

# ÇA FINIT BIEN LA SEMAINE

A FESTIVE FRIDAY-NIGHT EVENING OF CULTURE

Hosted by Julie Bélanger and José Gaudet, *Ça finit bien la semaine* introduces or reacquaints viewers with artists from Quebec and elsewhere, presented in a relaxed, spontaneous atmosphere.

It had a record audience in the winter/spring of 2020 with an average of 905,000 viewers (32.2 shares).

Total reach of 2 million viewers each week (including two broadcasts), or 27% of French-speaking Quebecers.



## INFORMATION ON THE SHOW

Broadcast dates: January 15 X 15 weeks

Time slot: Fridays at 7 p.m.

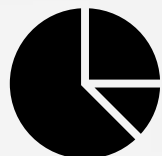
Rebroadcast: Thursday at 10 a.m.

Format: 60 minutes

Filming: Winter 2021

## AUDIENCE (1000)

AUD	2+	A18+	A25-54	F25-54	H25-54
ORIGINAL	894	829	208	123	85
RERUN	249	239	48	35	14



31% share of market  
F 25-54



92 K fans