

# Artis 2021

/ Join in the festivities!

For its 36<sup>th</sup> year, TVA is reinventing how it celebrates our artists' talent. ARTIS, a spring staple event, pays tribute to those who have entertained, informed, and moved us throughout the year. A one-of-a-kind event, ARTIS brings surprises and great pleasure, all with the joys and excitement of live TV.

SUNDAY, MAY 9, 2021

## AN UNPRECEDENTED PHENOMENON

- Domination: the 2019 Gala Artis alone takes up 59.4% of the market shares (2+).
- The GALA is in 2<sup>nd</sup> place in the Top 30 for the winter-spring season, behind *La Voix*!
- The A18-24 are over-represented.

NOTE

Artis <sup>36<sup>e</sup></sup>  
ÉDITION



FAM. INCOME \$100K+	A18-24	M18-34
GALA ARTIS PROFILE		
INDEX 125	INDEX 116	INDEX 114

A2+	A18+	A18-49	A25-54	A35-64	F18-49	F25-49	M18-49	M25-54
GALA ARTIS AUDIENCES								
1,804	1,637	447	486	801	237	182	210	217