

LE TRICHEUR

A quiz show where everyone can have fun!

Le Tricheur is a daily show where strategy is paramount. Each week, five artists must answer general knowledge questions posed by the host, Guy Jodoin, in order to accumulate money for the charity of their choice. But one of them has already received all the answers in advance... they are the cheater! The cheater will need to use all of their strategic skills to fool everyone and win the game without being discovered. Can you figure out who is the cheater?

This quiz show is appropriate for the whole family. Interspersed with moments of fantasy, zaniness and surprise.

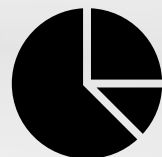


INFORMATION ON THE SHOW

Broadcast dates: January 4, 2021 x 20 weeks
 Time slot: Original Mon. to Fri., 6:30 p.m.
 Rebroadcast Mon. to Fri., 11 a.m.
 Format: 30 minutes



984,300 viewers on average



37% share of market

TV HIGHLIGHTS

Original and rebroadcast shows reach more than one million of viewers every day!

ON DIGITAL

104K Facebook subscribers

AUDIENCE ESTIMATES

AUD (000)	2+	A18+	A25-54	F25-54	M25-54
M-F 6:30 p.m. (O)	879	806	239	140	99
M-F 11:00 a.m. (R)	208	196	40	21	15