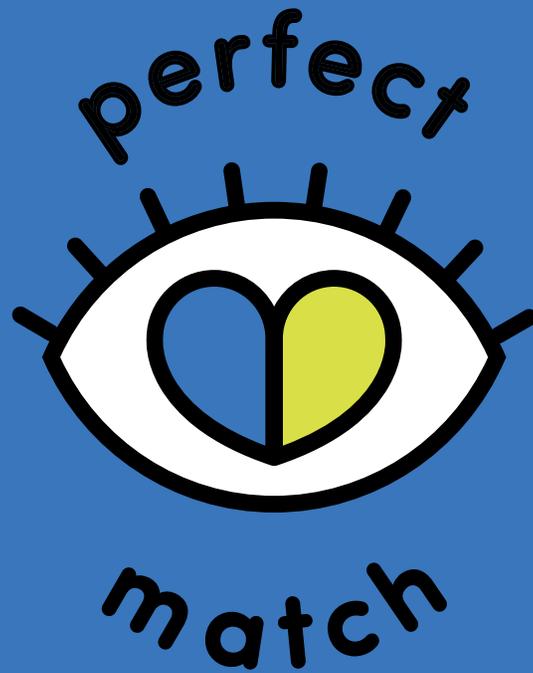


Find your

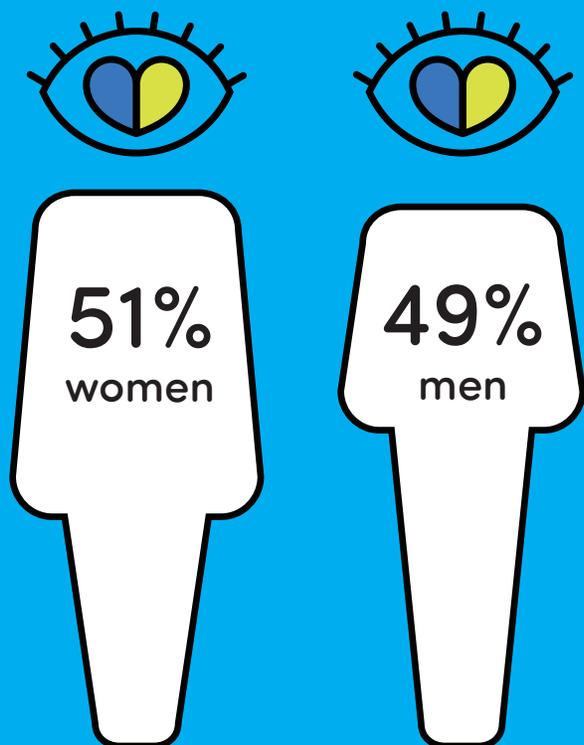


Better together

TV5

Our channels at a glance

Available in all cable households
in Canada: 10 million+.



TV5

Average weekly reach:
1.4 million

Awareness:
Known worldwide,
the channel reaches
9 in 10 Quebecers

In the evening:
Viewing peak of up to
137,000 viewers

Average audience:
28,000 viewers

unisTV

Average weekly reach:
1.1 million

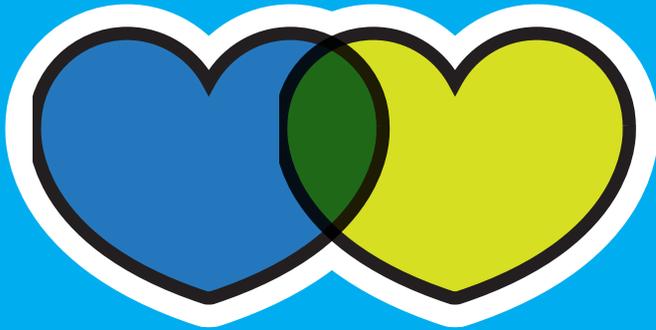
Awareness
Constantly growing
in Quebec and Canada

In the evening:
Viewing peak up to
139,000 viewers

Average audience:
9,000 viewers

Our audience profile

Complementary through the differences between them, our two channels reach an audience that is highly coveted by advertisers.



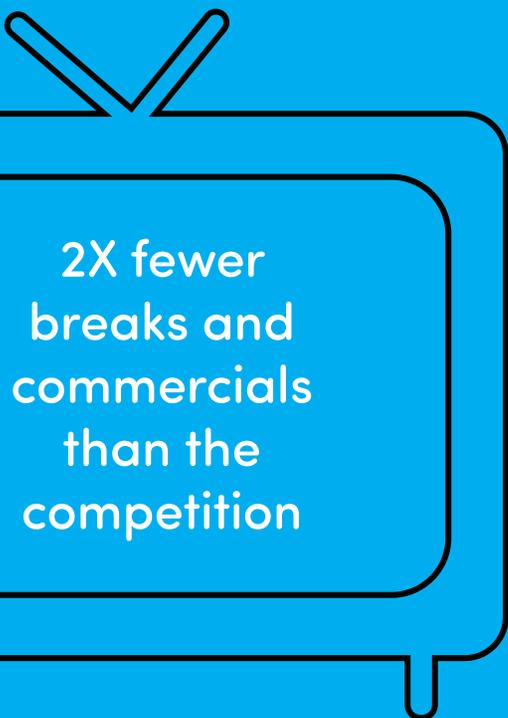
TV5

Household with 1 or 2 people i127
Live in the Greater Montreal area i127
University degree holders i239
Professionals and managers i131
Well-off (family income \$150K or more) i136
High concentration of cultural communities i184
Seldom watch other channels i178 in the evening (A18+ with a university degree)

unisTV

Household with 3+ people i136
Families with young children i140
Young professionals i124
Well-off (family income \$150K or more) i115
A25-54: 42% of the audience i168
A18-49: 38% of the audience i176

An environment where your ads stand out



TV5

6 minutes/hour



unisTV

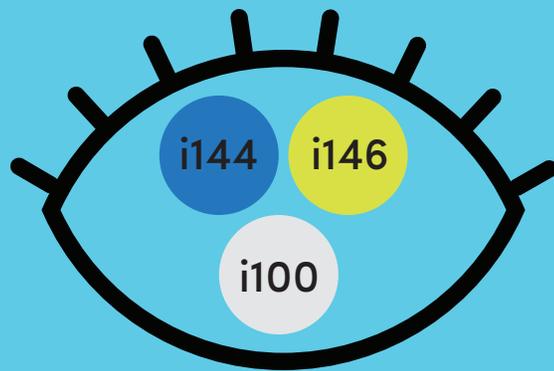
7 minutes/hour

Marché télé

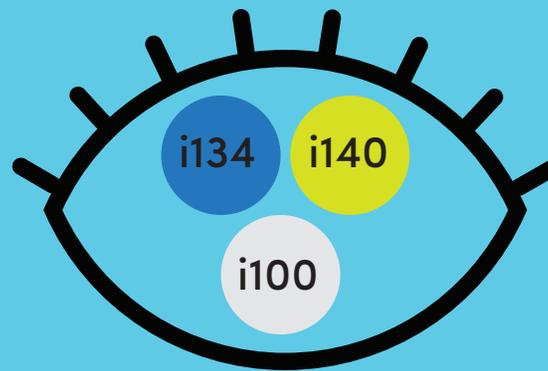
12 minutes/hour

An environment where your advertising is well-perceived by the audience

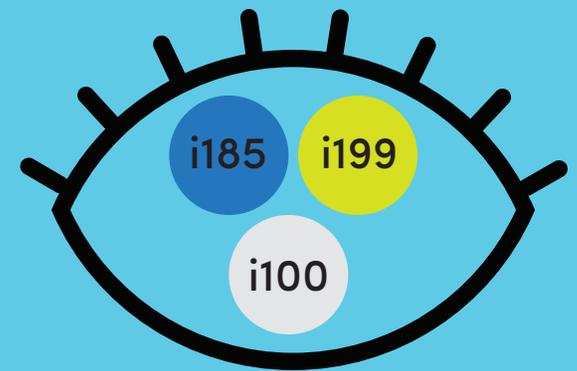
Perception of advertising.



Advertising plays an important role by providing information about products and services



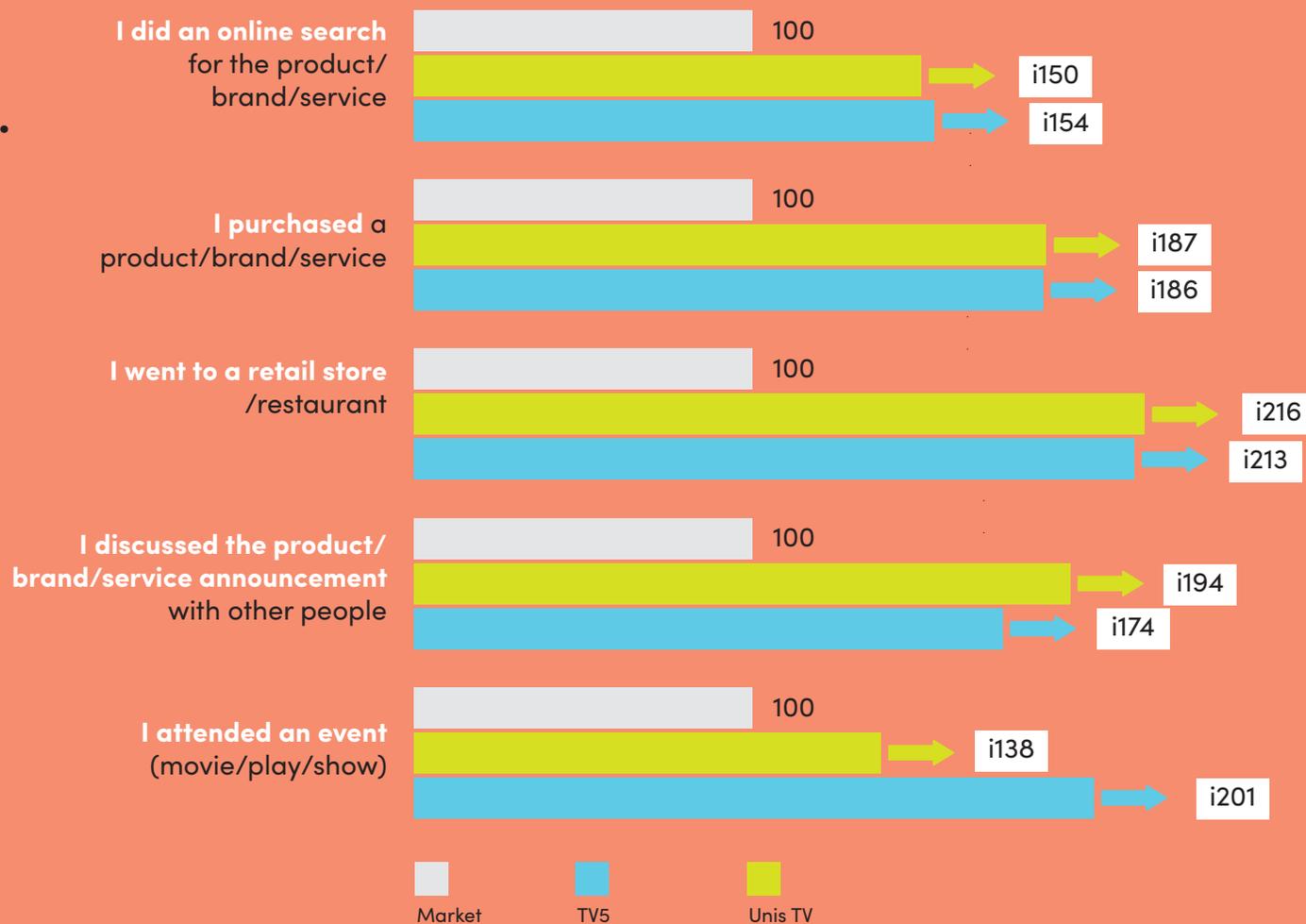
I think that advertising is a good thing



Advertising influences my purchase decisions

An environment where your ads result in action

Action taken after having seen an advertisement.



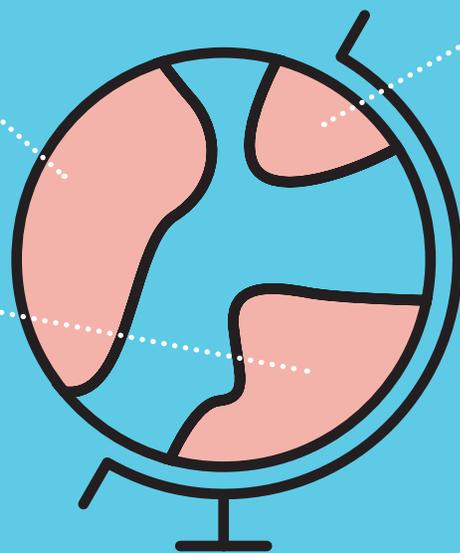
TV5 is the channel with the highest concentration of cultural communities

Tenir Salon

Cultural communities who are potential consumer to loyalize.
Make them discover your brands !

They are **born outside** of Canada
i184

They settled in the country less than
2 years ago
i155



They settled in the country less than
10 years ago
i166



Our viewers' financial situation



Have already taken measures to make sure they have **enough income** for retirement



Total savings **portfolio:** \$250,000 or more



Family income of **\$150K** or more



Plan on acquiring a **mortgage** in the next 12 months



Intend to **change banking institutions** in the next 12 months

Viewers who love travel

Partir autrement en famille

Planning a trip during the next 12 months. i154

Budget estimated for next trip: \$3,000. i173

Types of travel



With children



Cultural



Culinary, gourmet



Seaside resort



Adventure tours



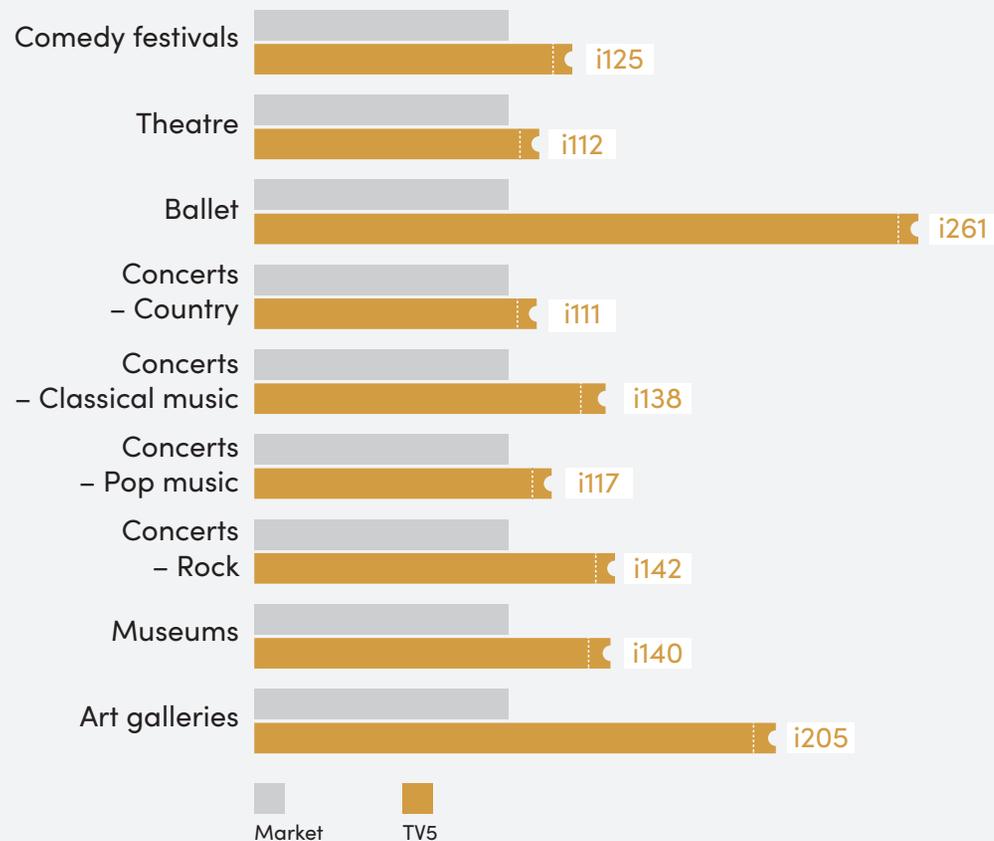
Outdoors, ecotourism



An audience that enjoys culture

Saturday night variety

Attended a cultural event
after having seen an ad for
it on television. i201



Source: Vividata Fall 2020, Qc franco pop; A18+, A25-54, F25-54



An audience that loves movies of all kinds

Sunday movies



Horror



Science fiction



Foreign



Animated



Comedy



Family/children



Drama



Action/adventure

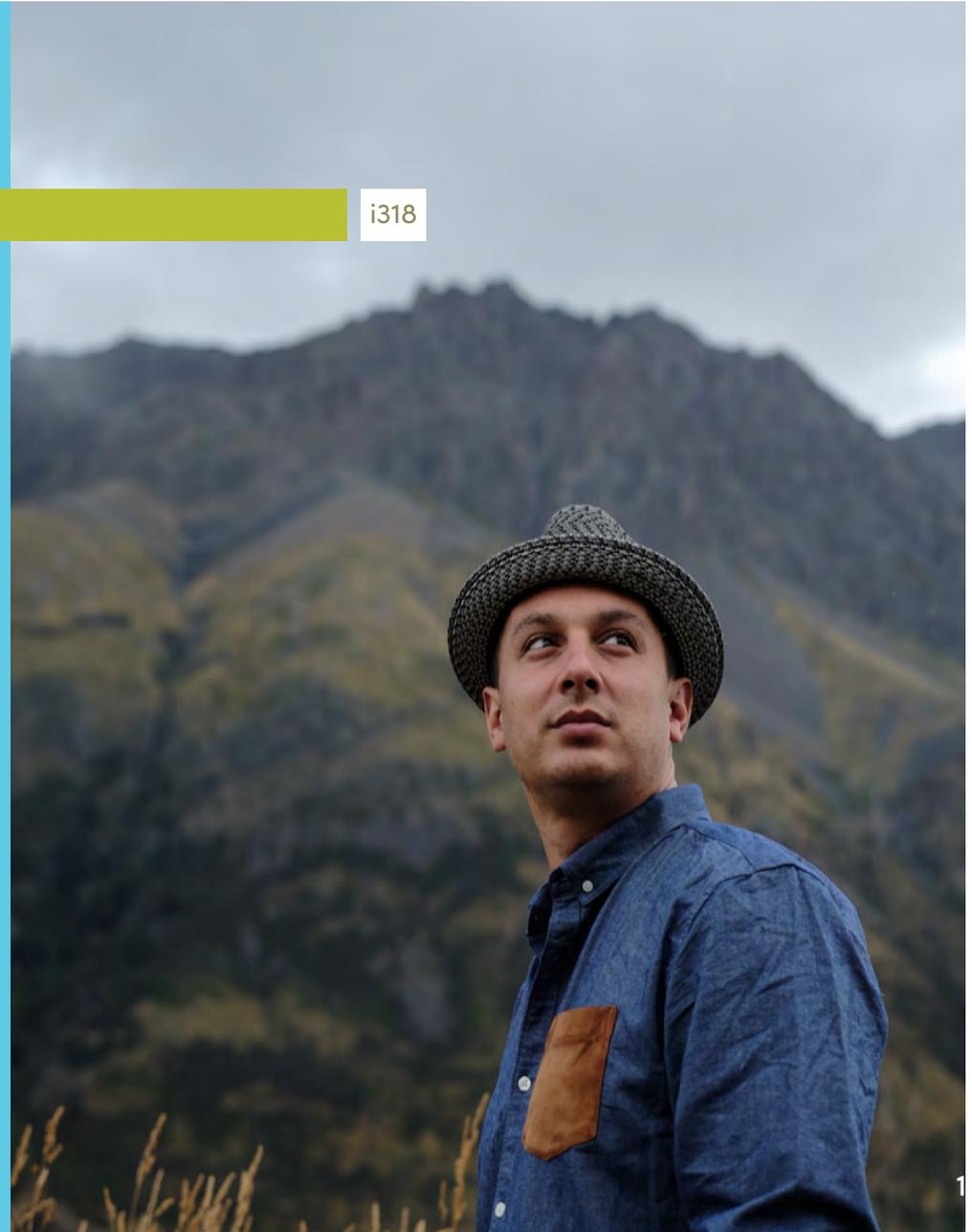


Environmentally responsible consumption

En marge du monde



Source: Vividata Fall 2020, Qc franco pop; A18+, A25-54, F25-54, A18-34

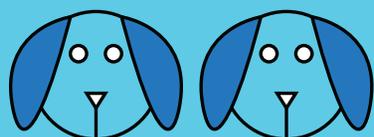


An audience that loves animals

Les nouveaux vétérinaires

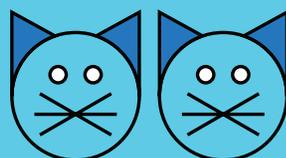
Plans to adopt a new pet in the next 12 months. **i128**

TV5 reaches one third of Quebec pet owners.



≥ 7 kg of DOG food
i312

≥ 10 DOG biscuits or treats
i124



Premium CAT food
i138

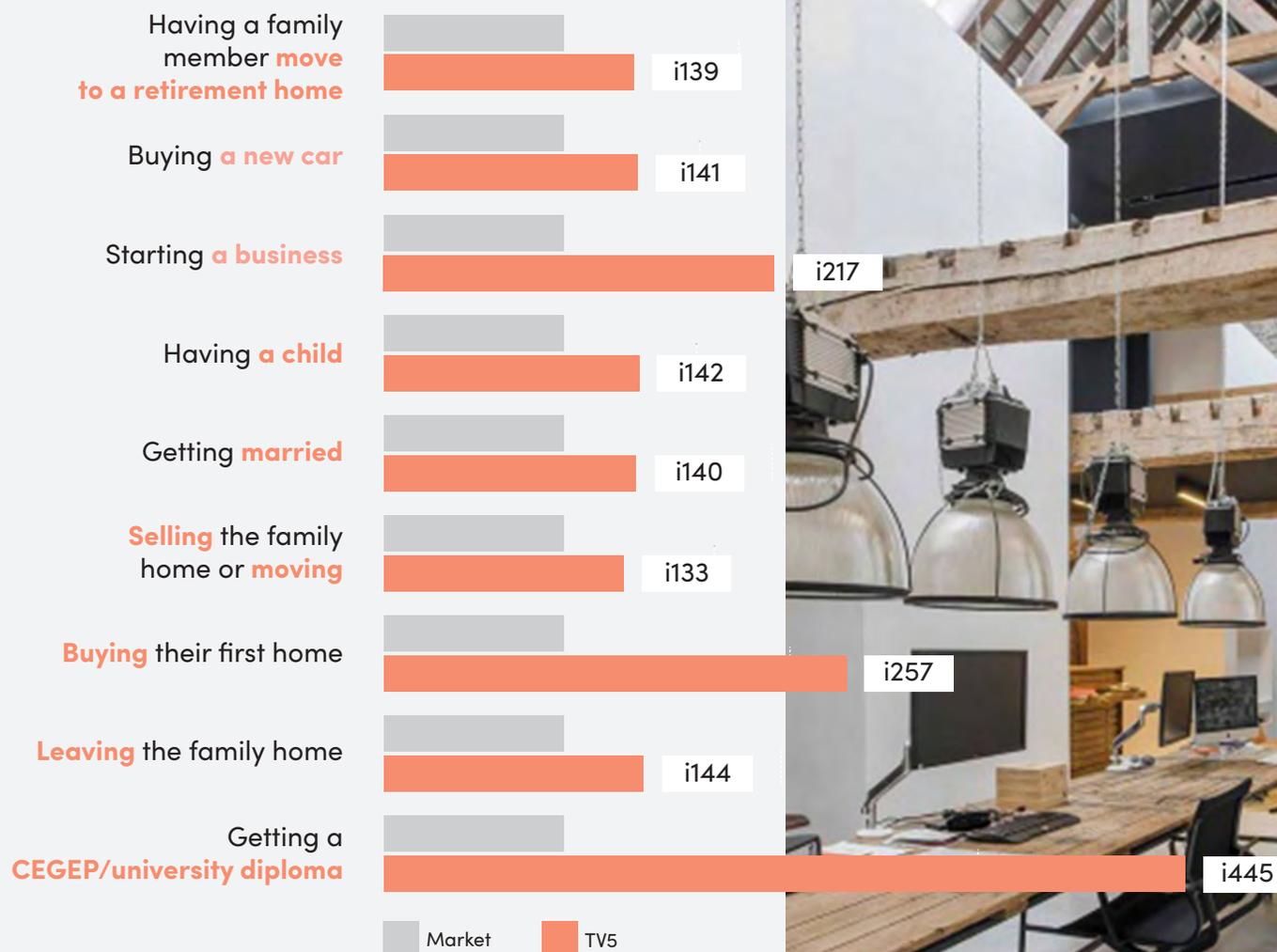
Regular CAT food
i180



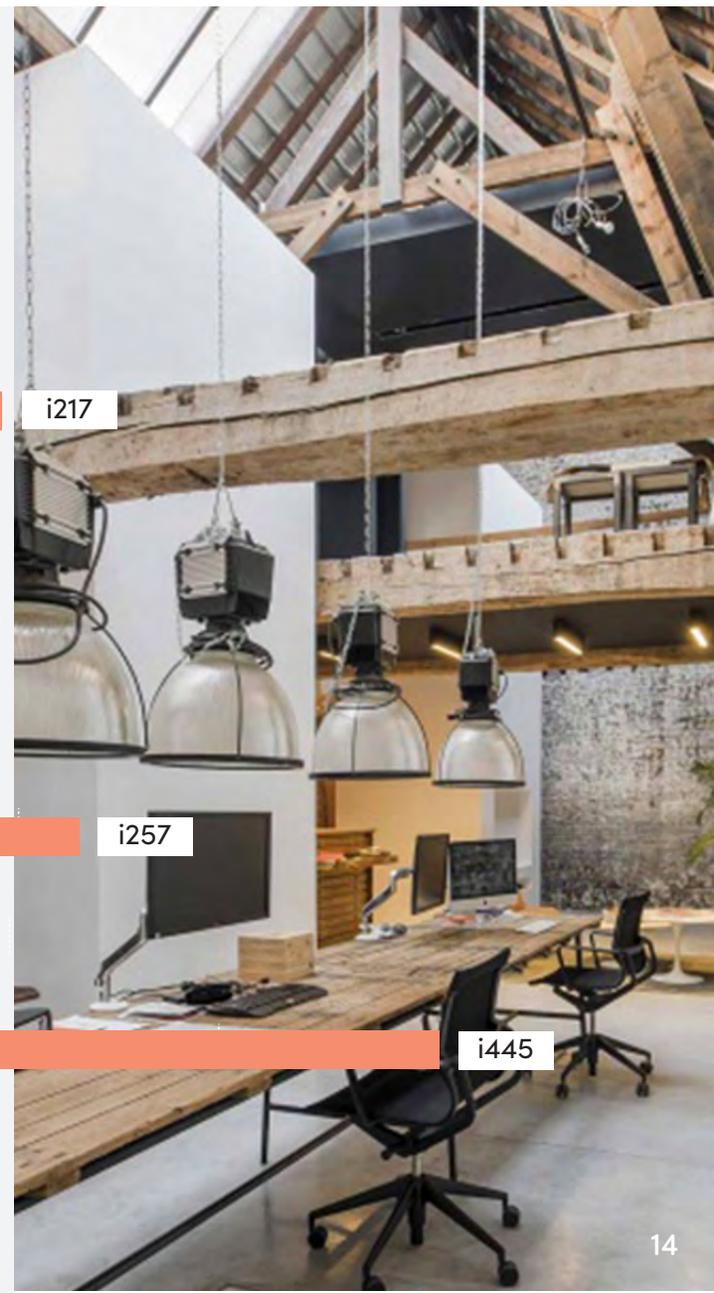
An audience with goals

La maison France 5

Over the next 12 months, they plan on:



Source: Vividata Fall 2020, Qc pop franco; A18+, A25-54, A18-34

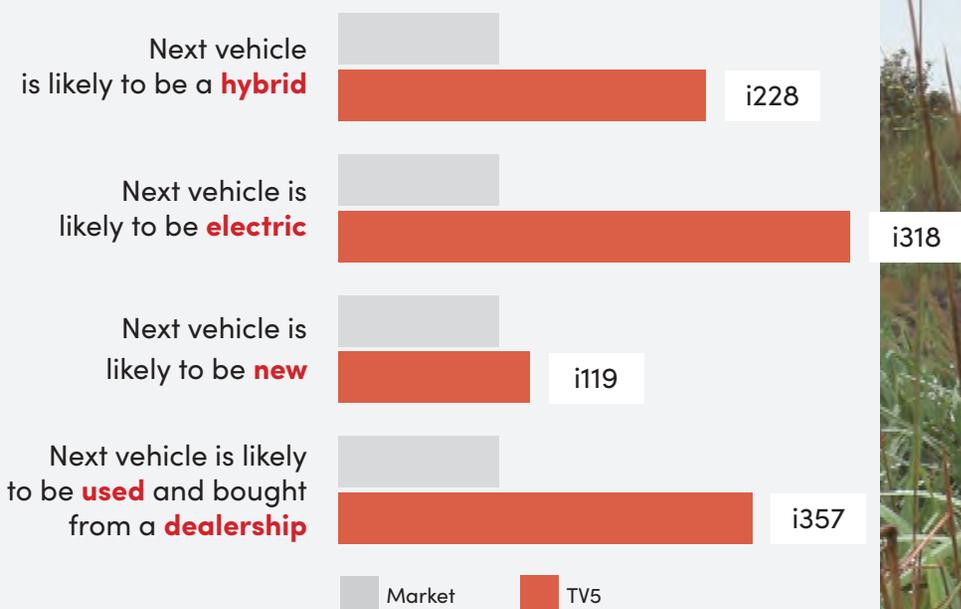


Close-up on vehicles

Les routes de l'impossible

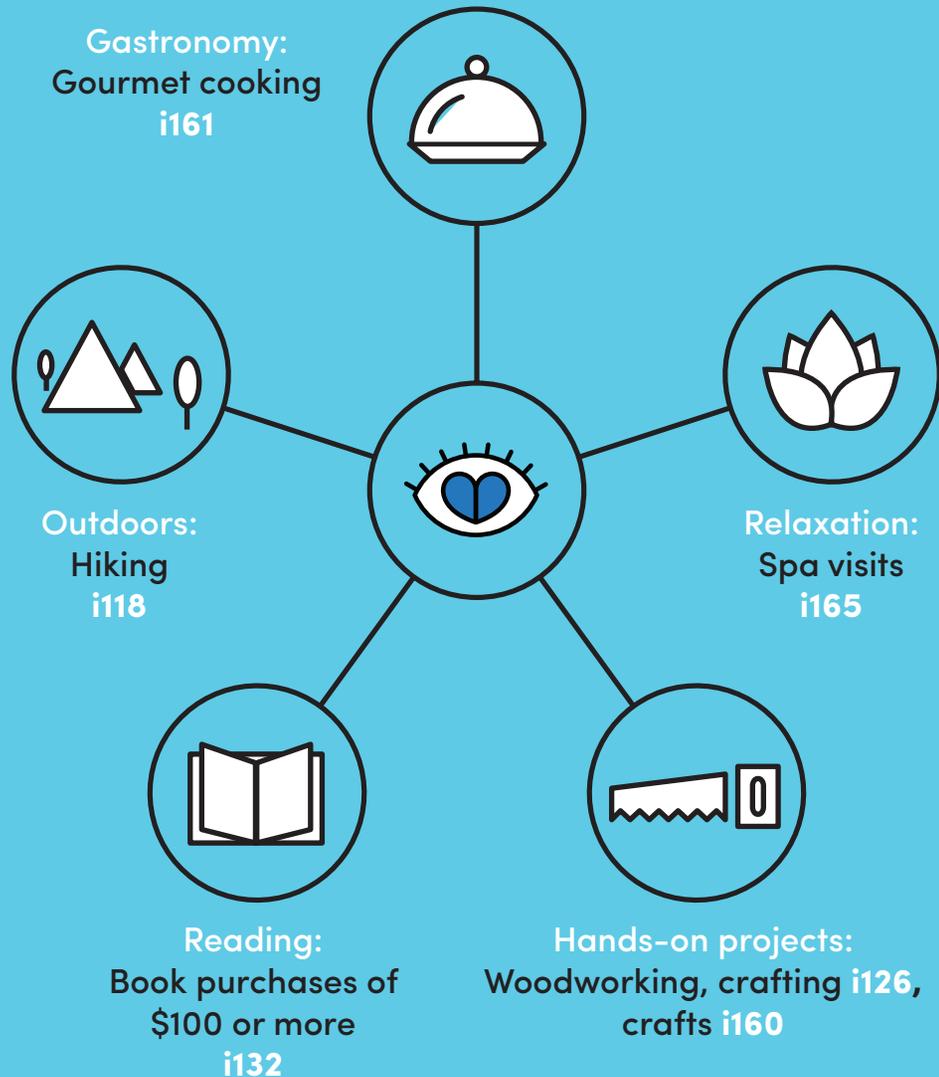
Financing through a dealership. **i111**

Planning to buy a vehicle in the next 12 months. **i141**



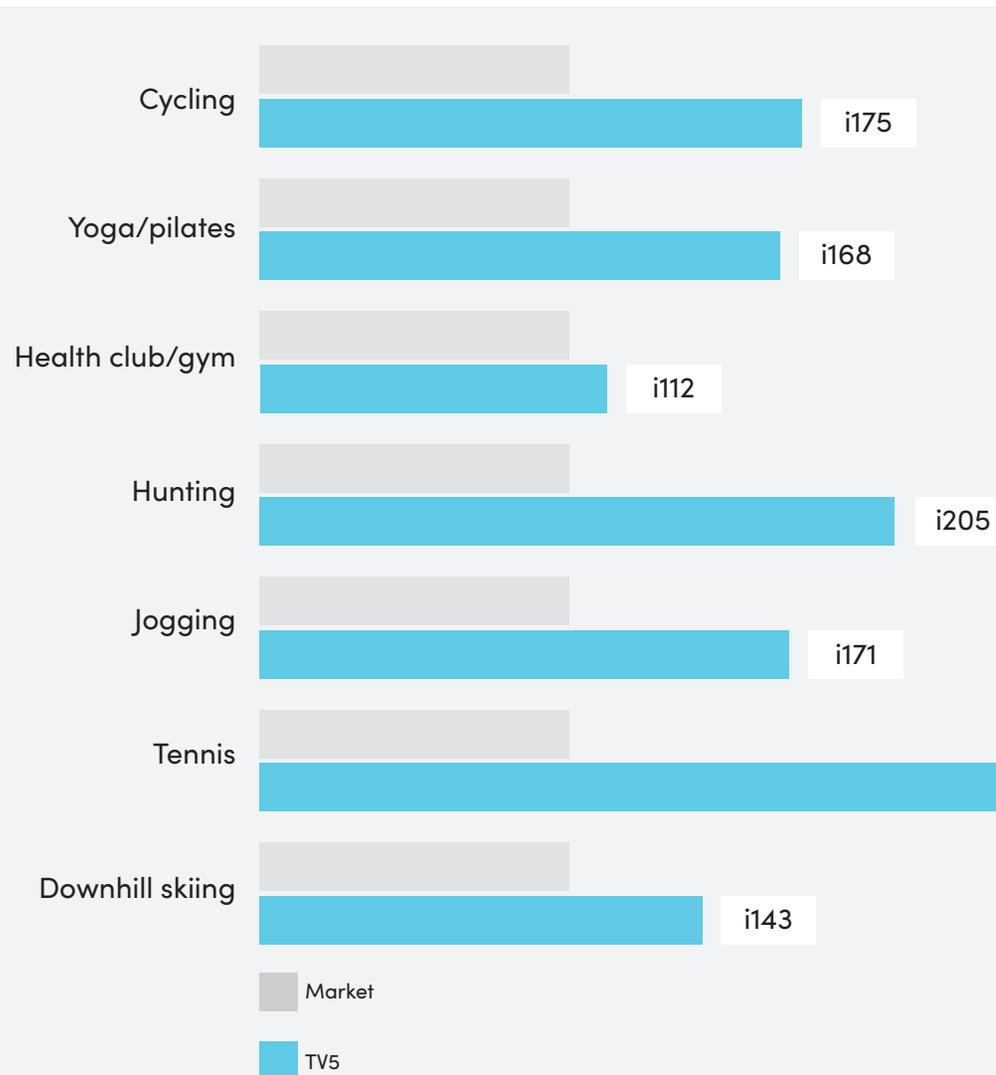
Fans of recreational activities of all kinds

Skate le monde



Sports lovers who spend money on:

Football



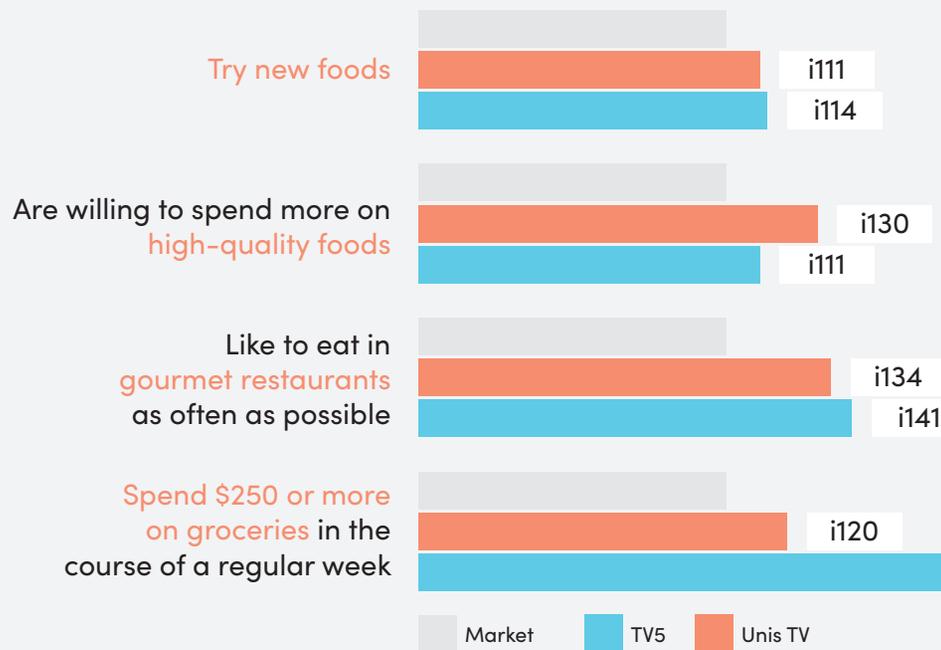
To do all these activities, they spend more than **\$1,000** on sporting goods each year
i115

They also spend more than **\$750** on athletic clothing
i143

Foodies

Allons boire ailleurs

Viewers of both channels are wine enthusiasts and over-index for **consuming wine** from **11 of the 13 countries** (including Canadian wine).

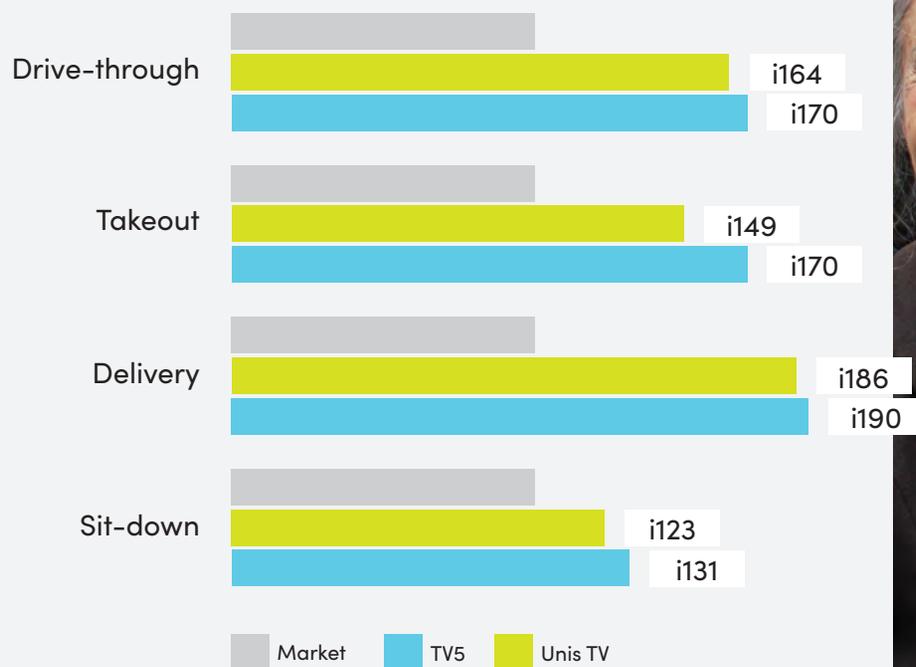


Source: Vividata Fall 2020, Qc franco pop; F25-54, A18+, A18-34

Restaurant enthusiasts

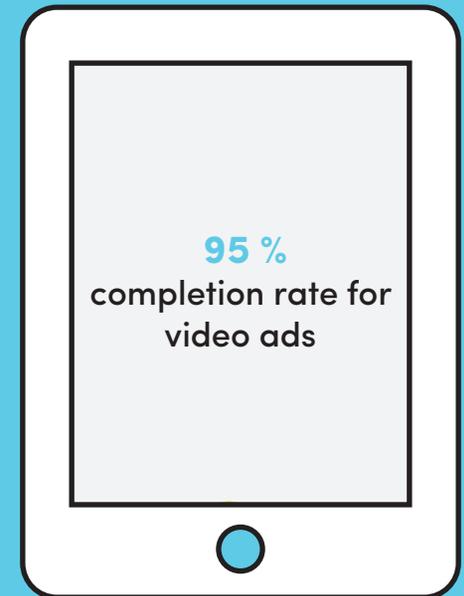
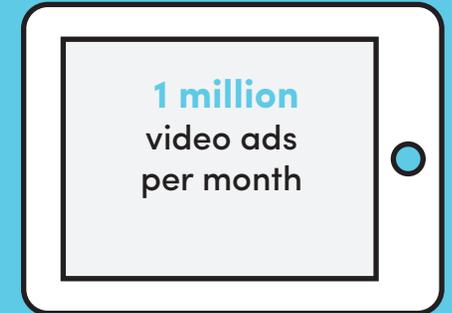
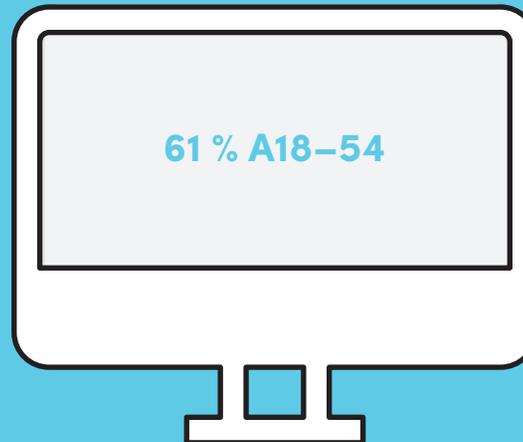
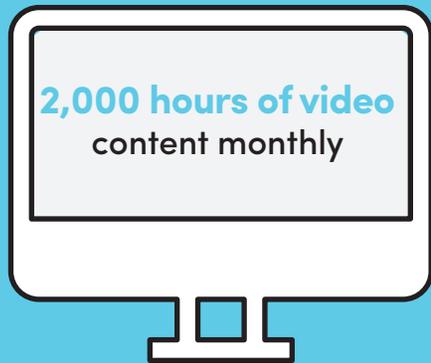
Manger le monde

Together, the A25–54 for both channels over-index on 26 of the 28 types of restaurants (including fast food).



Because foodies love eating out as much as they love eating in!

A superior digital environment for superior users.



Digital visibility

Created to tailor to users' needs with products that meet the needs of advertisers, it provides a high-quality, unsaturated environment.

Products on offer

- Unskippable video ads
- Static or animated billboards
- Video banners
- Show sponsorship with a link to your website
- Sponsorship of themed collections



Publicité

SÉRIES À VOIR EN RAFALE →



LES COUPS DE COEUR DE MONDOU
MONDE ANIMAL



An engaged community

TV5 has the most engaged viewers in the specialty entertainment channel market.

This loyalty allows us to provide high-performing multiplatform advertising campaigns.

FACEBOOK

213,000 followers

Engagement rate:
4 %

Average reach:
650,000

78 % A18-54

NEWSLETTER

21,000 subscribers

Average opening rate:
31.2 %

Click-through rate:
11.7 %

INSTAGRAM

8,000 followers

Engagement rate:
3%

80 % A18-54

Source: Numeris Quebec franco A18+ with a university degree, August 31, 2020, to March 7, 2021

TV5

METIER DE L'EXTREME Purunga, l'homme des falaises



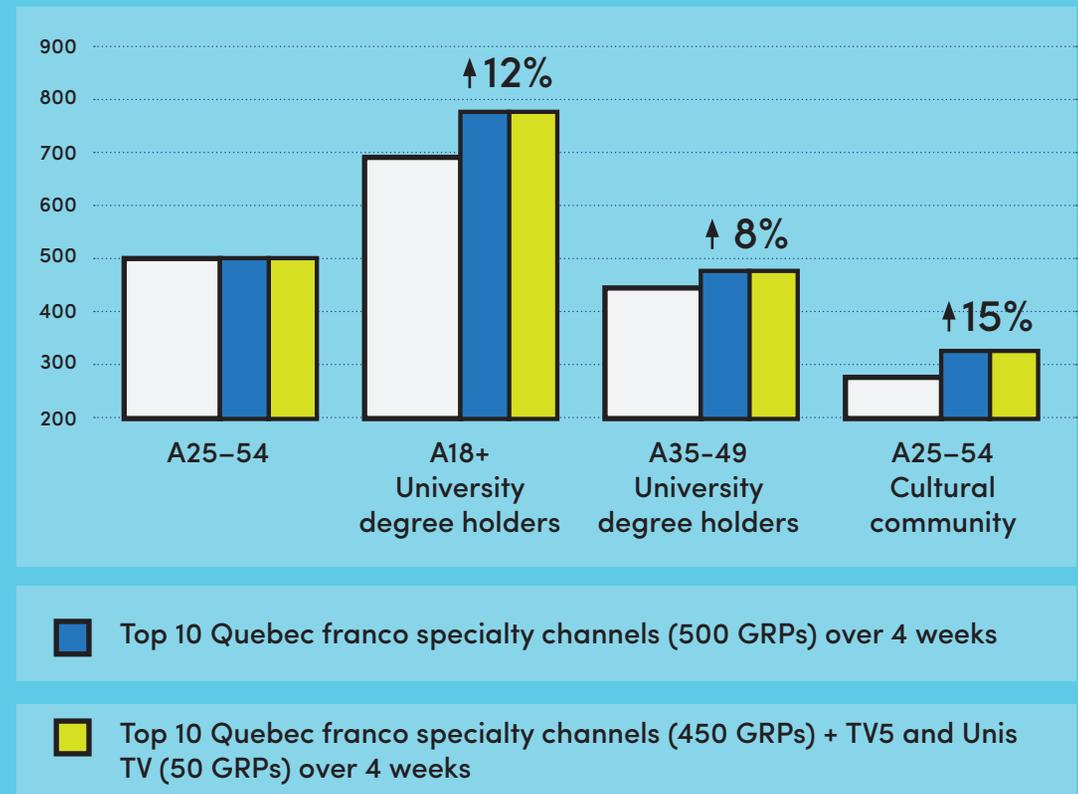
Sur la côte ouest du Pérou, Purunga risque sa vie chaque jour pour nourrir sa famille. Pour pêcher ses coquillages, il doit affronter des falaises vertigineuses.



TV5 and Unis TV, better together to reach your targets and optimize your campaigns

By including TV5 and Unis TV in a purchase of 500 A25–54 GRPs of the top 10 specialty channels over 4 weeks, you can generate an increase in reach and GRPs for the following secondary target demos (without increasing the purchase).

Increase advertising weight by adding TV5 and Unis TV to your campaigns



Source: Numeris, TV surveys, a 4-week campaign: January 11 to February 7, 2021, Montreal franco, A25–54, A18+ with a university degree, A35–49 and A25–54 cultural community (first language neither French nor English). Daytime: Mon–Sun 6am–6pm / Primetime: Mon–Sun 6pm–12am. Top 10 specialty channels with the highest market shares among Quebec franco A25–54, Mon–Sun 2a–2a, from January 11 to February 7, 2021: RDS (5.7%), LCN (4.8%), RDI (3.0%), TVA Sports (2.4%), Séries+ (1.9%), addikTV (1.6%), Casa (1.5%), Canal D (1.4%), Prise 2 (1.4%) and Historia (1.4%). 500 GRPs distributed in proportion to market share, 60% daytime, 40% primetime. Addition of 30 GRPs for TV5 and 20 GRPs for UnisTV.

Contact-us!

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