

LA TOUR

A NEW TALK-SHOW WITH A QUEBEC FLAVOR

A unique talk-show inspired by sitcoms. It all takes place “at the host’s house,” a cozy apartment seamless as a penthouse in a downtown high-rise.

Besides the host, other characters are there each episode, to add a touch of fun and humour. We want to add a Quebec feel to this classic typical talk-show.

Every day, a guest star and collaborators talk about whatever is happening in their daily lives. They take a step back and look at what affects them, with humour.



INFORMATION ABOUT THE SHOW

Airing: Starting January 4th, 2021 (x 14 weeks)
 Time slot: Monday to Thursday at 7:30 p.m. - rerun at 11:35 p.m.
 Format: 30 minutes
 Filming: 24 to 48 hours before airing (to be confirmed)



815,600 viewers per week, on average

NOTEWORTHY

- The foundations of the show:
 - Hot topics
 - Authenticity
 - Humour
- The sitcom segments are perfect opportunities for passive product placement

AUDIENCES

AUD	2+	A18+	A25-54	F25-54	H25-54
(000)	816	749	219	132	88
RERUN (000)	136	126	37	22	15