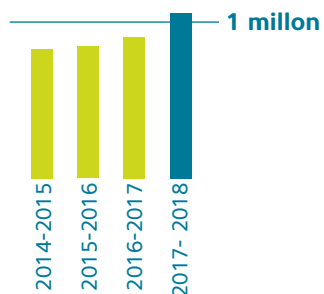


The logo for uniSTV features the text 'uniSTV' in a white, bold, sans-serif font. The 'i' has a white dot. The text is centered and overlaid on a large, light green triangle pointing upwards. This green triangle is partially obscured by a larger, dark teal triangle pointing downwards. The background is white and scattered with several smaller triangles in both light green and dark teal colors, some pointing up and some pointing down, creating a dynamic, abstract composition.

**uniSTV**

# GROWTH CONTINUES

## The weekly reach of Unis TV



↑ **39%** Average audience/minute

Close to **80K** Audience peak

## Unis TV's A25-54 market share



↑ **40%** Weekly viewing time/viewers among A25-54

Source : Numeris, Quebec franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 18, 2018), A25-54, A18+, T2+



**AN  
ENVIRONMENT  
THAT STANDS  
OUT**

On the basic package  
**of all Canadian  
cable providers**

An uncluttered advertising environment  
**with an average of  
6 minutes/hour**

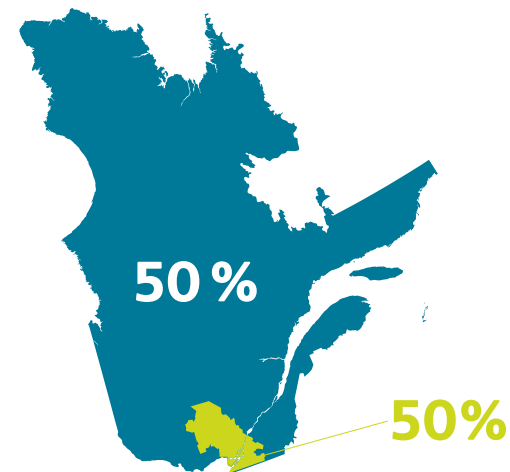
# A SOUGHT-AFTER PROFILE

- **43 %** have a household income of **\$60 K or over**  
**INDEX 116**
- **50 %** have a postsecondary degree  
**INDEX 135**

**39%**  
of the audience  
is **A18-49**  
**INDEX 150**

Women **50%**      Men **50%**

- **Families**  
With children under 18 at home **INDEX 159**
- **Job**  
**Professionals, managers, self-employed workers, business owners** **INDEX 150**
- **Place of residence**
  - **50%** Greater Montreal
  - **50%** rest of Quebec



**Source :** Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 25, 2018), A18+, T2+  
\*Composition calculated based on a reach of 5 consecutive minutes (average audience too small for a stable profile)



## VIEWERS WATCH UNIS TV FOR...

- **Staying connected to reality, nature and people**
- **The diversity of the subjects dealt with**
- **The accessibility of the subjects, the lighthearted tone of the programs**
- **Staying in contact with the Canadian Francophonie all across the country**

Source : Internal study, perceptions of TV5/Unis TV, Callosum, Aut. 2017



# PURCHASES: FOOD

**36%** of viewers  
spend **\$150** or more on groceries  
**INDEX 112**

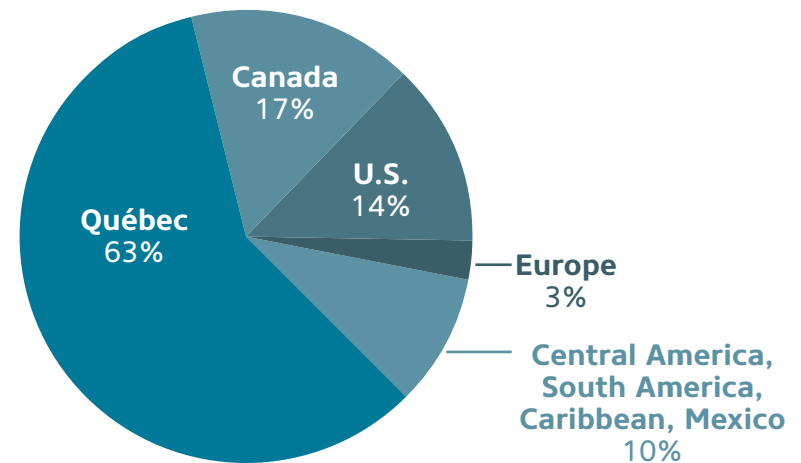
## Restaurants visited in the last month

- **76%** fast food **INDEX 111**
- **73%** family restaurant **INDEX 108**
- **62%** restaurant/coffee shop **INDEX 111**
- **51%** delivery/take-out **INDEX 110**
- **36%** bar or pub **INDEX 142**

**Source :** Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 25, 2018), A18+.  
\*Composition calculated based on a reach of 5 consecutive minutes (average audience too small for a stable profile)

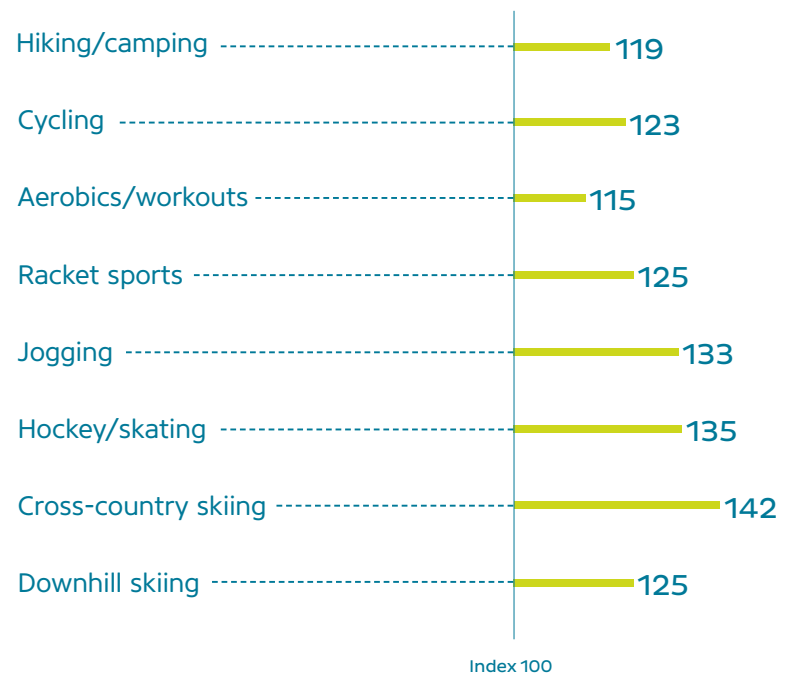
# VIEWERS WHO CRISS-CROSS OUR CONTINENT

## Unis TV viewers travelled in North America and elsewhere



**Source :** Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 25, 2018), A18+.  
\*Composition calculated based on a reach of 5 consecutive minutes (average audience too small for a stable profile)

# AN ACTIVE AUDIENCE



**Source :** Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 25, 2018), A18+.  
\*Composition calculated based on a reach of 5 consecutive minutes (average audience too small for a stable profile)



# AN AUDIENCE THAT ENJOYS ENTERTAINMENT



**Source :** Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 25, 2018), A18+.  
\*Composition calculated based on a reach of 5 consecutive minutes (average audience too small for a stable profile)

# FINANCES AND BANKING

Unis TV viewers are open to **change** and **new** developments in banking

- **31%** do their banking by phone **INDEX 125**
- **31%** have a car loan **INDEX 112**
- **33%** have a mortgage **INDEX 103**

**Source :** Numeris, Quebec Franco, Mo-Su 2a-2a, television year to date (August 28, 2017 to March 25, 2018), A18+.  
\*Composition calculated based on a reach of 5 consecutive minutes (average audience too small for a stable profile)

# MULTIPLATFORM OFFER

## Facebook

- **62%** women | **38%** men
- **4% engagement rate (market rate 1.5%)**
- Average reach **585K** people/month
- **35K** followers
- **60%** 18-44 years old

## unis.ca

- **61%** women | **39%** men
- **170K page views/month**
- **61%** 18-44 years old
- **47K** unique visitors/month

## Newsletter

- **66%** women | **34%** men
- **34% openness rate**
- **2.9% click rate**
- **3.5K** subscribers
- **39%** 25-54 years old
- **52** mailings per year

# MULTIPLATFORM OFFER

## Pre-rolls

- **54K** videos watched per month
- **Unskippable video**
- **Click rate 30%** higher than the market rate
- 54% of visitors watch a video
- Average viewing time: **21 minutes**

## Banners

- **Click rate 4 times higher** than the market rate

**64%** look up products services on their cellphone and/or computer

INDEX 115

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

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