

spot-on

TV5









portrait of our channels

Accessible in all households
with cable across Canada:
10 million+

TV5

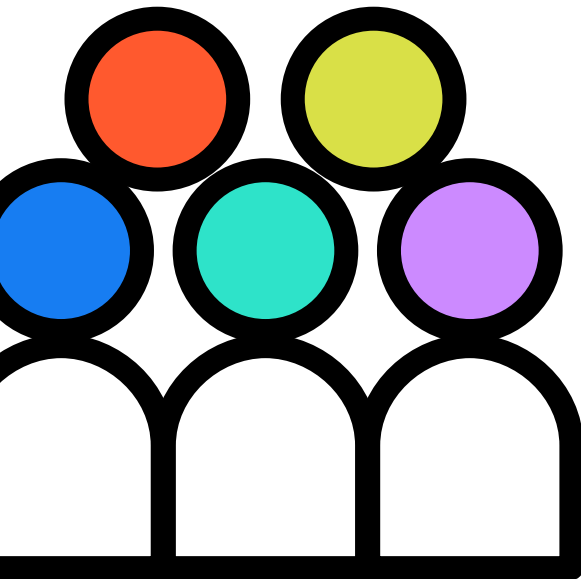
2



	TV5	unisTV
 Average weekly reach	1.2 million	1.1 million
 Average audience	26,000 viewers	11,000 viewers
 Evening, prime time	up to 176,000 viewers	up to 80,000 viewers
 Awareness	known worldwide, the channel reaches 95% in Quebec	continually growing in Quebec and the rest of Canada 
 Women / Men	♀ 56% ♂ 44%	♀ 58% ♂ 42%

profile of our viewers

Different but complementary, our two channels reach an audience covered by advertisers.



TV5		unisTV	
Household of 1 to 2 people		Household of 3+ people	i167
Reside in Greater Montreal	i113	Families	i146
University-educated	i186	Managers, owners, professionals, etc.	i135
Family income \$100,000 and over	i144	Family income \$100,000 and over	i118
Strong concentration of cultural communities	i187	A25-54: 47% of the audience	i184
Watch fewer other channels in the evening		Top 5 highest concentrations of A18-34 and A18-49	

Source: Numeris, Qc. Franco., from January 3, 2022, to February 20, 2022, Mon-Sun 2a-2a, T2+. Based on the average minute audience.
 Source: Vividata, Winter 2022, Qc. Franco. Pop., population weighting; A25-54.

your advertisements stand out

**2X
fewer**

breaks/ads than
the competition

Your advertisement is less
diluted and will have a

**choice
place**

among the rare

**6 minutes
of advertising/hour**

TV5

6 minutes/hour

unisTV

7 minutes/hour

TV market

12 minutes/hour

perception of advertisements

An environment where your **advertisements** are **well-perceived** by the audience

Advertisements play an **important role** in giving information about products and services



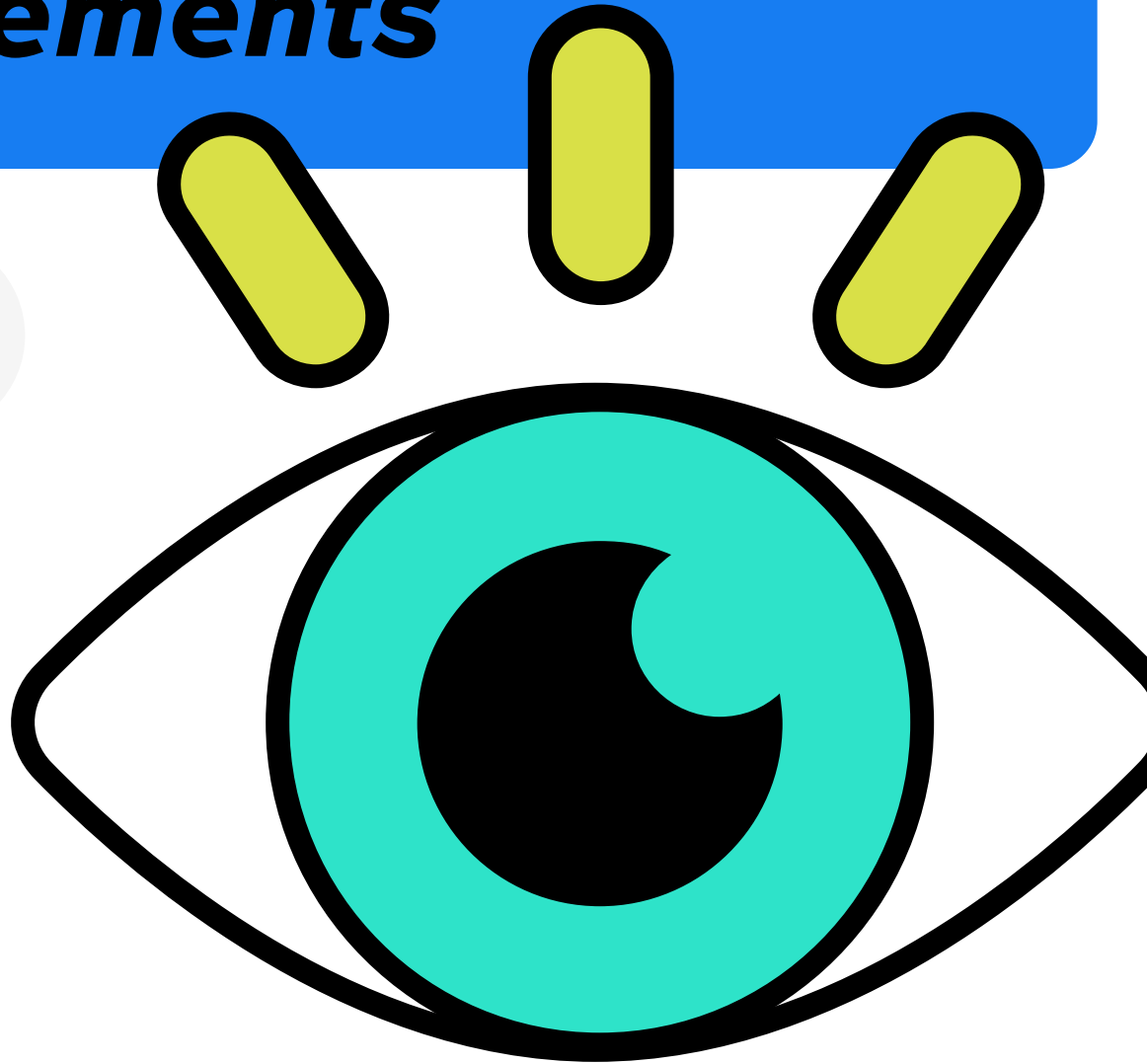
I think that **advertising is a good thing**



Advertising **influences my buying decisions**



Market ● TV5 ● UnisTV ●



actions taken after viewing an ad



I searched online
about the product/
brand/service

i155



I bought the product/
brand/service

i208



I went to the retail
store/restaurant

i227

An environment where your **advertisements** are turned into **actions**



I attended an event
like a film/play/show

i247



I discussed the ad
for the product/brand/
service with other people

i191



I recommended
the product/
brand/service

i330

cultural communities



Newcomers represent great potential for advertisers looking to expand their market and retain **new consumers**

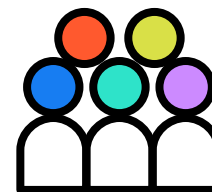
Born outside of Canada



Have been in the country for at least 10 years



Market ● TV5 ●

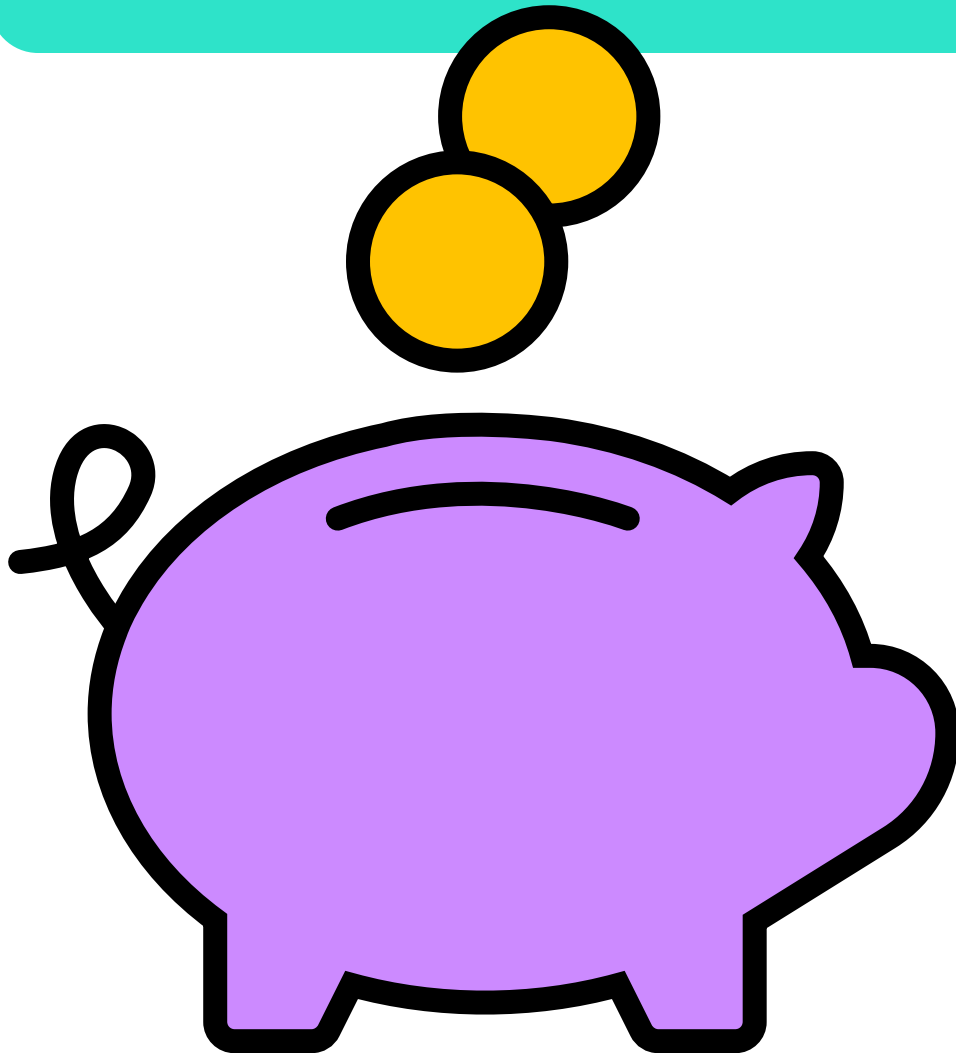


TV5 is the channel with the strongest concentration of **cultural communities**

financial habits

TV5

8



Have already taken steps to ensure **sufficient income for retirement**



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



Family **income**: **\$100,000 or more**



Plan to **get a mortgage** over the next 12 months



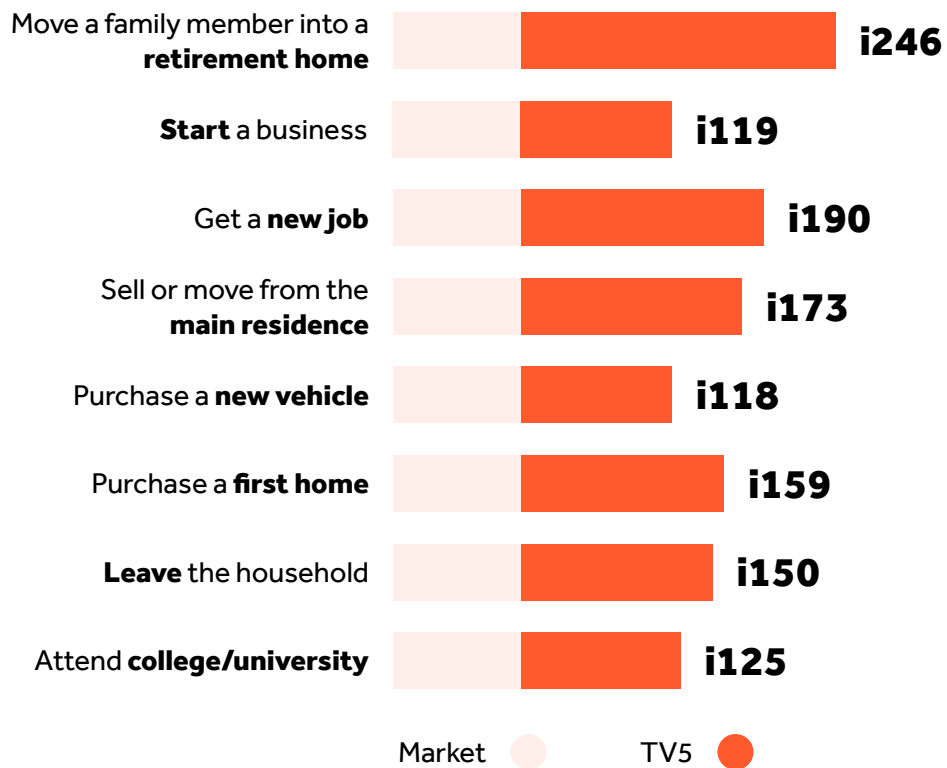
Intend to **change banking institutions** over the next 12 months



Market  TV5 

an audience with projects in mind

In the next 12 months, they plan to:



Demain nous appartient

the automotive world



Plan to buy a vehicle in the next 12 months
i118

Financing at dealership



Next vehicle likely new



Market



TV5



an audience that travels

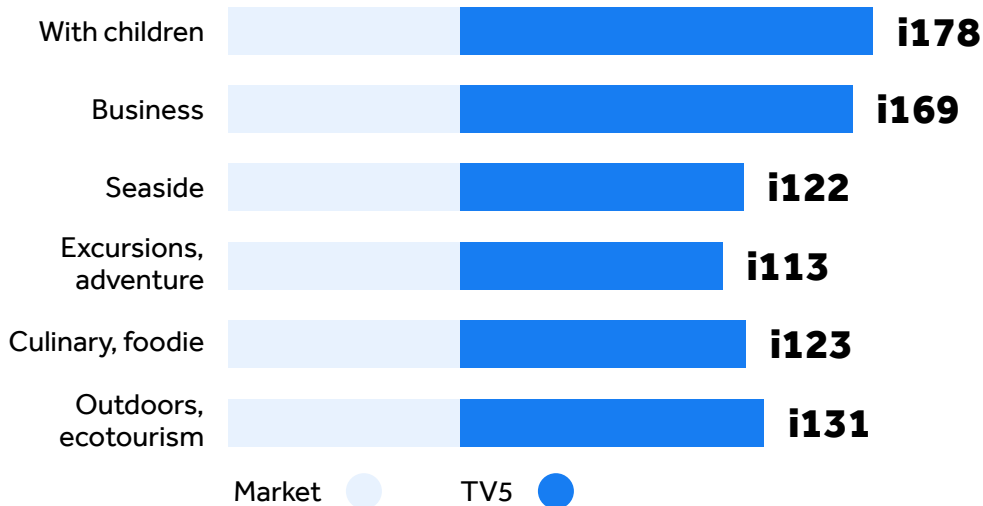


Plan a **trip by airplane** in the next 12 months
i136



Budget set aside for the next trip: **\$3,000** and more
i128

Types of trips



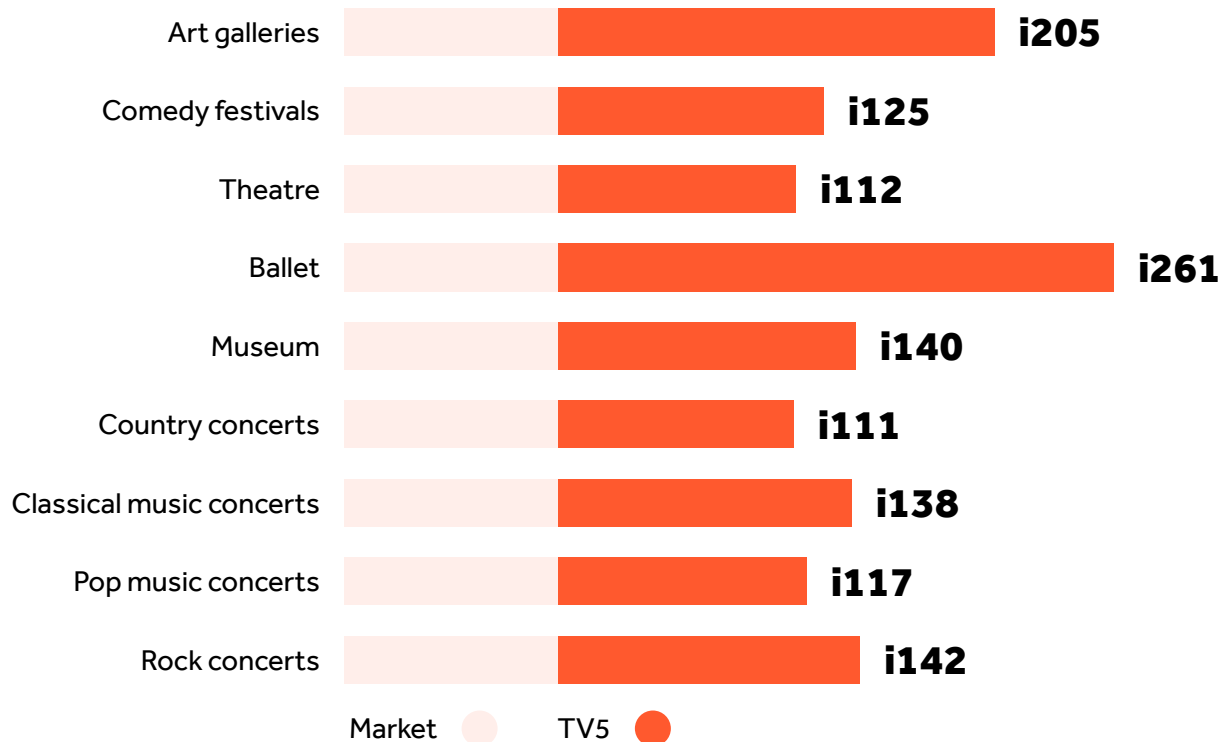
Partir autrement entre amis

an audience that loves to be entertained



Attended a cultural event **after seeing the advertisement on television**

i247



300 chœurs chantent les tubes d'un jour



an audience of film buffs



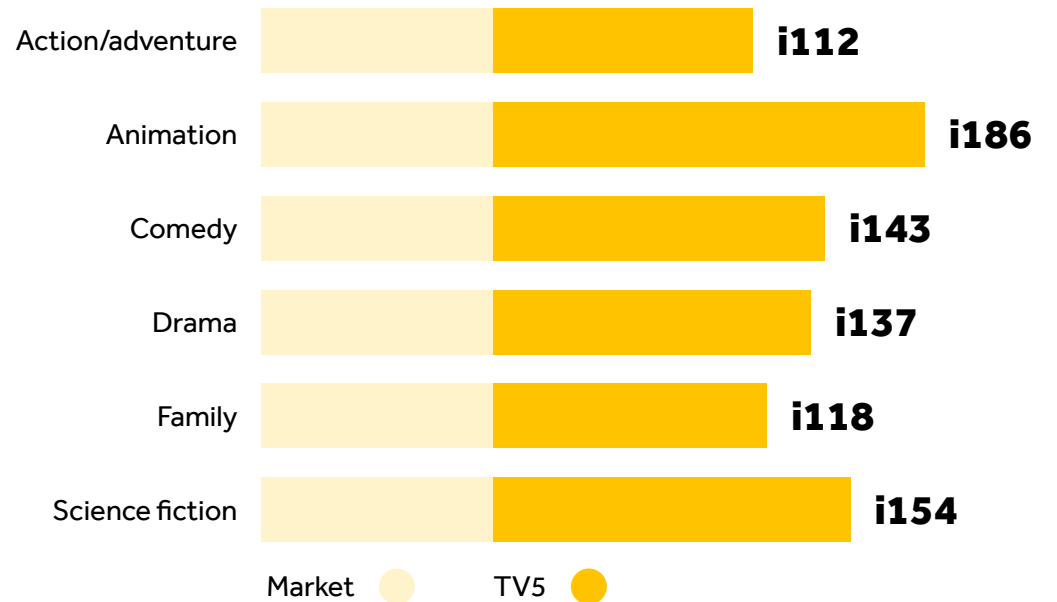
Bureau des légendes



An audience that **loves** going to the **movies**

i129

Films



eco-responsible consumers

Very **concerned** about the effects of pollution on the **planet**



Ready to make lifestyle **compromises** if they're **better for the environment**



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



Believe it's worth **paying more for organic**



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



Accept to spend more for **high-quality food**



Market ● TV5 ●



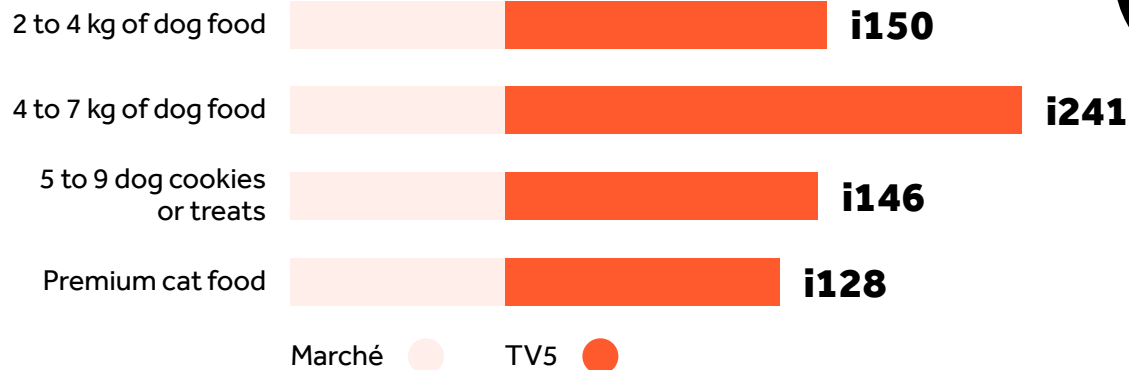
Espèces d'ordures

an audience that loves their pets

Our audience has



Weekly expenses

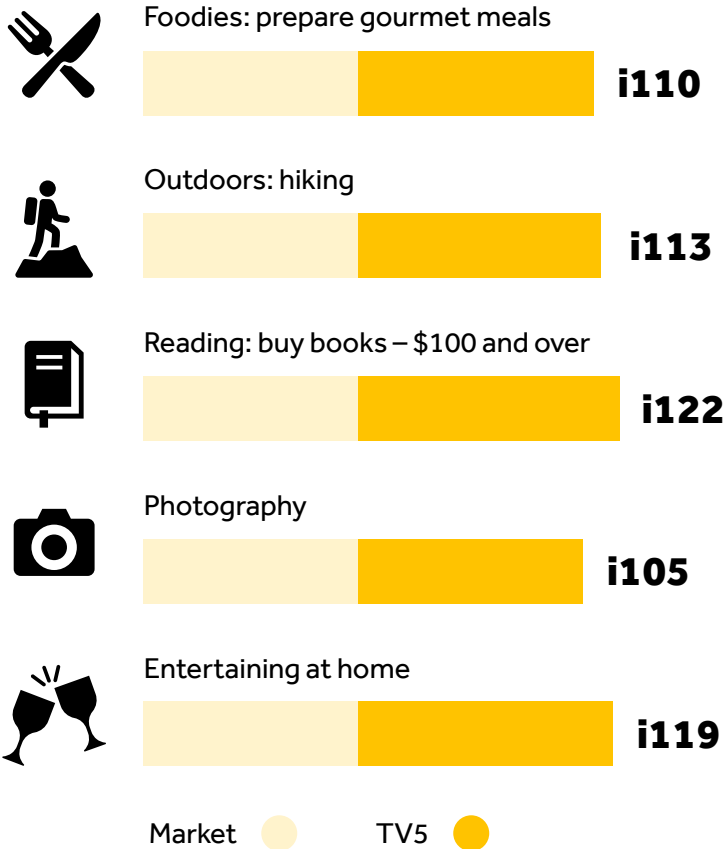


TV5 reaches **one-third** of pet owners in Quebec



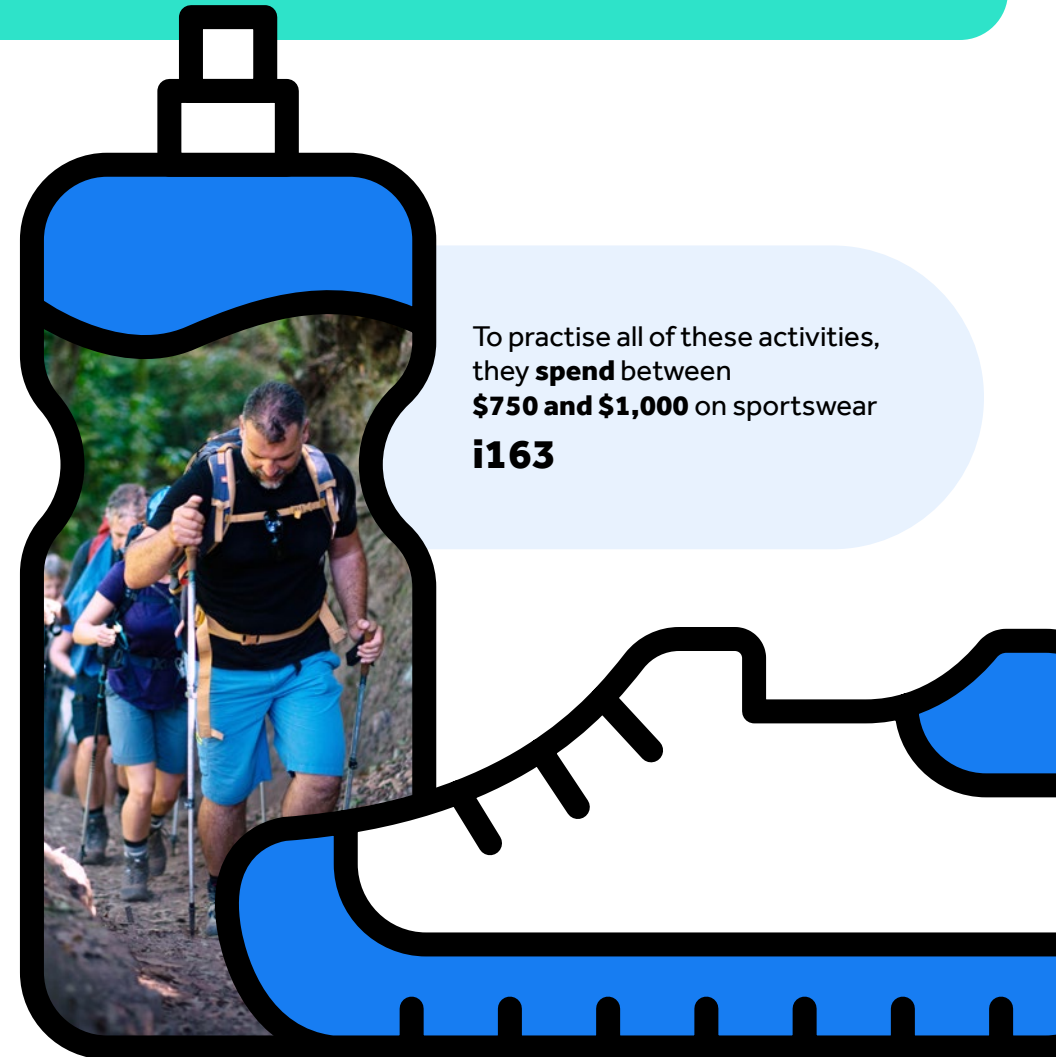
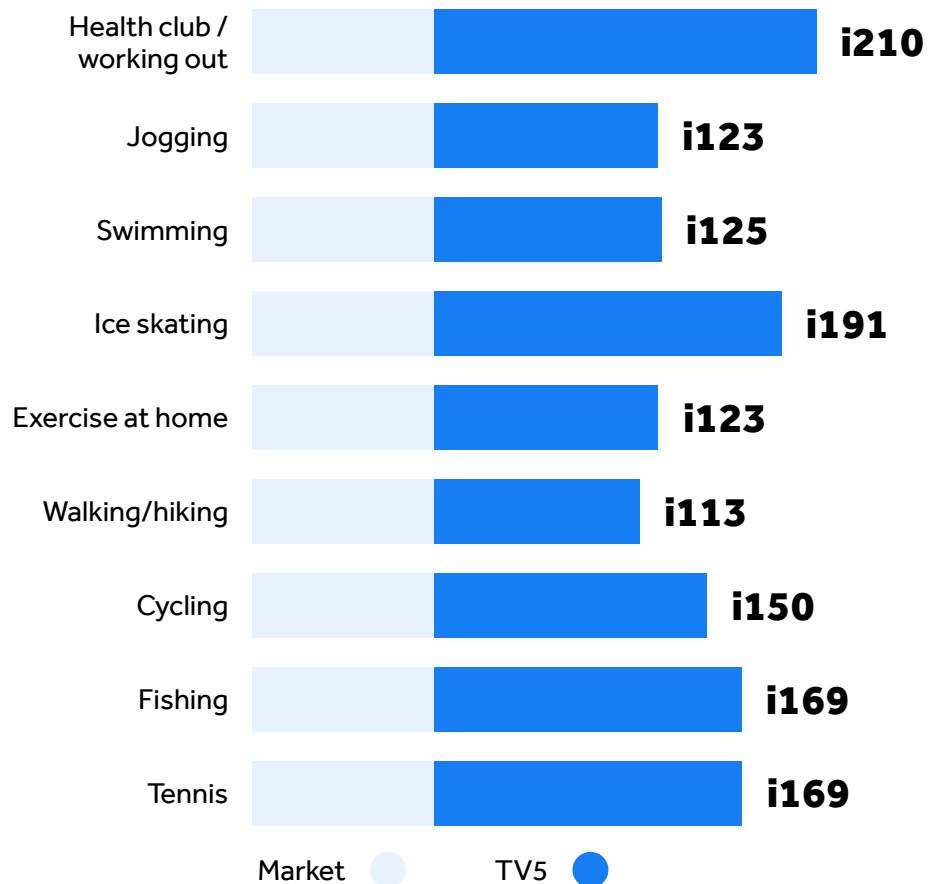
Ils parlent aux animaux

enjoy a variety of leisure activities



Échappées Belles

sports enthusiasts who spend



consumers who enjoy the good life



Consume **Quebec wines**



Try **new food products**



Accept to spend more for **high-quality food**



Like eating in **gourmet restaurants** as much as possible



Spend **\$250 or more on groceries** in a regular week



Market ● TV5 ●

restaurant enthusiasts

Drive-through



Take-out



Delivery



In restaurants



Market ● TV5 ●



quality content

TV5

20

new shows



Mais qu'est-ce qu'on a fait au bon dieu ?

Every week on TV5, this festive program hosted by dynamic Sophie Fouron brings together a diverse group of contributors to discuss their differences and similarities and share their colourful cultures with viewers!



Le Rifain

Rachid Badouri flies off to Rif, Morocco, with his father to trace his history and define his own identity. A father-son pilgrimage that's funny and heartwarming while introducing viewers to Berber culture and the Badouris' journey from Morocco to Quebec.



Peuples souterrains

We follow host Jean-Simon Leduc as he sets off in search of underground communities. From tunnels and bunkers to underground homes, each person lives underground for a different reason, whether economic, political, ideological, spiritual or environmental.



Demain l'Afrique

Raed Hammoud introduces viewers to a large African city together with some of the new generation of trailblazers who make a difference in their fields and bring the city alive.



Espèces d'ordures

In ten of the world's largest cities on five continents, host Frédéric Choinière showcases the greenest, most cutting-edge and most effective initiatives for controlling waste.



Face cachée

A look at the hidden face of countries that are often misunderstood. From North Korea to Israel, journalist Karina Marceau meets locals who debunk preconceived ideas.



Ils parlent aux animaux

Your host, a curious, open-minded adventurer, takes viewers all over the world to meet the inspiring women and men who maintain special relationships with animals.



Elles

This documentary series hosted by Sarahmée follows daring, determined women's collectives all over the world as they shake things up to carve out brighter futures.



Partir autrement entre amis

An invitation to travel off the beaten paths with friends in search of adventure.

quality content

TV5

21

returning shows



Skate le monde Season 2

In this docuseries, host Mathieu Cyr meets skateboarders and shows us their lives and lifestyles around the world, digging beneath the clichés to reveal a fraternity that transcends cultural borders.



39-45 en sol canadien Season 2

A documentary series that tackles important Canadian events during the Second World War. For this second season, host Claude Legault visits places loaded with history to collect extraordinary and touching human stories on Canada's participation in the conflict and the people who lived through it.



Guides d'aventure Season 5

Meandering down a bike path or rowing through tranquil waters is not for everybody! From observing wild animals to practicing extreme sports, these outdoor enthusiasts run on pure adrenaline. Follow them off the beaten path.



Tenir salon Season 3

Hair salons are great places to get together and chat for clients of any age, gender or ethnic origin. Sophie Fournon presents fascinating individuals, their stories, and their cities and communities, one cut at a time.



Échappées belles

Three hosts present people and places from around the world. Their reports allow viewers to see, understand and get to know the culture of a country through its inhabitants, history and landscapes.



Secrets d'Histoire

Presented by Stéphane Bern, the show "Secrets d'Histoire" highlights the life and the surprising path of a personality who has marked history, with the help of reports, archive images and interventions of specialists.



Des racines et des ailes

A program dedicated to heritage, history and knowledge, which combines proximity and openness to the world. The reports call upon passionate people, professionals in the cultural field or actors of their own history.



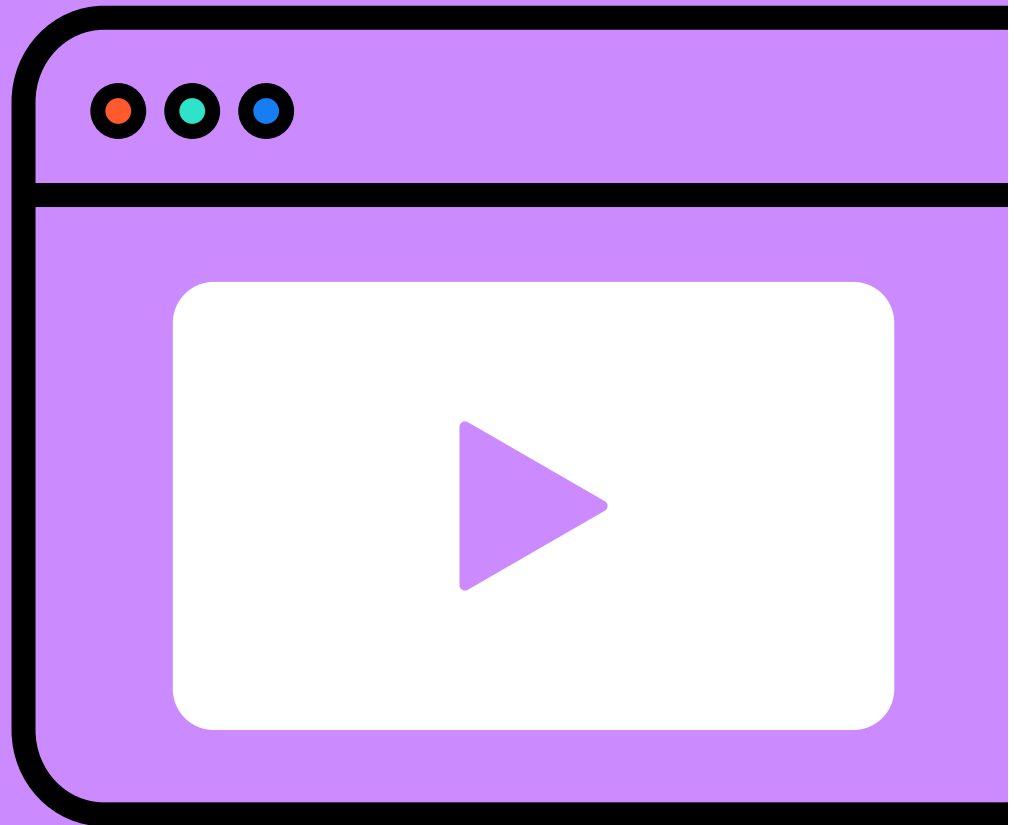
En marge du monde Season 2

The artist Samian sets out to meet people who have chosen to live on the margins of our current social system or have adopted alternative lifestyles.

digital component

tv5unis.ca

***A viewing
platform that
showcases
content***



showcasing the content

Not crowded by advertisements

Your advertisements appear in:

- A streamlined environment
- A credible, relevant environment
- Quality content
- A 100% Francophone environment



>1.16 million
page views per month



415,000
views per month



48m
average visit



205,000
unique visitors
per month



>290,000
sessions per month



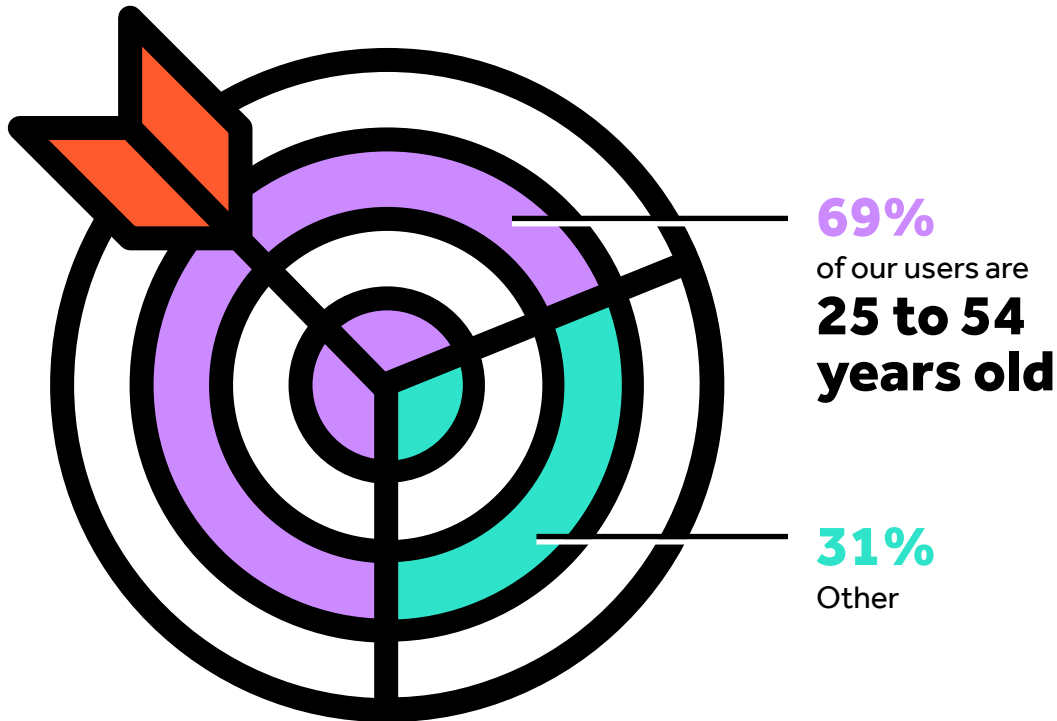
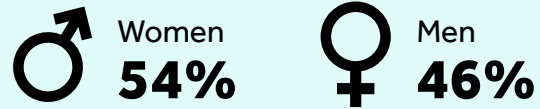
>2,000h
video content
available



digital platform

user profile

Balanced user profile



Where are users from?

Quebec 86.3%

Ontario 8.5%

New Brunswick 2%

British Columbia 1.5%

Alberta 0.7%

Other 1%

digital platform

media

TV5

25

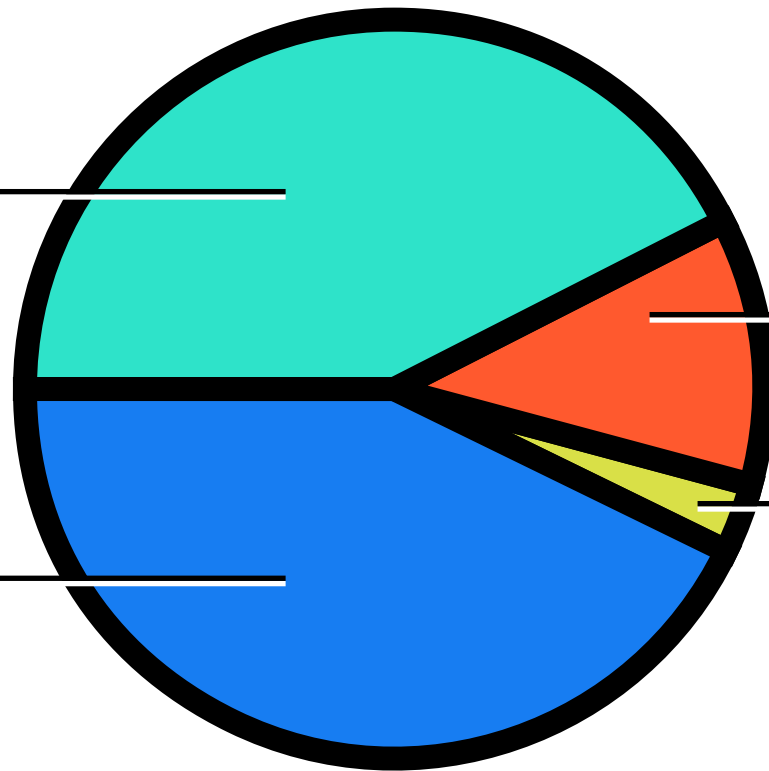
Users (Web + Apps)



42.5%
Cellphone



43%
Office computer



11.6%
Tablet

2.9%

Other



Operating system used (Web + Apps)

Windows
27.5%

Android
27.2%

iOS
26.3%

macOS
15%

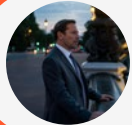
Other
4%



digital platform

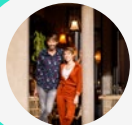
top 5 shows

TV5



Le bureau des légendes

57%
A18-54



Plus belle la vie

64%
A18-54



Demain nous appartient

57%
A18-54



Un si grand soleil

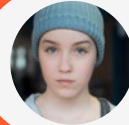
57%
A18-54



39-45 en sol canadien

51%
A18-54

unisTV



Jenny

83%
A18-54



C'est plus qu'un jardin

68%
A18-54



La belle vie

71%
A18-54



Boruto

91%
A18-54



Les fermiers

73%
A18-54

digital platform

top 5 theme collections



local and foreign movies

> 42,000
unique visitors,
including
68%
A18-54



binge-watching series

> 105,000
monthly views
among A18+



police procedurals

> 70,000
monthly
connections



must-see documentaries

72%
of views by A18-54



Ils ont fait l'Histoire (historical documentaries)

Online all year
with weekly
content renewal

digital platform

classic advertising formats

Pre-roll

Premium placement
10 s, 15 s, 30 s



Non-skippable

Average **completion** rate
95%

Market
80%

Maximum of 3 advertisements
per segment

Average click-through rate
1.9%

Market
1%

Billboard

970 x 250



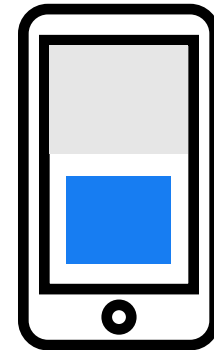
Feature your brands on the
homepage, show pages and
broadcast schedules

A **flexible, affordable**
solution!

Average click-through rate
0.2%

Bigbox on mobile

300 x 250



Feature your brands
on mobile

Average click-through rate
0.2%

digital platform

ad formats with impact



Sponsorship of a theme collection homepage

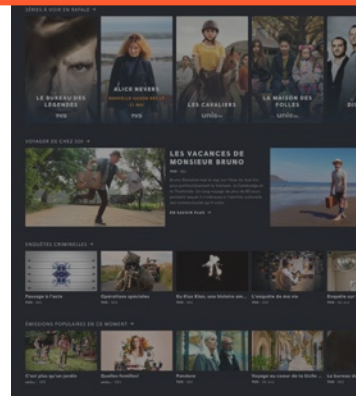
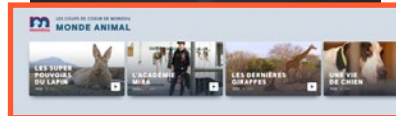
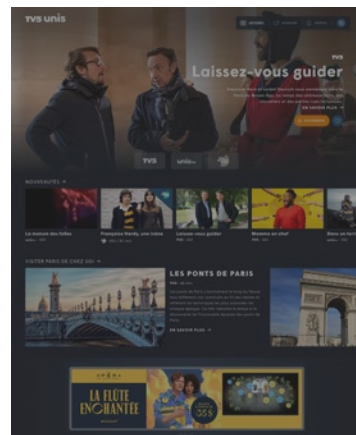
Client logo on the content collection homepage

Pre-roll on the themed content

Billboard on the theme collection page

Showcase of the collection at the top of the homepage for one week

*Variable duration of sponsorship

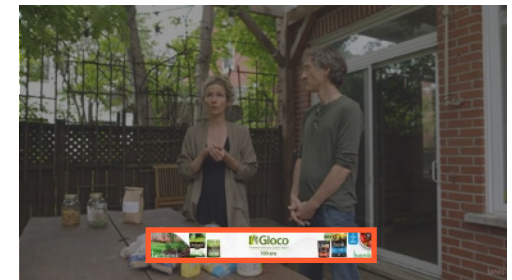


Video overlay banner

Fixed 45-second duration

Non-skippable

Clickable



*Desktop 728 x 90, tablet 480 x 70, mobile 300 x 30



Ads on video breaks

Transparent full-screen on video break



*1920 x 1080 (500 KB) transparent PNG

a dedicated community

TV5 viewers are the **most committed** in the market to specialty entertainment channels

Newsletter

23,000
subscribers

32%
open rate

4.4%
click-through
rate



Facebook

214,000
subscribers

3.3%
engagement rate

625,000
average reach

90%
A18-54



Instagram

9,400
subscribers

3%
engagement rate

17,000
average reach

80%
A18-54

contact us!

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