

PROGRAMMING

FALL 2024

TV: \ SPORTS

GAME [ON]

TVA SPORTS

TVA Sports has become the must-watch network for sports lovers thanks to its amazing programming. Always attuned to its viewership, the channel has undergone a strategic shift based on the viewing habits and profile of sports fans. The data has led TVA Sports to enhance its programming with even more live sports events.

For the fall of 2024, TVA Sports is the place to be to follow all the best leagues and teams: the Montréal Canadiens, the NHL, MLB, the Toronto Blue Jays, galas from the WTA, UFC, and many international tennis tournaments like the Laver Cup, RSEQ and U-Sports university football, WWE RAW, and boxing from Eye of the Tiger Management.

TELEVISION

1.6M
VIEWERS
PER WEEK

1.7
SHARE
OF MARKET

ONLINE

5.7M
PAGE VIEWS
PER MONTH

765K
UNIQUE VISITORS
PER MONTH

SOCIAL MEDIA

 **439K**
FOLLOWERS  **56.3K**
FOLLOWERS

 **131K**
FOLLOWERS



TVA SPORTS
DIRECT

NOW ON



Sources: Numeris, QC fr., August 28, 2023, to April 14, 2024, Mon-Sun, 2h-2h, 2+ / Google Analytics, monthly average between July 1 and December 31, 2023 / Comscore, francophone Quebec, average unique visitors between July 1 and December 1, 2023 / Social media: Facebook and Instagram: data from January 15 to February 15, 2024; Twitter: data from February 2024.

TVA SPORTS

THE MONTRÉAL CANADIENS

EMBRACE THE SATURDAY-NIGHT TRADITION

TVA Sports is the exclusive francophone broadcaster of the National Hockey League and Saturday-night hockey.

Saturday-night hockey is a tradition that gets handed down generation after generation. The Montréal Canadiens represent the soul of both the city and the province as a whole. TVA Sports' programming is designed to showcase all the hard work and amazing feats of *nos Glorieux*.

THE NETWORK WILL BROADCAST:

- 22 games on Saturday nights
- Pre-game shows
- *L'Après-match*, the Saturday-night post-game show to conclude the evening's events, hosted by Dave Morissette



M18-49
IND. 162



\$100K+
IND. 136



ESP
IND. 143



\$30K+
IND. 125



M25-54
IND. 173



GROCERIES \$200+
IND. 139



MOPE
IND. 129



HOCKEY/SKATING
IND. 164

Source: Numeris, francophone Québec, October 11, 2023, to April 14, 2024. Premieres only. Confirmed data.

TVA SPORTS





NHL HOCKEY

OUR NATIONAL SPORT SERVING YOUR BRAND

TVA Sports is the exclusive francophone broadcaster of the National Hockey League.

THE NETWORK WILL BROADCAST:

- 240 NHL games
- The Stanley Cup playoffs
- The Winter Classic
- The 4 Nations Face-off (*New in 2025*)
- The Heritage Classic
- Trade deadline day
- The NHL Gala
- The amateur draft
- Free agent signing day



A35-44
IND. 148



ESP
IND. 161



CHILDREN <18
YEARS
IND. 132



SPORTS EVENTS
IND. 232



M25-54
IND. 205



GOLF
IND. 135



HOCKEY/SKATING
IND. 187



MEN'S CLOTHING \$500+
IND. 183

Source: Numeris, francophone Québec, October 10, 2023, to April 18, 2024. Premieres only. Preliminary data from April 15 to 18, 2024.



4 NATIONS FACE-OFF

THE BEST PLAYERS IN THE WORLD GO HEAD-TO-HEAD

TVA Sports is the exclusive francophone broadcaster for this tournament.

The 4 Nations Face-Off is a new tournament added to the NHL 2024-25 season. This competition, which will take place in the spring of 2025, will replace the NHL All-Star Weekend.

Canada, the United States, Sweden, and Finland will compete in this new tournament, to the delight of hockey fans everywhere.

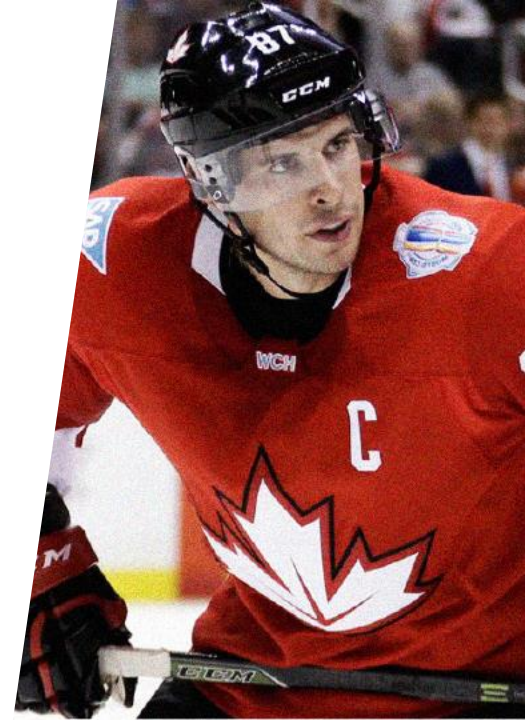
On the menu: the best players in the NHL representing their respective countries for one week in a battle to win big!

The first 4 games will be played in Montreal and the last 3 in Boston.

THE NETWORK WILL BROADCAST:

- All the games in the preliminary round, including 3 games in Canada
- The Grand Finale, which takes place live in Boston

TVA SPORTS



THE PLAYOFFS

THE HOLY GRAIL OF THE SERIES

TVA Sports is the exclusive francophone broadcaster of the NHL playoffs.

The Stanley Cup is the ultimate symbol of excellence in hockey and is the most prestigious trophy handed out in professional sports in the eyes of many people. In a 82-game season in which 32 teams go head-to-head, only 16 of them will qualify for advancement to this ultimate championship, which the whole province anticipates with bated breath. All the players rally together to achieve the same goal: winning the Stanley Cup!

THE NETWORK WILL BROADCAST:

- Close to 90 playoff games
- All the playoff games of the Montréal Canadiens



A35-44
IND. 119



M18-34
IND. 131



ESP
IND. 130



HOCKEY/ICE SKATING
IND. 162



M25-54
IND. 139



GROCERIES \$200+
IND. 130



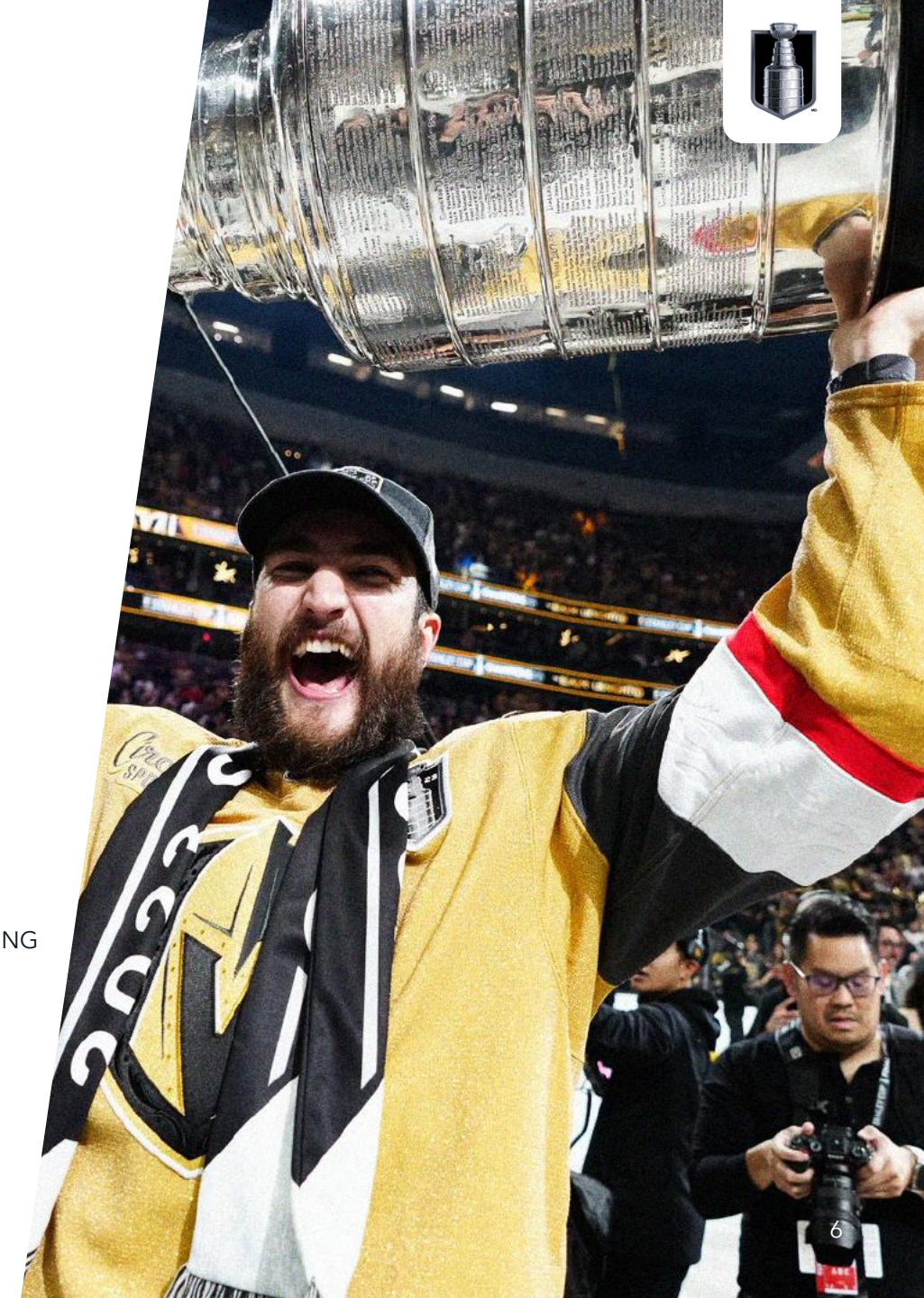
EUROPEAN TRAVEL
IND. 124



CAR > \$30K
IND. 146

Source: Numeris, francophone Québec, April 17 to June 18, 2023. Premieres only.

TVA SPORTS





MAJOR LEAGUE BASEBALL

A HOME RUN FOR YOUR BRAND

TVA Sports is the official francophone broadcaster of Major League Baseball.

TVA Sports presents baseball from March to November, with up to 78 regular season games showcasing Quebecers' favourite teams and many playoff games. Baseball gives you multiple opportunities to be seen by sports fans.

TVA Sports is now officially the home of the Blue Jays in Quebec, with the broadcast of 81 games. This addition means the channel now provides the best baseball programming to the province's sports lovers.

THE NETWORK WILL BROADCAST:

- Up to 78 games in the regular season (between the end of March and the beginning of October 2023)
- 81 games featuring the Toronto Blue Jays
- Two division series
- A championship series

M25-54
IND. 125

A35-44
IND. 116

UNIVERSITY
IND. 113

GOLF
IND. 161

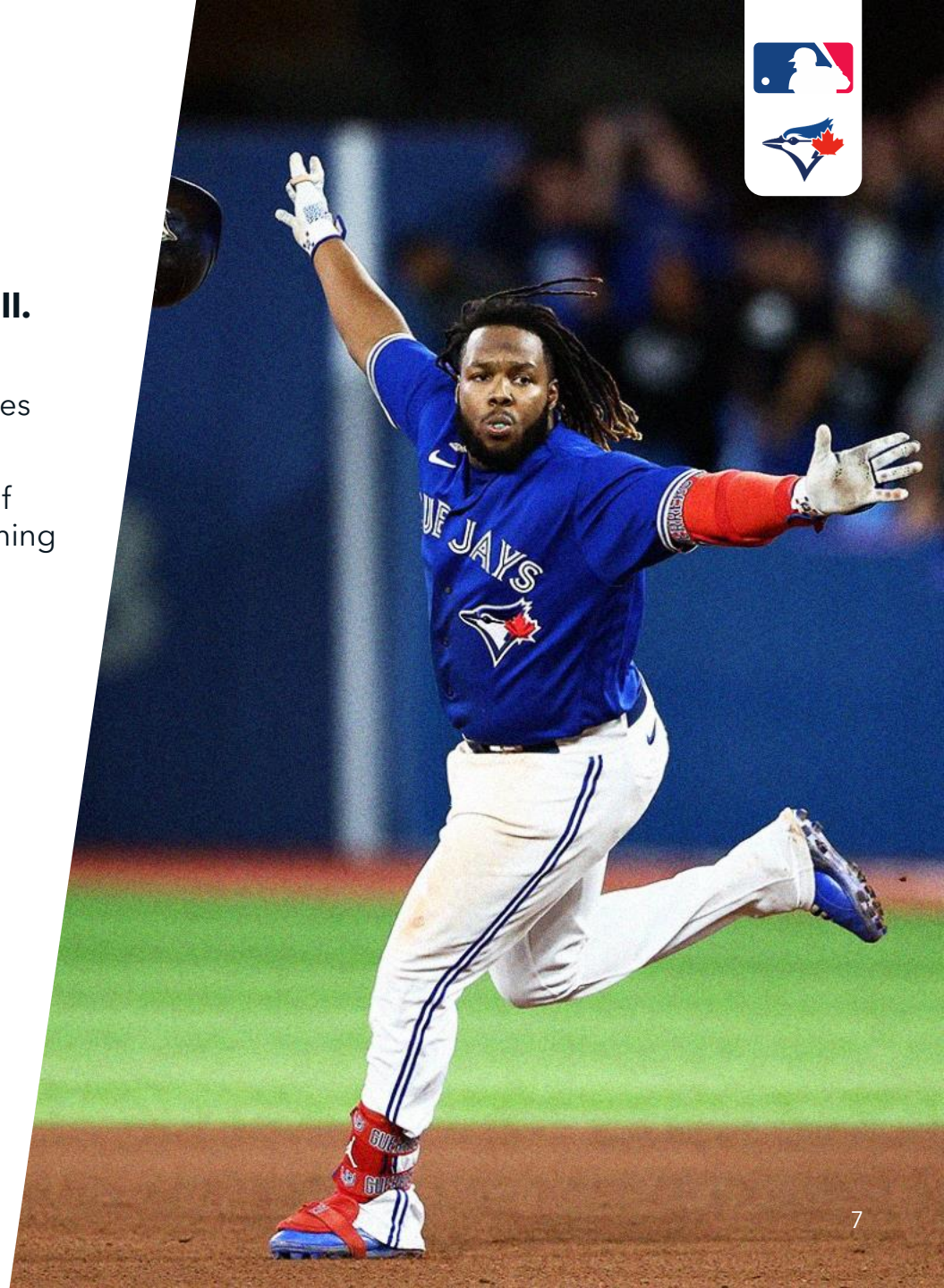
GROCERIES
\$200+
IND. 112

AMERICAN
CAR
IND. 161

CHILDREN
<18
IND. 131

PROF. SPORTS
EVENTS
IND. 181

Sourc: Numeris, francophone Québec, March 30 to October 23, 2023. Premieres only. (Blue Jays + MLB, championship and division series).



UNIVERSITY FOOTBALL

THE LATEST RIVALRIES

TVA Sports is the exclusive francophone broadcaster of the RSEQ and U SPORTS.

TVA Sports will launch the 2024 season of RSEQ university football on Friday, August 23, at 7 p.m. with a confrontation between the Université de Sherbrooke's Vert et Or and Université de Montréal's Carabins.

THE NETWORK WILL BROADCAST:

- 8 games from the RSEQ regular season
- 2 RSEQ semi-final games
- The Bol d'Or (AAA college football)
- The Dunsmore Cup
- The Uteck Bowl (to be played in Quebec)/Mitchell Bowl
- The Vanier Cup



Source: Numeris, francophone Québec, September 9 to November 25, 2023. Premieres only..



INTERNATIONAL ELITE TENNIS

CHEER THE RISE OF OUR CANADIAN PLAYERS

TVA Sports is the official exclusive broadcaster of the WTA.

TVA Sports will present a multitude of WTA circuit tournaments all season long, highlighting the best women players on the planet. These tournaments are really popular amongst our Canadian players, who place very well.

THE NETWORK WILL BROADCAST:

- WTA: 27 tournaments, including all the WTA 1000 or WTA 500
- Omnium Banque Nationale for the next 3 years
 - 2024 Montréal: Men
 - 2024 Toronto: Women
- The Davis Cup and the Billie Jean King Cup
- Laver Cup Berlin from September 20 to 22, 2024



W18-34
IND. 135



UNIVERSITY
IND. 116



\$100K+
IND. 108



CAR > \$30K
IND. 183



A18-24
IND. 114



GROCERIES \$200+
IND. 123



RENO \$5K
IND. 109



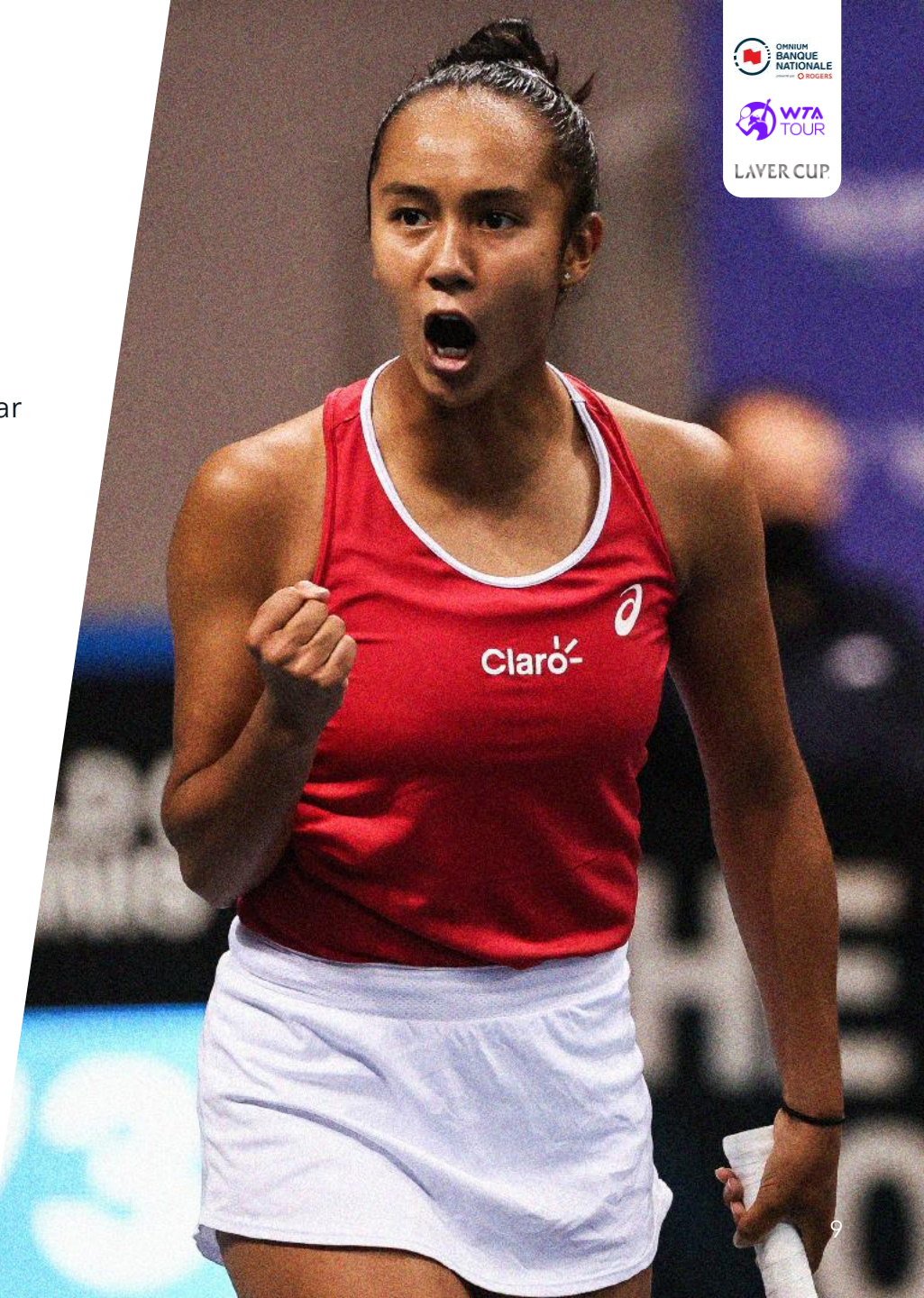
WOMEN'S CLOTHING
IND. 121

Source: Numeris, francophone Québec, January 7 to November 9, 2023. Premieres only. (Omnium Banque National, WTA, Davis Cup, Laver Cup, Billie Jean King Cup).

TVA SPORTS



LAVER CUP



UFC

THE UFC RETURNS TO TVA SPORTS

TVA Sports is the exclusive francophone broadcaster of the UFC.

TVA Sports has the huge pleasure of announcing the return of prestigious events by the UFC, the biggest mixed martial arts organization in the world.

Starting January 1, 2024, TVA Sports will present live broadcasts of the fights on the main card for the 22 events of the UFC FIGHT NIGHT series, in addition to presenting the prelims for the 12 TV events on the card.

The UFC showcases veterans and rising stars in martial arts, particularly up-and-coming Quebecers like Charles Jourdain. Plus, viewers will be thrilled to find veteran commentator Jean-Paul Chartrand Jr. along with former combatant and UFC evangelist Patrick Côté providing commentary.

THE NETWORK WILL BROADCAST:

- 12 fight card prelims preceding the à-la-carte UFC events
- 22 UFC Fight Night galas

TVA SPORTS

UFC





BOXING

KNOCKOUT GALAS

TVA Sports is the exclusive official broadcaster of Eye of the Tiger Management.

With its unique display of passion, toughness, and perseverance, boxing puts you in front of a mostly male audience with a different purchasing behaviour compared to mass audiences!

Through broadcast partnerships with one of the biggest boxing promoters in Quebec, TVA Sports offers its viewers hard-hitting galas that are full of emotion and exciting unforeseen developments. Are you looking for both visibility and impact? Be associated with programming and events that hit really hard!



A25-54
IND. 135



M25-54
IND. 188



CARIBBEAN TRAVEL
IND. 323



OWNER
IND. 139



CHILDREN
< 18
IND. 223



MEN'S CLOTHING
\$500+
IND. 357

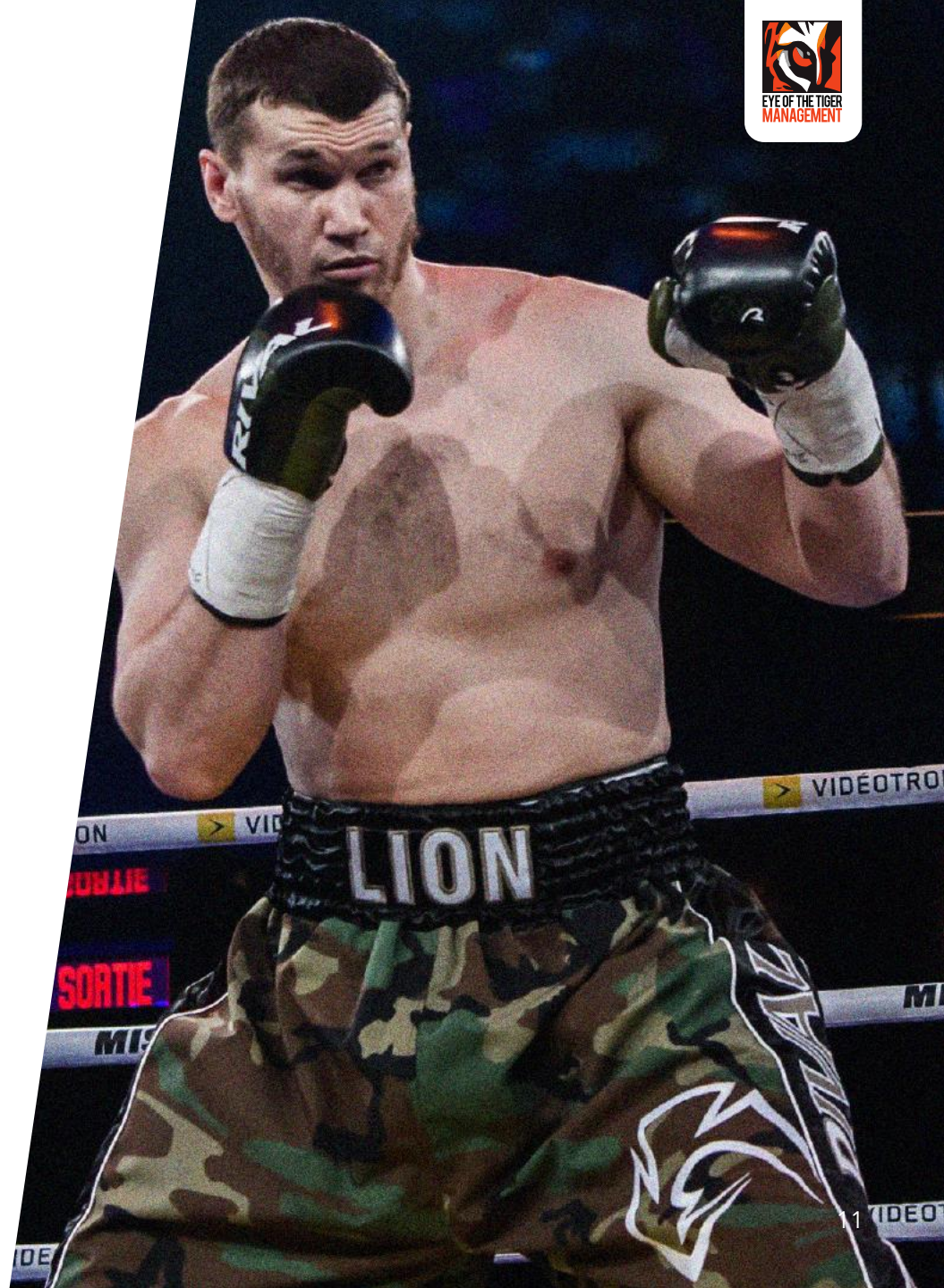


PROF. SPORTS
EVENTS
IND. 128



AMERICAN
CAR
IND. 155

Source: Numeris, francophone Québec, August 28, 2023, to April 14, 2024. Premieres only.
(In the Ring live, Videotron Centre boxing gala, New Era boxing gala, premieres only).



TVA Sports presents a show packed with experts who set the stage and prepare sports fans for the evening's slate of events.

Jean-Charles Lajoie meets with sports and entertainment fans Monday to Friday, from 5 p.m. to 7 p.m., at the helm of his eponymous show, *JiC*.

With an impressive list of co-hosts like Tony Marinaro, Antoine Roussel, Philippe Boucher, Michel Therrien, Guillaume Latendresse, and Maxim Lapierre, Jean-Charles Lajoie covers sports from every angle from the world of his sparkling stage set. On *JiC*, well-researched opinion meets with jovial humour and scintillating debate.



A18-34
IND. 143



W18-34
IND. 138



M18-49
IND. 133



UNIVERSITY
IND. 140



GROCERIES
\$200+
IND. 126



SKIING/SNOWBOARD/
SHOWSHOEING
IND. 150



FINE DINING
IND. 173



PROF. SPORTS
EVENTS
IND. 315

Source: Numeris, francophone Québec, September 9, 2023, to April 24, 2024, preliminary data (April 15 to 24). Premieres only.



L'APRÈS MATCH LNH

THE PREMIER SATURDAY-NIGHT SHOW FOR HOCKEY FANS

TVA Sports presents a show dedicated 100% to hockey to cap off Saturday night's events.

Dave Morissette brings sports lovers into the heart of the action with this revitalized program. *L'après-match LNH* is all about what's happening here and now in hockey. Dave helms a live broadcast packed with discussions, debates, analyses, highlights, up-to-the-minute reactions, press briefings with trainers, interviews, and high points!

Fans will have a ringside seat on all the news about the evening's game, the Montréal Canadiens, and their favourite teams.



Source: Numeris, francophone Québec, October 11, 2023, to April 13, 2024. Premieres only.

TVA SPORTS PODCASTS

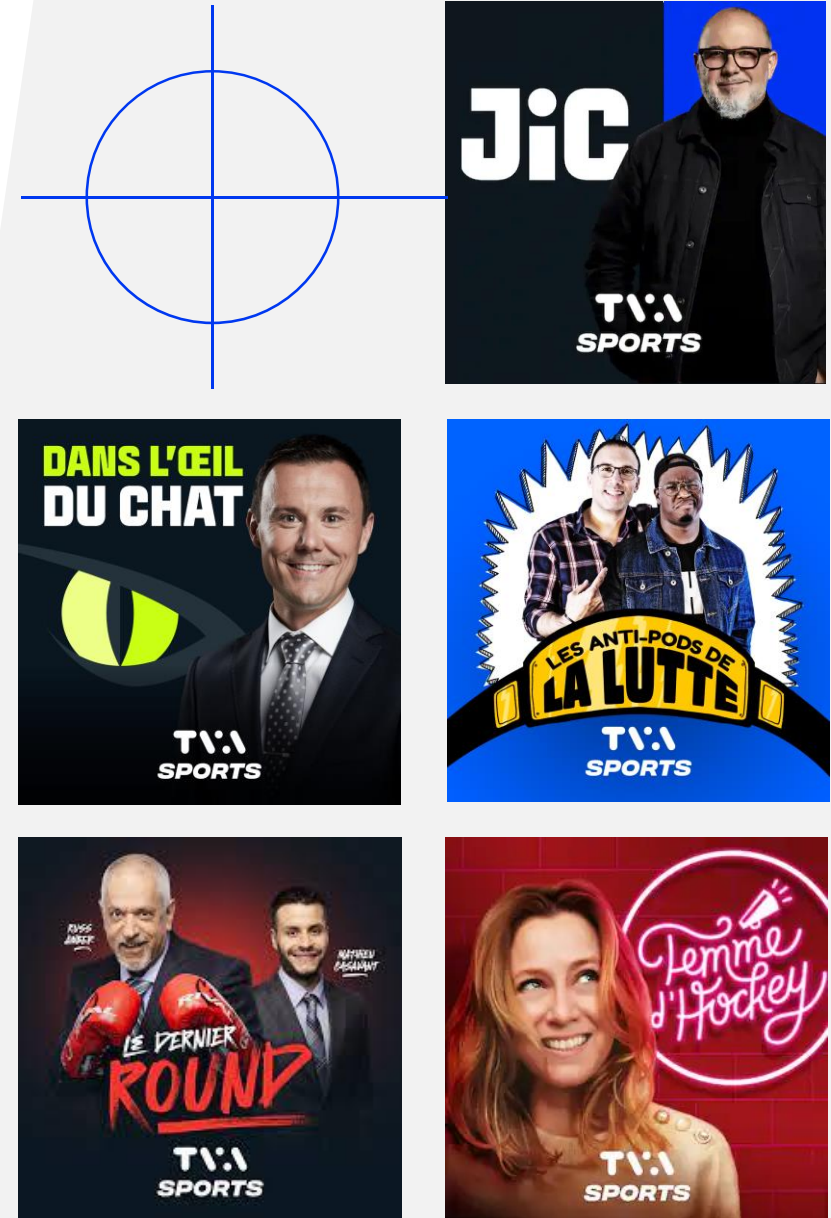
AUDIO CONTENT FOR ALL THE FANS

TVA Sports also offers 5 podcasts a year highlighting experts as well as VIPs from the sports world. By increasing the digital reach of its properties and talent, the network maximizes the spread of its content and fully aligns with the consumption habits of today's sports fans.

TVA Sports podcasts complement its traditional sports news coverage and provide added value to sports fans.

THE MAIN PODCASTS:

- JiC with Jean-Charles Lajoie
- Les Anti-pods de la lutte with Kevin Raphaël and Pat Laprade
- Dans l'œil du chat with Félix Séguin
- Femme d'Hockey with Isabelle Ethier
- Le Dernier round with Russ Anber and Mathieu Casavant



TVA SPORTS

THE PREMIER DESTINATION FOR SPORTS FANS

With its variety of content in sports news, tvasports.ca is the premier digital destination on the web for sports lovers.

KEY FACTS¹

5.7M
PAGE VIEWS
PER MONTH

3.8M
SESSIONS
PER MONTH

765K
UNIQUE VISITORS
PER MONTH²

1 min 34
LENGTH
OF SESSION

118K
VIDEO VIEWS
PER MONTH³

DEMOGRAPHICS¹



66%
IND. 133



34%
IND. 68

23%
18-34
IND. 90

59%
35-54
IND. 185

18%
55+
IND. 43

SOURCE¹



80%

48%
SOCIAL MEDIA

14%
DIRECT ACCESS



20%

23%
SEARCH ENGINES

FACEBOOK⁴



439K
FOLLOWERS



78%
IND. 157



22%
IND. 44

50%
18-34
IND. 198

34%
35-54
IND. 107

16%
55+
IND. 37

INSTAGRAM⁴



56.3 K
FOLLOWERS



79%
IND. 159



21%
IND. 42

46%
18-34
IND. 182

40%
35-54
IND. 126

14%
55+
IND. 33

OTHERS⁴



131K
FOLLOWERS



634K
TOTAL VIEWS

SOURCES: 1. Google Analytics, Monthly average between July 1 and December 31, 2023/ 2. Comscore, francophone Québec, average unique visitors between July 1 and December 31, 2023 / 3. Brightcove, average video views between July 1 and December 31, 2023 / 4. Facebook and Instagram: data from Jan. 15 to Feb. 15, 2024. TikTok: data from Dec. 17, 2023, to Feb. 14, 2024. Twitter: data from February 2024. Last update: February 2024.

TVA SPORTS

SPORTS AT YOUR FINGERTIPS

An extension of the website, the TVA Sports app is a must for sports lovers who need up-to-the-minute info. The app is a unique destination that brings together a variety of content on sports events.

To make sure fans don't miss anything, the tablet and mobile app allows fans to activate notifications about teams and to get all the details, in real time, about Canadiens and CF Montréal games.

DEMOGRAPHICS¹



82%
IND. 164



18%
IND. 37

18%
18-34
IND. 70

42%
35-54
IND. 119

40%
55+
IND. 104

ORIGIN¹



100%

100%
DIRECT ACCESS

PERFORMANCE¹

4.3M
SCREEN VIEWS
PER MONTH

907K
SESSIONS
PER MONTH

18K
USERS
PER MONTH



Sources: 1. Google Analytics, monthly average between July 1 and December 31, 2023 / 2. Comscore, francophone Québec, average unique visitors between July 1 and December 31, 2023.