



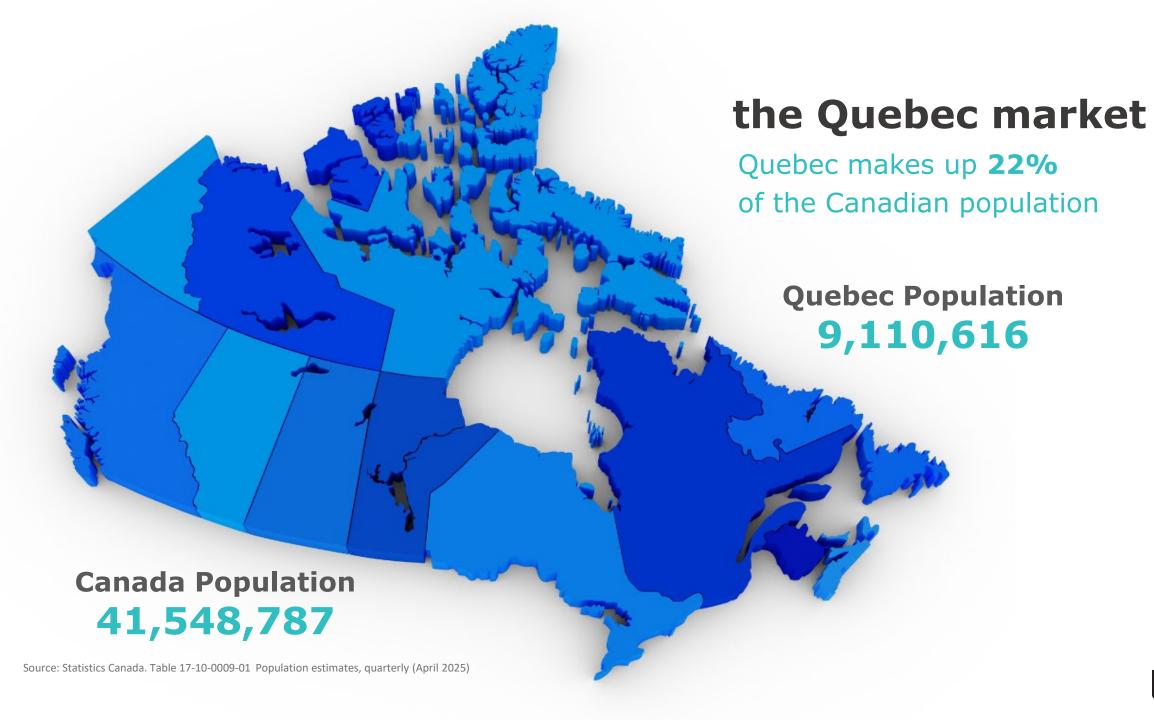
## Francophones in Quebec have a strong connection with TV

- 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

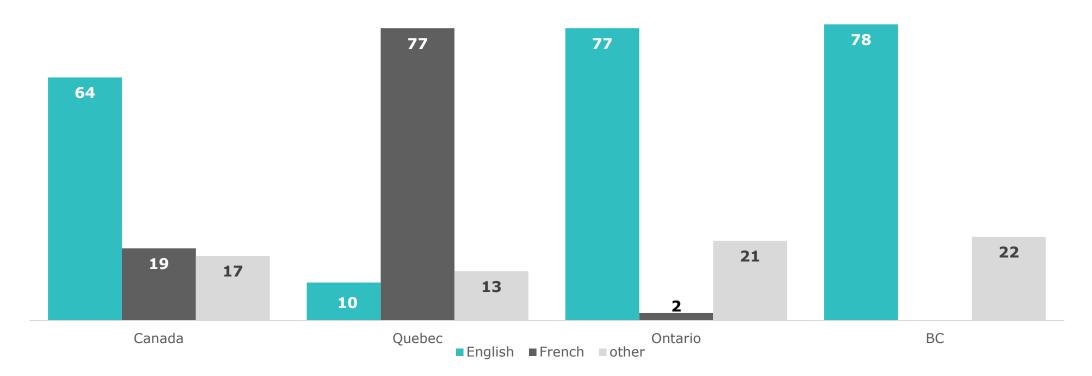
- are concerned about fake news, but have high trust in TV news
- say TV ads attract the most attention and help them make purchase decisions





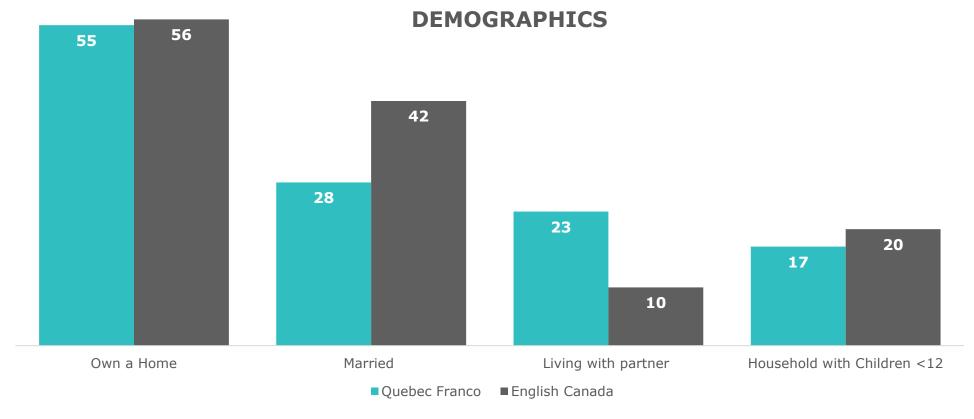
French speaking people make up 77% of the Quebec market

#### LANGUAGE SPOKEN MOST OFTEN AT HOME





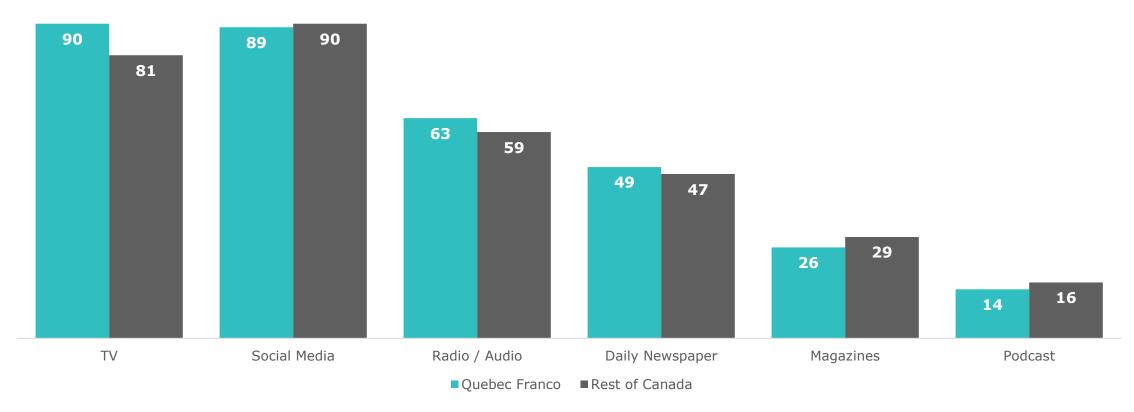
Quebec Franco are slightly less likely to own their home and have young children, and are more likely to cohabitate than English Canadians





TV leads other media in weekly reach in Quebec

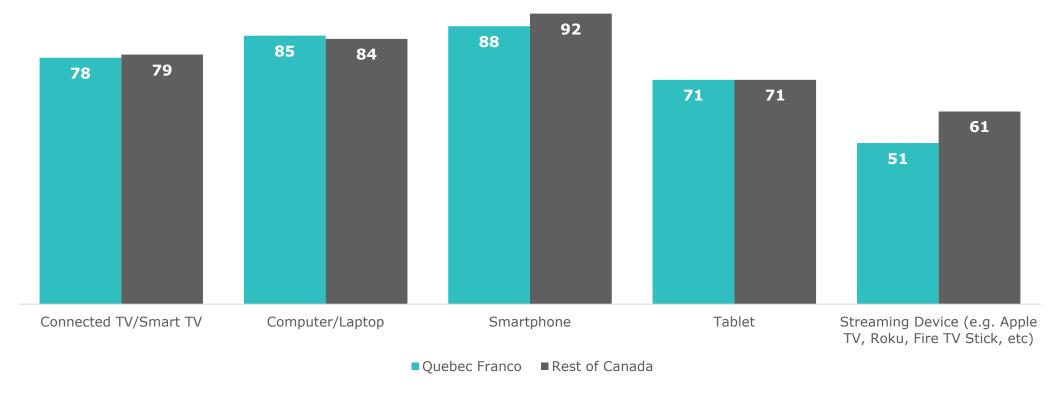
#### WEEKLY REACH BY MEDIUM (%)





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

#### **OWNERSHIP** (%)









# Linear TV reaches 90% of Quebec Franco A18+ every week

A18+

90%

A25-54

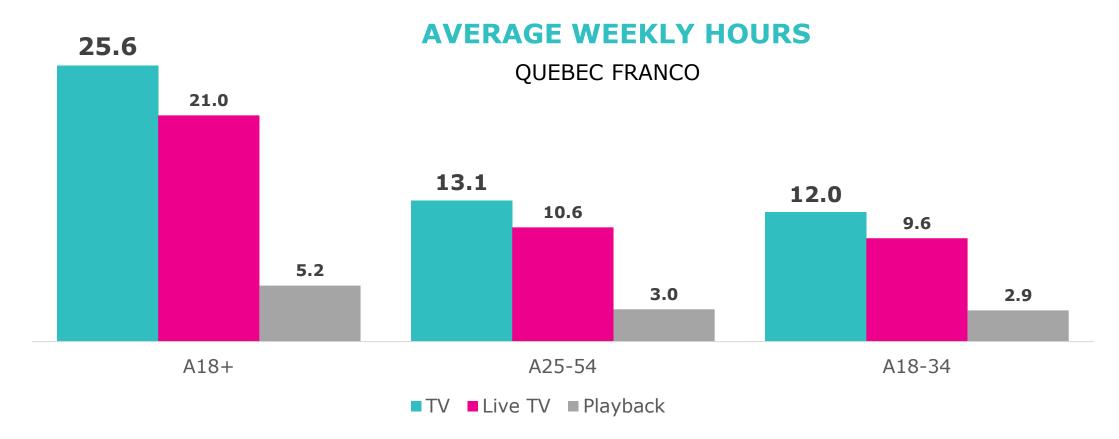
83%

A18-34

81%



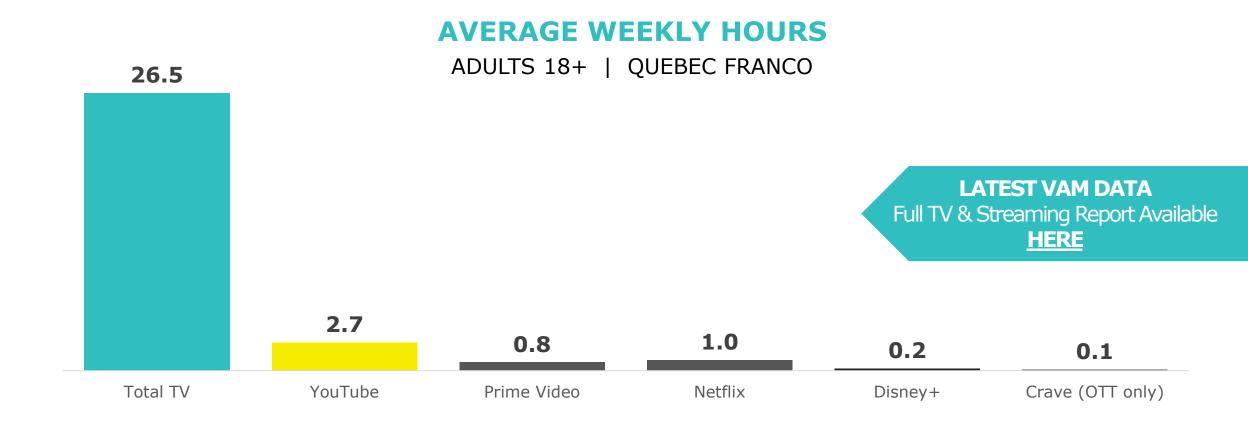
# Francophones in Quebec watch a lot of linear TV and most of it is live







## viewers spend more time with Total TV

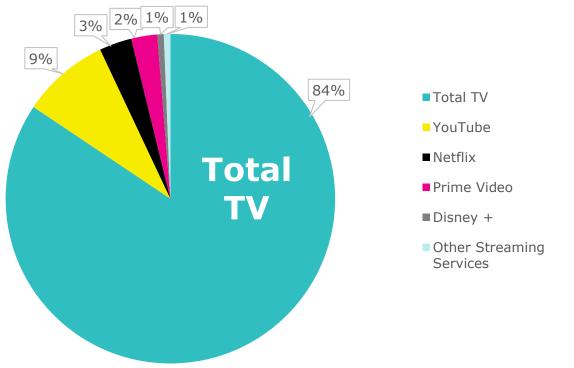




# Total TV = greatest share of time spent with video

#### **SHARE OF VIDEO**

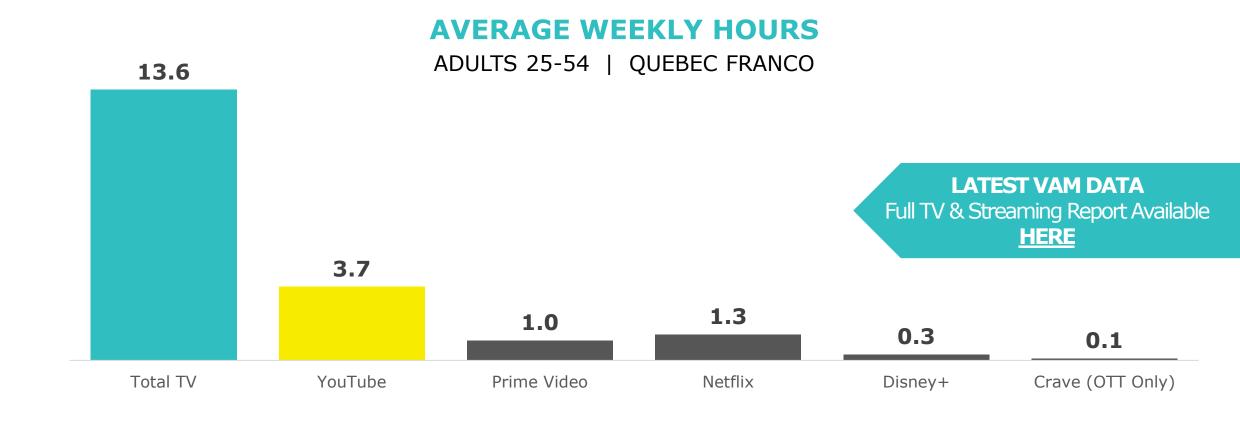
ADULTS 18+ | QUEBEC FRANCO



Full TV & Streaming Report Available
HERE



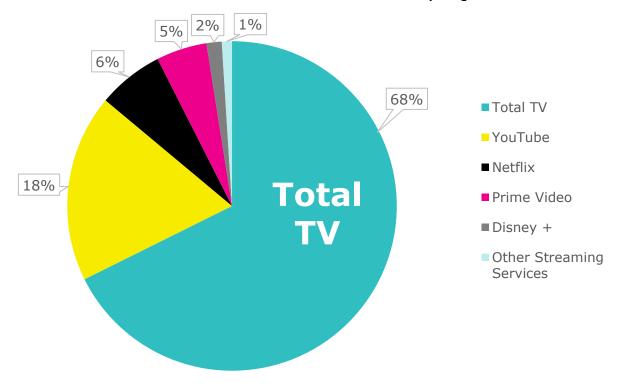
## viewers spend more time with Total TV



# Total TV = greatest share of time spent with video

#### **SHARE OF VIDEO**

ADULTS 25-54 | QUEBEC FRANCO



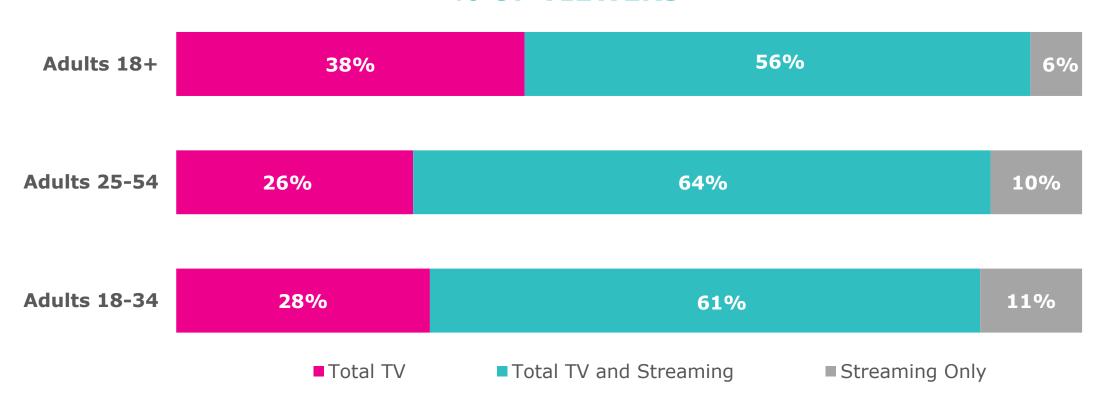
Full TV & Streaming Report Available

HERE



# most French Quebecers are watching both Total TV and streaming services

#### % OF VIEWERS







## top show comparison CONVENTIONAL

#### **Quebec Franco A25-54**

Rank	Program	Network	Rating %
1	Chanteurs masqués	TVA	13.5
2	STAT	SRC	12.5
3	Indéfendable	TVA	11.4
4	Star académie 2025 - Le variété	TVA	11
5	Sortez-moi d'ici!	TVA	10.7
6	Révolution	TVA	10.1
7	Infoman	SRC	9.6
8	Discussions avec mes parents	SRC	8.8
9	Survivor Québec	Noovo	8.8
10	Dumas	SRC	8.3

#### **English Canada A25-54**

Rank	Program	Network	Rating %
1	9-1-1: Lone Star	CTV	3.3
2	Matlock	Global	2
3	High Potential	CTV	2.4
4	9-1-1	Global	2.9
5	Elsbeth	Global	1.8
6	Tracker	CTV	1.5
7	Blue Bloods	CTV	1.3
8	FBI	Global	1.7
9	Ghosts	Global	2.3
10	The Rookie	CTV	1.5

Source: Numeris PPM A25-54 09/16/24 to 05/25/25



## top show comparison **SPECIALTY**

#### **Quebec Franco A25-54**

Rank	Program	Network	Rating %
1	Le Hockey Des Séries Éliminatoires : Ch Ronde 1	TVA Sports	14.1
2	Hockey LNH Canadiens De Montreal Hiver	RDS	7
3	La Confrontation Des 4 Nations	TVA Sports	6.9
4	Le Hockey Des Canadiens	TVA Sports	6.1
5	Hockey LNH Canadiens De Montréal Automne	RDS	6
6	Hockey LNH Canadiens Pré- Saison	RDS	5.3
7	Hockey Championnat Mondial Jr Canada	RDS	3.4
8	L'Après-Match Séries LNH Ch	TVA Sports	2.9
9	Vendre Ou Rénover Au Québec	Canal Vie	2.7
10	L'Antichambre Ch Hiver	RDS	2.4

#### **English Canada A25-54**

Rank	Program	Network	Rating %
1	WJC:Prelim Canada	TSN	5.1
2	NHL Playoffs Round 2	Sportsnet National	2.5
3	NFLPlayoffs Sunday Prime	TSN	2.5
4	NHL 4 Nations Face-Off Pre	Sportsnet National	2.4
5	NHL 4 Nations Face-Off	Sportsnet National	2.3
6	NFLPlayoffs Sunday Late Afternoon	TSN	2.1
7	NHL Playoffs Round 3	Sportsnet National	2.1
8	NHL Playoffs Round 1	Sportsnet National	2.0
9	NHL Hockey-Leafs	Sportsnet National	1.9
10	HNIC Prime East	Sportsnet National	1.9





### 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+!** 

A18+ A25-54 55% 49%

**RATING** %

A18+ A25-54 3,520 1,488

**AMA 000** 



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



QUEBEC REST OF FRANCO CANADA

**SPECIALTY TV** 

**52%** 

65%

**CONVENTIONAL TV** 

48%

35%



# TV advertising is most likely to generate emotion and make people laugh



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





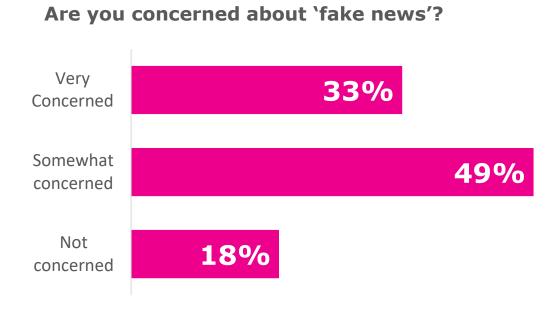
**YOUTUBE** (second highest)

**SOCIAL MEDIA** (second highest)

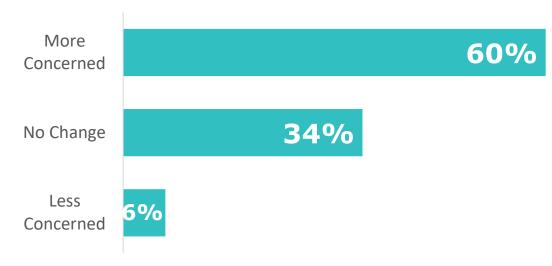
# concern about fake news is high

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**



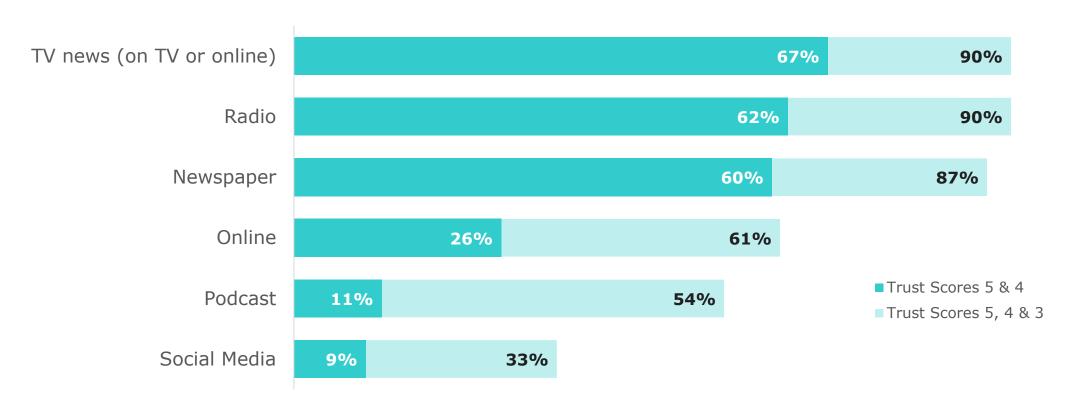
Are you 'more' or 'less' concerned about fake news now than you were 3 years ago?





### **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

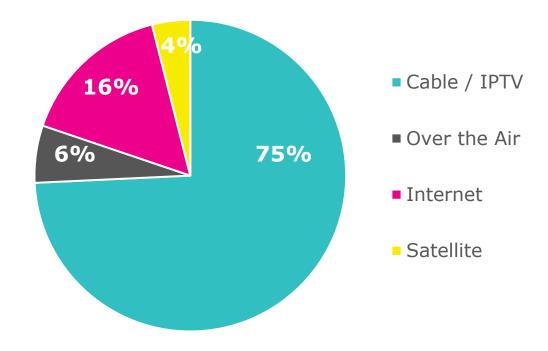


## access to TV is almost universal

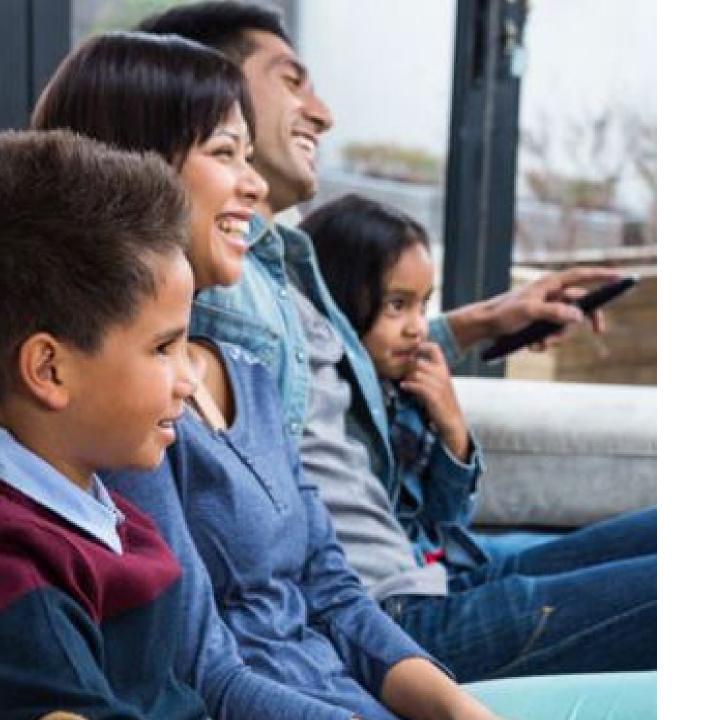
#### **ACCESS TO LINEAR TV**

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**







### enfin

### **Quebecois are passionate about TV:**

They watch almost 26 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.





spotlight on Quebec

# think

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