

Fall 2020 Quebec Franco Tuning Trends

With the US and English Canada waiting until the end of October for the launch of English Fall 2020 TV programming, Quebec has benefitted from its own star system, allowing local productions to safely begin and deliver original programming as early as mid-September. While sports usually competes for audiences, COVID-19 delayed the start of the seasons. Along with the rest of the world, the Quebec population tuned in during the US election period awaiting an official declaration of the winner.



TV continued to reach 
6,877,000
 Quebecers on average per week this Fall in Quebec Franco.

For key buying demographics, TV reached on average weekly:

89% A25-54 **88%** A18-49 **86%** A18-34

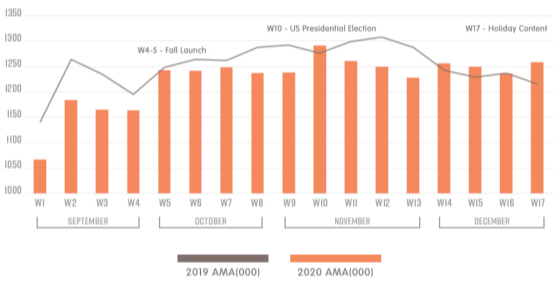
Compared to last Fall with A25-54 and A18-49 indexing at 96% and 96% respectively and A18-34 at 97%.

Source: Numeris Canada, Quebec Franco, w1-17 20/21, 2+, M-Su 2a-2a, Rch (000), Rch %

QUEBEC FRANCO MAINTAINED 98% OF THEIR AUDIENCE

Quebec's pandemic response included strict social distancing measures and work from home protocols, making TV a natural distraction from regular routines while also being a trusted source for Government updates. While the overall tuning has remained quite stable throughout the Fall, the major differences lie between Conventional and Specialty. Quebec Conventional stations have benefitted from original programs while Specialty stations saw their tuning decline with the lack of Sports and original content. Holiday programming exceeded last years' audience.

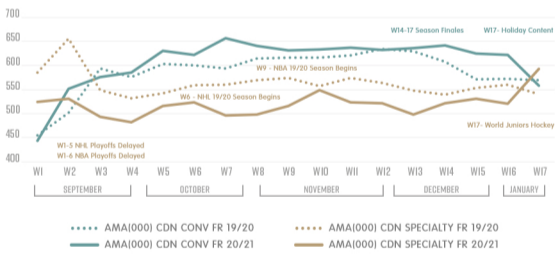
QUEBEC FRANCO, TOTAL TV



Source: Numeris Canada, Quebec Franco, w1-17 19/20, w1-17 20/21, 2+, M-Su 2a-2a, AMA (000)

TV CONTENT VARIED BY WEEK THIS FALL

Quebec Franco, Total TV



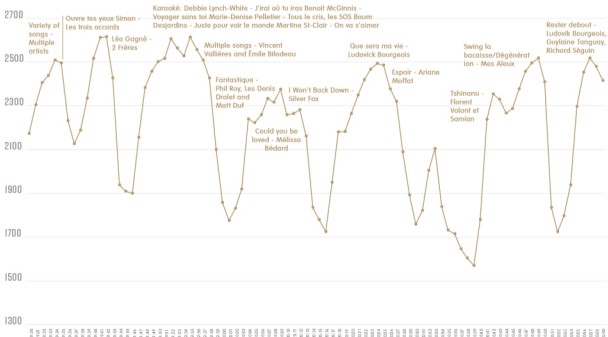
Source: Numeris Canada, Quebec Franco, w1-17 19/20, w1-17 20/21, 2+, M-Su 2a-2a, AMA (000)

Quebec Special Tout le monde ensemble

In a rare and welcomed event, the 4 major Conventional stations simultaneously aired the hour and a half long special: *Tout le monde ensemble* on December 28th. It was with the sentiment of unity and togetherness that the biggest names in the music and television industry came together to present original songs and stories to the 3.7 million people that tuned in.

HIGHLIGHTS OF THE NIGHT

Tout le monde ensemble December 28th, 2020



Source: Numeris Canada, Quebec Franco, December 28, 2020, 2+, TVA, SRC, Noovo, TQ, AMA(000), DlyRch(000)