

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

Quebec Population
9,110,616

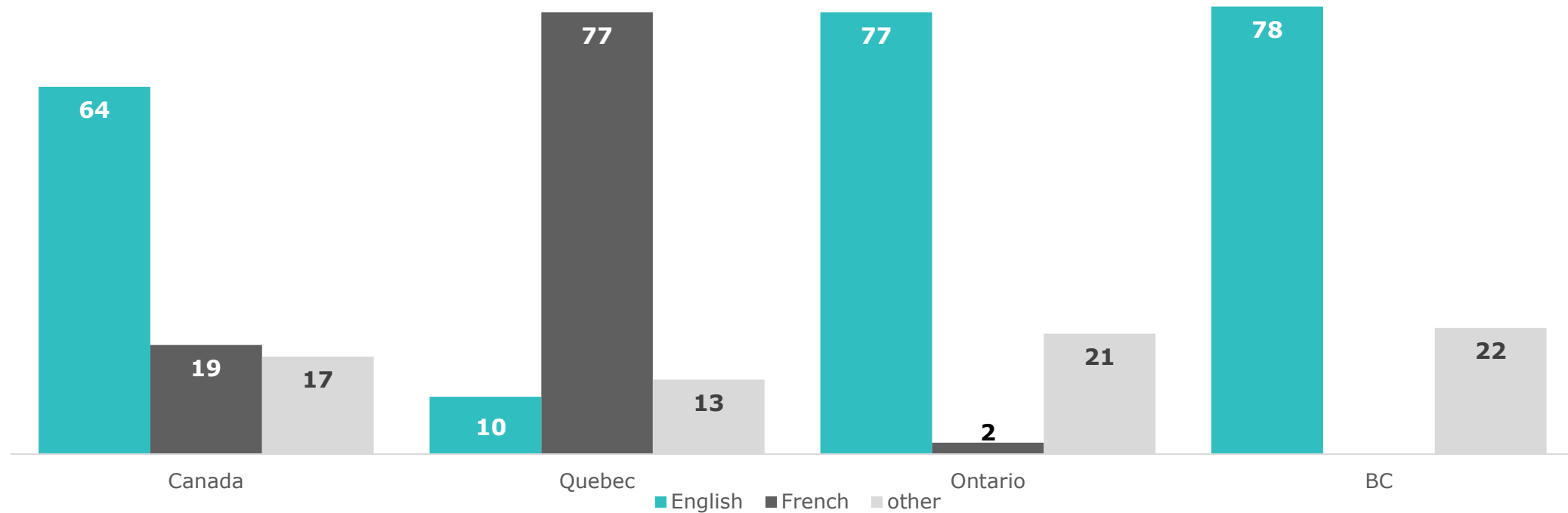
Canada Population
41,548,787

Source: Statistics Canada. Table 17-10-0009-01 Population estimates, quarterly (April 2025)

the Quebec Franco market

French speaking people make up
77% of the Quebec market

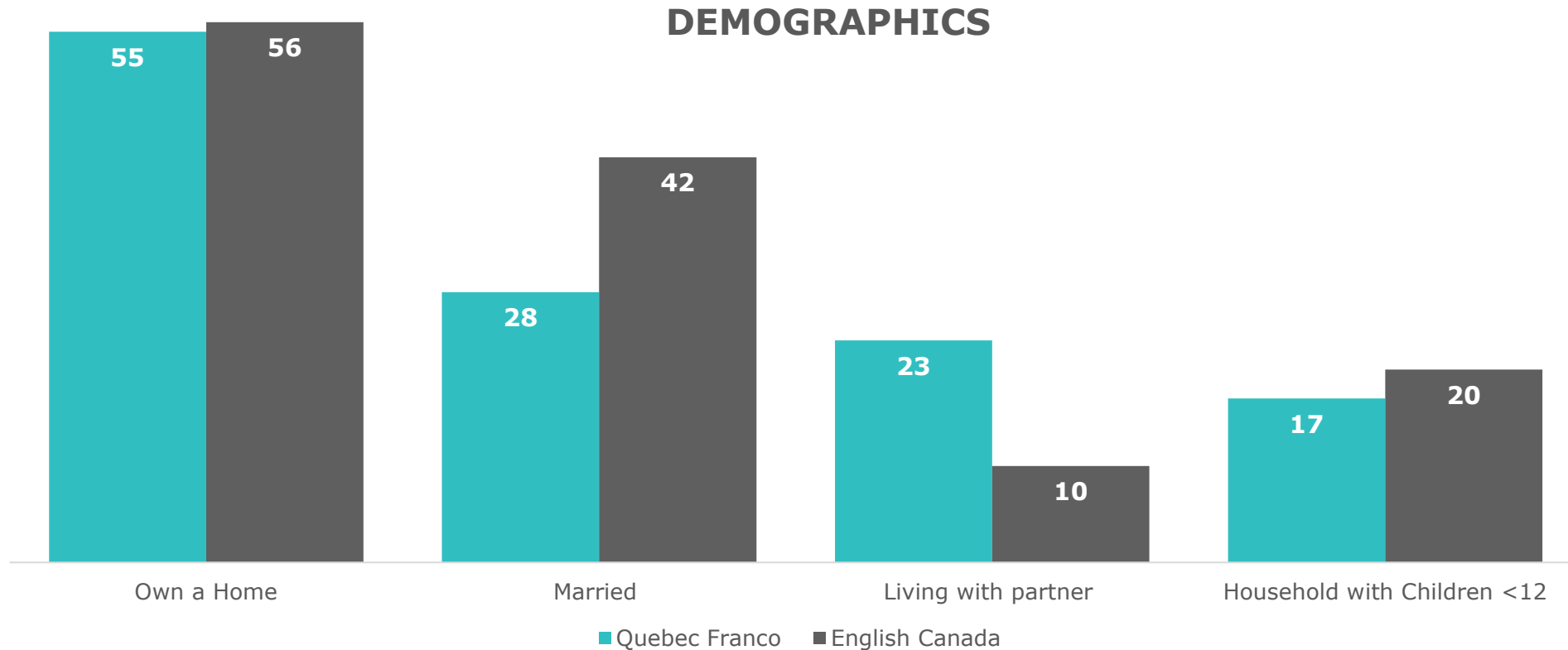
LANGUAGE SPOKEN MOST OFTEN AT HOME



Source: Statistics Canada Released 08/17/22. Table 98-10-0229-01 Language spoken most often at home: Canada, provinces

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

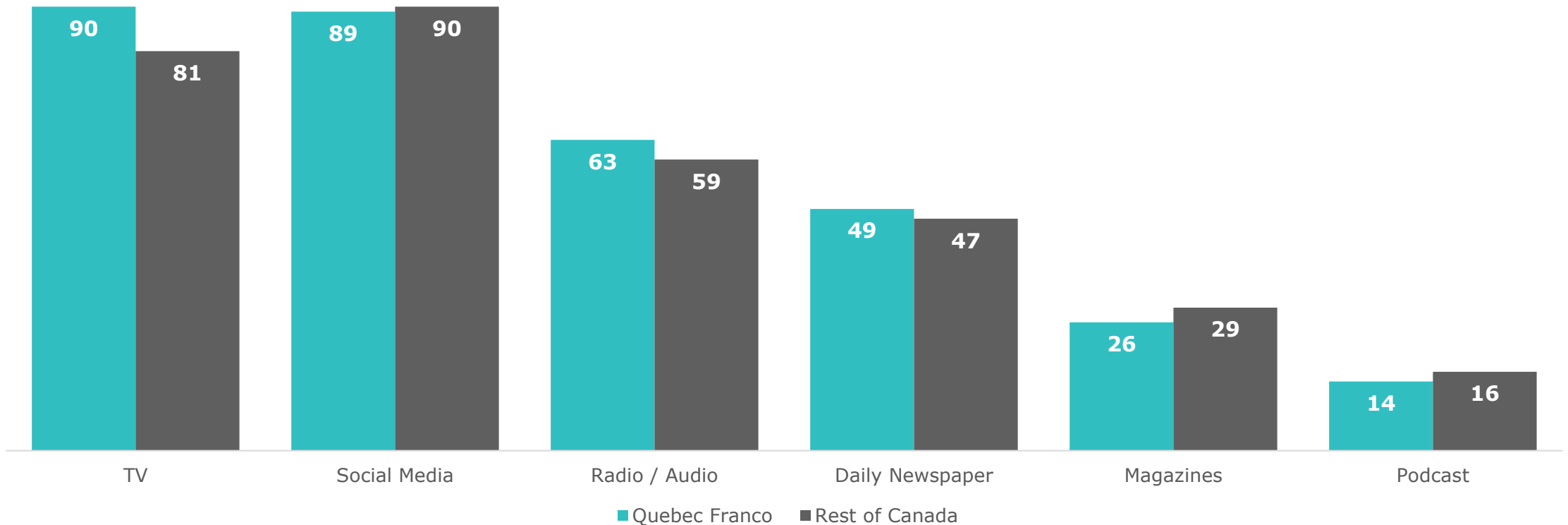


Source: VIVIDATA SCC | Study of the Canadian Consumer Spring 2025 French Language/Quebec + English Language/ROC, Total Canada, A18+

the Quebec Franco market

TV leads other media in weekly reach in Quebec

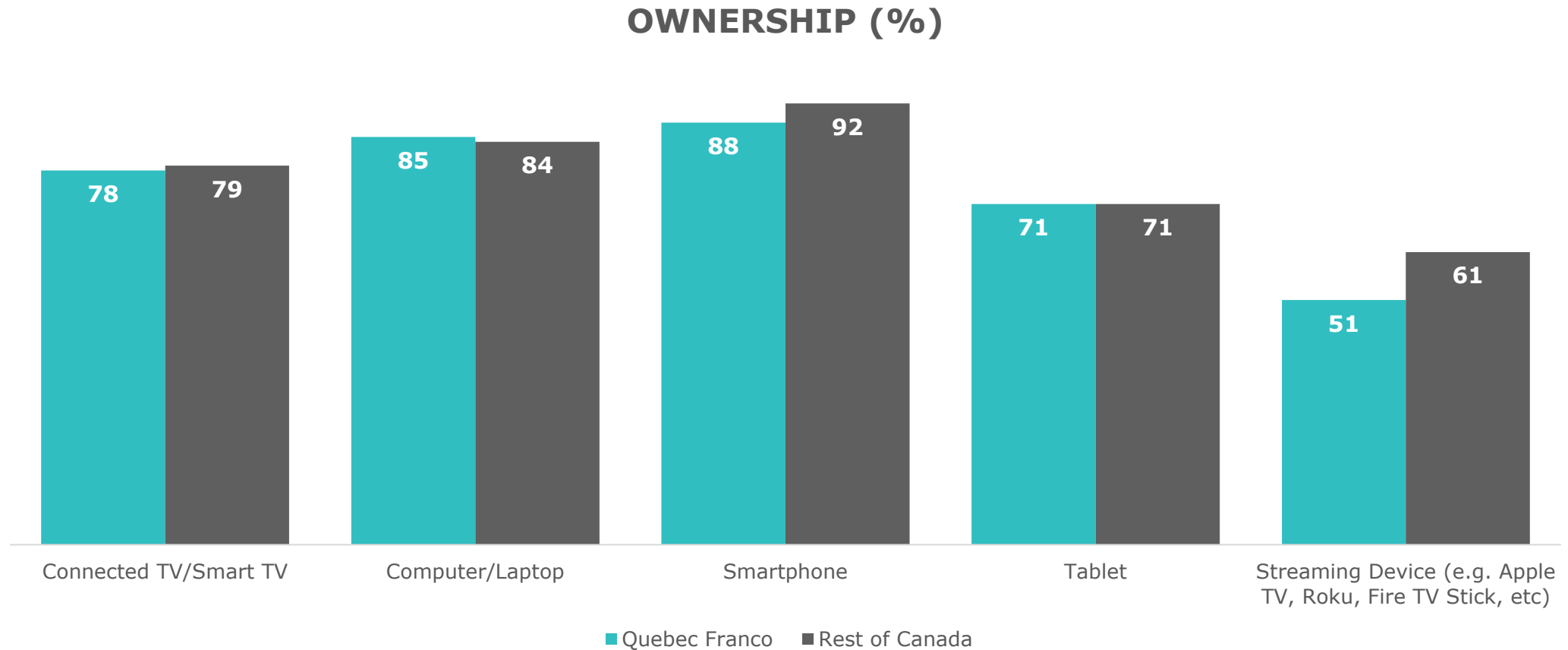
WEEKLY REACH BY MEDIUM (%)



Source: TV: PPM FWS 2024/2025. Other media: VIVIDATA SCC | Study of the Canadian Consumer Spring 2025 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 sitting on a couch, watching a soccer game on a large television. They are holding a large bag of popcorn and eating from it. Their feet, wearing grey socks, are visible in the foreground. A remote control is on the couch next to them. The background is slightly blurred, showing a living room setting.

TV audiences



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

A18+

90%

A25-54

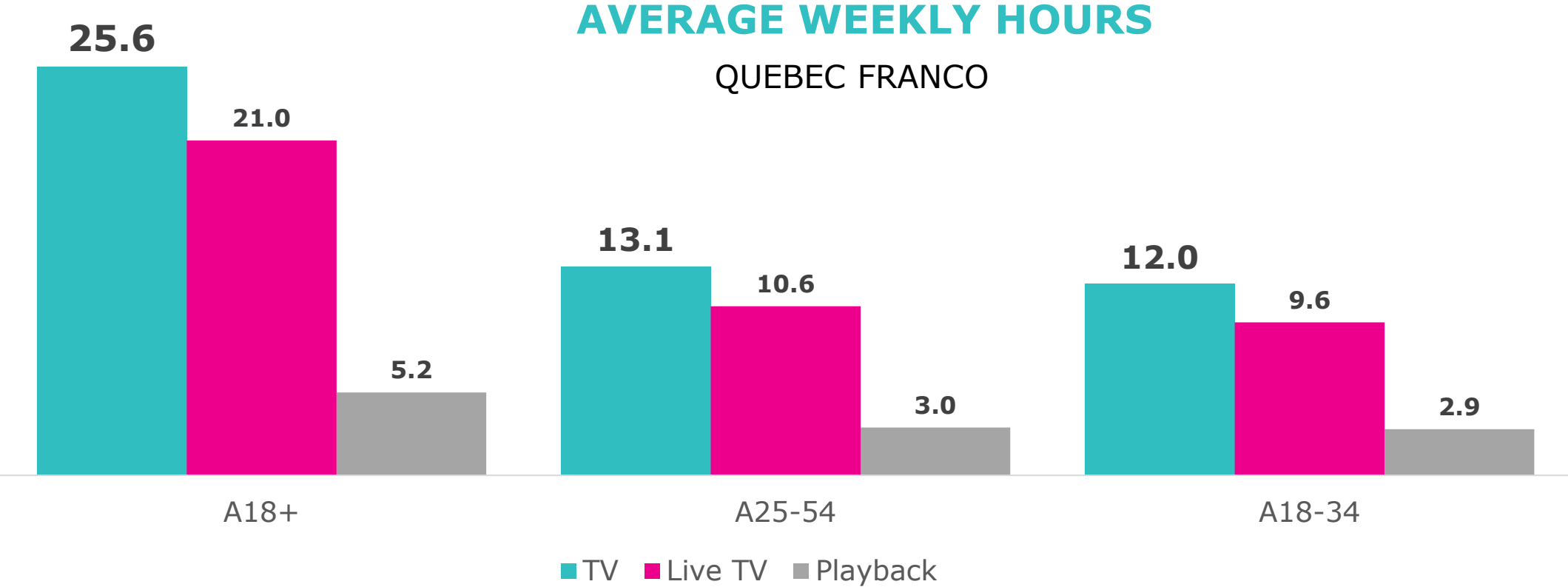
83%

A18-34

81%

Source: Numeris PPM, 09/16/24 to 05/25/25, Quebec Franco

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



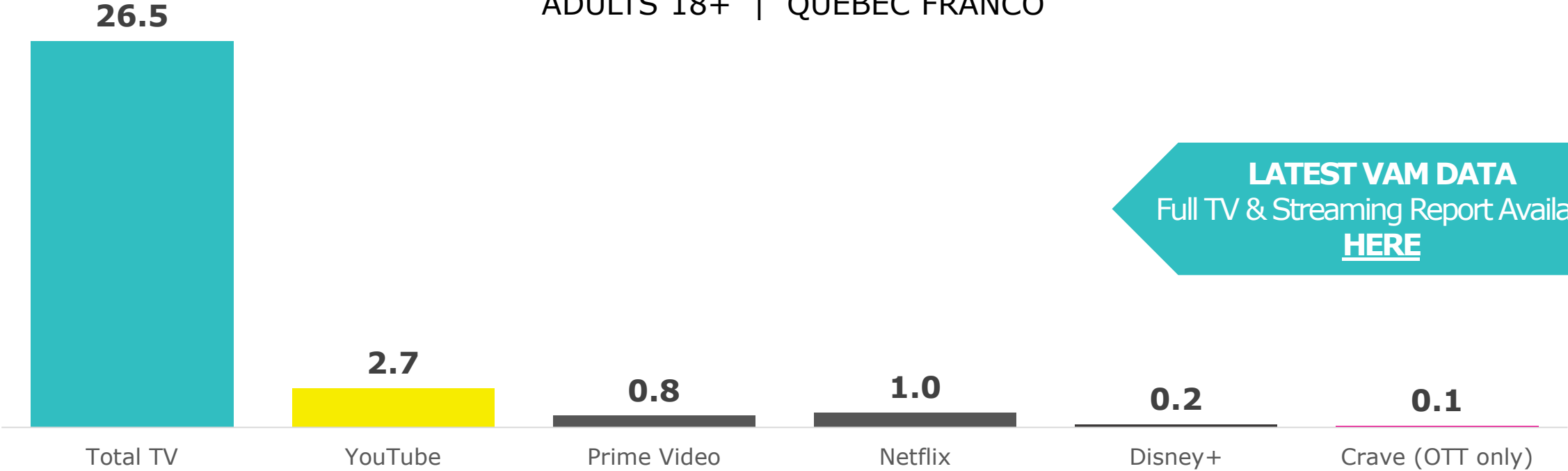
TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Source: Numeris PPM, Avg Hrs Week (per capita), 09/16/24 to 05/25/25, Quebec Franco

viewers spend **more time** with Total TV

AVERAGE WEEKLY HOURS

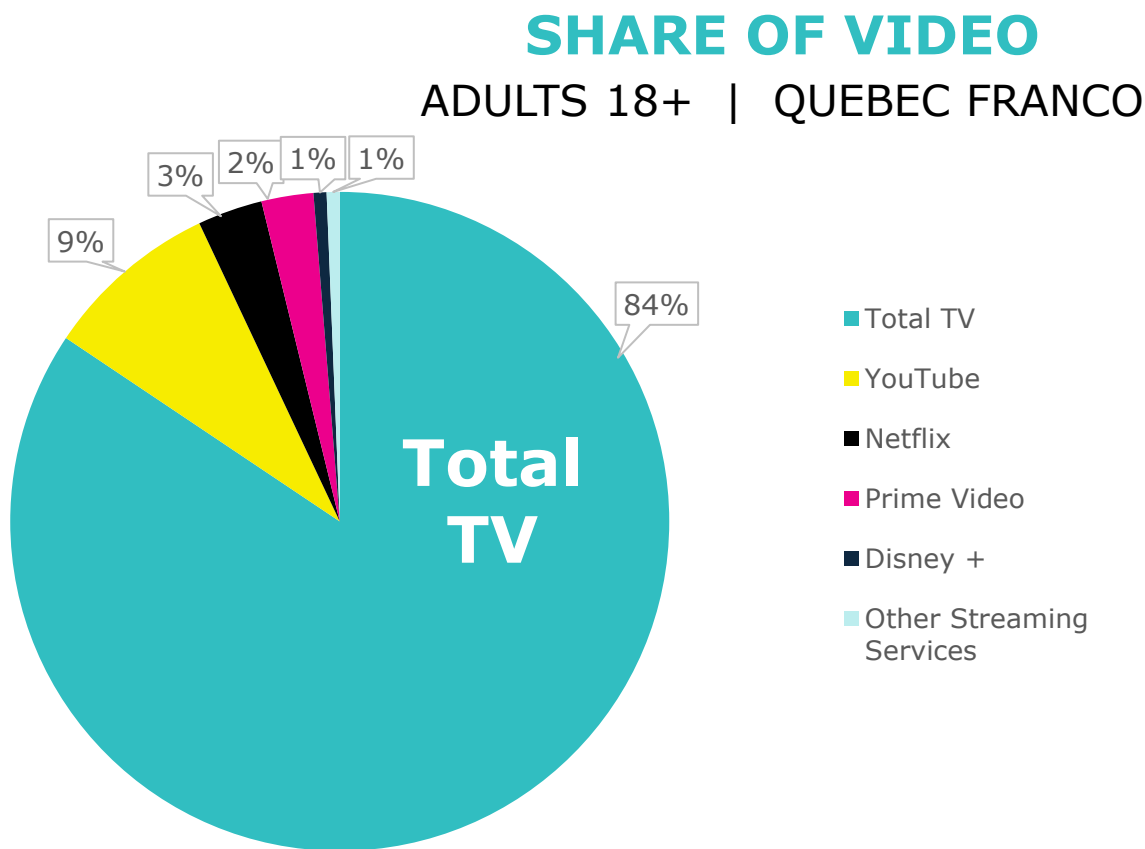
ADULTS 18+ | QUEBEC FRANCO



LATEST VAM DATA
Full TV & Streaming Report Available [HERE](#)

Source: Numeris VAM, 09/16/24 to 5/25/25, Quebec Franco, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

Total TV = greatest share of time spent with video

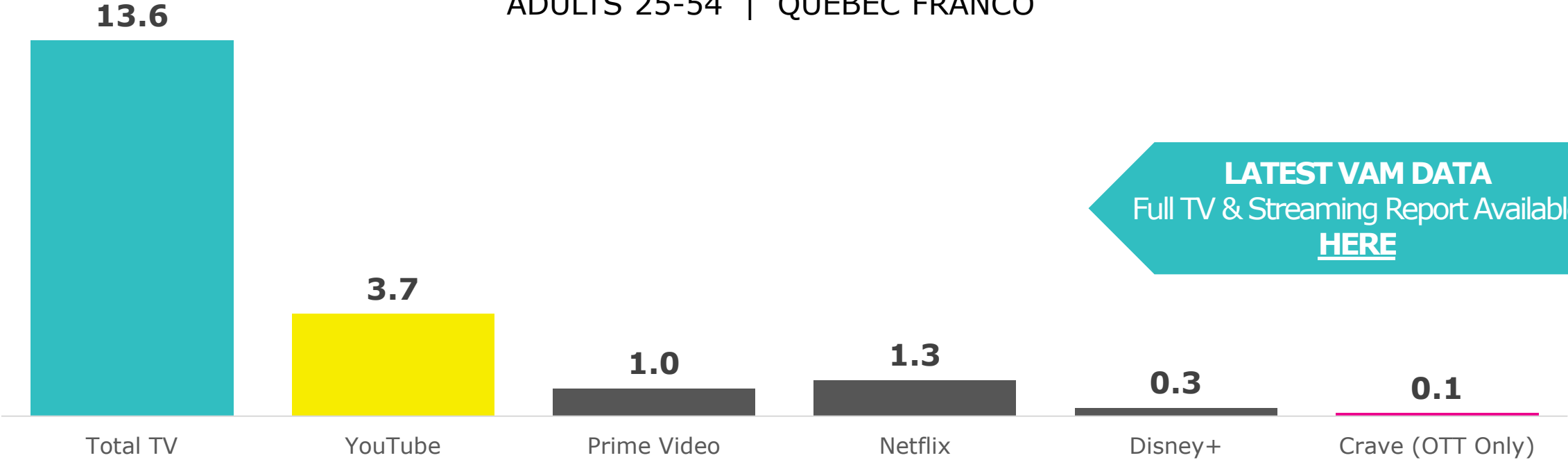


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Other Streaming Services: AppleTV+, CBS News, Club Illico, Crave (OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV

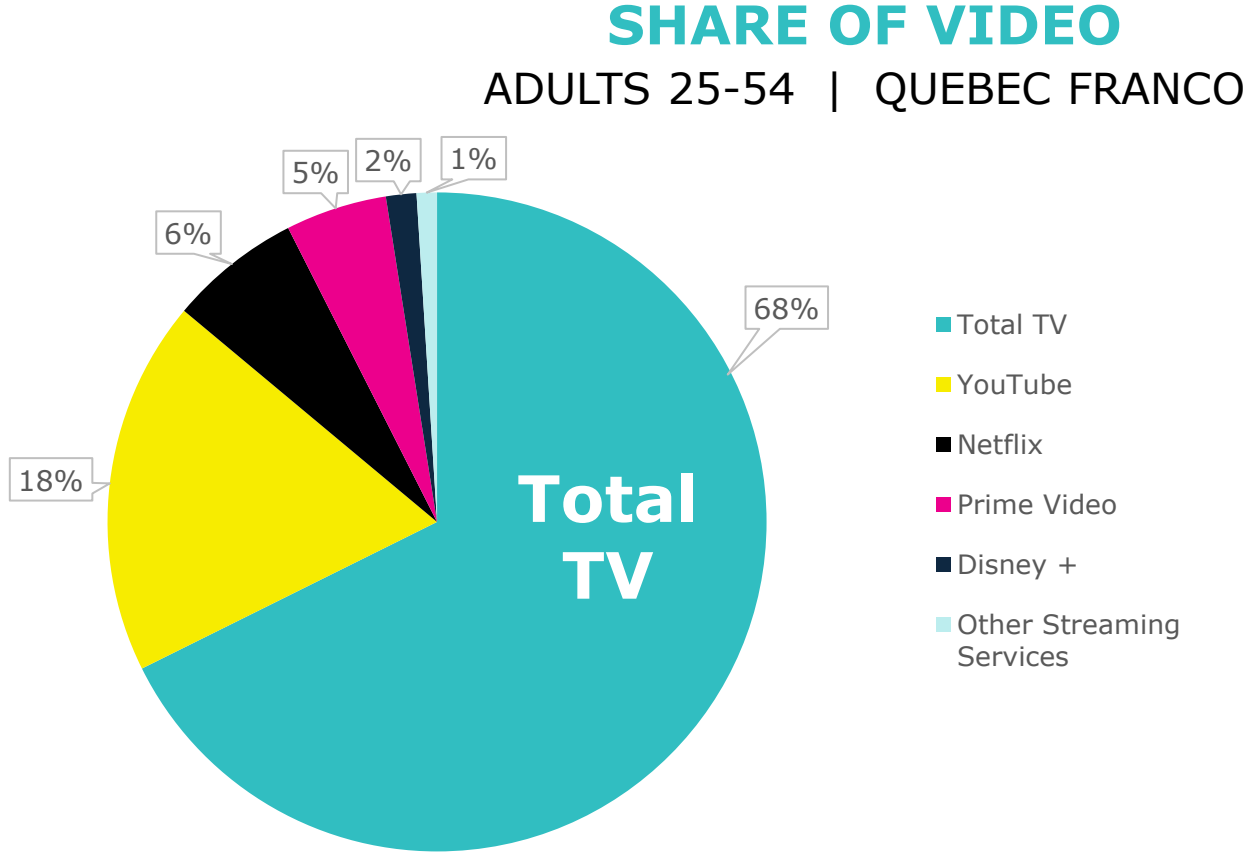
viewers spend **more time** with Total TV

AVERAGE WEEKLY HOURS
ADULTS 25-54 | QUEBEC FRANCO



Source: Numeris VAM, 09/16/24 to 5/25/25, Quebec Franco, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

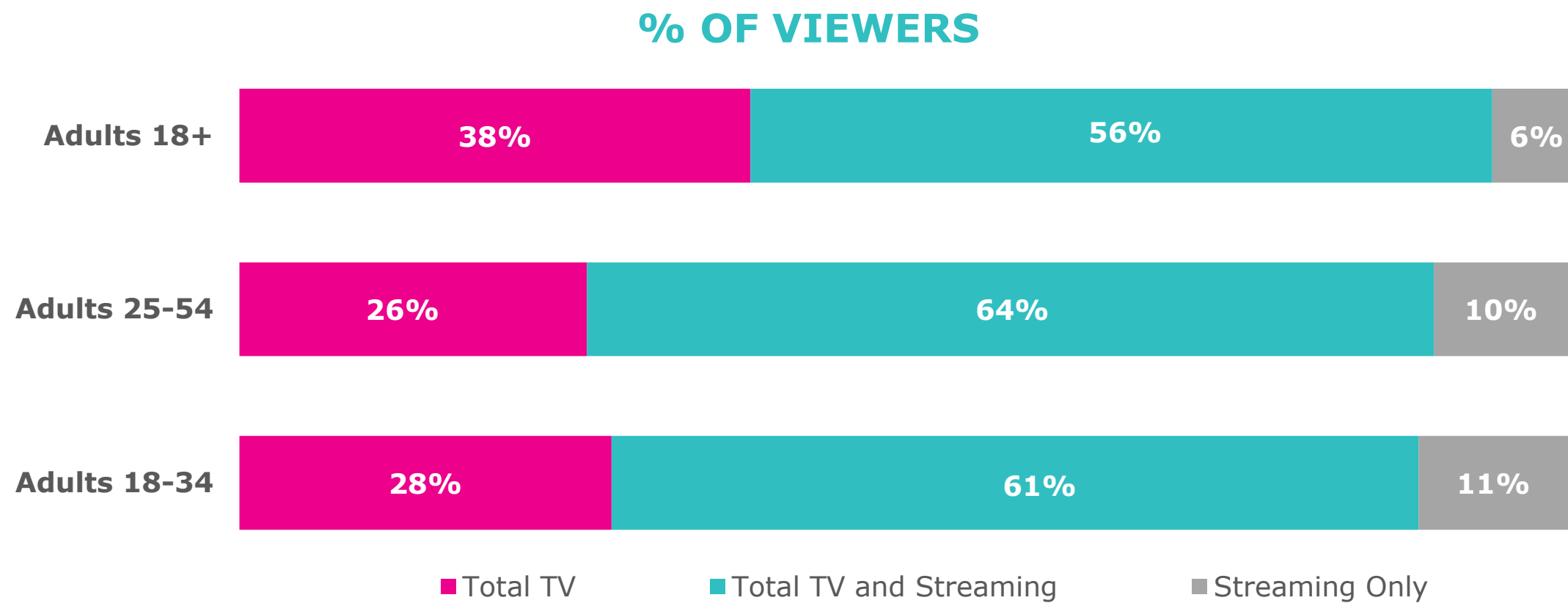
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**most French Quebecers
are watching *both* Total TV
and streaming services**



Source: Numeris VAM 09/16/24 to 5/25/25, Quebec Franco, % of composition of average weekly reach | Total TV = Linear and broadcaster streaming services
Streaming Services include: Prime Video, Netflix, Disney+, Apple TV+, Crave (OTT only), CBS News, Club Illico, 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	12.5
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



Source: Numeris PPM, Quebec Franco, 12/31/24 to 01/01/25

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



SPECIALTY TV

CONVENTIONAL TV

**QUEBEC
FRANCO**

**REST OF
CANADA**

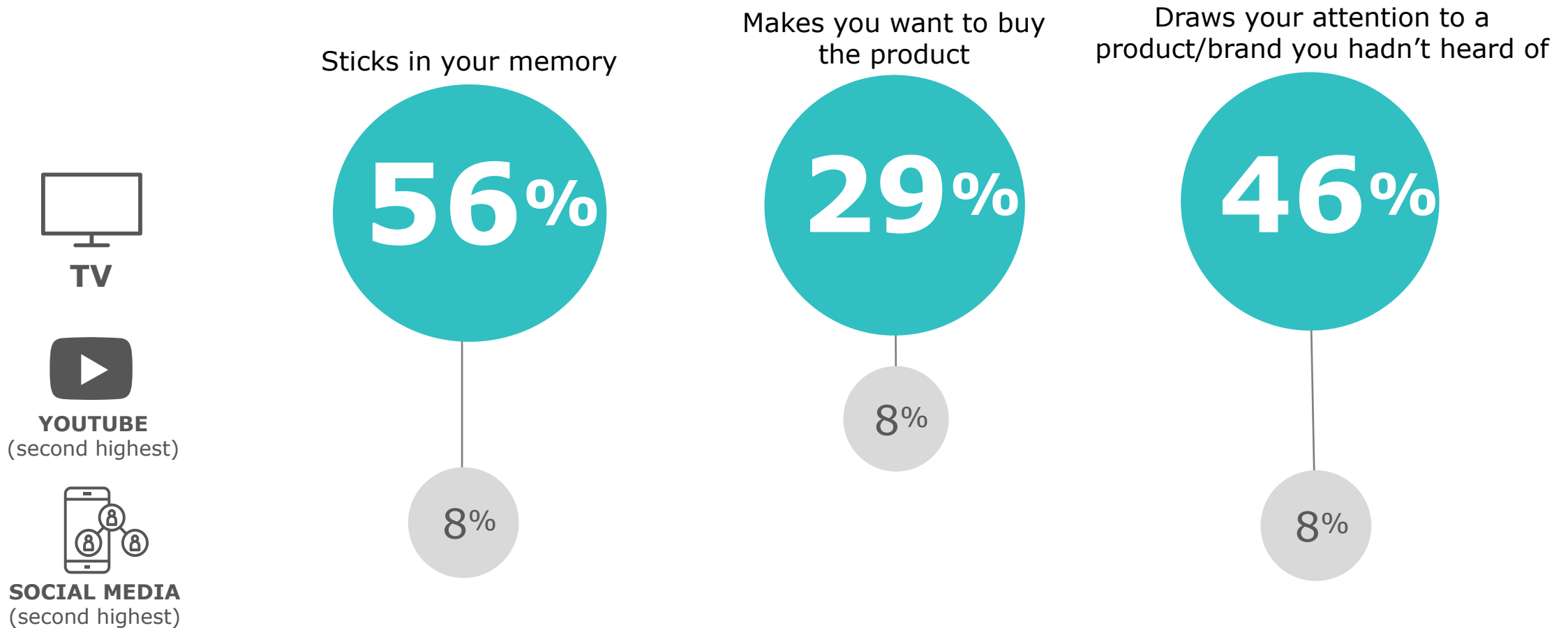
52%

65%

48%

35%

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



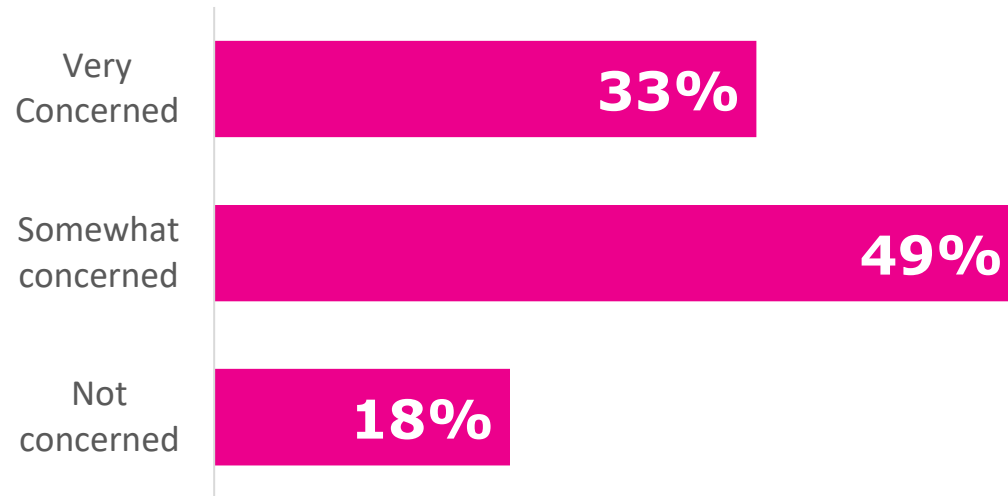
In which of the following media are you most likely to find advertising that...?

concern about fake news is high

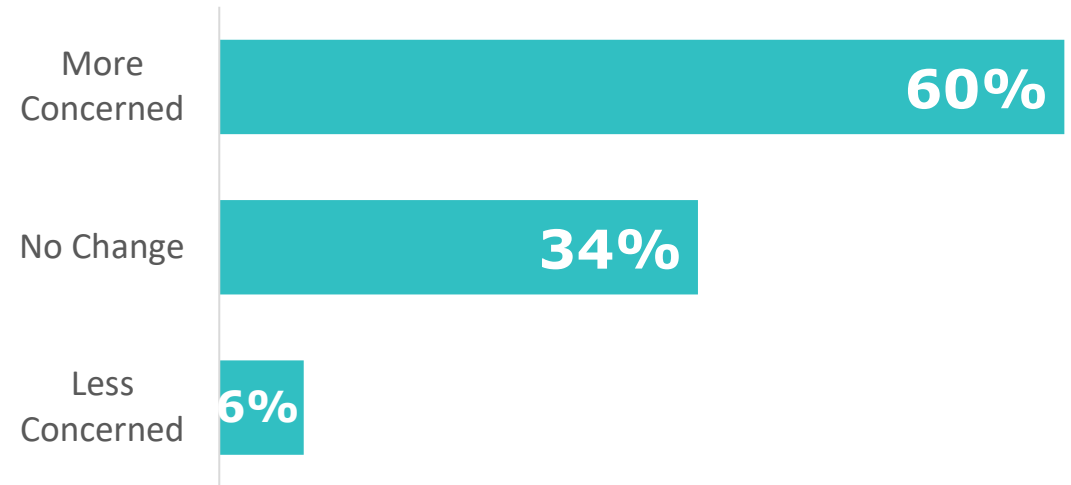
82% of Quebec Francophones are either “very” or “somewhat” concerned about fake news, while 60% say they have grown “more concerned” in the last 3 years

CONCERN ABOUT FAKE NEWS

Are you concerned about ‘fake news’?



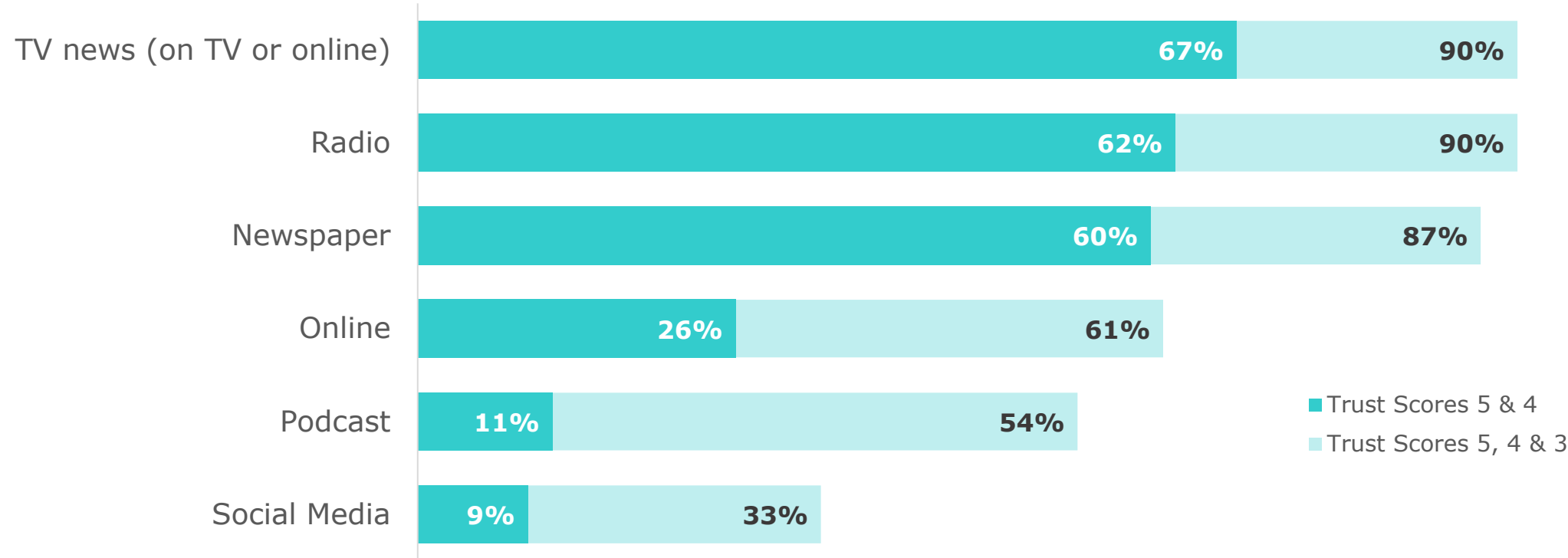
Are you ‘more’ or ‘less’ concerned about fake news now than you were 3 years ago?



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

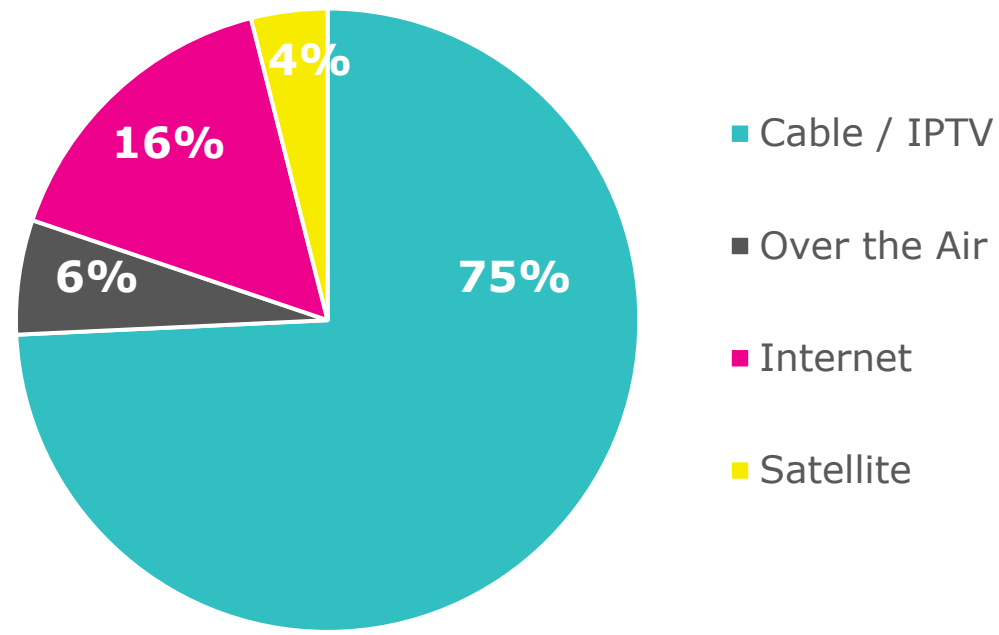
Source: YouGov survey, March 2025, Quebec, French language 18+

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



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



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.

Source: Numeris, PPM, Quebec Franco | 09/18/23 to 05/26/24



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