

# TVA NOUVELLES

/ QUEBEC'S MOST TRUSTED NEWS SOURCE

TVA Nouvelles continues to inform Quebecers with news in real-time. on its website.

TVA Nouvelles offers all news types. with coverage in all regions of Quebec. The site features a section for sports. the economy. culture. and real estate.

**Main themes:** Sports | News & Business | Entertainment | Real estate

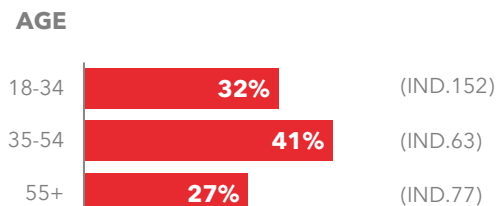
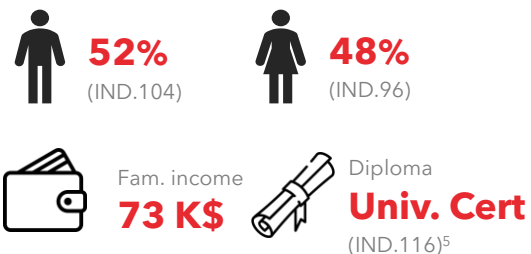


## NOTE<sup>1</sup>

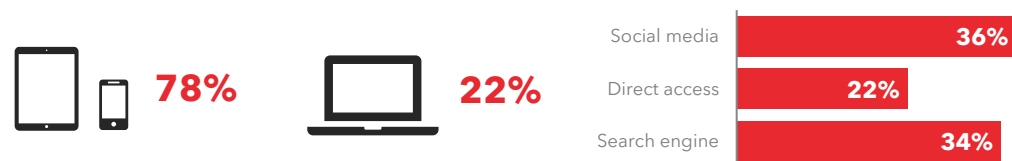
- **71 M** page views per month
- **33 M** sessions per month
- **4.2 M** unique visitors per month<sup>2</sup> ↑ 14%
- **3 MINS 20** session length ↑ 8%
- **6.6 M** videos views per month<sup>3</sup> ↑ 18%
- **87%** scroll rate at 75%

- ✓ Monday and Tuesday are the days with the most traffic.
- ✓ More than ¾ (78%) of traffic comes from mobility.
- ✓ It is from the homepage that users consult the most news.

## DEMOGRAPHIC<sup>1</sup>



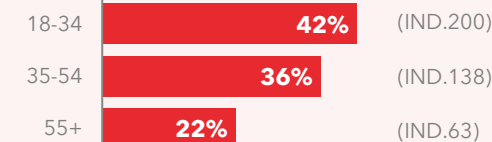
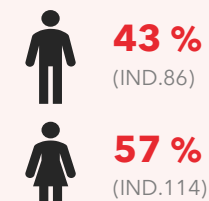
## SOURCE OF TRAFFIC<sup>1</sup>



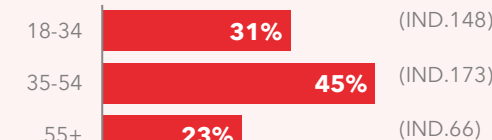
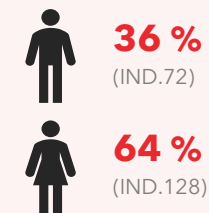
## SOCIAL MEDIA<sup>4</sup>

@tvanouvelles

**f 1.2 M**  
FOLLOWERS



**ig 138 k**  
FOLLOWERS



**tw 477 k**  
FOLLOWERS

# TVA NOUVELLES

/ NEWS IN REAL TIME

The TVA Nouvelles app. available for mobile and tablet allows users to read news any time.

This is a must-have to stay on top of the news all day long!

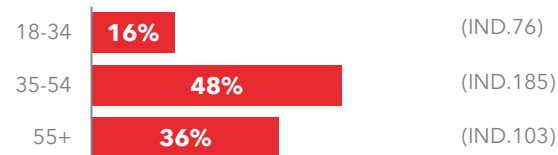
**Main themes:** Sports | News & Business | Entertainment | Real estate

✓ Monday, Tuesday and Thursday are the days with the most traffic.

## DEMOGRAPHIC<sup>1</sup>



### AGE



## SOURCE OF TRAFFIC<sup>1</sup>



## PERFORMANCE<sup>1</sup>



# TVA SPORTS

/ FOR SPORTS LOVERS

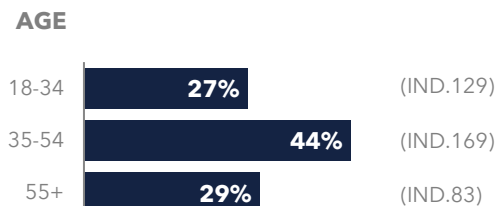
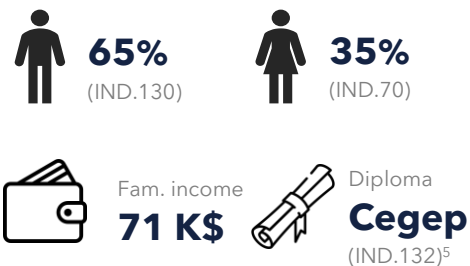
Before, during and after sporting events, TVA Sports offers professional, up-to-date and engaging coverage of sports of interest to Quebecers on all platforms.

Tvasports.ca is the digital destination for sports enthusiasts, offering a variety of content focused on sports news.

Whether it's about the Montreal Canadiens and the LHJMQ, or CF Montreal and college football, TVA Sports offers a wide spectrum of information to users.

**Main theme:** Sports

## DEMOGRAPHIC<sup>1</sup>



## SOURCE OF TRAFFIC<sup>1</sup>



## NOTE<sup>1</sup>

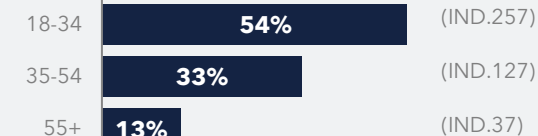
- **8.7 M** page views per month **↑ 3%**
  - **5.7 M** sessions per month **↑ 3%**
  - **1.1 M** unique visitors per month<sup>2</sup> **↑ 17%**
  - **1 MIN 57** session length **↑ 3%**
  - **1 M** videos views per month<sup>3</sup> **↑ 21%**
  - **93%** scroll rate at 75%
- ✓ Nearly ¾ (80%) of traffic comes from mobile.
  - ✓ The most popular days for sports news are Saturday and Sunday.
  - ✓ The most popular content is hockey content.
  - ✓ Over 70,000 sports podcast downloads per months<sup>6</sup>.

## SOCIAL MEDIA<sup>4</sup>

@tvasports

**f** **405 k**  
FOLLOWERS

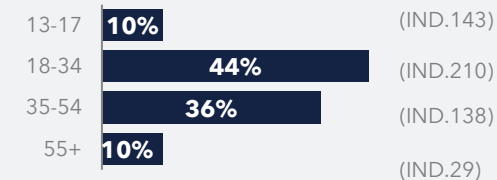
**75 %**  
(IND.120)



**ig** **50 k**  
FOLLOWERS

**80 %**  
(IND.160)

**20 %**  
(IND.40)



**tw** **125 k**  
FOLLOWERS

**dm** **23 k**  
LIKES

SOURCES: 1. Google Analytics. Monthly average between November 1<sup>st</sup> 2021 to April 30 2022/ 2. Comscore. French Quebec. Average unique visitors between November 1<sup>st</sup> 2022 and April 30 2022/

3. DataStudio. Average videos view between November 1<sup>st</sup> 2022 to April 30 2022 / 4. Social Media. May 2022 / 5. Vividata Fall 2021 / 6. Triton, podcast sports 2021 . **Last update: May 2022 (Next update: End of November 2022)**

# TVA SPORTS

/ FOR SPORTS LOVERS

An extension of its website, the TVA Sports app is a must for sports enthusiasts who want to be informed at all times. The app is a single destination that brings together a variety of content focused on sports news.

In order not to miss anything, the app accessible on tablet and mobile offers you the possibility of activating team notifications and receiving, in real time, all the details of the Habs and CF Montreal games.

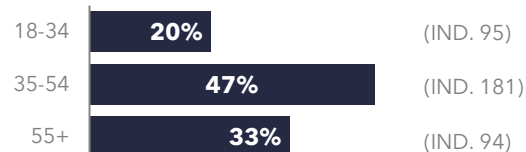
**Main theme:** Sports

✓ The most popular days for sports news are are Saturday and Sunday.

## DEMOGRAPHIC<sup>1</sup>



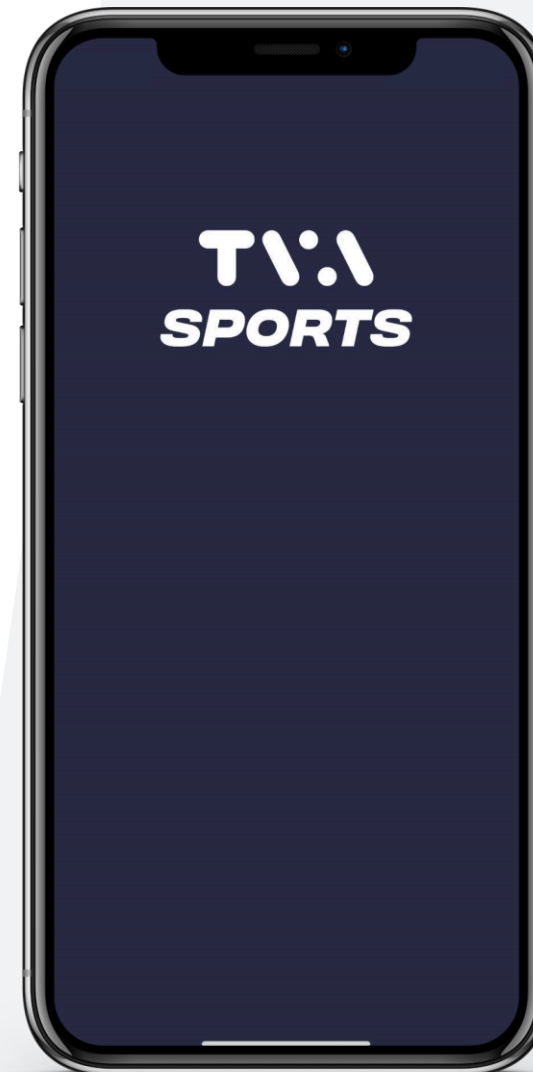
### AGE



## SOURCE OF TRAFFIC<sup>1</sup>



## PERFORMANCE<sup>1</sup>



# LE JOURNAL DE MONTRÉAL

/ THE NEWS REFERENCE



In addition to the top headlines from the print version, the Le Journal de Montréal website offers an enhanced browsing experience and content. Internet users can look forward to news updated in real time, exclusive videos, various picture galleries, and a team of renowned bloggers. The [journaldemontreal.com](http://journaldemontreal.com) website contains all types of news: shows, lifestyle, travel, and much more.

**Main themes:** Fashion & Beauty | Cooking & Recipes | Automobile | Sports | Health & Fitness | Travel & Outdoors | News & Business | Entertainment | Real estate

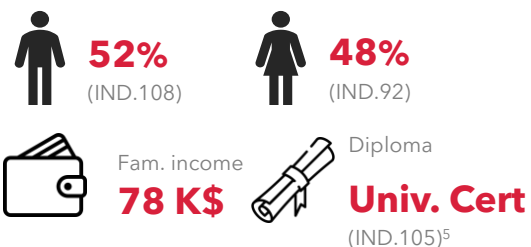
## NOTE<sup>1</sup>

- **55.9 M** page views per month
- **24.3 M** sessions per month
- **3.4 M** unique visitors per month
- **3 MIN 57** session length
- **1.4 M** videos view per month<sup>3</sup> ↑ 8%
- **78%** scroll rate at 75%

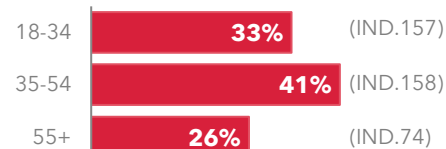
✓ The frequency of visits is stable every day of the week!

✓ The actualité section generates the most page views, followed by the Opinions section and the Monde section. Faits divers is the subsection that generates the most traffic.

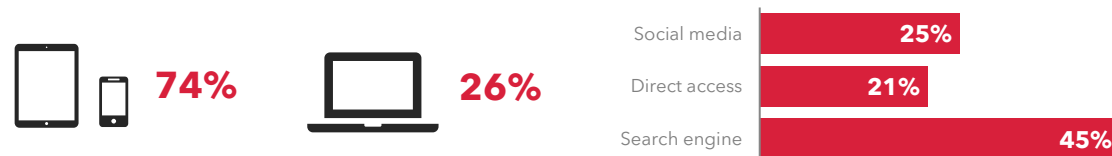
## DEMOGRAPHIC<sup>1</sup>



### AGE



## SOURCE OF TRAFFIC<sup>1</sup>



## SOCIAL MEDIA<sup>4</sup>

@jdemontreal

**f** **724 k**  
FOLLOWERS

**52 %**  
(IND.104)

18-34 **40%** (IND.190)

35-54 **36%** (IND.138)

55+ **21%** (IND.60)

**ig** **87 k**  
FOLLOWERS

**53 %**  
(IND.106)

18-34 **29%** (IND.138)

35-54 **35%** (IND.135)

55+ **35%** (IND.100)

**tw** **269 k**  
FOLLOWERS

**yt** **6.2 k**  
FOLLOWERS

# LE JOURNAL DE QUÉBEC

/ THE NEWS REFERENCE



In addition to the top headlines from the print version, the Le Journal de Québec website offers an enhanced browsing experience and content. Internet users can look forward to news updated in real time, exclusive videos, various picture galleries, and a team of renowned bloggers. The [journaldequebec.com](http://journaldequebec.com) website contains all types of news: shows, lifestyle, travel, and much more.

**Main themes:** Fashion & Beauty | Cooking & Recipes | Automobile | Sports | Health & Fitness | Travel & Outdoors | News & Business | Entertainment | Real estate

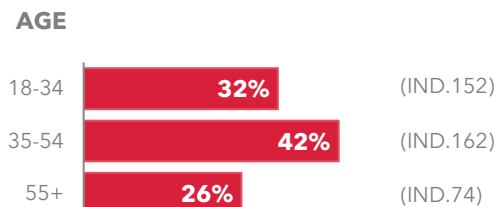
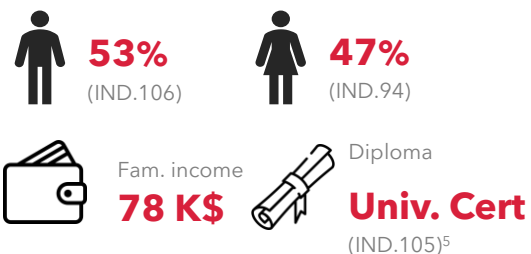
## NOTE<sup>1</sup>

- **22.2 M** page views per month
- **10.9 M** sessions per month
- **2.3 M** unique visitors per month<sup>2</sup>
- **3 MINS 03** session length
- **562 K** videos view par mois<sup>3</sup> ↑ 8%
- **81%** scroll rate at 75%

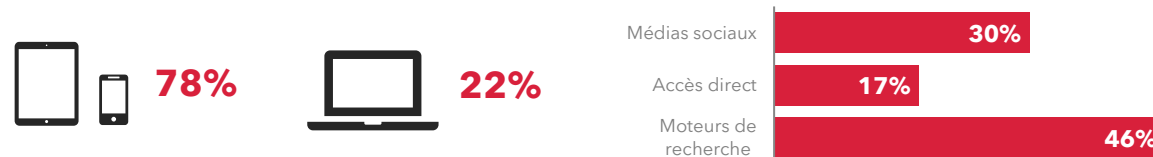
✓ The frequency of visits is stable every day of the week!

✓ The actualité section generates the most page views, followed by the Opinions section and the Sports section. Faits divers is the subsection that generates the most traffic.

## DEMOGRAPHIC<sup>1</sup>



## SOURCE OF TRAFFIC<sup>1</sup>



## SOCIAL MEDIA<sup>4</sup>

@jdequebec

**f** **438 k**  
FOLLOWERS

**45 %**  
(IND.110)

18-34 **41%** (IND.195)

35-54 **39%** (IND.150)

**55 %**  
(IND.142)

55+ **18%** (IND.51)

**o** **49 k**  
FOLLOWERS

**50 %**  
(IND.100)

18-34 **32%** (IND.152)

35-54 **37%** (IND.142)

**50 %**  
(IND.100)

55+ **30%** (IND.86)

**t** **202 k**  
FOLLOWERS

# SALUT BONJOUR

/ YOUR MORNING EXPERT FOR 30 YEARS

Salut Bonjour is an accessible, dynamic digital destination featuring TV content, exclusive content about the team, and lifestyle articles based on our viewers' interests.

The platform has a unifying, familial, friendly, and accessible editorial tone.

**Main themes:** Cooking & Recipes | Fashion & Beauty | Health & Fitness | Travel & Outdoors | Deco & Reno



## NOTE<sup>1</sup>

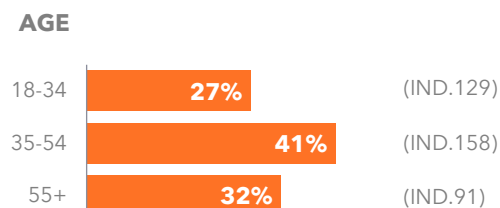
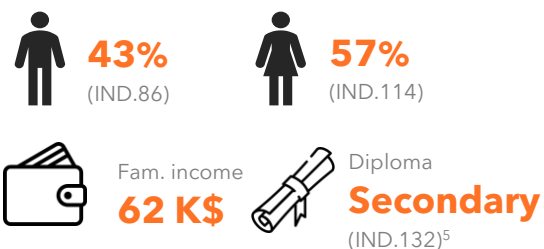
- **2.6 M** page views per month **↑ 1%**
- **2 M** sessions per month **↑ 3%**
- **1.1 M** unique visitors per month<sup>2</sup>
- **1 MIN 26** session length
- **271 K** videos views per month<sup>3</sup>
- **89%** scroll rate at 75%

✓ Each month, we record sessions from more than 250 cities and towns in Quebec.

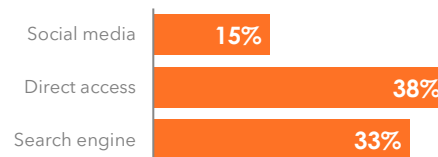
✓ Monday, Tuesday and Wednesday are the most popular days

✓ The arts and entertainment and the cooking section are the sections that attract the most users

## DEMOGRAPHIC<sup>1</sup>



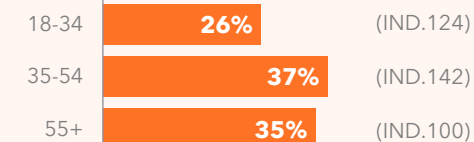
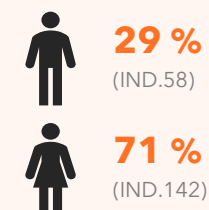
## SOURCE OF TRAFFIC<sup>1</sup>



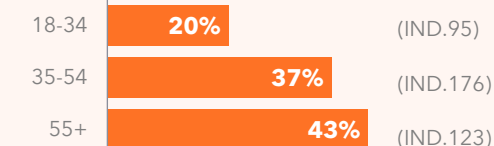
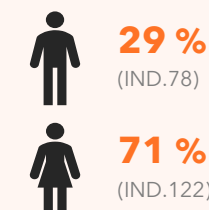
## SOCIAL MEDIA<sup>4</sup>

@salutbonjourofficiel

**f 651 k**  
FOLLOWERS



**o 142 k**  
FOLLOWERS



**t 93 k**  
FOLLOWERS

# 24HEURES.CA

/ THE DIGITAL REFERENCE FOR 18-30!

With a brand new identity built to reach the values and needs in information of the 18-30 in Quebec. le 24heures.ca website offers the perfect balance between brief and well explained content as well as deeper content through special reports. The mission is to publish engaging content. created to inform and engage the conversation with our audience on the different digital and social platforms of the brand.

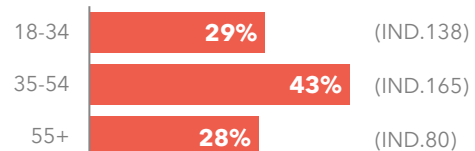
**Our values:** Diversity | Empathy | Dialogue | Immersion | Credibility

**Main theme:** 75% Information & business | 25% entertainment

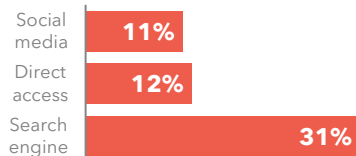
## DEMOGRAPHIC<sup>1</sup>



### AGE



## SOURCE OF TRAFFIC<sup>1</sup>



## NOTE<sup>1</sup>

- **1.9 M** pages views per month **↑ 107%**
- **1.6 M** sessions per month **↑ 142%**
- **702 K** unique visitors per month<sup>2</sup> **↑ 118%**
- **1 MIN 20** session length
- **45 K** videos view per month<sup>3</sup> **↑ 297%**
- **89%** scroll rate at 75%

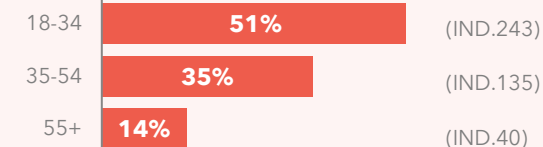
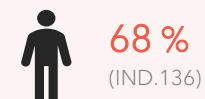
✓ It is the homepage of the site that generates the most page views followed by the section en bref!

✓ It is on Thursday and Wednesday that the site receives the most visits.

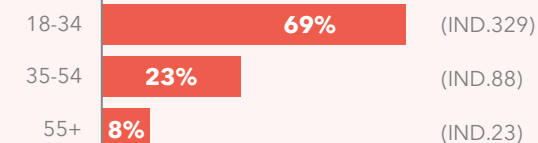
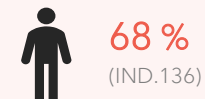
## SOCIAL MEDIA<sup>4</sup>

@24hMontreal

f 60 k FOLLOWERS



ig 5 k FOLLOWERS



tw 17 k FOLLOWERS

dk 88 k LIKES