



TV5



GROWTH IN 25-54 AGE GROUP

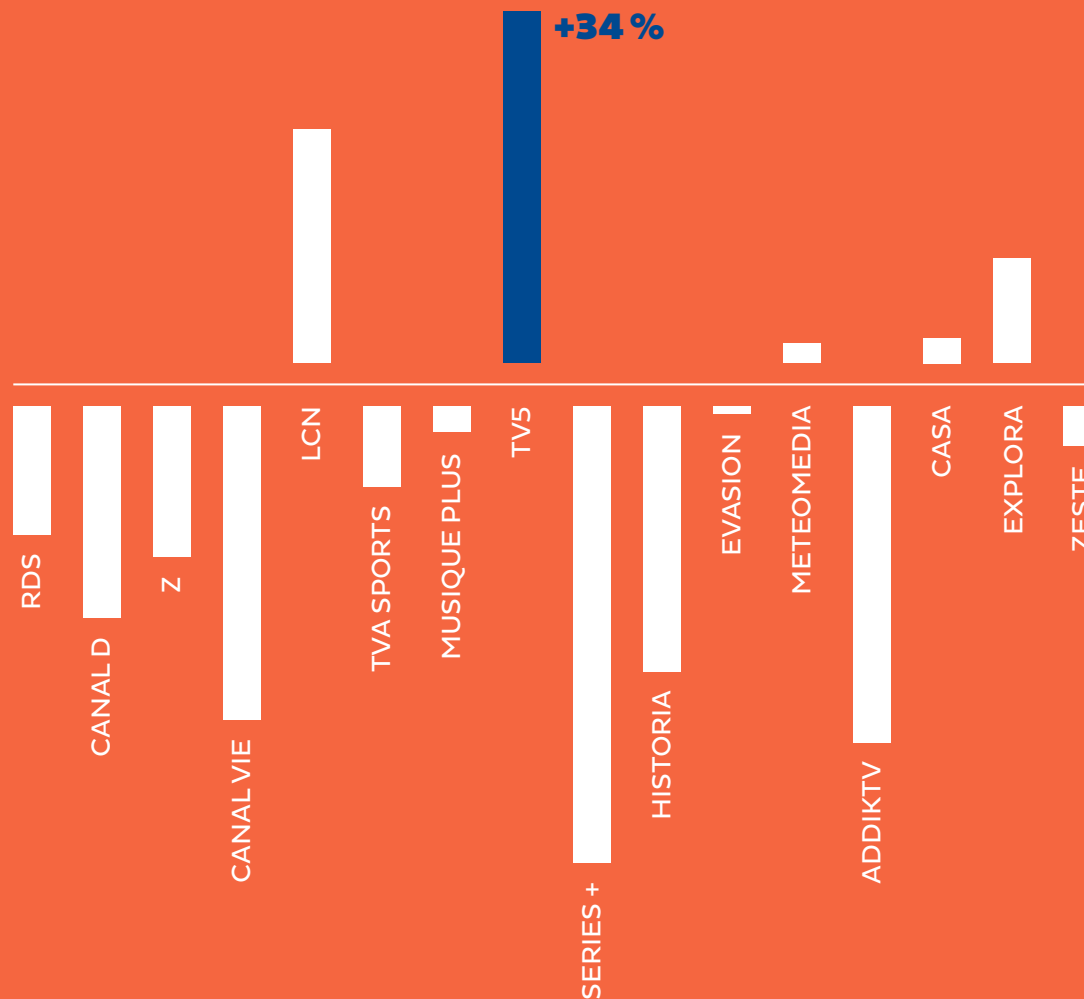
+25%

MARKET SHARE
Primetime

+34%

WEEKLY REACH
Primetime

**TV5 HAS THE MOST
SIGNIFICANT INCREASE
IN PRIMETIME VIEWING
2015 vs 2016**





**TV5 HAS MADE
SIGNIFICANT
PROGRESS**

in the A25-54 age group

VIEWING TIME AMONG A25-54 YEAR-OLDS

▲ **20%** TV5

▼ **10%** TV in general



AN IN-DEMAND AUDIENCE

+55%
WEEKLY REACH
AMONG MOPE*

57%
HAVE A COLLEGE
DIPLOMA OR
UNIVERSITY DEGREE

32%
OF REGULAR VIEWERS
HAVE AN ANNUAL
FAMILY INCOME OF
\$80,000 OR MORE

Source : Numeris, Quebec Franco, A25-54, Mon-Sun 6-11 p.m., Fall 2015 vs. Fall 2016, final data.
Numeris, Quebec Franco, T2+, Mon-Sun 2a-2a, August 29, 2015 to April 29, 2016, final data.
Saine Marketing, A study of the perceptions of Francophones in and outside of Quebec with regard to TV5 and Unis TV, December 2016.

*Managers, Owners, Professionals and Executives



TV5 AUDIENCE IS CURIOUS,
OPEN TO THE WORLD
AND HAS A GREAT
DESIRE TO BE INFORMED



A UNIQUE AUDIENCE

VIEWERS WATCH TV5

- 1 TO SPARK THEIR IMAGINATION AND TO TRAVEL**
Index 197
- 2 TO BE INFORMED**
Index 147
- 3 TO STAY UP-TO-DATE ON NEWS AND CURRENT EVENTS**
Index 142



A UNIQUE AUDIENCE

1/3 OF OUR VIEWERS
WATCH **LESS THAN 10.5 HOURS**
OF TELEVISION PER WEEK

TV5 helps **increase your reach** with a coveted yet difficult-to-reach audience

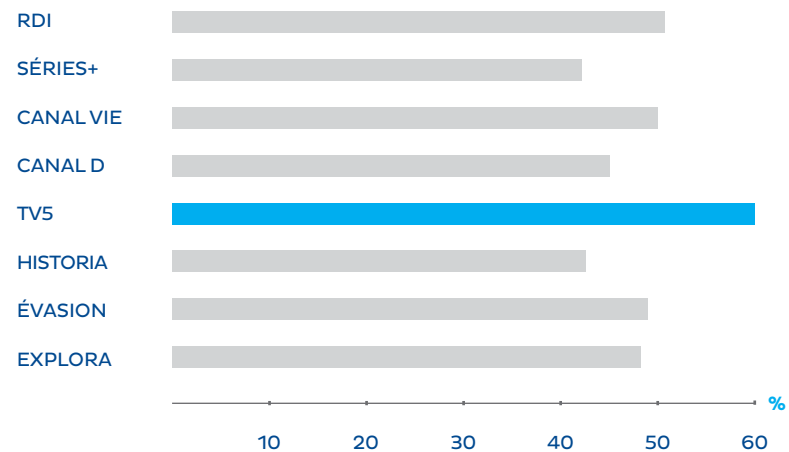
 Average viewing time per week in Quebec: **31.4 hours**



AN URBAN AUDIENCE

60.4%
LIVE IN THE GREATER
MONTREAL AREA

% of urban dwellers



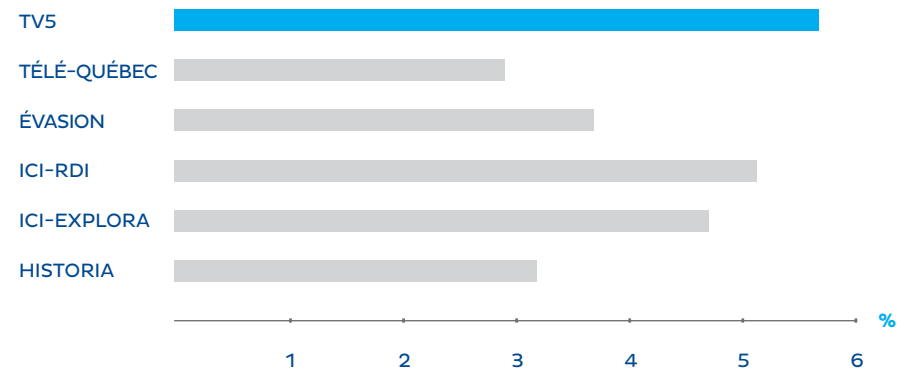
Source : Numeris, Montreal Franco MÉ, T2+, Mon-Sun 2a-2a, August 29, 2016 to April 16, 2017, final data.

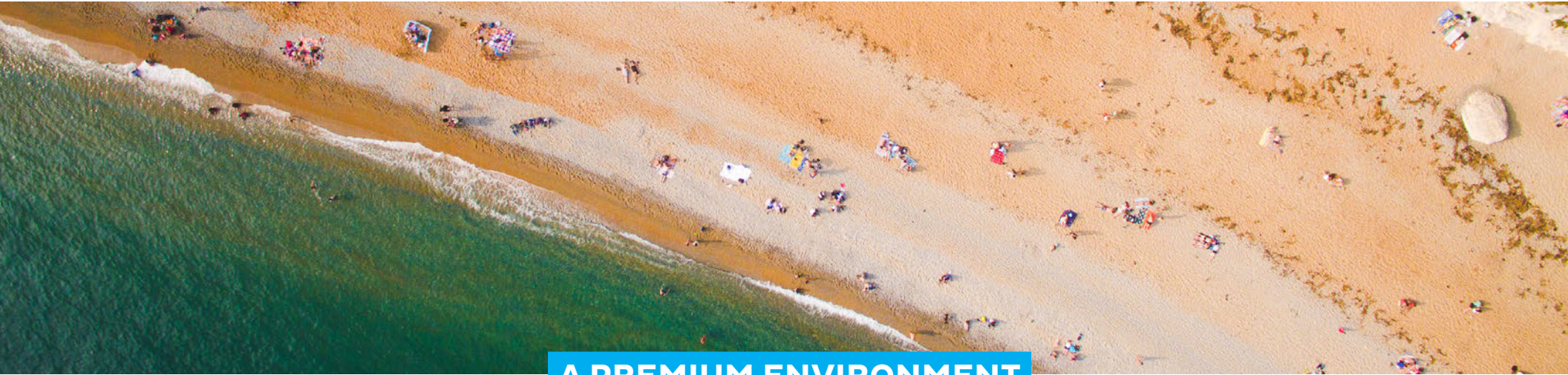


AVAILABLE IN ALL HOUSEHOLDS

Available as part of the basic cable package, reaching **2.5M HOUSEHOLDS IN QUEBEC** and **10M HOUSEHOLDS ACROSS CANADA**

TV5 is the French-language channel with the best penetration in the Toronto market





A PREMIUM ENVIRONMENT

TV5 offers you better visibility with
45% LESS ADVERTISING CLUTTER
THAN THE COMPETITION

6.5 MINUTES/HOUR



THE SOLUTION FOR REACHING CULTURAL COMMUNITIES

Cultural communities increasingly offer growth potential for advertisers

TV5 HAS A PRIVILEGED RELATIONSHIP WITH THIS TARGET MARKET

+15 %
MARKET SHARE

+33 %
VIEWING TIME

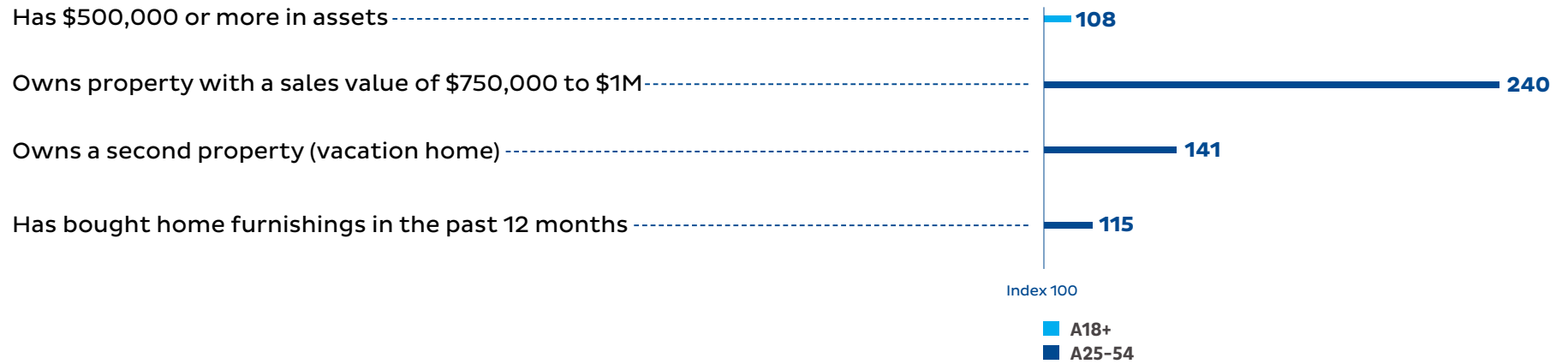
Source : Numeris, Quebec Franco, T2+ whose first language was neither French nor English, Mon-Sun 2a-2a, August 31, 2015 to August 28, 2016 vs. August 29, 2016 to April 27, 2017, final data.
Numeris, Quebec Franco, A25-54 whose first language was neither French nor English, August 31, 2015 to August 28, 2016 vs. August 29, 2016 to April 17, 2017, final data.



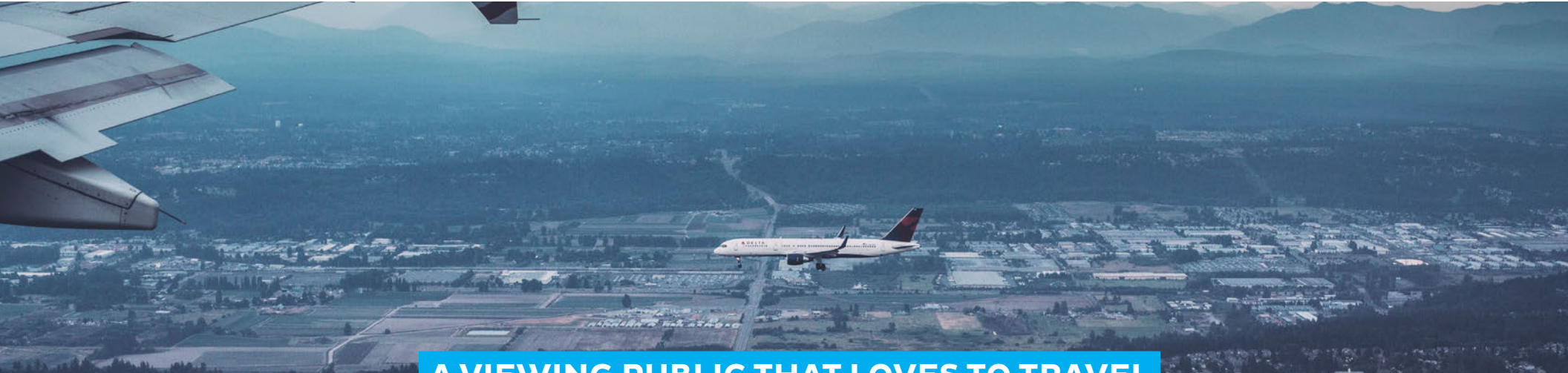
**A COVETED
AUDIENCE**



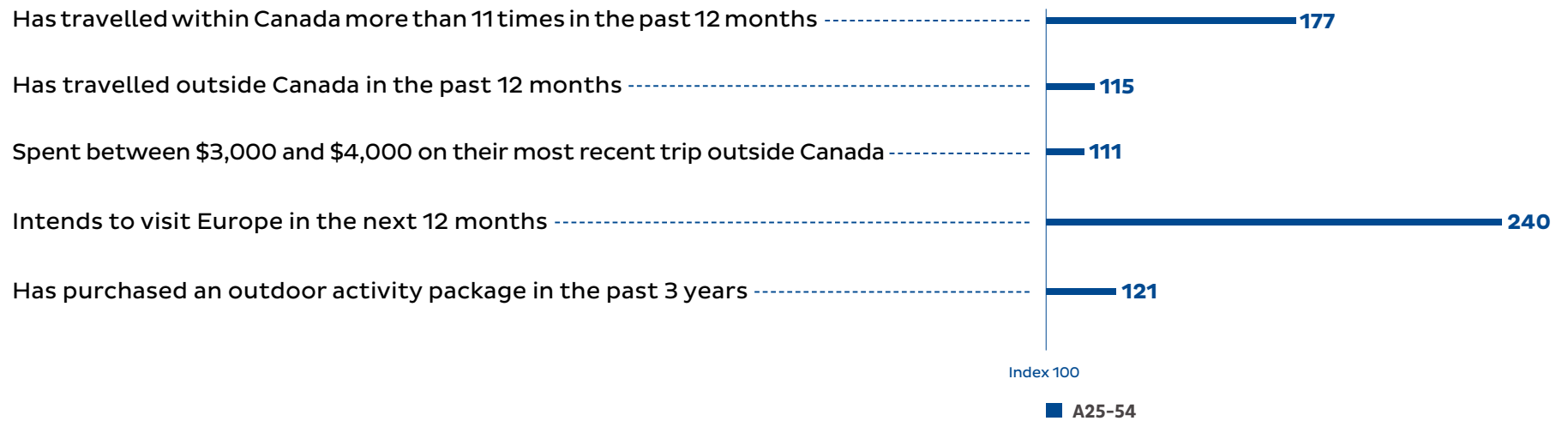
A VIEWING PUBLIC WITH CAPITAL



Source: Vividata 2016 Q3 – Province of Quebec, A25-54, A18+



A VIEWING PUBLIC THAT LOVES TO TRAVEL



Source : Vividata 2016 Q3 – Province of Quebec, A25-54..



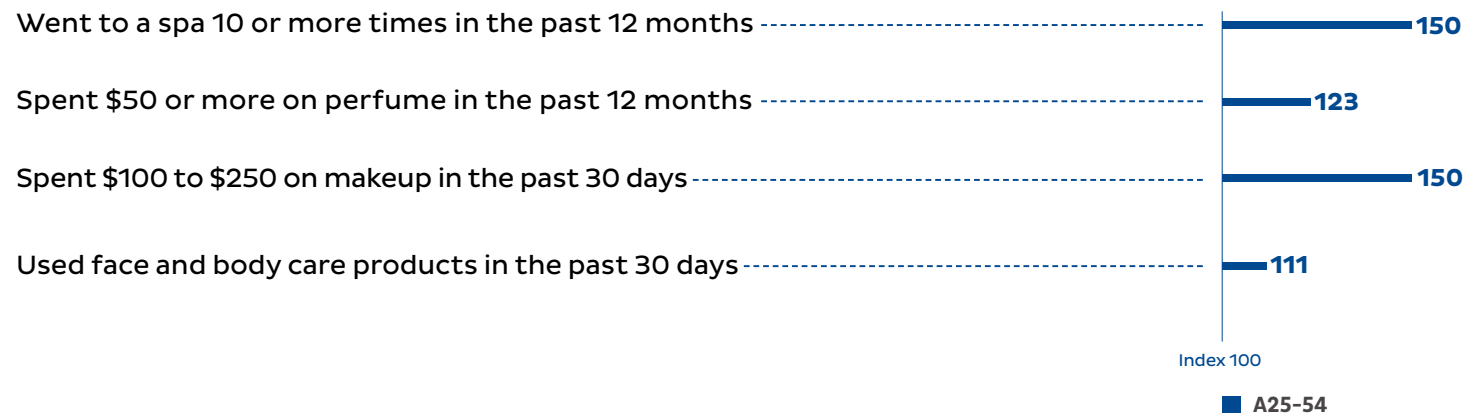
A VIEWING PUBLIC THAT IS ACTIVE

IN THE PAST 12 MONTHS





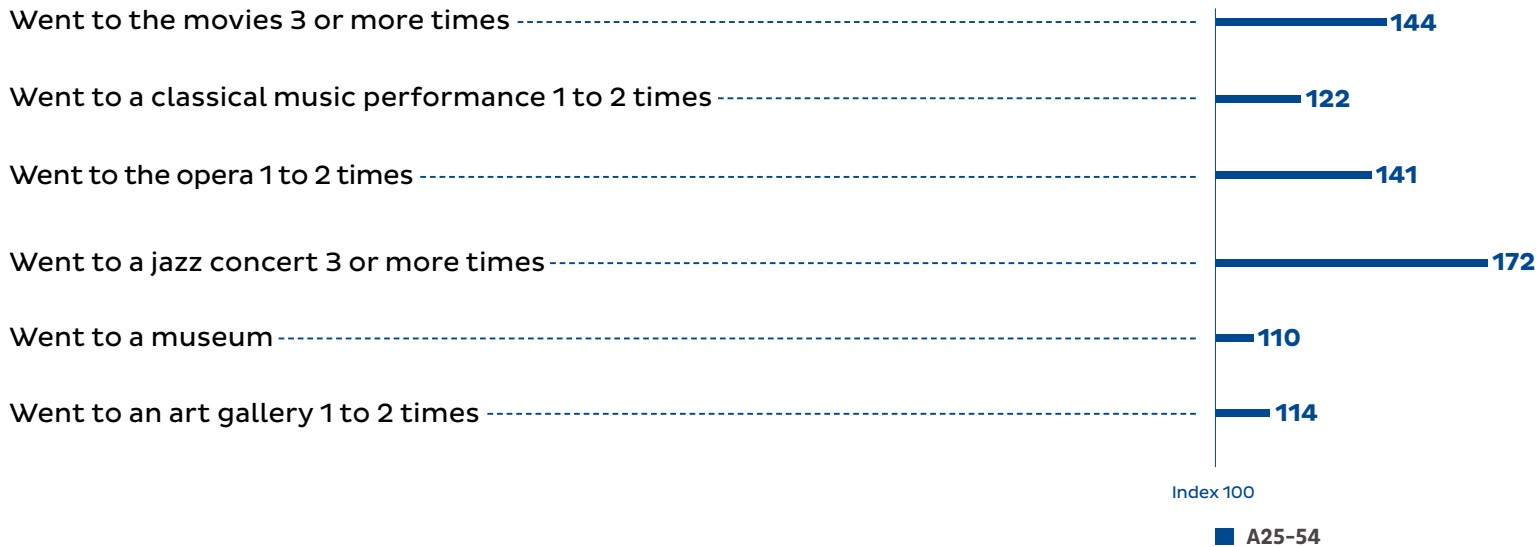
A VIEWING PUBLIC THAT LIKES TO KEEP UP APPEARANCES





A VIEWING PUBLIC THAT ENJOYS ENTERTAINMENT

IN THE PAST 12 MONTHS



Source: Vividata 2016 Q3 – Province of Quebec, A25-54.



**A MULTIPLATEFORM
OFFERING**



CHOOSE FROM A CREATIVE MULTI-PLATFORM OFFERING

- **SPONSORSHIP OF PROGRAMS OR THEMATIC CONTENT**

Reach a specific target with common interests

[see](#)

- **INTEGRATION INTO PROGRAM PAGES**

Possibility of premium placement in a clean and uncluttered environment

[see](#)

- **PLACEMENT IN OUR WEEKLY NEWSLETTERS**

20 000 subscribers | Open rate : 30 %

[see](#)

- **BRAND ASSOCIATION**

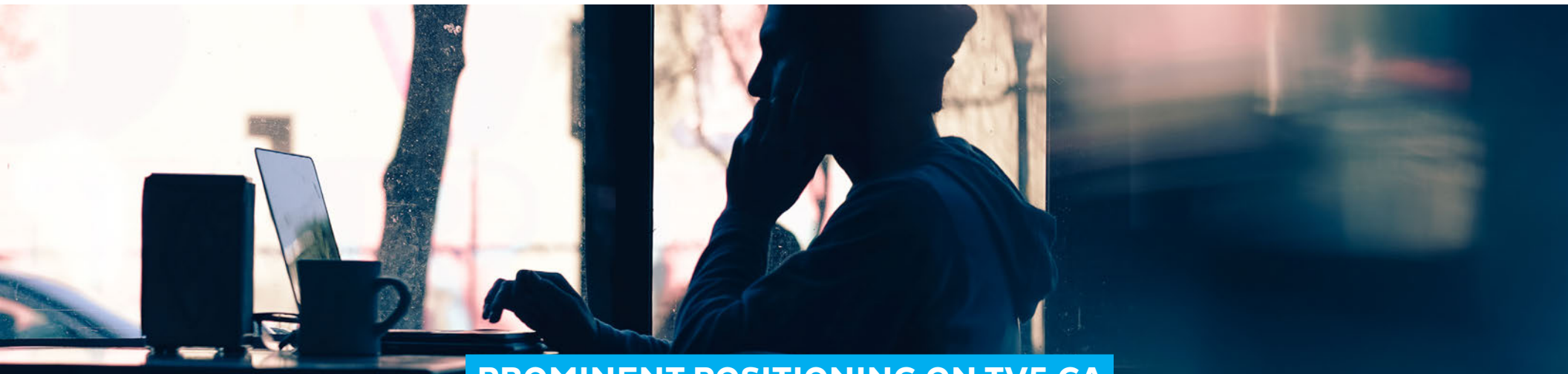
Blog posts, thematic content or programs

[see](#)

- **REACH A LOYAL AND GROWING COMMUNITY**

190K Facebook followers | Engagement rate: 4%

[see](#)



PROMINENT POSITIONING ON TV5.CA

 **160 HOURS OF VIDEO CONTENT**
at all times

 **115 000 VIDEO CONNECTIONS**
every month

 **29 M 15 S**
Average video session

MAXIMUM OF
2 ADVERTISERS PER
COMMERCIAL BREAK

 **125 000 UNIQUE VISITORS**
per month

 **500 000 PAGE VIEWS**
per month

 **23,1% ARE AGED BETWEEN**
21 AND 34 YEARS
Index 108

 **62,6% ARE MEN**
Index 125

TV5 QUÉBEC CANADA

MARIE-CLAUDE FOURNIER
Sales and Customer Service Manager

514 887-6790
514 522-5322, ext. 132
marie-claude.fournier@tv5.ca

ANNIE-CLAUDE GAUTHIER
Creative Media & Direct Sales Specialist

514 710-2098
514 522-5322, ext. 122
annie-claude.gauthier@tv5.ca

JULIE SZAJKOVITS
Advertising Sales Coordinator

514 522-5322, ext. 188
ventes-sales.tv5.unis@tv5.ca

AUDREY FISETTE
Advertising Sales Coordinator

514 522-5322, ext. 192
ventes-sales.tv5.unis@tv5.ca

MARC LEGOUT
Routing Technician

514 522-5322, ext. 129
traffic-instructions.tv5.unis@tv5.ca

ROBERT COLE MEDIA

YANICK COLE

514 823-4588
yanick@robertcolemedia.com

ATEDRA

PIERRE-ANTOINE FRADET

514-448-2236
514-267-8075
pafradet@atedra.com



TV5SPACEPUB.CA