

# FALL 2024 PROGRAMMING



# TVA

/ A brand that brings people together

TVA is so much more than a television network—it's a firm commitment to promoting Quebec culture, it's unrivalled access to carefully compiled audiences, it's the ability to create an event. TVA is your ultimate advertising partner!

TVA's singular DNA offers a panoply of access points, facilitating adaptation to changing viewing habits and optimizing advertisers' performance with audiences.

**26 ORIGINAL PRODUCTIONS** on TVA for Fall 2024

**OVER HALF** of conventional TV viewership

**80%** of the top 5 most-watched shows

**+ 48%** views on TVA+ between January and March of 2023 compared to 2022

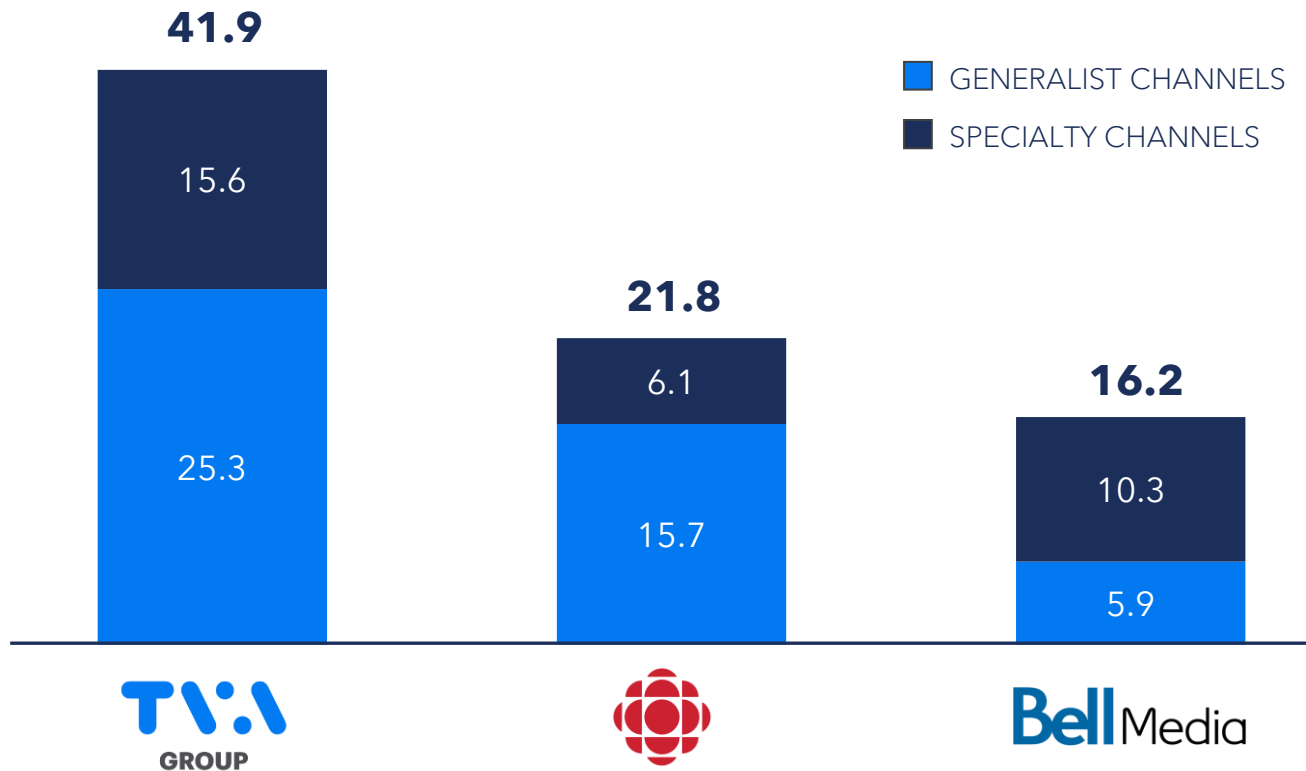


# Groupe TVA

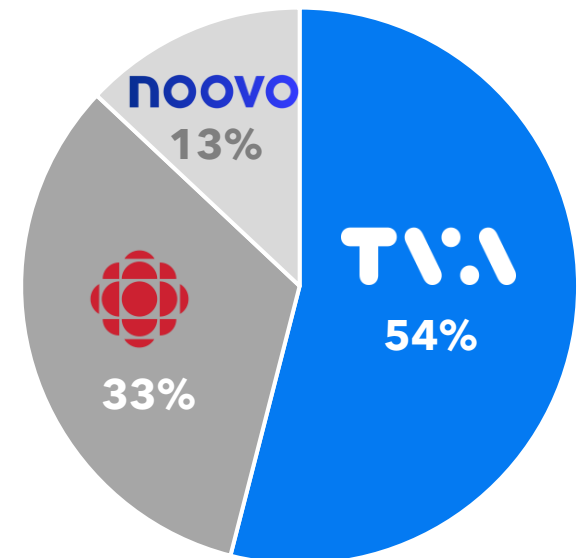
/ Your partner for performance



## SHARE OF MARKET FRANCOPHONE QC (2+)



## CONVENTIONAL SHARE OF MARKET MON-SUN 2 A.M.-2 A.M. (2+)



# TVA'S DIGITAL DESTINATION



# A ton of new content this fall

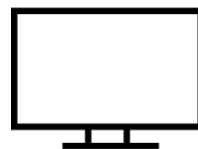
/ Live and on demand

New releases and anticipated returning shows this fall on TVA+: *Nouvelle chance pour l'amour*, *Les armes*, *Indéfendable*, *Sorcières*, *Chanteurs masqués*, *Révolution*, *Alertes*, *MasterChef Québec*, *Le Tricheur*, in addition to a selection of shows from specialized channels, several premieres, exclusive content, and a wide variety of movies.



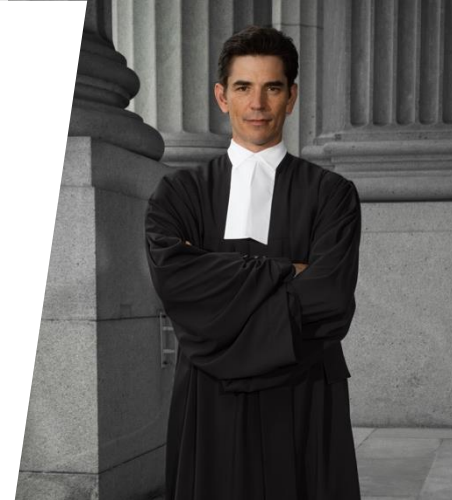
**THE DESTINATION FOR ALL YOUR LIVE  
OR VIDEO-ON-DEMAND TV SHOWS  
AND SERIES**

**TVA+ available on all your devices:**



androidtv

Roku



# An engaging ad environment



## PREMIUM INVENTORY

Ad insertion in our high-quality content



## ENGAGEMENT

Index of 143  
amongst 18-34<sup>1</sup>



## ON-DEMAND

Movies, full series, and documentaries  
waiting to be discovered



**79%**

of Quebecers watch TV online<sup>2</sup>



**95%**

Visibility rate in video<sup>3</sup>



**93%**

Complete view rate in video<sup>3</sup>

**PROGRAMMING  
THAT'S MADE  
FOR YOU**



# Révolution

## / The all-star edition

This very special series reunites all the best participants from the last five seasons of the show. A total of 24 individual or groups of dancers who were finalists in past shows will once again go head-to-head to dazzle judges and audiences alike, as well as TV viewers. **Lydia Bouchard, Jean-Marc Généreux, Mel Charlot, and Sarah-Jeanne Labrosse** will once again be in the front row to savour the incredible talent of these virtuoso performers! The level of competition will be higher than ever, and the selection tougher than ever!



**SEASON 6** (*Les étoiles edition*)



**ORIGINAL PRODUCTION** | 12 EPISODES X 90 MINUTES



**INTEGRATIONS POSSIBLE**

TVA





# Sorcières

Still haunted by troubling memories, Joe, Beth, and Agnès forge ahead, each trying in their own way to achieve some kind of balance in their life following the events that occurred at Ste-Piété. The show's many intrigues are capped off with surprising, often unexpected conclusions, to the utter captivation of fans of the series.



**SEASON 2**



**ORIGINAL PRODUCTION** | 13 EPISODES X 60 MINUTES



**INTEGRATIONS POSSIBLE**



# Les armes

TVA

The murder of an elite soldier during the training of a secret commando plunges the Kanawata base into turmoil. Louis-Philippe Savard, an honest and deserving officer, is summoned to take charge of the operations. As he tries to impose himself as Commander and clean house, he comes up against resistance from Colonel Allan Craig, Base Commander and a commando whom he is to succeed on an interim basis. When military police officer Kim Falardeau confides in Savard that the incident seems to be hiding something much bigger, they team up to try to shed light on the events without realizing they're being sucked into a dangerous spiral.



**SEASON 1**



**ORIGINAL PRODUCTION** | 12 EPISODES X 60 MINUTES



**INTEGRATIONS POSSIBLE**





# Indéfendable

TVA

Although criminal defence firm Lapointe, MacDonald, and Desjardins is plunged into a state of shock following the attack that killed Inès and Frédéric Legrand, the partners still need to pull themselves together and find the courage to continue their practice and keep defending their clients. Big trials for murder, terrorist activities, trafficking, an escape from prison, extortion, manslaughter, suicide prevention, aggravated assault, kidnapping, arson, criminal negligence causing death, and false imprisonment, amongst others, are all on the docket. The show's criminal lawyers will be facing quite a few seasoned, skillful Crown attorneys, with Marie-Anne as their ally, who will do everything they can to secure a guilty verdict for the accused.



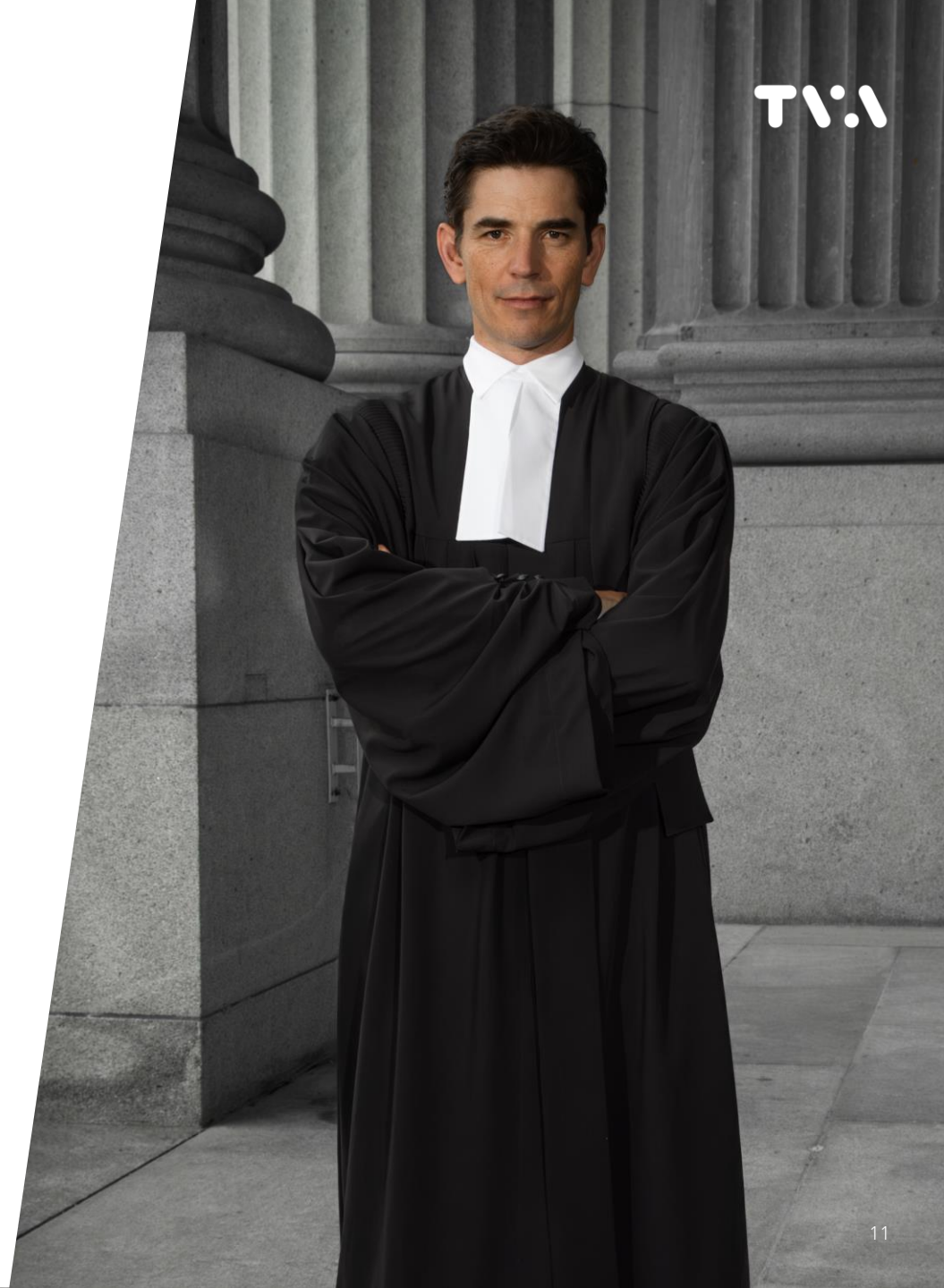
**SEASON 3**



**ORIGINAL PRODUCTION** | 56 EPISODES X 30 MINUTES



**INTEGRATIONS POSSIBLE**



# Chanteurs masqués

Stars from all walks of life (music, television, politics, sports, journalism, business, etc.) become masked singers, whose identities are kept secret.

Mélissa Bédard, Sam Breton, Anouk Meunier, and Stéphane Rousseau form a panel of investigators whose quest is to find out who is under each costume, by analyzing musical performances and clues that are cleverly revealed.

At the end of each episode, the identity of one masked singer is revealed to the audience.

Hosted by Sébastien Benoit, this musical competition promises its share of surprises and strong emotions!



**SEASON 4**



**ORIGINAL PRODUCTION** | 13 EPISODES X 60 MINUTES



**INTEGRATIONS POSSIBLE**



# MasterChef Québec

MasterChef Québec brings together cooking aficionados with no formal education or work experience in restauration. They'll compete by preparing a variety of dishes in order to impress two judges, **Martin Picard and Stefano Faita**. Our two referees will stop at nothing to take the participants by surprise and put their skills to the test, particularly by offering them the infamous Mystery Box and restricting them to specific ingredients. The season's winner will earn a cash grand prize, not to mention the prestigious **MasterChef Québec** trophy.



**SEASON 2**



**ORIGINAL PRODUCTION** | 48 EPISODES X 30 MINUTES



**INTEGRATIONS POSSIBLE**

TVA





# Alertes

TVA

The investigative squad known as Cerberus, led by new commander Roméo Goulet, investigates the disappearance of Jeanne, a young student at the Classical Ballet Academy. The investigation leads them to uncover many secrets hidden behind the slick façade of the ballet school. A complex mystery awaits the members of Cerberus, one in which appearances often deceive and where friendship hides darker realities.

An elderly man is mysteriously found dead, the only clues being a black feather left on his body and a strange mark on his neck. This macabre discovery marks the beginning of a series of similar murders, plunging the city into a haze of fear and mistrust.

While these investigations are going on, squad members find themselves confronting unexpected and sometimes heart-rending events in their personal lives. Lily-Rose and Renaud make a major decision about their future, while Dominic and Pénélope are the recipients of an offer that's hard to refuse, and which may require some major sacrifices. During one of the investigations, Guillaume reunites with his father and reveals previously unknown aspects of his family's history. A new recruit, Noura Karam, brings fresh blood to Cerberus. These personal challenges crash head-on with Cerberus' complicated investigations, testing the squad's loyalty, resilience, and determination.



**SEASON 4B**



**ORIGINAL PRODUCTION** | 13 EPISODES X 60 MINUTES



**INTEGRATIONS POSSIBLE**



# Le Tricheur

Daily quiz show *Le Tricheur* is a showcase for strategy. Each day, five artists must answer general knowledge questions posed by the host. But one of them is secretly receiving all the correct answers... Can you figure out which one?



**ORIGINAL PRODUCTION** | 75 EPISODES X 30 MINUTES



**INTEGRATIONS POSSIBLE**



# Ça finit bien la semaine

Everyone's favourite way to end the week, this Friday show hosted by Julie Bélanger and Jean-Michel Anctil remains a unique vehicle for the public's favourite artists, and a fun and entertaining format that mirrors the personalities of the show's hosts.



**SEASON 15**



**ORIGINAL PRODUCTION** | 13 EPISODES X 60 MINUTES



**INTEGRATIONS POSSIBLE**





# Salut Bonjour

/ Quebecers' favourite morning show

A dynamic team presents the most important information you need to start the day. On the menu: news, weather, sports, the arts, and live shows. But there's also tips for making your everyday life easier, as well as fascinating interviews, all delivered in a fun and friendly manner.



**ORIGINAL PRODUCTION**



**INTEGRATIONS POSSIBLE**



**EVERY DAY, MONDAY TO SUNDAY**

# Les révoltés

Éléonore St-Laurent is a lawyer with principles, fiercely independent and always ready with an argument. Jacob Gravel-Duquette is an investigative journalist who follows his gut, no matter where it takes him. Each denounces the vicissitudes of the system in their own way, and sometimes by joining forces, joined by others who are also disgusted at its torpid pace and inflexibility. Éléonore and Jacob fight against bureaucratic absurdity to help desperate members of the public get even a semblance of justice. Both of these idealists are often confronted by moral dilemmas: How far are they prepared to go to shake things up?



**ORIGINAL PRODUCTION** | 10 EPISODES X 60 MINUTES

TVA





# Le temps des framboises

It's Christmas Eve on the farm. The Conleys are still just as dysfunctional as ever, and Élisabeth is terribly worried about Francisco. Spring soon arrives with a big new project: the construction of a greenhouse worth millions of dollars. The pressure on Élisabeth has never been this big, especially given that Martha is continuing to harass her for her share of the farm. Despite the tensions caused by the arrival of a new worker who seems determined to reveal Francisco's secrets, everyone has to pull together to protect the future of the farm. Élisabeth relies even more on Denis to pull off the project, with extra help from Junior, who hopes to follow in his father's footsteps. While family tensions still punctuate their everyday lives, romance surfaces just in time for the season finale. As Maureen learns to forgive herself and Estelle makes her romance public, Peggy attracts a completely unforeseen love interest. And while Martha makes peace with a forbidden romantic interest from her past, Élisabeth jumps head-first into her own affair. Faced with an all-consuming passion that sometimes makes her feel like she's drowning, and sometimes just slips through her fingers, she has to decide whether the affair can last or if the whole thing is just a fling.



**SEASON 2**



**ORIGINAL PRODUCTION** | 10 EPISODES X 60 MINUTES

**TVA**



# Nouvelle chance pour l'amour

This big new fall show features singles between the age of 40 and 60 who are searching for a new chance at love. It's a show combining humour and goodwill in the reality-TV format: For the entire adventure, participants will all live together in a magnificent house, which is quite different from their everyday realities!



**ORIGINAL PRODUCTION**



**INTEGRATIONS POSSIBLE**

**TVA**





# Les Alouettes : nouvel envol

Get to know Quebecers' favourite football team, the Alouettes, up-close and personal. Unlimited access to games, practice sessions, and the players' personal lives, where viewers see every aspect of these athletes who are prepared to do what it takes to win. With the team ownerless just a few weeks before their 2023 season, it didn't look like they would stand a chance. A young team's spectacular journey, caught live on camera.



**ORIGINAL PRODUCTION** | 4 EPISODES X 30 MINUTES



**INTEGRATIONS POSSIBLE**

TVA

