctor Odyssey	CTV	2.1

top show comparison - SPECIALTY

Quebec Franco A25-54

Rank	Program	Network	Rating %
1	Hockey LNH Canadiens de Montréal Automne	RDS+	5.8
2	Hockey LNH Canadiens Pré-saison	RDS+	5.3
3	Le Hockey des Canadiens	TVA Sports+	5.0
4	Football LCF Alouettes de Montréal	RDS+	2.1
5	Auto Formule 1	RDS+	1.9
6	L'Antichambre CH Après-match Automne	RDS+	1.7
7	Baseball MLB Série Mondiale	RDS+	1.7
8	À vos affaires	LCN	1.6
9	La famille Groulx	Canal Vie	1.6
10	TVA NOUVELLES (18h)	LCN	1.6

English Canada A25-54

Rank	Program	Network	Rating %
1	NHL Hockey - Leafs	Sportsnet National	2.2
2	NHL Leafs Hockey	TSN	2.1
3	HNIC Prime East	Sportsnet National	1.9
4	The Curse of Oak Island	History	1.9
5	NFL Monday Football	TSN	1.8
6	NHL Hockey - CDN	Sportsnet National	1.2
7	MLB WS Playoffs	Sportsnet National	1.1
8	NFL Thursday Football	TSN	1.1
9	HNIC Prime West	Sportsnet National	1.1
10	The Secret of Skinwalker Ranch, 9pm	History	1.1

happy new year – Bye Bye 2024

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 **4.8 million people 2+!**

RATING %

A18+ **55%**
A25-54 **49%**

AMA(000)

A18+ **3,520**
A25-54 **1,488**



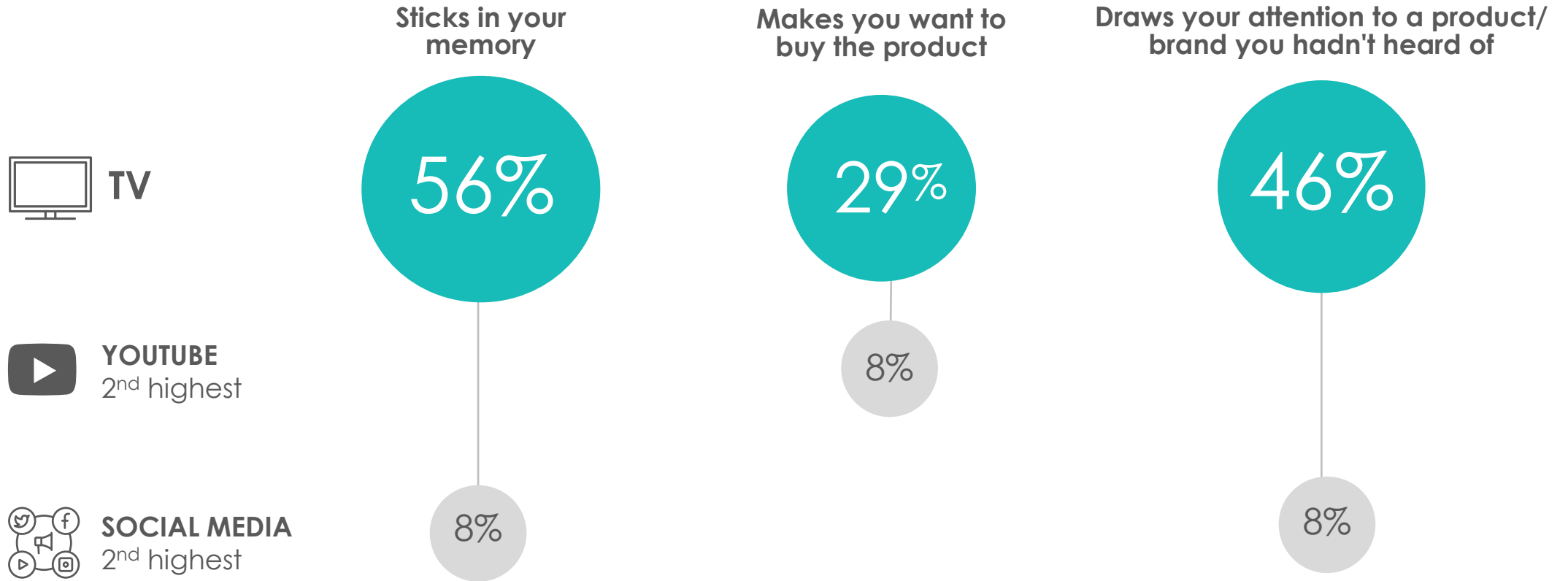
francophones in Quebec watch more conventional TV than the rest of Canada



	Québec Franco	Rest of Canada
Specialty TV	49%	65%
Conventional TV	51%	35%

Quebecers rate TV the most impactful advertising

media sources on which you find advertising that...



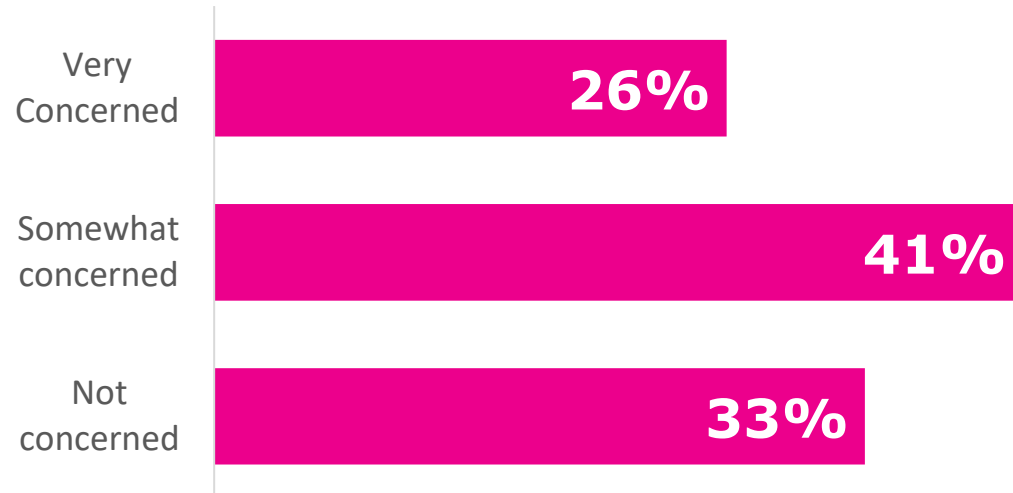
In which of the following media are you most likely to find advertising that...?

concern about fake news is high

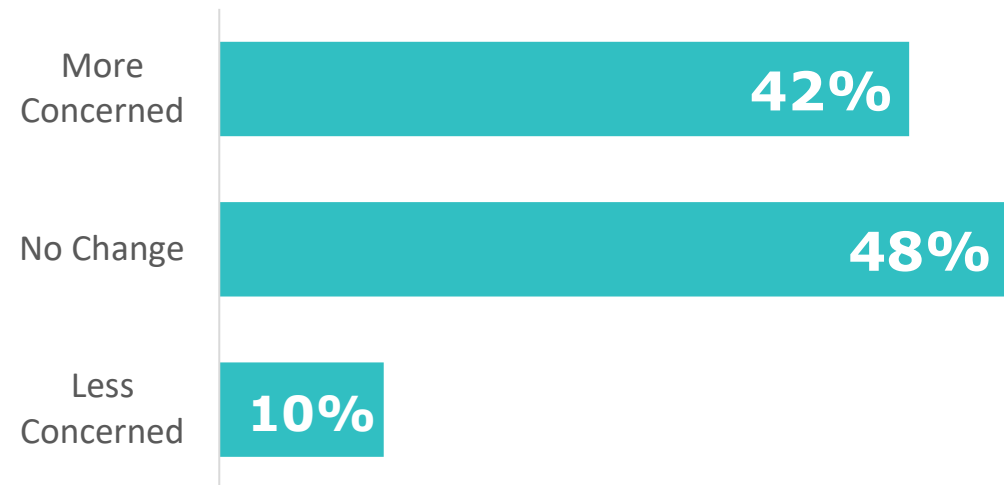
67% of French Canadians are either “very” or “somewhat” concerned about fake news, while 42% say they have grown “more concerned” in the last 3 years

CONCERN ABOUT FAKE NEWS

Are you concerned about ‘fake news’?

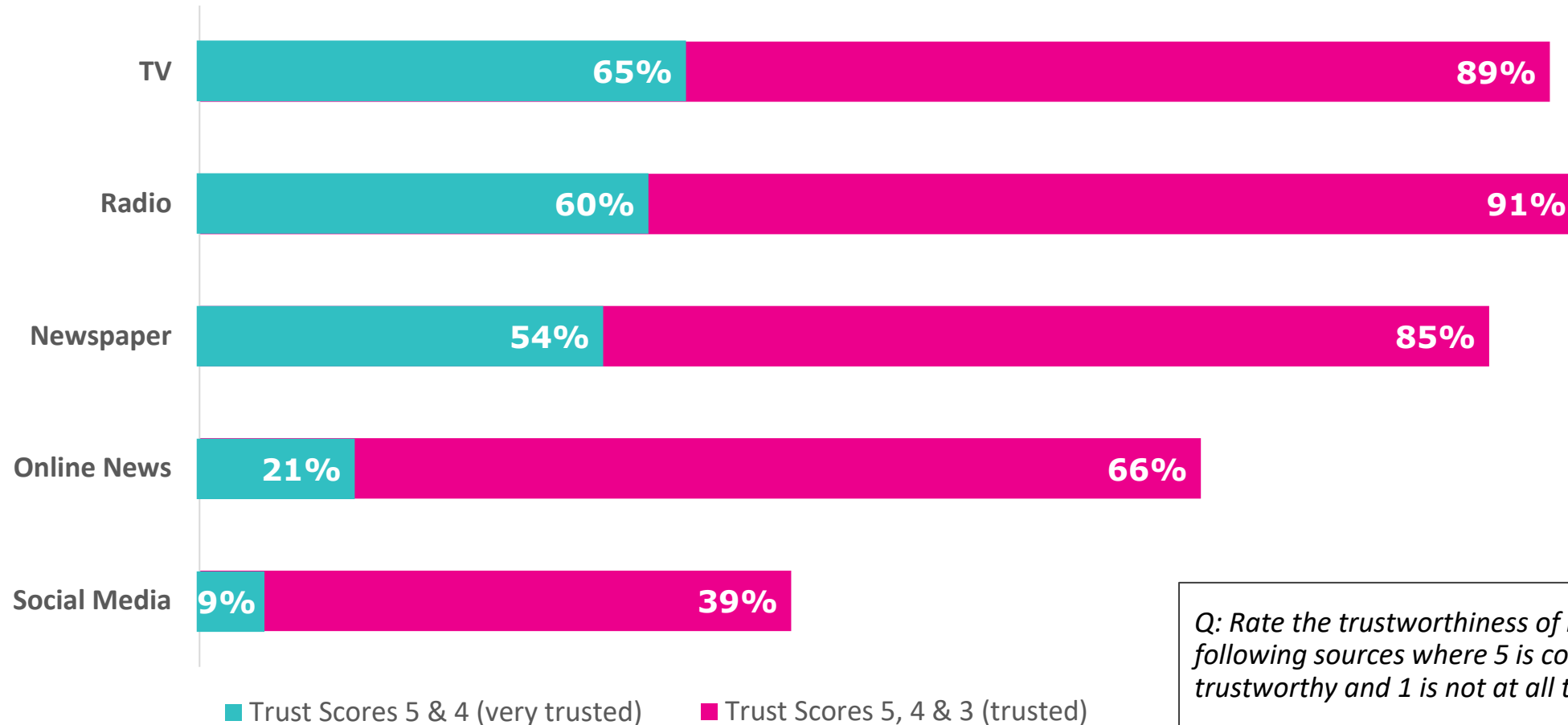


Are you ‘more’ or ‘less’ concerned about fake news now than you were 3 years ago?



French Canadians trust **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 2023, French Canadian adults

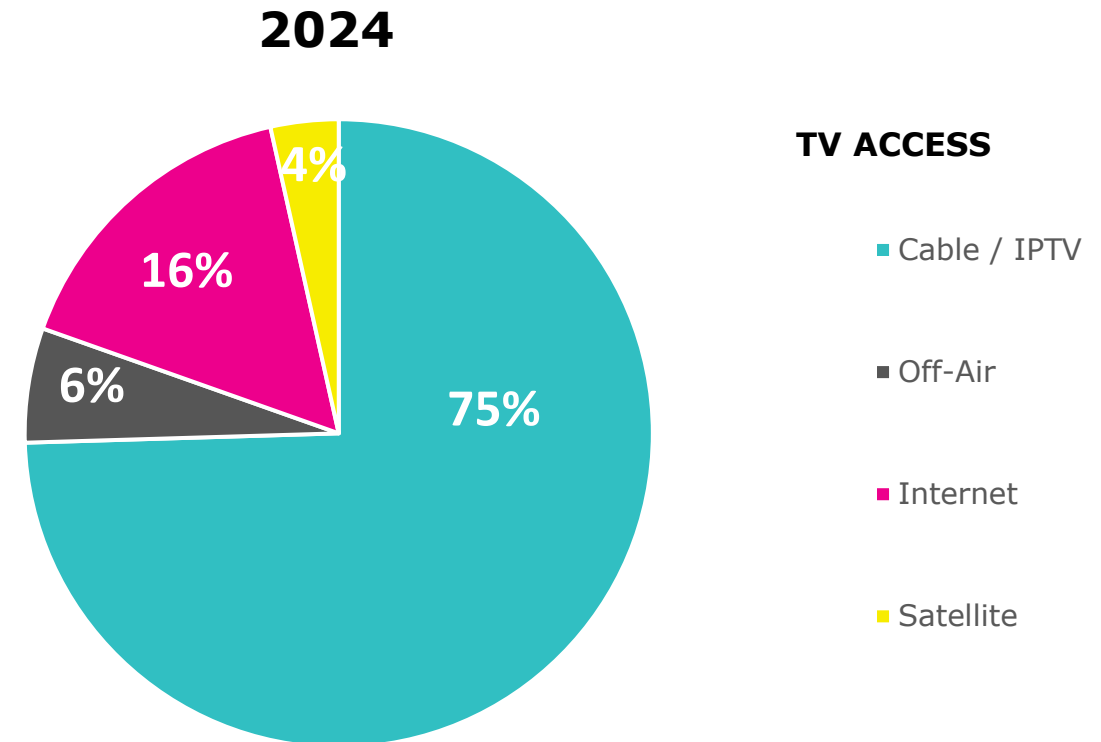
access to **tv** content is universal

most French-speaking Quebecers (99.5%) have access to linear television content, either through a paid cable / IPTV subscription, or via streaming on the internet

Distribution of linear TV is evolving.

Household penetration of paid TV subs is still strong – currently there are 9.6 million paid TV subscriptions in Canada*, down only 3% YOY - but the reality is that anyone with an internet connection has access to linear TV content.

73% of Canadians have access to a TV subscription (63% via Cable or IPTV, and 10% via Satellite).



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

* Mediatats, BDU Profile Report, Total Canada Off-Air is not included. IPTV = Internet Protocol Television: the delivery of television content over Internet Protocol (IP) networks, e.g. Bell Fibe TV, Telus/Optik TV. June/24

enfin

Quebecois are passionate about TV:

They watch almost 25 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 “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.



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