

QUB

/ UN AN IMPRESSIVE VOLUME OF CONTENT

This new destination is a unique digital platform. which consolidates all the content produced by Quebecor in one place!

Offering a turnkey experience. this platform is conducive to the discovery of information and entertainment content in all formats (text. audio. video. music)

Main themes: News & Business | Sports | Entertainment
Fashion & Beauty | Health & Fitness



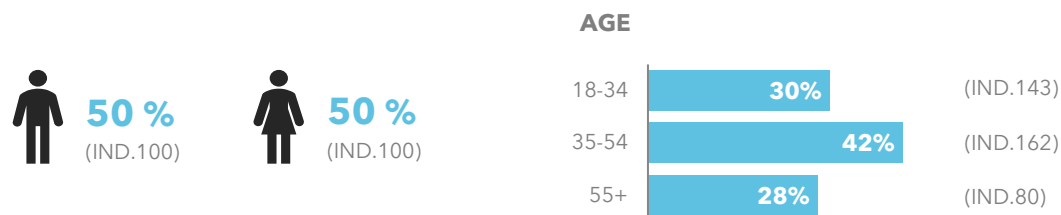
NOTE¹

- **19.2M** page views per month
- **11.7M** sessions per month
- **2.5M** unique visitors per month²
- **6 MINS 44** session length
- **3.7M** videos view per month

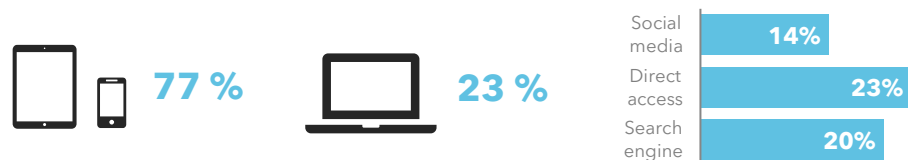
✓ Monday and Tuesday are the busiest days

✓ TVA+ is the section that generates the most traffic on the platforms, followed by the information content conveyed by the Journal de Montréal and TVA Nouvelles sites.

DEMOGRAPHIC¹



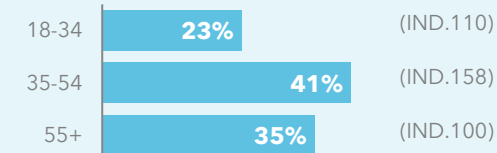
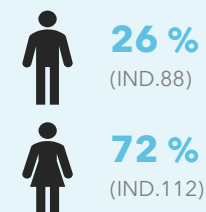
SOURCE OF TRAFFIC¹



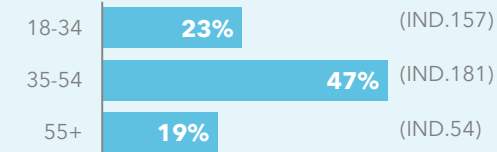
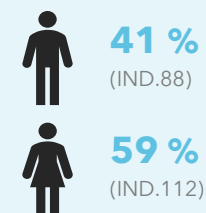
FACEBOOK⁴

@qub.ca

f 1.2K FOLLOWERS



Instagram 1.2K FOLLOWERS



Twitter 363K FOLLOWERS

QUB

/ UN AN IMPRESSIVE VOLUME OF CONTENT

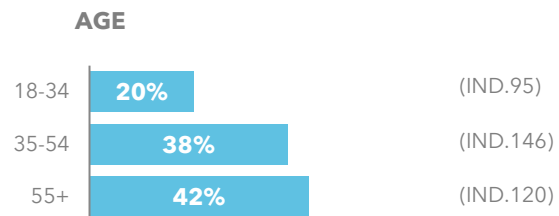
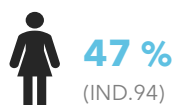
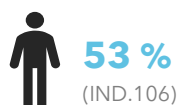
This new destination is a unique digital platform, which consolidates all the content produced by Quebecor in one place!

Offering a turnkey experience, this platform is conducive to the discovery of information and entertainment content in all formats (text, audio, video, music)

Main themes: News & Business | Sports | Entertainment
Fashion & Beauty | Health & Fitness

✓ The app is most consulted on Monday, Tuesday and Thursday.

DEMOGRAPHIC¹



PROVENANCE¹



20 %



80 %

DIRECT ACCESS
100 %

PERFORMANCE¹

SCREEN VIEWS / MONTH **12.9 M**
SESSIONS / MONTH **1.6 M**
USERS / MONTH **3.3 M**

