

The image features a central logo consisting of the text "TV5" in a bold, white, sans-serif font. The text is set against a background of several overlapping, abstract triangles in various shades of blue, ranging from a deep navy blue to a light sky blue. The triangles are scattered across the white background, creating a dynamic and modern geometric composition. The "TV5" text is positioned in the center, with the "5" being slightly larger than the "TV".

TV5

TV5 IN QUEBEC

1.5M AVERAGE
WEEKLY REACH

1.3% MARKET
SHARE

On the basic package
**OF ALL CANADIAN
CABLE PROVIDERS**

30K AVERAGE
AUDIENCE/MINUTE

PEAK OF
180K AUDIENCE

Uncluttered advertising environment
**AVERAGE OF 7 MIN/HR
OF COMMERCIAL TIME**

Source : Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 29, 2017 to March 19, 2018), T2+

VIEWERS WATCH TV5 TO...

LEARN

91% find that TV5 helps expand or deepen their knowledge

TRAVEL

93% maintain that TV5 takes them on a tour of the world

STAY INFORMED

89% consider TV5 to be THE channel to watch to find out about international news

Source : Internal study, perceptions of TV5/Unis

A SOUGHT-AFTER AUDIENCE PROFILE



43% Women **57%** Men

66%
Live in Greater
Montreal

- Household income of \$100,000 or over **INDEX 120**
- University-level education **INDEX 140**
- Are the main buyer of the household **INDEX 110***
- White collar **INDEX 106**
- Are born outside Canada **INDICE 195***

Source : * Vividata, 2017 Q2, study on product consumption.
Weighting on the Quebec Franco population A25-54
Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 18, 2018), A25-54

ADVERTISING WELL RECEIVED BY THE AUDIENCE

38% of viewers
**CONSIDER ADVERTISING
TO BE A GOOD THING**
INDEX 121

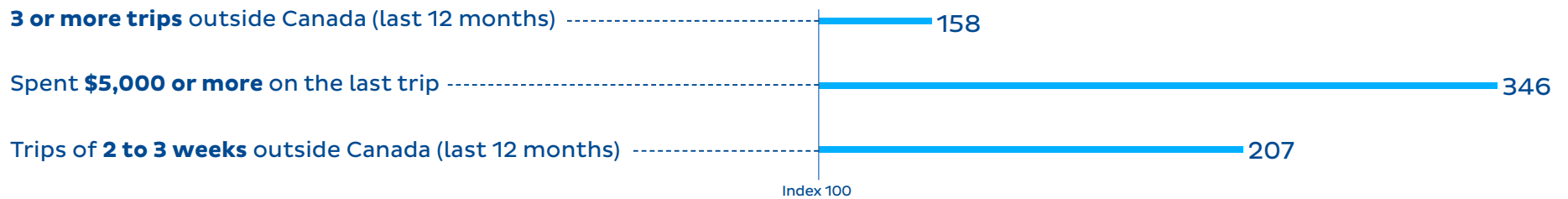
INDEX 114 They claim to be
INFLUENCED by advertising

INDEX 122 They claim that advertising keeps them
INFORMED about products and services
available on the market

INDEX 127 They practice **TV/INTERNET MULTITASKING**
to find a product they've just seen on TV*

Source : Vividata, 2017 Q2, study on product consumption.
Weighting on the Quebec Franco population A25-54
Media Technology Monitor (MTM), surveys in Fall 2017, A18+, Francophone population, Quebec

VIEWERS WHO TRAVEL



SPEND 34% MORE THAN THE GENERAL POPULATION

DESTINATIONS

- Rest of Canada **INDEX 117**
- United States **INDEX 121***
- Mexico/Caribbean **INDEX 119**
- Elsewhere in the world **INDEX 152**

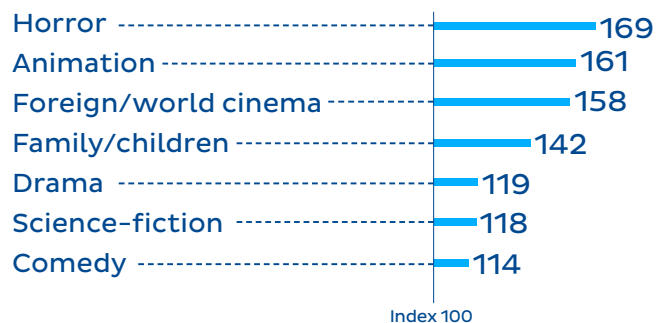
Source : Vividata, 2017 Q2, product consumption study.
Weighting on the the Quebec Franco population that often watches the channel.
*Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 25, 2018), A18+

AN AUDIENCE THAT ENJOYS ENTERTAINMENT

INDEX OF TV5 VIEWERS WHO WENT TO A **MOVIE THEATRE** IN THE LAST 7 DAYS
184

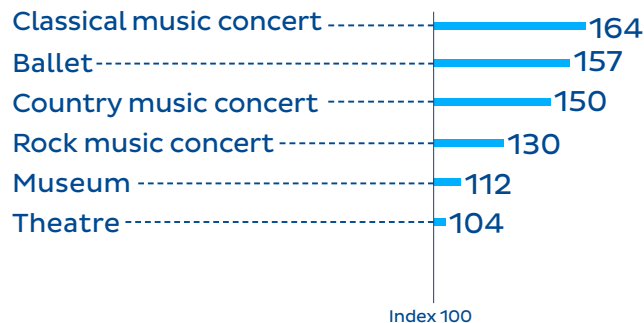
MOVIE THEATRE

FILM GENRES WATCHED IN THEATRES



CULTURAL OUTINGS

≥ 3 TIMES IN THE LAST 12 MONTHS



Source : Vividata, 2017 Q2, product consumption study.
Weighting on the Quebec Franco population, A25-54, A18+ and A18+ who often watch TV5.



PHYSICALLY AND MENTALLY ACTIVE PEOPLE

In the last year, regular TV5 viewers:

SPENT \$500 OR MORE ON SPORTING GOODS

INDEX 153

PLAY A SPORT OR EXERCISE ONCE A WEEK

INDEX 112


SPENT \$100 OR MORE ON BOOKS

INDEX 119

WENT TO THE SPA 10 TIMES OR MORE IN THE LAST 12 MONTHS

INDEX 133

Source : Vividata, 2017 Q2, product consumption study.
Weighting on the Quebec Franco population, A25-54 (who often watch TV5), F25-54, A18+ and A18+ who often watch TV5.



AN AUDIENCE OF ANIMAL LOVERS

42% of viewers
HAVE A PET DOG AND/OR CAT
INDEX 120

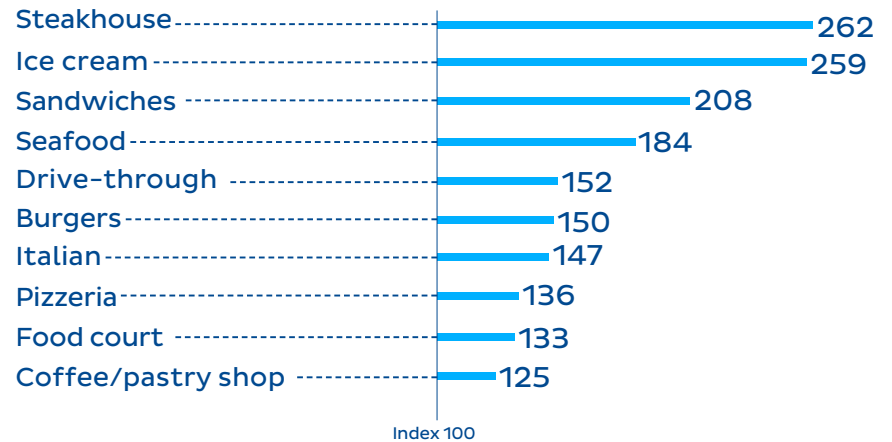
Source : Vividata, 2017 Q2, product consumption study. Weighting on the Quebec Franco population, A25-54.

PURCHASES: FOOD

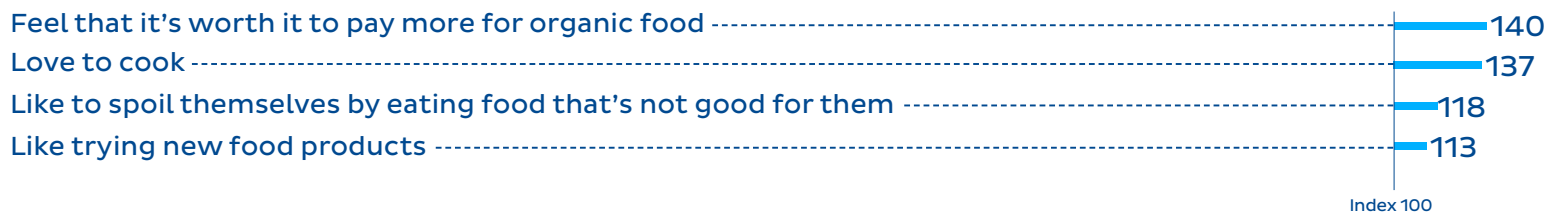
43% of viewers
**SPENT \$150 OR + ON
GROCERIES IN THE LAST WEEK**

INDEX 198

10 TYPES OF RESTAURANTS VISITED ≥ 3 TIMES IN THE LAST 30 DAYS



PURCHASING ATTITUDE



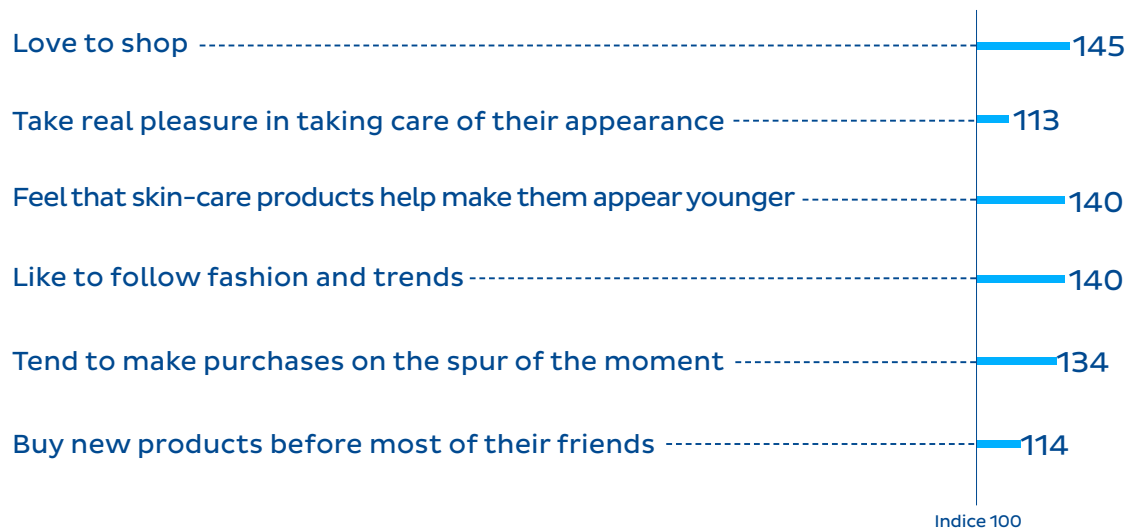
Source: Vividata, 2017 Q2, product consumption study. Weighting on the Quebec Franco population, A25-54, F25-54.

PURCHASES: FASHION AND APPEARANCE

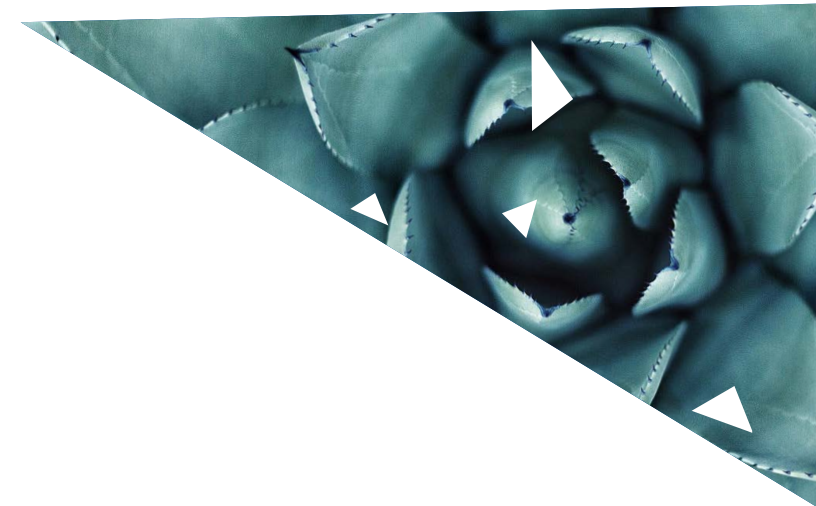
AVERAGE ANNUAL SPENDING

- **Men's clothes : \$500 +**
INDEX 136
- **Women's clothes : \$1,000 +**
INDEX 271
- **Shoes and boots : \$500 +**
INDEX 206

PURCHASING ATTITUDE



Source : Vividata, 2017 Q2, product consumption study. Weighting on the Quebec Franco population, F25-54, A25-54.



PURCHASES: FURNITURE AND REAL ESTATE

BOUGHT THEIR FIRST HOUSE IN THE LAST 12 MONTHS

INDEX 275

Regular TV5 viewers

SPEND MORE PER YEAR THAN THE GENERAL POPULATION

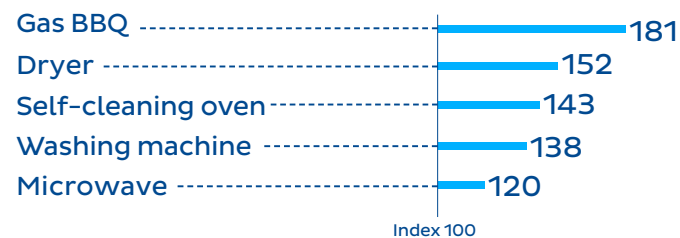
- **+40%** on renovations to a primary residence
- **+26%** on household accessories

INTEND TO BUY FURNITURE IN THE NEXT 12 MONTHS

INDEX 120

11% INTEND TO BUY AT LEAST ONE ELECTRICAL APPLIANCE

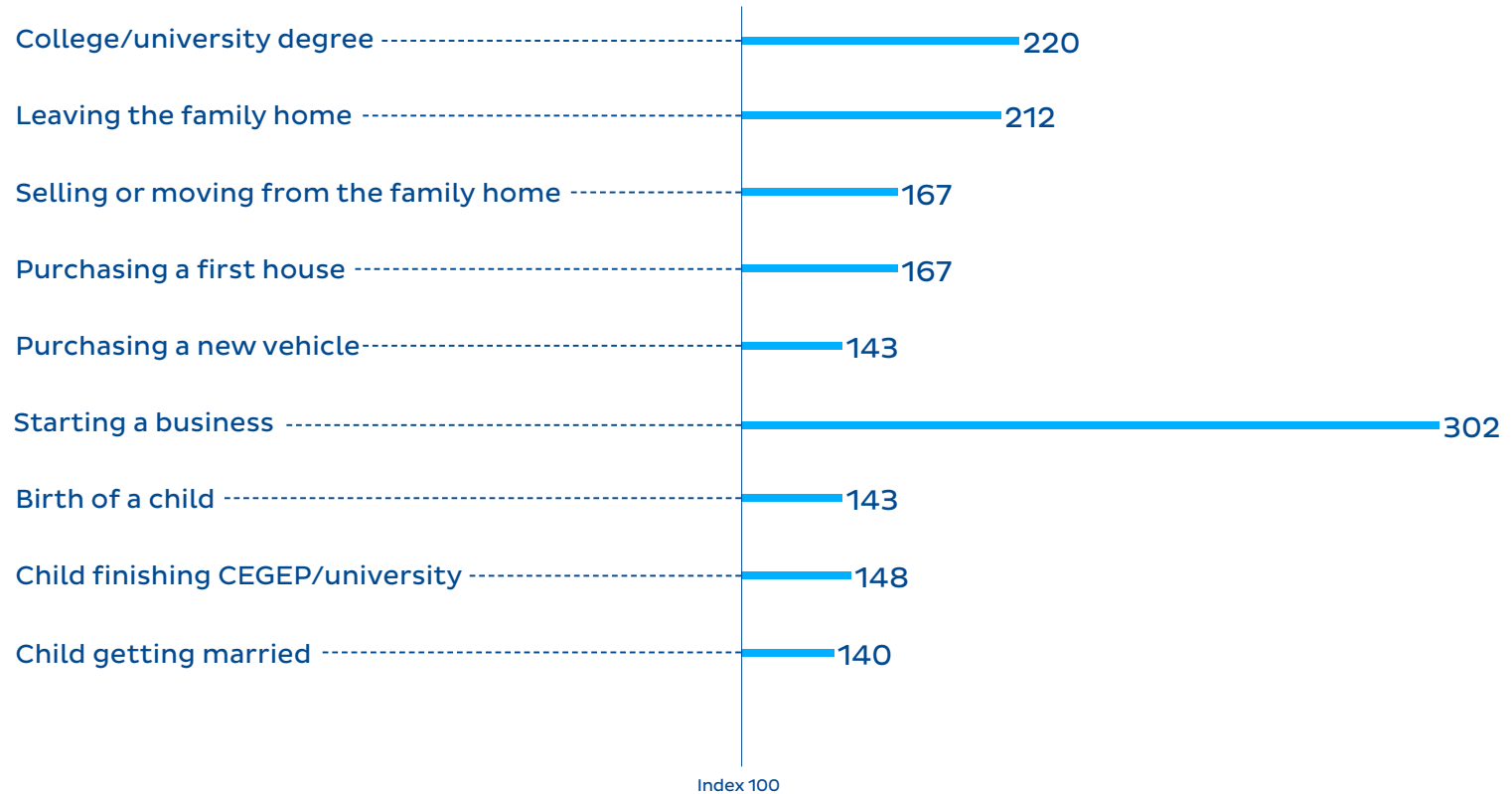
INDEX 109



Source : Vividata, 2017 Q2, product consumption study. Weighting on the Quebec Franco population, A25-54.

AN AUDIENCE WITH PLANS

PLANNED FOR THE NEXT 12 MONTHS



Source : Vividata, 2017 Q2, product consumption study. Weighting on the Quebec Franco population, A25-54, A18-49.

FINANCES AND BANKING

AN AUDIENCE OPEN TO THE
LATEST MARKET DEVELOPMENTS
AND TO CHANGE

- **RSSP: invest \$10,000 or more every year**
INDEX 120
- **Total savings portfolio: \$500,000 or more**
INDEX 130
- **81% do their banking online**
INDEX 106
- **Often do things on the spur of the moment**
INDEX 140

Source : Vividata, 2017 Q2, product consumption study. Weighting on the Quebec Franco population, A18+, A25-54, F25-54.

MULTIPLATFORM OFFER

FACEBOOK

- **197 K followers**
- **4% engagement rate (market rate 1.5%)**
- Average reach: **665 K** people/month
- **71%** 18-54 years old
- **60%** women | **40%** men

TV5.CA

- **55% women** | **45%** men
- **125 K unique visitors** | month
- **69%** 18-54 years old
- **440 K** page views | month

NEWSLETTER

- **30.2% openness rate**
- **3.7% click rate**
- **17.5 K** subscribers
- **44%** 18-54 years old
- **52%** women | **48%** men
- **52** mailings per year

MULTIPLATFORM OFFER

PRE-ROLLS

- 80 K videos watched per month
- **Unskippable video**
- **Click rate 47%** higher than the market rate
- **66%** of visitors watch a video
- Average viewing time: **26** minutes

BANNERS

- **Click rate 3 times** higher than the market

48% CLICK RATE 3 TIMES
HIGHER THAN THE MARKET

INDEX 111

**TV5 viewers are receptive to “call to action”
advertising: promotional banners, contests,
etc...**

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