

The image features two overlapping circles. The left circle is dark blue and contains the text 'TV5' in white. The right circle is light blue and contains the text 'unisTV' in white. The overlapping area between the two circles is a darker shade of blue.

**TV5 unisTV**

**WHERE OUR  
ROADS MEET**

# PORTRAIT OF OUR CHANNELS

Accessible in all households with cable across Canada:

**10 million +**

	<b>TV5</b>	<b>unisTV</b>
Average weekly reach	<b>1.2 million</b>	<b>1 million</b>
Evening, prime time	Up to <b>144 000</b> viewers	Up to <b>136 000</b> viewers
Awareness	Known worldwide, the channel reaches <b>97%</b> in Quebec	The channel reaches <b>91%</b> in Quebec
Women / Men	<b>46%</b>   <b>54%</b>	<b>53%</b>   <b>47%</b>

Source: Numeris, Qc. Franco., from August 29, 2022, to April 1st, 2023, Mon-Sun 2a-2a, T2+.



WHERE OUR ROADS MEET



# PROFILE OF OUR VIEWERS

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

<b>TV5</b>		<b>unisTV</b>	
Household of 1 to 2 people		Household of 3+ people	i133
Reside in Greater Montreal	i209	Families	i188
University-educated	i209	Managers, owners, professionals, etc.	i162
Family income \$100,000 and over	i135	Family income \$100,000 and over	i143
Strong concentration of cultural communities	i141	A25-54: 47% of the audience	i187
Watch fewer other channels in the evening		<b>Top 3</b> highest concentrations of A18-49	

Source: Numeris, Qc. Franco., from August 29, 2022, to April 1st, 2023, 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

almost  
**2X**  
**fewer**  
breaks/ads than the  
competition

Your advertisement is less  
diluted and will have a

**Choice  
place**

among the rare 7 minutes  
of advertising/hour

**TV5**  
7 minutes/hour

**unisTV**  
8 minutes/hour

**TV market**  
12 minutes/hour

# PERCEPTION OF ADVERTISEMENTS

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

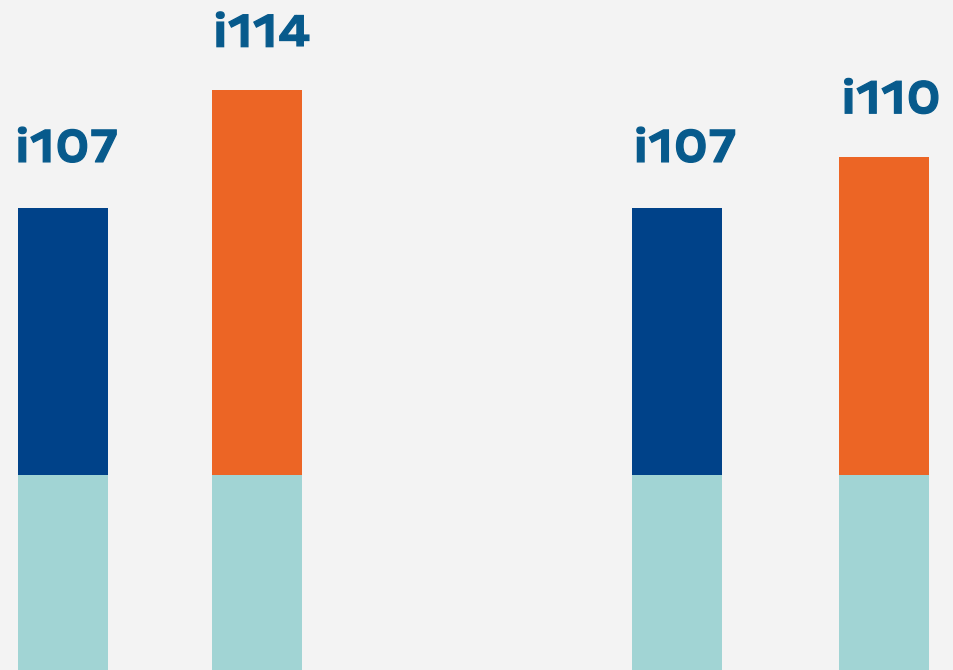
Advertisements play an important role in giving information about products and services

I think that advertising is a good thing

Market

TV5

Unis TV



Source: Vividata, Winter 2022, Qc. Franco. Pop., population weighting; A25-54; A18-49.



**TV5**

**AUDIENCE PROFILE:  
TELEVISION**

# ACTIONS TAKEN AFTER VIEWING AN AD

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



**I visited the advertiser's website**  
i138



**I discussed the ad**  
for the product/brand/service  
with other people  
i137



**I recommended the product/  
brand/service**  
i127



Source: Vividata, Winter 2022, Qc. Franco. Pop., population weighting; A25-54.




# CULTURAL COMMUNITIES

Newcomers represent a significant potential for advertisers looking to expand their market and cultivate new consumers' loyalty.



Born outside of Canada  i226

Residing in the country for at least 10 years  i150

Market   
TV5 



TV5 is the channel with **THE** highest concentration of **cultural communities**.

Source : Vividata, Winter-Spring 2022, Fall 2022, Qc. Pop. franco., population weighting; A25-54.

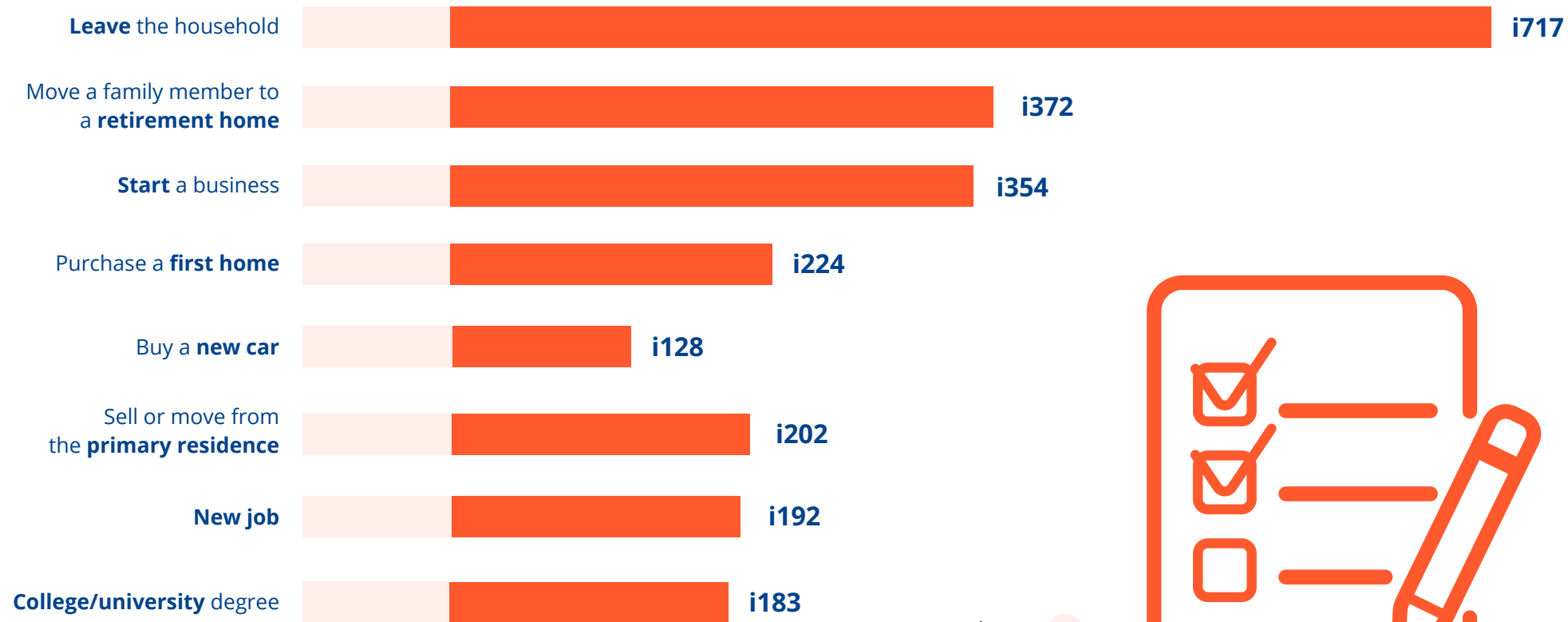




# AN AUDIENCE WITH PROJECTS



In the next 12 months, they plan to:



Market ●  
TV5 ●

Source : Vividata, Spring 2022, Fall 2022, Spring 2023 , Qc. Pop. franco., population weighting; A18+, A18-34, A18-49, A25-49, A25-54.



WHERE OUR ROADS MEET

# ECO-FRIENDLY CONSUMPTION

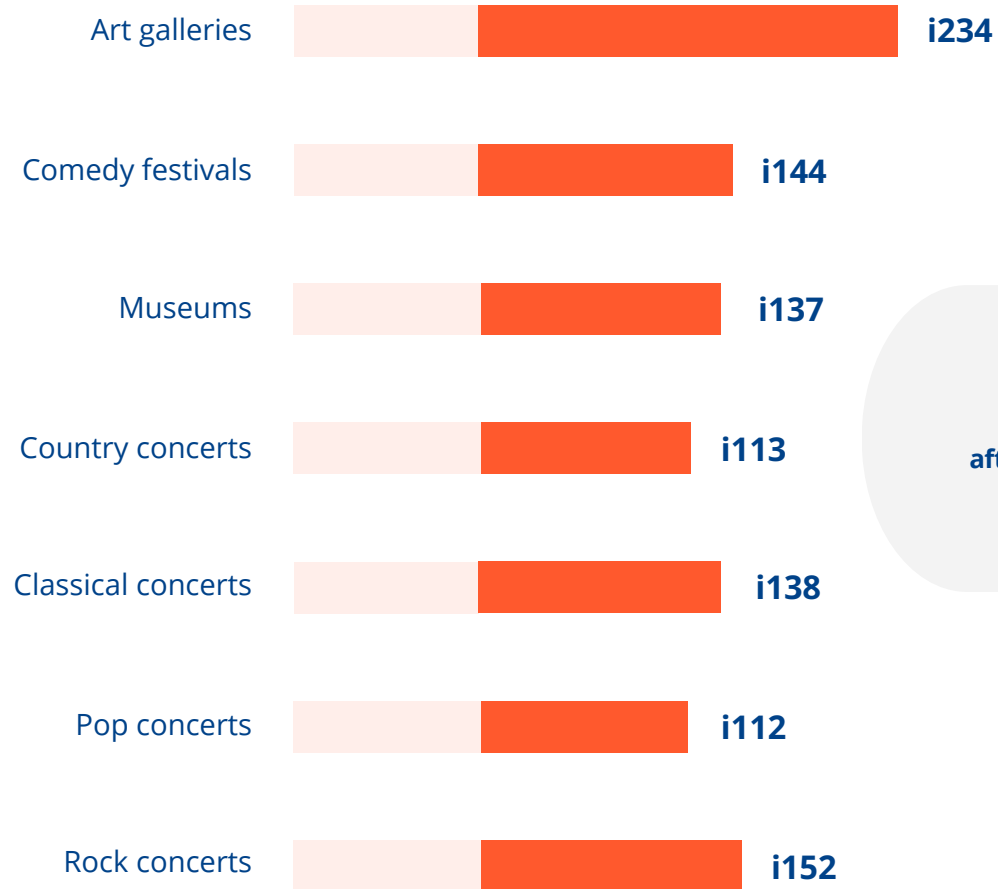
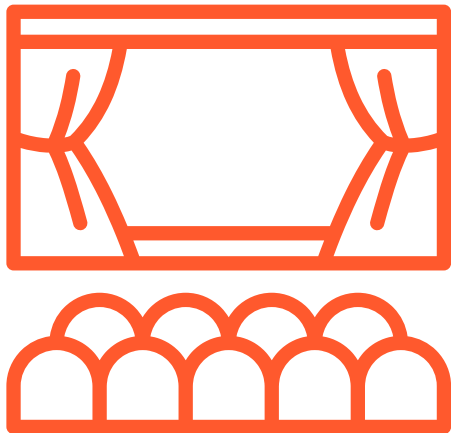
An audience sensitive to the environment



Market   
TV5 

Source : Vividata, Fall 2022, Winter 2023, Spring 2023 , Qc. Pop. franco., population weighting; A18-34, F25-54.

# AN AUDIENCE THAT LOVES TO BE ENTERTAINED



Attended a cultural event  
after seeing the advertisement  
on television

**i161**

Market ●  
TV5 ●

Source : Vividata, Fall 2022, Spring 2023 , Qc. Pop. franco., population weighting; A18-34, A18-49, A25-54, F25-54.



# AN AUDIENCE THAT TRAVELS



Planning a trip by **airplane** in the next 12 months

**i137**



Budget for the next planned trip: **\$3,000 and more**

**i143**

During their travels, TV5 viewers engage in sports activities.



In Canada  
**i110**



Internationally  
**i140**



With kids



Business



Excursions  
Adventures



Culinary  
Gastronomic



Outdoor  
Ecotourism



Market   
TV5 

Source : Vividata, Spring 2022, Fall 2022, Winter 2023, Fall 2023, Qc. Pop. franco., population weighting: A18-34, A18-49, A25-54, F25-54.

# AN AUDIENCE INTO SPORTS, OUTDOORS AND COOKING



**\$**  
They **spend \$1,000 and more** on sports equipment and clothing  
**i189**

Market   
TV5 

Source : Vividata, Fall 2022, Winter 2022, Qc. Pop. franco., population weighting; A18+, A18-34, A25-54, F25-54.



WHERE OUR ROADS MEET

# AN AUDIENCE OF EPICURIANS BUYING LOCAL



Market   
TV5 

Source : Vividata, Fall 2022, Fall 2023, Qc. Pop. franco., population weighting; A18-34, A25-54, F25-54.



WHERE OUR ROADS MEET



# AUDIENCE PROFILE: TELEVISION

# ACTIONS TAKEN AFTER VIEWING AN AD

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



**I visited the  
advertiser's website**  
i162



**I bought the product/  
brand/service**  
i191



**I went to the retail  
store/restaurant**  
i160



**I recommended the  
product/ brand/service**  
i158



**I discussed the ad  
for the product/brand/  
service with other people**  
i171



Source: Vividata, Winter 2022, Qc. Franco. Pop., population weighting; A25-54.

Source: Vividata, Printemps 2023, Qc. Pop. franc., pondération sur la population; A18-54

TV5 unisTV

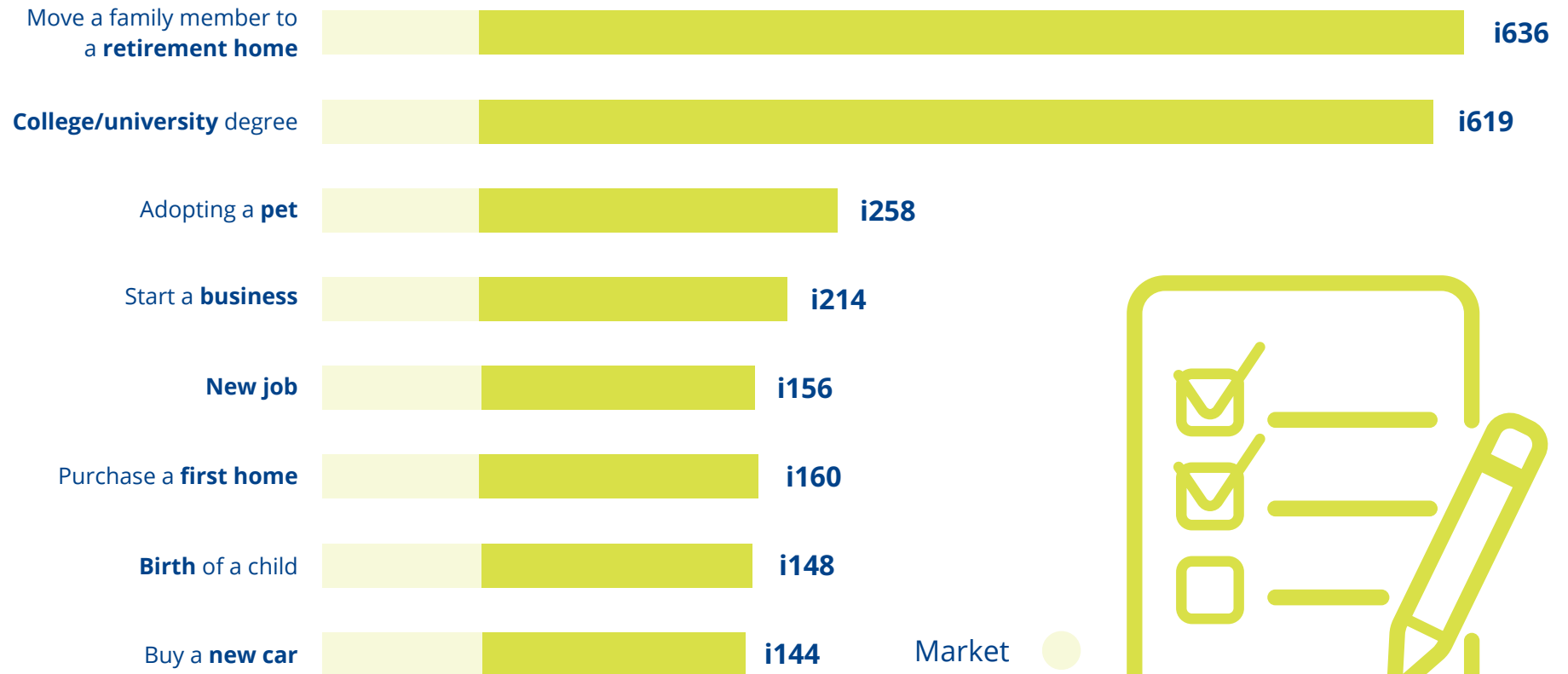
WHERE OUR ROADS MEET



# AN AUDIENCE WITH PROJECTS



In the next 12 months, they plan to:



Market ●  
Unis TV ●

Source : Vividata, Spring 2022, Fall 2022, Spring 2023 , Qc. Pop. franco., population weighting; A18+, A18-34, A18-49, A25-54, F25-54.



WHERE OUR ROADS MEET

# ECO-FRIENDLY CONSUMPTION

An audience sensitive to the environment



Is willing to **compromise** on their lifestyle if it's **better for the environment**



Believes it's worth **paying more for organic products**



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



Buys products in bulk to **avoid overpackaging**



Makes an effort to **recycle**



Market

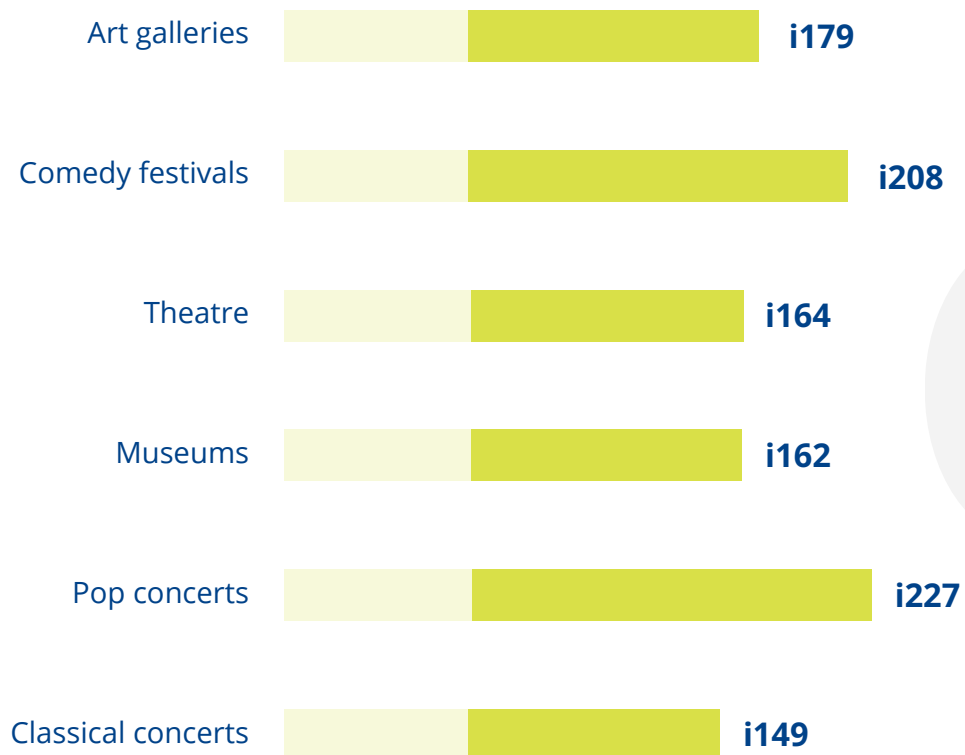
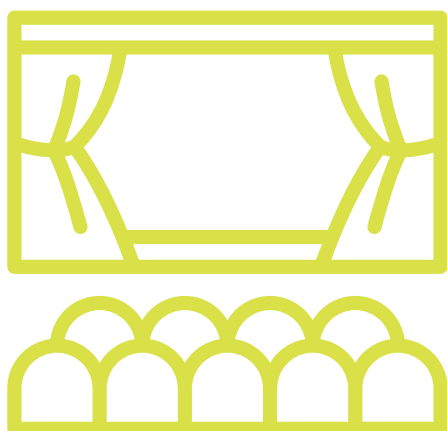
Unis TV

Source : Vividata, Winter 2023, Spring 2023 , Qc. Pop. franco., population weighting; A18-34, A25-54, F25-54.



WHERE OUR ROADS MEET

# AN AUDIENCE THAT LOVES TO BE ENTERTAINED



  
Attended a cultural event  
after seeing the advertisement  
on television  
**i161**

Market   
Unis TV 

Source : Vividata, Fall 2022, Winter 2023, Spring 2023, Qc. Pop. franco., population weighting; A18-34, A18-49, A25-54.



WHERE OUR ROADS MEET

# AN AUDIENCE EAGER FOR LOCAL TOURISM



Use a website to book or plan a vacation trip

**i200**



Budget for the next planned trip: **\$2,000 and more**

**i189**



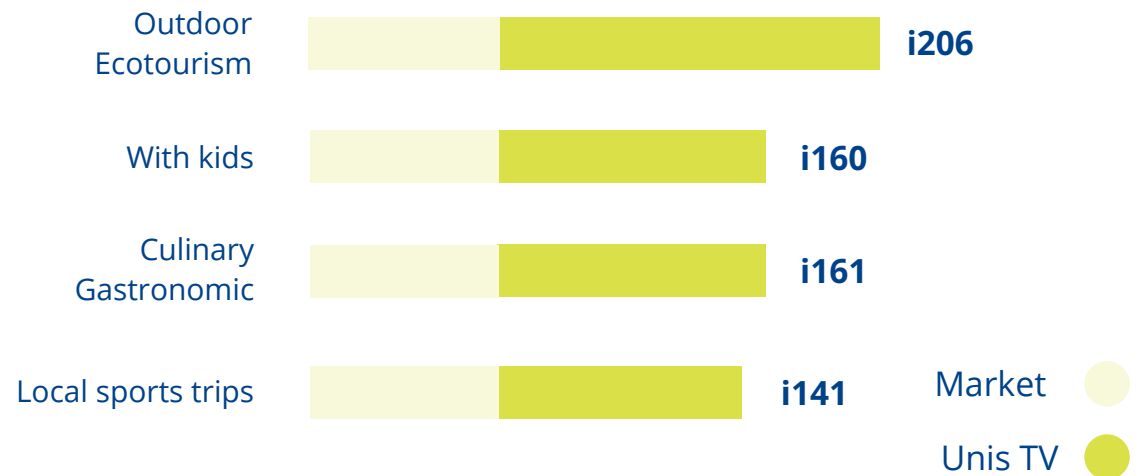
## Future destinations:



Quebec  
**i148**

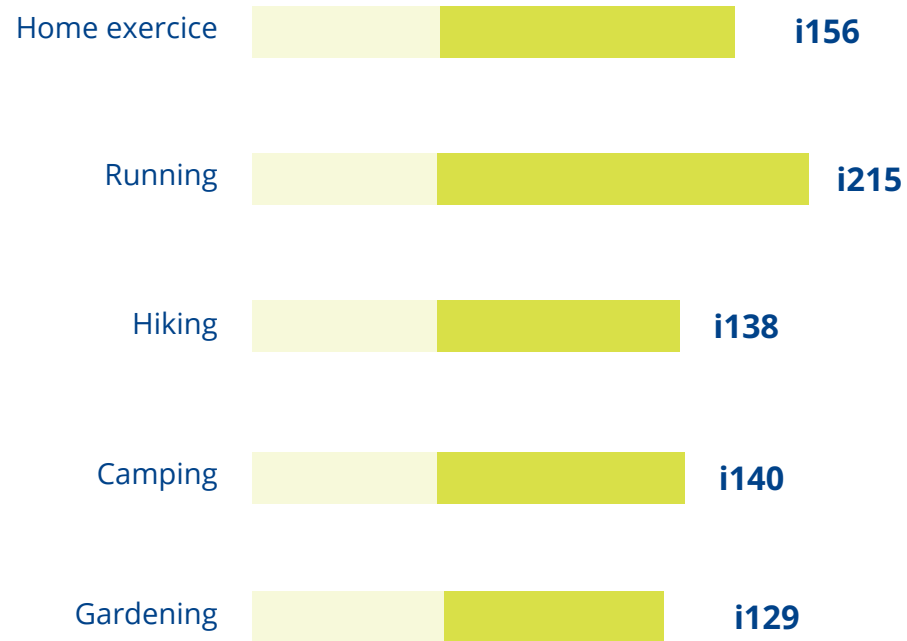


Ontario  
**i191**



Source : Vividata, Winter 2022, Spring 2022, Fall 2022, Fall 2023, Qc. Pop. franco., population weighting: A18+, A18-34, A18-49, A25-54, F25-54.

# AN AUDIENCE SPORTS, OUTDOOR ACTIVITIES, AND GARDENING



Our viewers engage in sports or exercise **at least once a week**

i129



They **spend \$1,000 and more** on sports equipment and clothing

i168

Market 

Unis TV 

Source : Vividata, Winter 2022, Spring 2022, Spring 2023, Qc. Pop. franco., population weighting; A25-54, F25-54.

# AN AUDIENCE OF EPICURIANS BUYING LOCAL



As avid **wine enthusiasts**, viewers of both channels over-index in wine consumption, including Canadian wines.



Market

Unis TV

Source : Vividata, Winter 2022, Spring 2022, Fall 2022, Spring 2023, Qc. Pop. franco., population weighting; A18+, A18-34, A25-54, F25-54.



WHERE OUR ROADS MEET



# DIGITAL COMPONENT

[tv5unis.ca](http://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

 **>1,7 million**  
page views per month

 **352 000**  
views per month

 **29 min**  
average visit

 **190 000**  
unique visitors per month

 **>433 500**  
sessions per month

 **>1 800h**  
video content available



Sources: Google Analytics / Piano Analytics from September 1, 2021, to March 22, 2022.



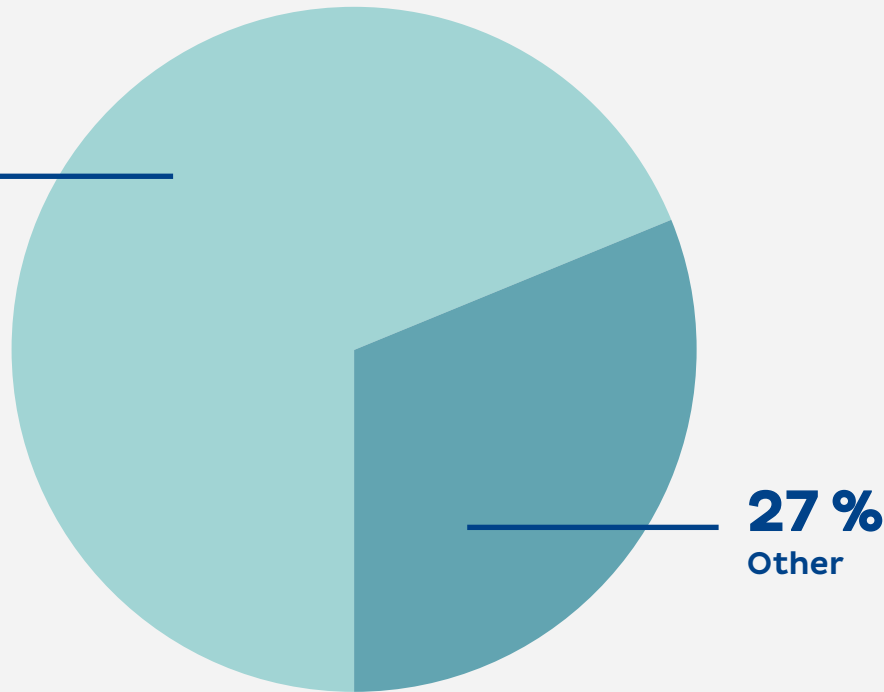
# DIGITAL PLATFORM

Balanced user profile

Women **52 %**  
Men **48 %**

**73 %**  
Of our users are

**18 to 54 years old**



Where are users from?

Quebec **83 %**

Ontario **9 %**

New Brunswick **3 %**

British Columbia **2 %**

Alberta **1 %**

Other **2 %**

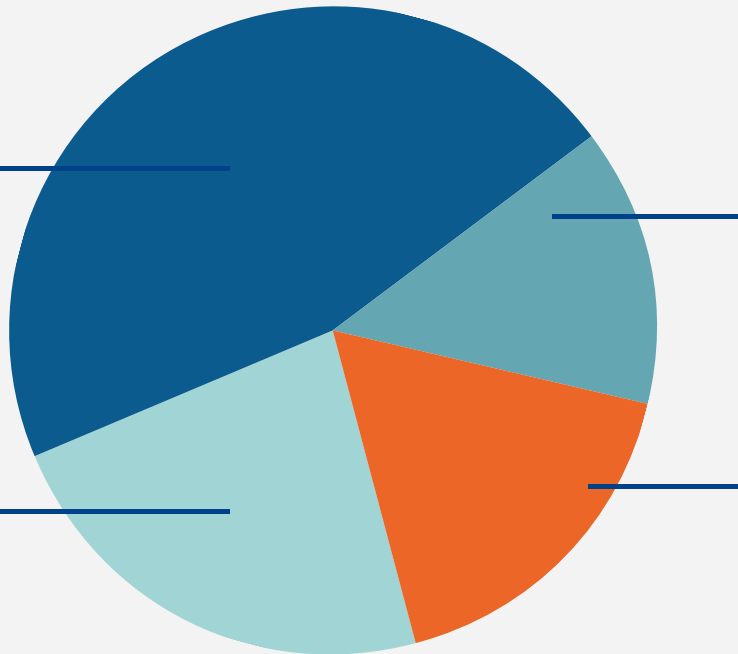
Sources: Google Analytics / Piano Analytics from September 1, 2021, to March 22, 2022


# DIGITAL PLATFORM

## Users (Web + apps)

  
**46 %**  
Office  
computer

  
**23 %**  
Cellphone



  
**14 %**  
Other

  
**17 %**  
Tablet

## Operating system used (Web + apps)

Android  
**27 %**

Windows  
**24 %**

iOS  
**22 %**

macOS  
**17 %**

Other  
**3 %**

Sources: Google Analytics / Piano Analytics from September 1, 2021, to March 22, 2022

TV5 unisTV

WHERE OUR ROADS MEET

# DIGITAL PLATFORM

Top 5  
theme  
collections



Local and  
foreign  
movies

>99 000  
Connection  
over the period

73%  
A 18-54



Binge-  
watching  
series

>650 000  
Connection  
over the period

42%  
A 33-55



Police  
procedural

>315 000  
Connection  
over the period



Must-see  
documentaries

>75 000  
Connection  
over the period

65%  
A 18-54



Travelling from  
home

>195 000  
Connection  
over the period

46%  
A 25-44

Sources: Google Analytics / Piano Analytics from September 1, 2021, to March 22, 2022

# DIGITAL PLATFORM

Class  
advertising  
formats

## Pre-roll

Premium placement 10 s, 15 s, 30 s



Non-skippable

Average completion rate  
**93 %**

Maximum of 3  
advertisements per segment

Average click-through rate  
**1,8 %**

Market  
**1 %**

Market  
**80 %**

## Billboard

970 x 250



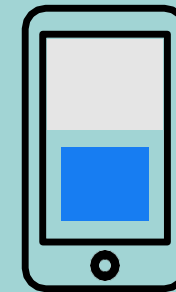
Feature your brands on the  
homepage, show pages and  
broadcast schedules

A flexible, affordable  
solution

Average click-through rate  
**0,3 %**

## Bigbox on mobile

300 x 250



Feature your brands on  
mobile

Average click-through rate  
**0,3 %**

# DIGITAL PLATFORM

Ad format  
impact



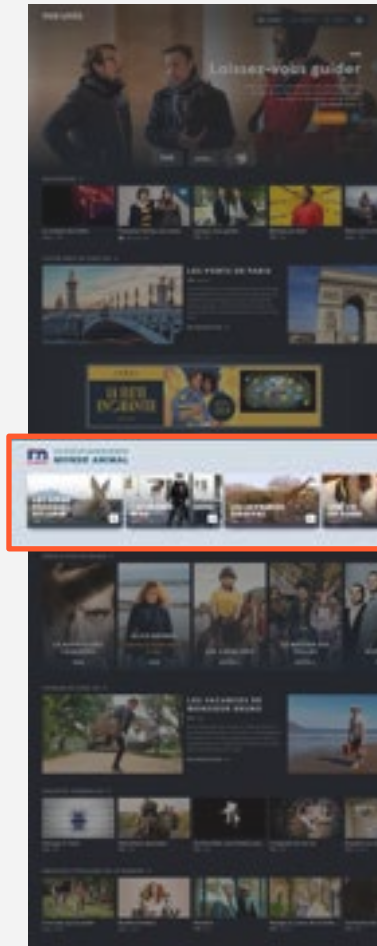
Sponsorship of  
a theme collection  
homepage

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

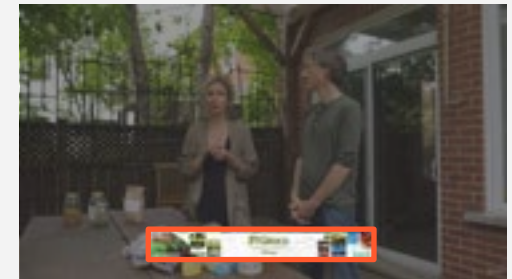


Video overlay  
banner

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



\*Variable duration of sponsorship

# A DEDICATED COMMUNITY

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

Newsletter

**79 000**  
subscribers

**39%**  
open rate

**8,8%**  
click-through rate



## TV5



**216 000**  
subscribers

**77%**  
A 18-54



**10 700**  
Suscribers

**80%**  
A18-54



## unisTV



**58 000**  
Suscribers

**73%**  
A18-54



**6 600**  
suscribers

TV5 unisTV

WHERE OUR ROADS MEET

# QUALITY CONTENT

NEW SHOWS  
**TV5**



## Sous contrôle

A political comedy about 45-year-old Marie Tessier (Léa Drucker), director of an NGO, who is appointed Minister of Foreign Affairs on the day when five Europeans, two of them French, are taken hostage by terrorists in the Sahel. Turning the crisis into a personal affair, Marie quickly crosses all red lines, striving to give the impression that everything is under control.



## 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.



## Le monde est à nu!

A series that takes a look at the people of the world through the prism of nudity. In each episode, the host visits a different country and meets its inhabitants, revealing their individual and collective relationship with nudity.



## La guerre des trônes : La véritable histoire de l'Europe Season 6

With the exceptional participation of Stéphane Plaza in the role of a Parisian revolutionary, this season 6 of "War of the Thrones" (1756-1788) sheds light on one of the most tumultuous periods in our history, thanks to fictional sequences in period costumes and settings, enriched by real historical



## Mystères d'archives

Serge Viallet analyzes known and unpublished archives of the 20th century's major and minor palpitations. These images and sounds teem with information invisible at first glance. Close-ups on details, slow-motion shots, off-screen revelations: these captivating investigations provide a new understanding of events engraved in our memories.



## La beauté autrement

Can a woman in a wheelchair enter a beauty contest? Can a man be crowned prom king? What's it like to parade in a maximum-security prison? Traditional beauty pageants have strict standards, but some defy those norms to promote diversity and inclusion. Could these atypical pageants change our perception of beauty?.

# QUALITY CONTENT

RETURNING  
SHOWS  
**TV5**



## Connexion sauvage Season 2

In "Connexion sauvage", veterinarian Claudia Gilbert travels the world to meet people who have developed a touching and exceptional relationship with wild animals.



## Espèces d'ordures Season 2

In ten of the largest cities on five continents, Frédéric Choinière highlights the greenest, most innovative and most effective initiatives to control the proliferation of waste.



## Immigrant de souche Season 2

Raed Hammoud travels the length and breadth of Quebec to meet immigrants who have chosen to settle in the region. These remarkable individuals tell us their stories and show us how they contribute to enriching their corner of the country.



## Les 100 lieux qu'il faut voir Season 7

Unforgettable walks in France, for nature lovers, history and old stone enthusiasts or gourmets in search of authentic products.



## 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 3

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.



# QUALITY CONTENT

NEW SHOWS  
**unisTV**



## FEM

Zav, a 16-year-old hyperpop musician, dreams of breaking into the music industry. Zav has long been questioning his gender identity, but inwardly, as he fears the repercussions of this questioning on his relationships with his family and his small Franco-Ontarian community. His musical quest and online life allow him to anonymously explore his femininity and express his dysphoria, but his second life can't stay hidden forever.



## Béliveau

A symbol of success, the field hockey gentleman, star, businessman, husband and family man was admired and respected by all. Constantly under pressure, this field hockey legend endowed with extraordinary strength of character bounced back from numerous injuries. Between 1950 and 1971, the series revisits the pivotal moments in the career of this Victoriaville-born national hero.



## De la terre à la table

Driven by his dream of food sovereignty, Jean-Martin Fortier moved to Stanbridge East, in the Eastern Townships, to carry out the most ambitious project of his career: the creation of a *table fermière* on the grounds of the Old Mill, a historic monument built in 1849. His goal: to create a laboratory of local culture capable of fully supporting the restaurant's year-round needs. Will he live up to his ambitions?



## Classe de chefs

This 10-episode observational documentary series enters the Institut de tourisme et d'hôtellerie du Québec (ITHQ) at the start of the school year, and accompanies three cohorts of students on their journey through the Cuisine et gastronomie program.

# QUALITY CONTENT

RETURNING  
SHOWS  
unisTV



## C'est plus qu'un jardin Season 4

"C'est plus qu'un jardin" aims to cultivate this interest by offering viewers guidance in their first steps towards food self-sufficiency, eco-responsibility and local commerce.



## La belle vie Season 4

In his van, Julien Roussin Côté criss-crosses Canada in search of people who live life to the full while owning less. Inspiring stories of individuals, families and communities who have made the choice to live differently.



## Vie de vet Season 2

"Vie de vet" follows Dr. Raymond Plasse and his team through the crazy days of a veterinary hospital, where little joys follow big dramas. The series introduces us to a gallery of colorful two- and four-legged characters!



## Scoop Season 4

A fierce battle pits L'Express against its new rival, Le Scoop. Journalists from both dailies engage in a merciless race for the best stories.



## Coeur de trucker Season 2

The reality show "Coeur de trucker" gives three truckers the chance to meet singles who aren't afraid of long-distance love! They take the roads of the country in search of their soulmate.



## Ça fait la job Season 5

"Ça fait la job" is a game that proves it's possible to have fun while working! Every week, from Monday to Thursday, Samuel Chiasson welcomes three artists to test their knowledge of four different trades.



## La guerre du web Season 2

Jonathan Roberge hosts two personalities in a friendly duel to showcase their web finds. The absurd and the unbelievable come together in this fun and friendly competition!

# CONTACT US !

## TV5 Quebec Canada Team

**Marie-Claude Fournier**  
Head of Sales  
514 522-5322, ext.132  
[marie-claude.fournier@tv5.ca](mailto:marie-claude.fournier@tv5.ca)

**Annie-Claude Gauthier**  
Media Creativity and Local Sales Specialist  
514 522-5322, ext. 122 • 514 710-2098  
[annie-claude.gauthier@tv5.ca](mailto:annie-claude.gauthier@tv5.ca)

**Guerline Brice**  
Sales Coordinator  
514 522-5322, ext. 206  
[ventes-sales.tv5.unis@tv5.ca](mailto:ventes-sales.tv5.unis@tv5.ca)

**Estelle Mottin**  
Creative Media Coordinator  
514 522-5322, ext. 188  
[tv5unis.espacepub@tv5.ca](mailto:tv5unis.espacepub@tv5.ca)

**Clément Schluck**  
Digital Sales Coordinator  
514 522-5322, ext. 192  
[ventesnumeriques.tv5.unis@tv5.ca](mailto:ventesnumeriques.tv5.unis@tv5.ca)

---

**Yanick Cole**  
Robert Cole Média  
National Television Sales  
514 823-4588  
[yanick@robertcolemédia.com](mailto:yanick@robertcolemédia.com)

**Martin Déziel**  
MediaTonik  
514 929-4458  
[martin@mediatonik.ca](mailto:martin@mediatonik.ca)

**TV5espacepub.ca**