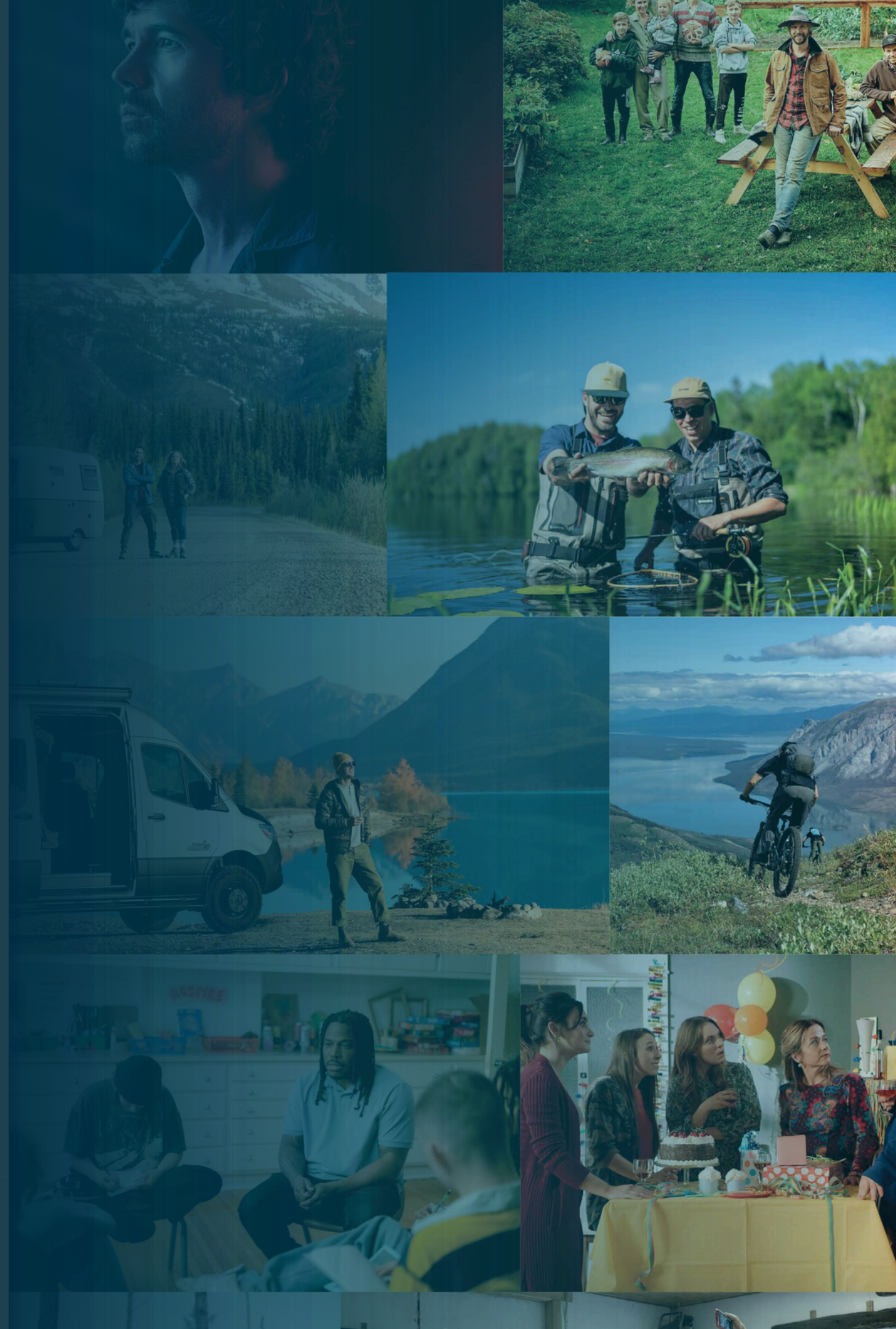




Media Kit

TV5 unisTV



Reach 1 in 4 French speakers in Canada

TV5 Unis reaches 2 million Francophones and newcomers in Canada



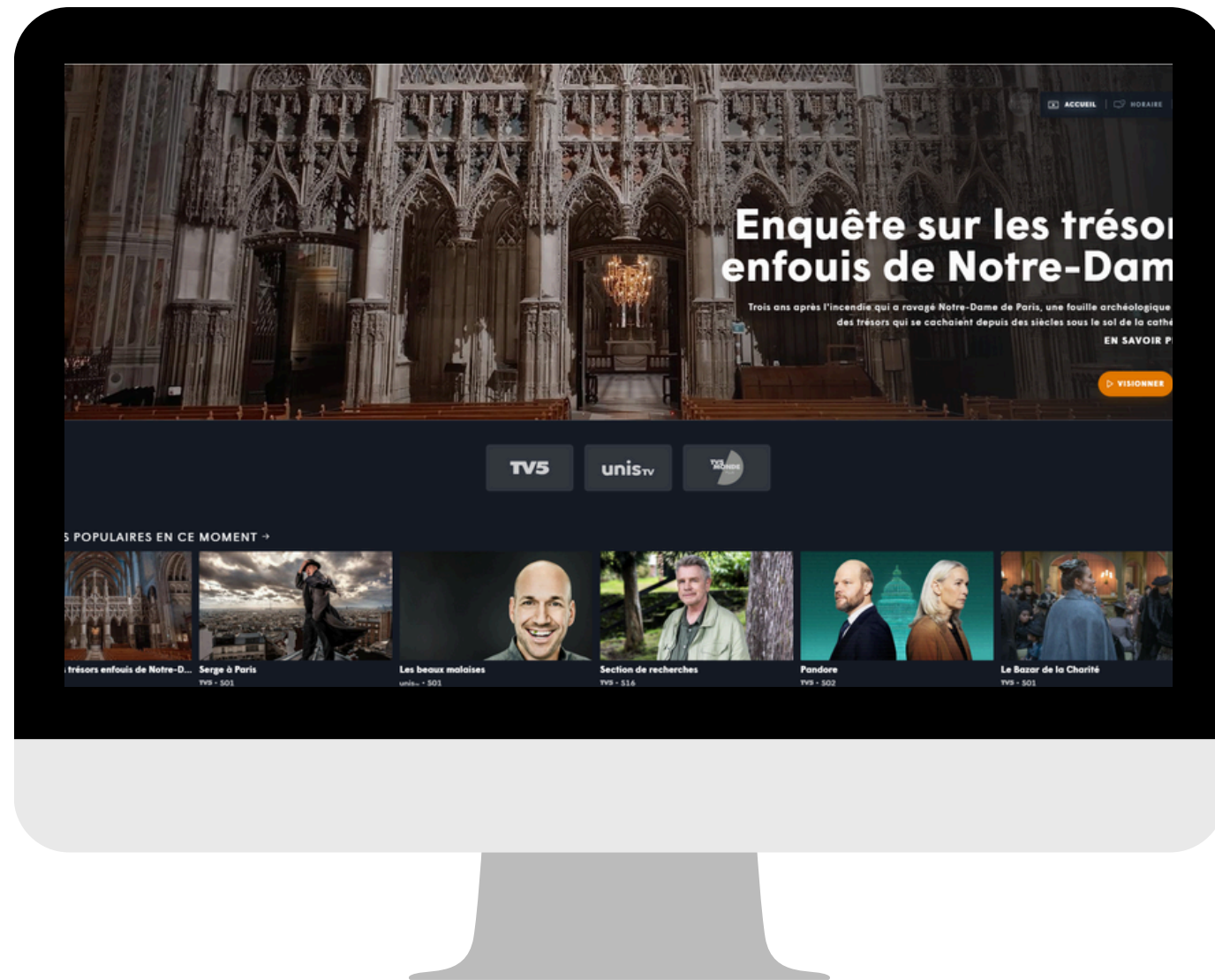
Talk with newcomers

TV5 reaches 3 times more newcomers and foreign-born Canadians than the market, and Unis TV 2 times more.





TV5 and Unis TV content is available for catch-up and/or first broadcast on our various digital platforms.



Your advertisements are displayed in :

- A clean environment
- A credible and relevant environment
- Quality content
- A 100% French-speaking environment

Near 5 million of views per year

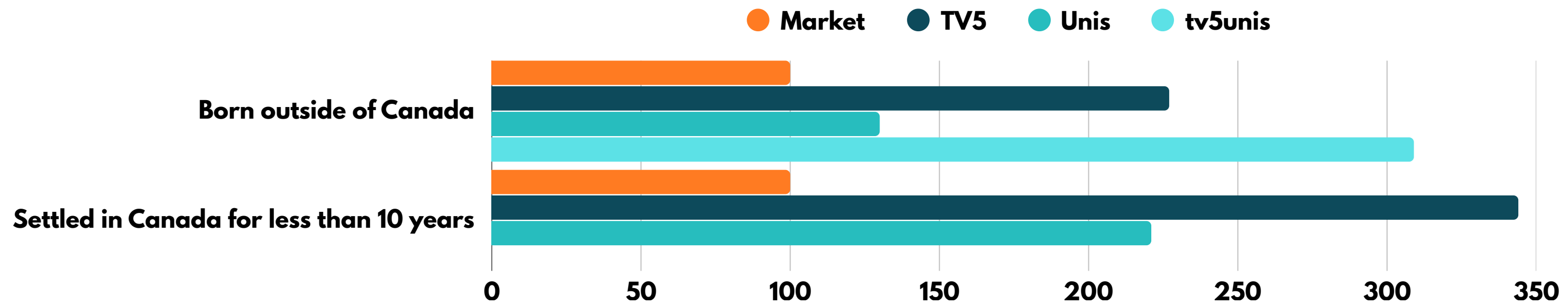
Target audience 18-54 years

Near 2 million of visitors per year

Available in web, iOS, Android, Roku, FireTV, AppleTV and AndroidTV versions

Founded in 1988, TV5 broadcasts content from its French-language partner channels and original productions.

It is the channel that reaches the most French-speaking newcomers to Canada.



Audience interest by theme



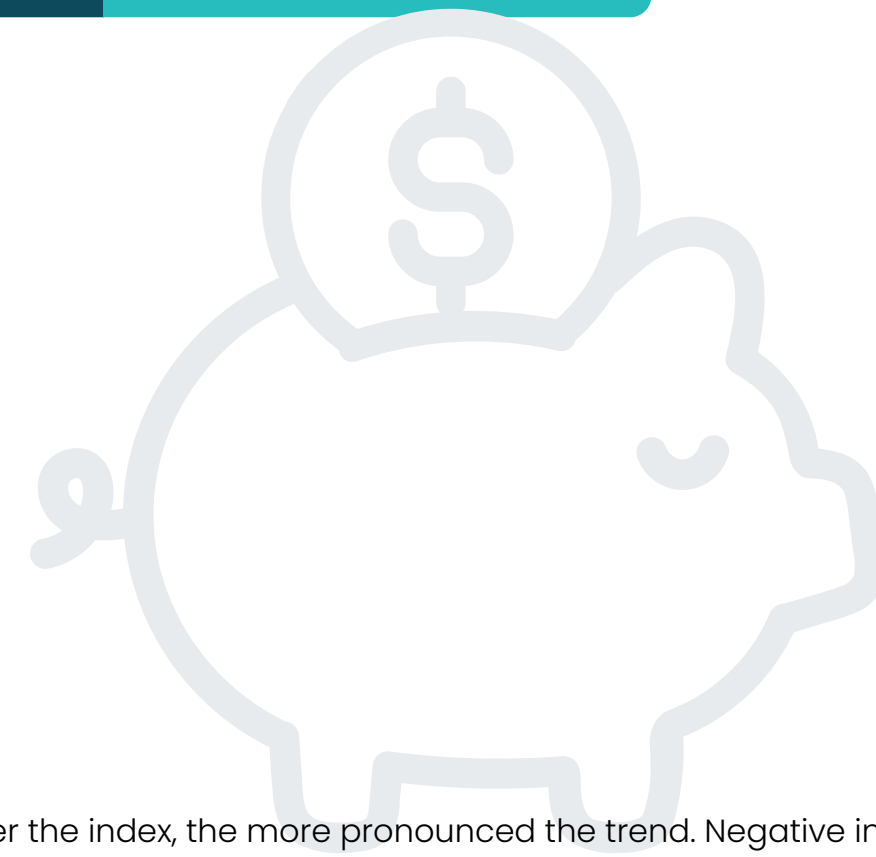
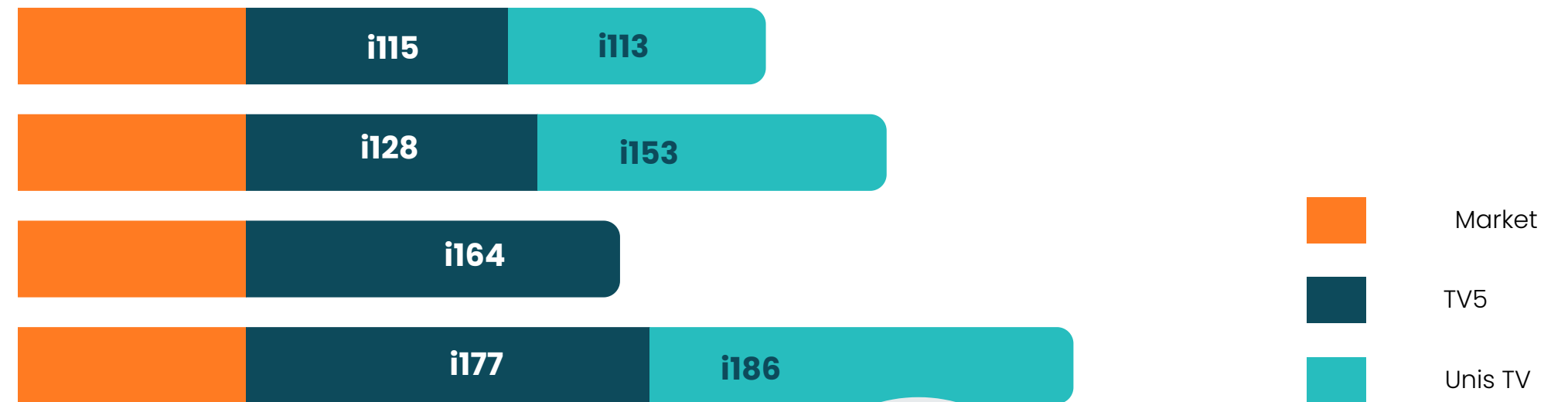
A FINANCIALLY WELL-EDUCATED AUDIENCE WITH COMFORTABLE INCOMES

Has already taken steps to ensure an **adequate income in retirement**

250,000 \$+ of total savings

Intending to **change banking institution**

Rarely makes a **financial decision** without **consulting an expert**



Index definition: Below-average or above-average propensity of the population to have the characteristics analyzed (population = 100). The higher the index, the more pronounced the trend. Negative index (<90), neutral index (90-110), positive index (>110).

AN AUDIENCE WITH COMFORTABLE INCOMES AND PLENTY OF PLANS

In the next 12 months...

Family changes in sight

60 000-100 000 \$



150 000 \$ et plus



Future purchases

Plan to obtain a **mortgage**



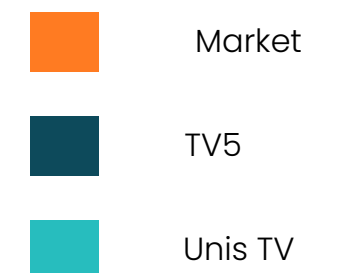
Buying a new **hybrid or electric vehicle**



Buying their **first residence**



Doing some **renovations**



Index definition: Below-average or above-average propensity of the population to have the characteristics analyzed (population = 100). The higher the index, the more pronounced the trend. Negative index (<90), neutral index (90-110), positive index (>110).

Source: Numeris, Quebec franco, du 26 août 2024 au 6 avril 2025, Lu-di 2a-2a, Vividata, Été, Automne 2024 et Hiver 2025, Québec franco, pondéré sur la pop. A18+, A18-34, A18-49, A25-54 et A35-54

AN AUDIENCE WITH A PASSION FOR TRAVEL

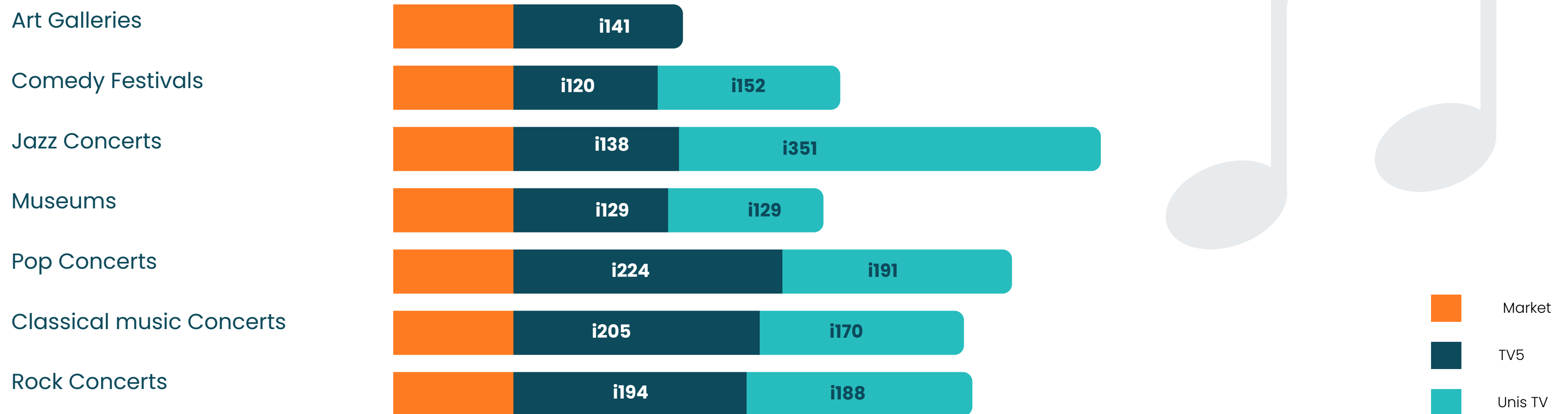
TV5 viewers are more keen on air travel, excursions and gastronomic experiences, while Unis TV's audience favors outdoor vacations, visits to national parks and local tourism.



Index definition: Below-average or above-average propensity of the population to have the characteristics analyzed (population = 100). The higher the index, the more pronounced the trend. Negative index (<90), neutral index (90-110), positive index (>110).

A CULTURE-LOVING AUDIENCE

From museums to concerts, our viewers have a high propensity to go to a cultural event after seeing it advertised on TV (i215 for TV5 and i202 for Unis TV).



Index definition: Below-average or above-average propensity of the population to have the characteristics analyzed (population = 100). The higher the index, the more pronounced the trend. Negative index (<90), neutral index (90-110), positive index (>110).

AN EPICUREAN AUDIENCE

Our viewers are bon vivants. The main difference between TV5 and Unis TV is that, because of household composition, meals are more gourmet and delivered to the home for TV5.

Gastronomy (preparing gourmet meals)



Home meal delivery



Prefer to cook rather than order ready-to-eat foods



Spend more than \$250 a week on groceries



Quebec wine consumers



Like to eat in gourmet restaurants as often as possible



Willing to spend more on quality food



Like to try new food products



Fans of local produce



Index definition: Below-average or above-average propensity of the population to have the characteristics analyzed (population = 100). The higher the index, the more pronounced the trend. Negative index (<90), neutral index (90-110), positive index (>110).

VIEWERS IN GOOD SHAPE

Do sport or exercise **at least 1 time a week**



Spend **\$750 or more** on sports clothing and equipment



Is a member of a gym/fitness centre



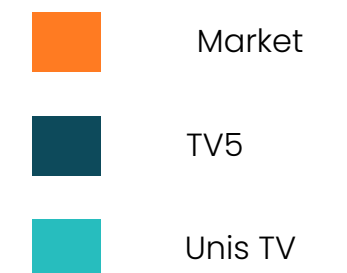
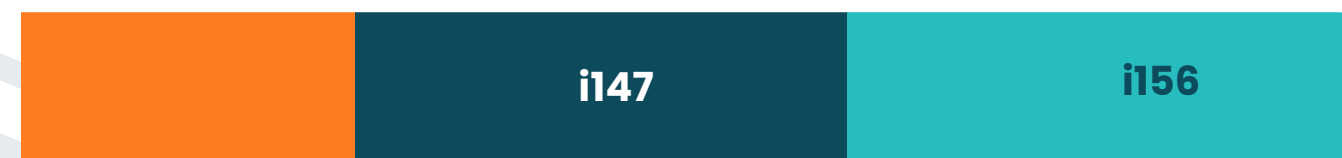
Exercise at home



Running



Hiking



Index definition: Below-average or above-average propensity of the population to have the characteristics analyzed (population = 100). The higher the index, the more pronounced the trend. Negative index (<90), neutral index (90-110), positive index (>110).

Source: Vividata, Été-Automne 2024 et Hiver 2025, Québec franco, pondéré sur la pop. A18+, A18-34, A18-49, A25-54 et A35-54

AN AUDIENCE SENSITIVE TO CONSUMPTION AND THE ENVIRONMENT

TV5 and Unis TV viewers are very sensitive to environmental protection issues. This is reflected in their interest in certain content on the subject, such as Climat d'urgence.

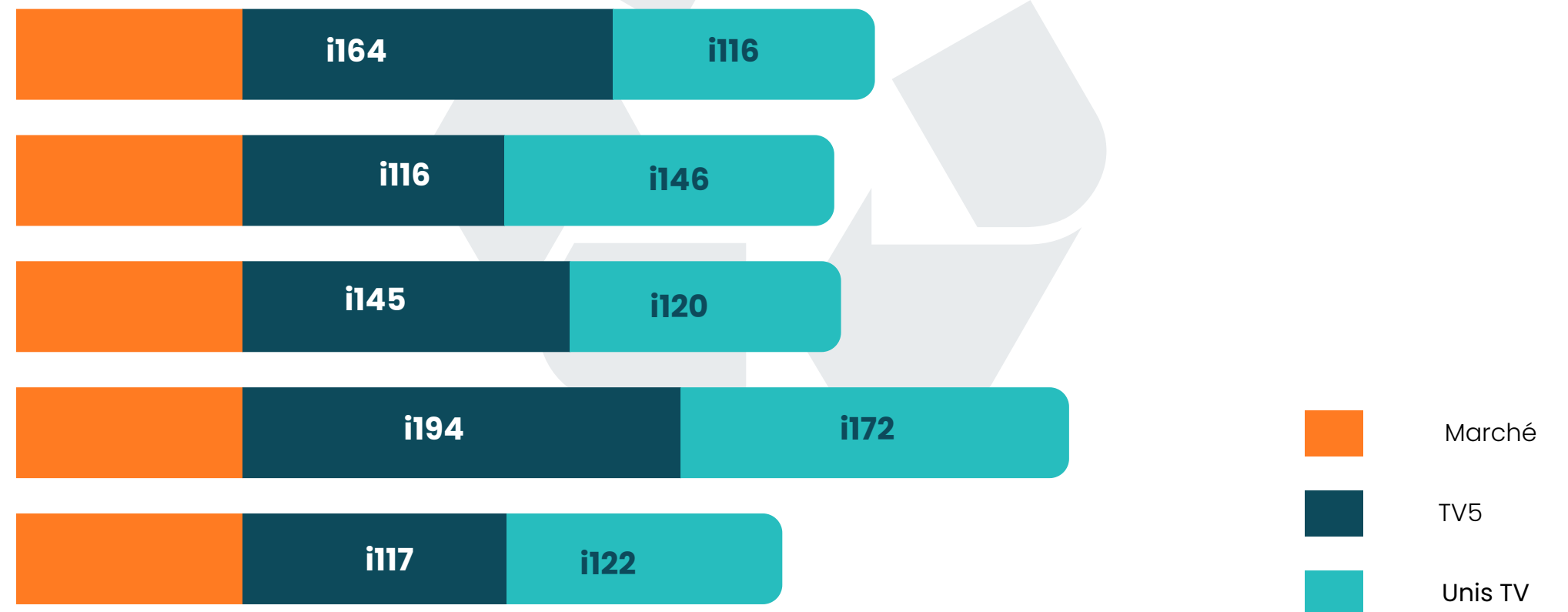
Are willing to make **lifestyle compromises** if it's better for the environment

Think it's worth **paying more for organic food**

Do their best to buy **ethically and responsibly**

Buy **products in bulk** to avoid over-packaging

Strive to **recycle**



Index definition: Below-average or above-average propensity of the population to have the characteristics analyzed (population = 100). The higher the index, the more pronounced the trend. Negative index (<90), neutral index (90-110), positive index (>110).

Source: Vividata, Été-Automne 2024 et Hiver 2025, Québec franco, pondéré sur la pop. A18+, A18-34, A18-49, A25-54 et A35-54

PET OWNERS

Our viewers take care of their pets and are very fond of animal content (documentaries and magazines). Unis TV's audience also over-indexes on premium cat food (i129).

Has a dog



Has a cat



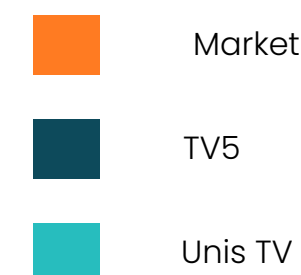
Has at least **2 pets**: a cat and a dog



Buy more than **4kg** of dog food **per week**



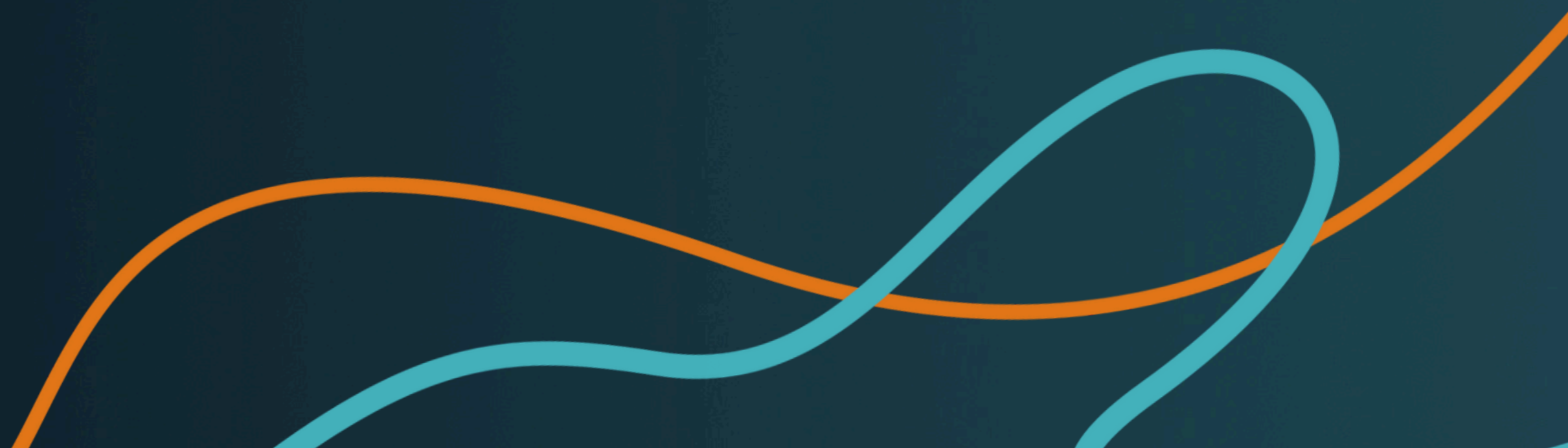
Buy more than **4kg** of cat food **per week**



Index definition: Below-average or above-average propensity of the population to have the characteristics analyzed (population = 100). The higher the index, the more pronounced the trend. Negative index (<90), neutral index (90-110), positive index (>110).

Source: Vividata, Été-Automne 2024 et Hiver 2025, Québec franco, pondéré sur la pop. A18+, A18-34, A18-49, A25-54 et A35-54

Why advertise with us?



Your ads perform



Performance average rate for linear campaigns

116%



Viewability rate for video ads

96%

YOUR ADS STAND OUT IN OUR PREMIUM ENVIRONMENT

Almost

2X
less

advertising pauses
than competition

Your advertising is less
diluted and will have

**a place
of choice**

among the rare 7 minutes
of advertising per hour

TV5

7 minutes/hour

unisTV

8 minutes/hour

Marché télé

Over 12 minutes/hour

YOUR ADS HAVE A POSITIVE IMPACT

In linear television

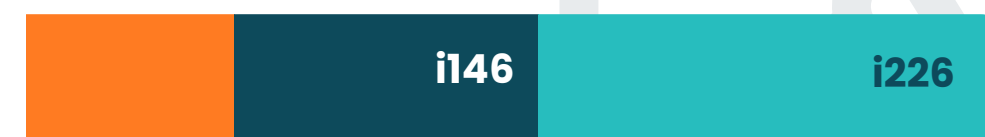
I pay attention to advertising



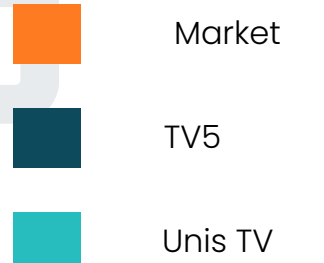
I visited the advertiser's website after seeing the advert



I recommended the product/brand/service after seeing the ad.



I bought a product/service after seeing it advertised



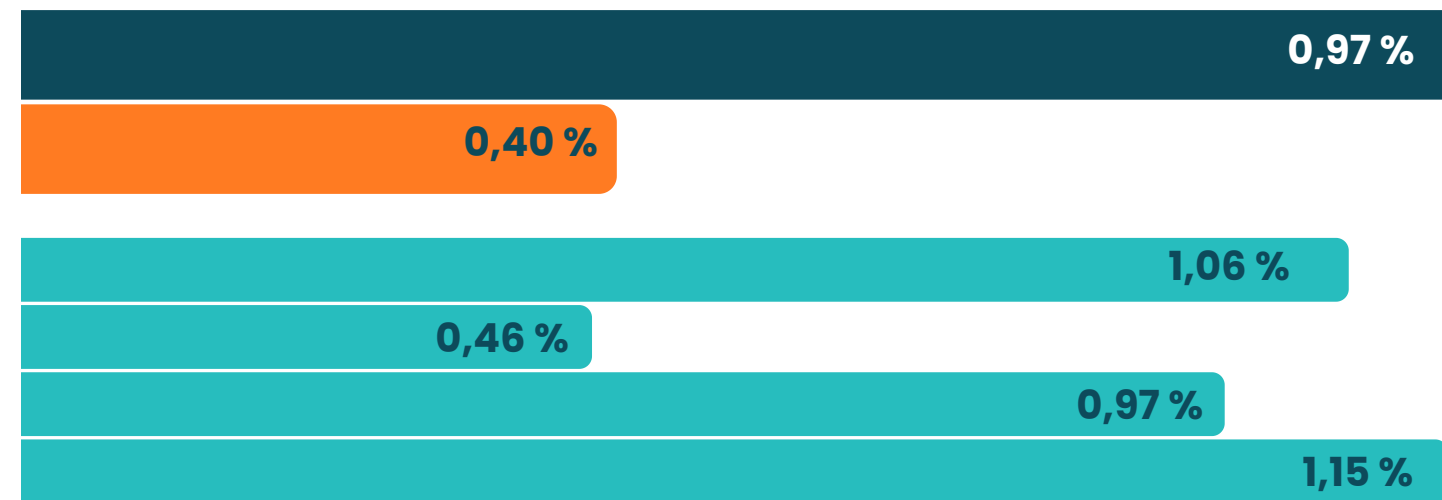
Définition de l'index: Propension inférieure ou supérieure à la moyenne de la population à avoir les caractéristiques analysées (population = 100). Plus l'indice est élevé, plus la tendance est marquée. Indice négatif (<90), indice neutre (90-110), indice positif (>110).

YOUR ADS ARE OPTIMIZED AND PERFORM WELL

Digital

Average click-through rate for our advertising formats

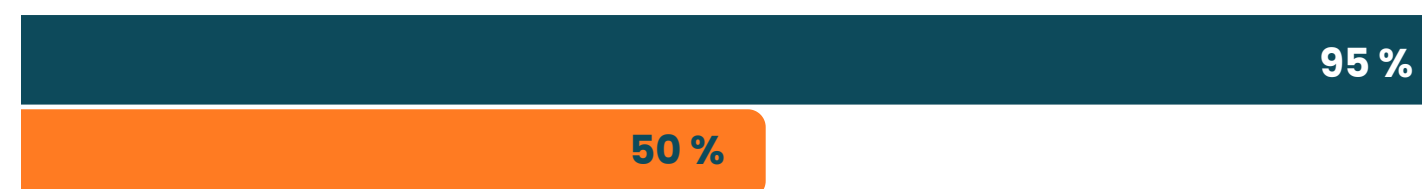
- Big Box
- Billboard - 970 x 250
- Video 640 x 480
- Ad on pause





CTV video completion rate



Viewability rate of video advertising



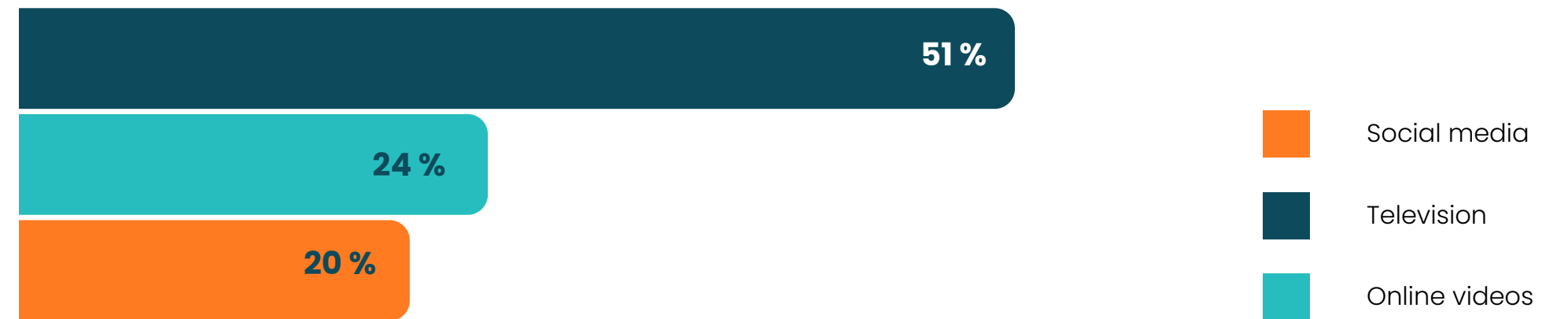
 Benchmark
 TV5Unis

Benchmarks are provided by IAB Canada, DoubleVerify and the Media Rating Council.

Source: Global Benchmark Report, Innovid IAB, May 2022 - Piano Analytics Jan-Dec 2024 - Google AdManager Jan-dec 2024

INVESTING IN TV ADVERTISING PAYS OFF

Canadians pay more attention to TV commercials

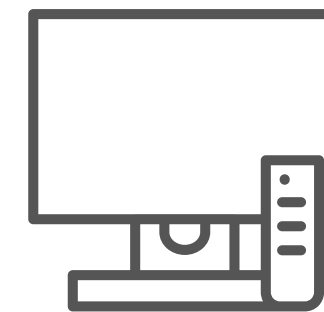


But digital is important because TV improves returns!

The halo effect of TV increases the return on investment (ROI) of digital advertising sales by 19%.



Digital-only ROI



TV-adjusted ROI





Merci
Thank you

ventes-sales.tv5.unis@tv5.ca