

JiC

A DIFFERENT PERSPECTIVE ON SPORTS!

JEAN-CHARLES LAJOIE will start his third season at TVA Sports!

Starting September 7th, Jean-Charles Lajoie will get back to his sports and entertainment fans from 5pm to 7pm in successful show created just for him, called "JiC".

With an impressive list of contributors, Jean-Charles Lajoie will tackle sports from every angle with his very own take, in a lively television universe where animated debates and a lively ambience go hand in hand with comedy and arts.

Presented live every day, with a visual wallpaper in the colours of Jean-Charles, this totally unique show will literally plunge viewers and debaters into the centre of subjects.

PARTNERSHIPS AVAILABLE

- » TITLE SPONSORSHIP
- » 60-MINUTE BLOCK SPONSORSHIP
- » 7 SECOND « SQUEEZE » FORMAT
- » SEGMENTS SPONSORSHIPS
- » CUSTOM SEGMENTS
- » INCLUSION ON SOCIAL MEDIA

TVA
SPORTS

40 WEEKS
SEPTEMBER 2021
TO JUNE 2022
SUMMER HIATUS

(000)	AUDIENCE*
T2+	27,9
A18+	26,8
A18-49	8,1
A25-54	8,2



W18-34
INDEX 135



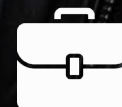
M18-49
INDEX 135



\$100K+
INDEX 152



GROCERY +200\$
INDEX 134



MOPE
INDEX 133



+\$30k CARS
INDEX 137



BARS OUTINGS
INDEX 152



SAVING
INDEX 118

QUÉBECOR