

FALL 2024 PROGRAMMING

SPECIALTY
CHANNELS



GROUP

Our specialty channels

/ Programming that brings us all together

Groupe TVA specialty channels are the most watched channels in Quebec thanks to their diverse range of programming that reaches every audience: unmissable dramas; powerful docu-reality series; 24/7 in-depth news coverage; ideas for home renovation and decoration; cult series; cheery youth shows; culinary series featuring great chefs; travel and adventure series. A rich and abundant variety of shows awaits viewers no matter what their interests!

OVER 100 HOURS of original productions for Fall 2024

ALMOST 700K page views each month for TVA+ specialty channels

39% of our overall channel viewership in specialty TV

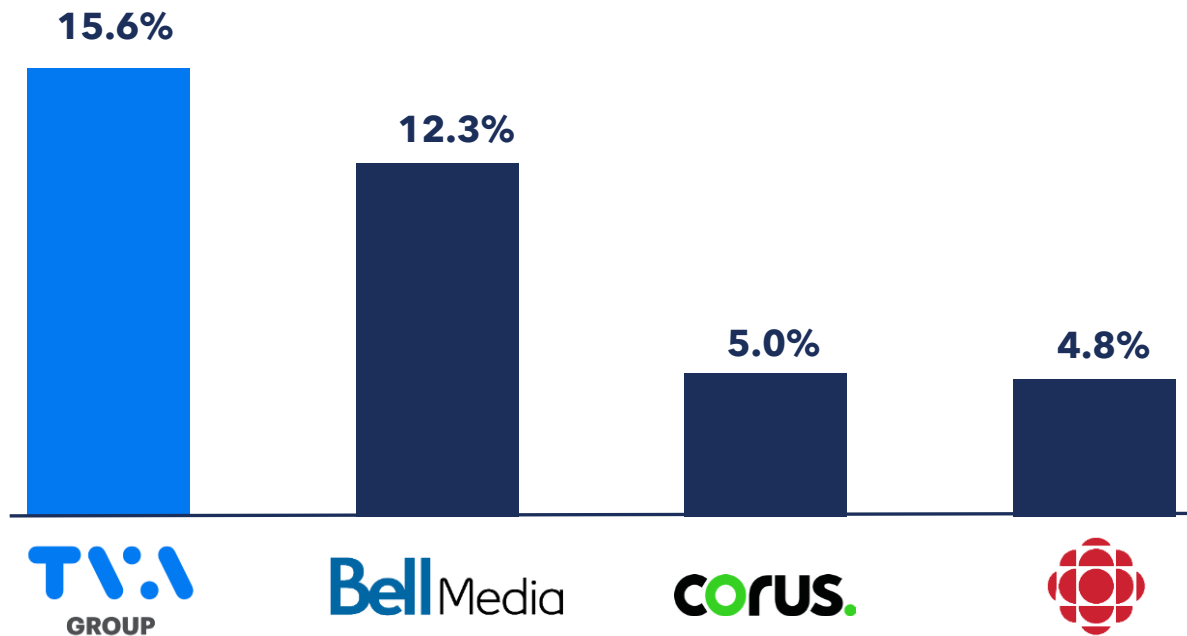
Sources: Numeris, fr. QC, Fall 2023 (Sept. 4 - Dec. 3), Groupe TVA (LCN, addikTV, Prise 2, CASA, Yoopa, Moi & Cie, TVA Sports, TVA Sports2, Zeste and Évasion), SRC (RDI, artv, explora), Bell (RDS, RDS2, RDS Info, Canal Vie, Canal D, Z, VRAK TV, Investigation), Remstar Media (Elle Fictions, Musimax), Corus (Séries+, Historia, Télétoon, Disney), Mon-Sun, 2 a.m.-2 a.m., A25-54. / Calculation of number of hours of original productions excludes LCN and TVA Sports. / Google Analytics, total monthly page views between January and March 2024 (not including TVA Sports and LCN).



Our specialty channels are always on top

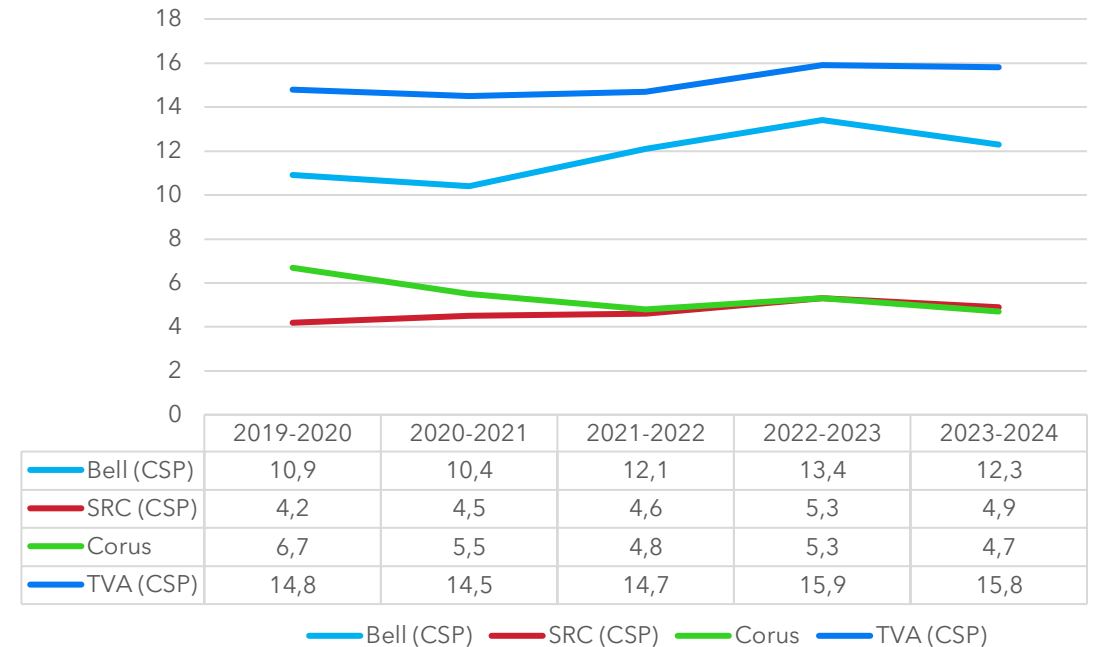


SPECIALTY CHANNEL AUDIENCE SHARE FRANCOPHONE QUEBEC (A25-54) - Winter/Spring 2023



AUDIENCE SHARE EVOLUTION

MON-SUN 2 A.M.-2 A.M. (A25-54) -
BROADCAST SEASONS (until March 31, 2024)



zeste

Coming
this season



Chefs de bois



Chef John Mike



Chef au sommet



Cauchemar en cuisine

zeste

Chefs de bois

/ The wildest culinary competition out there

Watch chefs in survival mode as they face off during difficult contests. The wildest culinary competition in Quebec returns with even more challenges in the great outdoors, this time with participants facing some very unusual situations.

 **SEASON 3**

 **ORIGINAL PRODUCTION** | 9 EPISODES X 60 MINUTES

zeste



Cauchemar en cuisine

Can a star chef turn business around for these failing Australian restaurants? Each episode, Colin Fassnidge puts his culinary expertise to work as he relaunches restaurants on the verge of bankruptcy—all in just five days! Whether he's suggesting how owners can improve the dishes they're offering or providing tips on optimizing how they manage their kitchens, Colin knows how to turn things around for even the most nightmarish of establishments.



 **SEASON 8**

 **ACQUISITION**

| 10 EPISODES X 60 MINUTES

zeste

Chef John Mike

Join Chef John Mike on his epic culinary experiences! On his days off, this restaurateur's only goal is to chill out. Accompanied by friends, John heads out on the road looking for adventure. From the Festival Western de Sainte-Tite to Portland, Maine, this foodie cowboy always finds himself back in front of an oven cooking up some memorable meals. A guaranteed madcap, festive vibe!

 **SEASON 1**

 **ORIGINAL PRODUCTION** | 10 EPISODES X 30 MINUTES

zeste



Chef au sommet

Chef Gordon Ramsay has come up with a culinary competition like you've never seen before. Three levels of amazingly different kitchens will host 15 competing chefs. For Ramsay, the true test of a great chef is not just whether they can succeed in the best circumstances, but the magic they can do when faced with the worst. Creativity and cunning are put to the test before contestants can reach the next level. Will they be able to adapt to the challenges that lie ahead?

 **SEASON 3**

 **ACQUISITION** | 16 EPISODES X 60 MINUTES

zeste



Zeste

/ Everything's better with zest

TV THAT GETS COOKING

Gourmet recipes, culinary competitions, epicurean adventures

MUST-WATCH TV

501,000

WEEKLY REACH

0.7

SHARE OF AUDIENCE (%)
A35-49

0.6

SHARE OF AUDIENCE (%)
A18-49

0.6

SHARE OF AUDIENCE (%)
M18-34



A25-54

INDEX 110



INCOME \$60K-\$100K

INDEX 115



A18-24

INDEX 110



EDUCATION SAVINGS PROGRAM

INDEX 171



M18-49

INDEX 138



CHILDREN < 18

INDEX 148



MOPE

INDEX 107



WEEKLY GROCERIES > \$200 \$

INDEX 184

DIGITAL

645,000

UNIQUE VISITORS

2,500,000

PAGE VIEWS



122K

FOLLOWERS



14.7K

FOLLOWERS



96.6K

TOTAL VIEWS

Chef au sommet



Chef John Mike

zeste

Source: Numeris, francophone Québec, Fall 2023 (September 4 to December 3), Mon-Sun 2 a.m.-2 a.m. Google Analytics, monthly average between July 1 and December 31, 2023. Comscore, francophone Québec, average monthly unique visitors between July 1 and December 31, 2023. Social media, February 2024.

évasion

Coming
this season



Prendre le bois



Deux sombres héros à Mexico



Million Dollar Island

évasion

Million Dollar Island

One hundred Australians stay on an island to try and win a million dollars. But surviving the harsh conditions with limited means won't be the only challenge on this island of deep mysteries, difficult hardships, and gratifying rewards. Each participant will start their adventure with a \$10,000 bracelet, which can either be won, lost, or given away. To make progress in the game, forming alliances is your best bet and friendships are worth a literal fortune. Who will come out the winner?



NEW



ACQUISITION | 13 EPISODES X 90 MINUTES

évasion



Deux sombres héros à Mexico

Jean-Michel Dufaux and his friend Benoit Roberge set off to discover Mexico. This incredible country has so much to offer: an amazing culinary scene, incredible culture, breathtaking landscapes, and warm, welcoming people! The pair crisscross the country as they travel through 10 different destinations, each one more delicious than the last.

Fun, laughter, and friendship are on the menu once again this season!

 **NEW**

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

évasion



Prendre le bois

Fabien Cloutier meets with people for whom being in touch with nature is a way of life. He meets Ken, a retired hunting guide; Laurence, who teaches woodland foraging; Jean-Phillip, a fishing guide; and Mathias, an Innu cultural agent.



NEW



ORIGINAL PRODUCTION | 4 EPISODES X 60 MINUTES

évasion



Alone les survivants

It is the boldest test of endurance experiment ever attempted. 10 people will enter the wilderness carrying only what they can fit in a small backpack. They will be alone in harsh, unforgiving terrain with a single mission - stay alive as long as they can. These participants will hunt, build shelters and fend off predators. They will face extreme isolation and psychological distress as they plunge into the unknown and document the experience themselves. No camera crew. No producers.

At stake is a \$500,000 for whoever lasts the longest. It is the ultimate test of a person's will.



 **SEASON 3**

 **ACQUISITION** | 10 EPISODES X 60 MINUTES

évasion

Rush Australie

Deprived of all sight and sound, three teams will be dropped into the chaotic heart of the world's most pulsating cultural festivals and exotic locations across the globe with just one goal - to escape!

With their senses restored and their location revealed, the teams will meet host David Genat, who will give them their missions and the rush is on to the Escape Zone. The teams must navigate their way through each country, immersing themselves in the chaos of the local culture before locating an extraction point somewhere amongst the mayhem. The last team to arrive to the Escape Zone will need to eliminate one member of their team.

After the wildest and most exciting adventure around the globe, one winner will emerge and win a life changing prize of \$100,000 and two first class around the world tickets. In this electrifying new adventure series, these 12 contestants will travel in teams with nothing but the clothes on their backs, through nine incredible countries and land in the middle of the action with no idea where they are and will need to work together to find their way to the finish line.

Immersive, unpredictable and thrilling, RUSH will have audiences on the edge of their seats.



NEW



ACQUISITION | 9 EPISODES X 90 MINUTES

évasion



Évasion

/ Discovery at home and abroad

TV THAT TRAVELS

Tourism, adventure, vacationing, and discovery

MUST-WATCH TV

843,000

WEEKLY
REACH

0.6

SHARE OF
AUDIENCE (%)
W35-49

0.6

SHARE OF
AUDIENCE (%)
A35+

0.6

SHARE OF
AUDIENCE (%)
W25+



A35+
INDEX 111



SOUTHERN TRAVEL
INDEX 171



W35+
INDEX 115



U.S. TRAVEL
INDEX 157



MAIN SHOPPER
INDEX 110



QUEBEC TRAVEL
INDEX 118



CREDIT PRODUCTS
INDEX 110



SKIING/DOWNHILL
SKIING/SNOWBOARDING
INDEX 110

DIGITAL



69K
FOLLOWERS



9.8K
FOLLOWERS



Million Dollar Island



Prendre le bois

Deux sombres héros à Mexico

évasion

Source: Numeris, francophone Québec, Fall 2023 (Sept. 3 to December 4), Mon-Sun 2 a.m.-2 a.m. Social media, April 2024.

CASA

Coming
this season

CASA



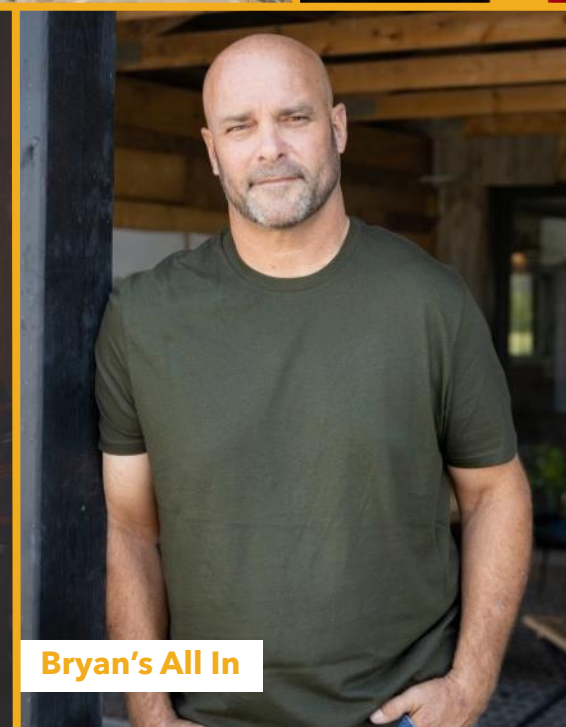
Les bricoleurs du dimanche :
la compétition



Ça va chauffer! Australie



Réal débarque



Bryan's All In



Ne détestez pas
votre maison avec
les frères Scott

Les bricoleurs du dimanche la compétition

Major construction/renovation competition **Les bricoleurs du dimanche : la compétition** brings together the twelve amateur renovators in Quebec. For 10 weeks, these jack-of-all-trade men and women have just one goal: to win the title of Best Amateur DIYer in Quebec and the grand prize of \$25,000 in cash.

Dave Morissette, a renovation superstar, and expert judge **Patrick Laperrière** will host the competition. Under their watchful eyes, our renovators must demonstrate their skills and abilities when faced with the widest variety of challenges.

Each episode, the renovators have to prove they deserve their spot in the competition by showing their resourcefulness, skill, speed of execution, precision, and creativity.



NEW



ORIGINAL PRODUCTION | 10 EPISODES X 60 MINUTES



INTEGRATIONS POSSIBLE

CASA



Réal débarque

Réal Béland meets up with a variety of people to help make their renovation experience a fun one. Réal loves everybody, and everybody loves Réal! Which he uses to his advantage to test their skill level and share his wealth of experience, all while having fun, thanks to Réal's legendary sense of humour. **Réal débarque** is a series that both surprises and inspires. In addition to showcasing Réal's talents as a renovator, you'll also discover Daphné Morin's abilities in interior design and Martin Labonté's entrepreneurial expertise.



SEASON 2



ORIGINAL PRODUCTION | 12 EPISODES X 30 MINUTES



INTEGRATIONS POSSIBLE

CASA



Bryan's All In (English orig.)

Bryan Baeumler lends a hand to help entrepreneurs overcome their problems. These ambitious dreamers risked everything by becoming their own boss, just like Bryan did when he first started out. Every episode, from on board his RV, Bryan spends a week with newbie entrepreneurs to lend a hand, act as a coach and mentor, overcome major issues with their renovations, and restart businesses on the verge of ruin.

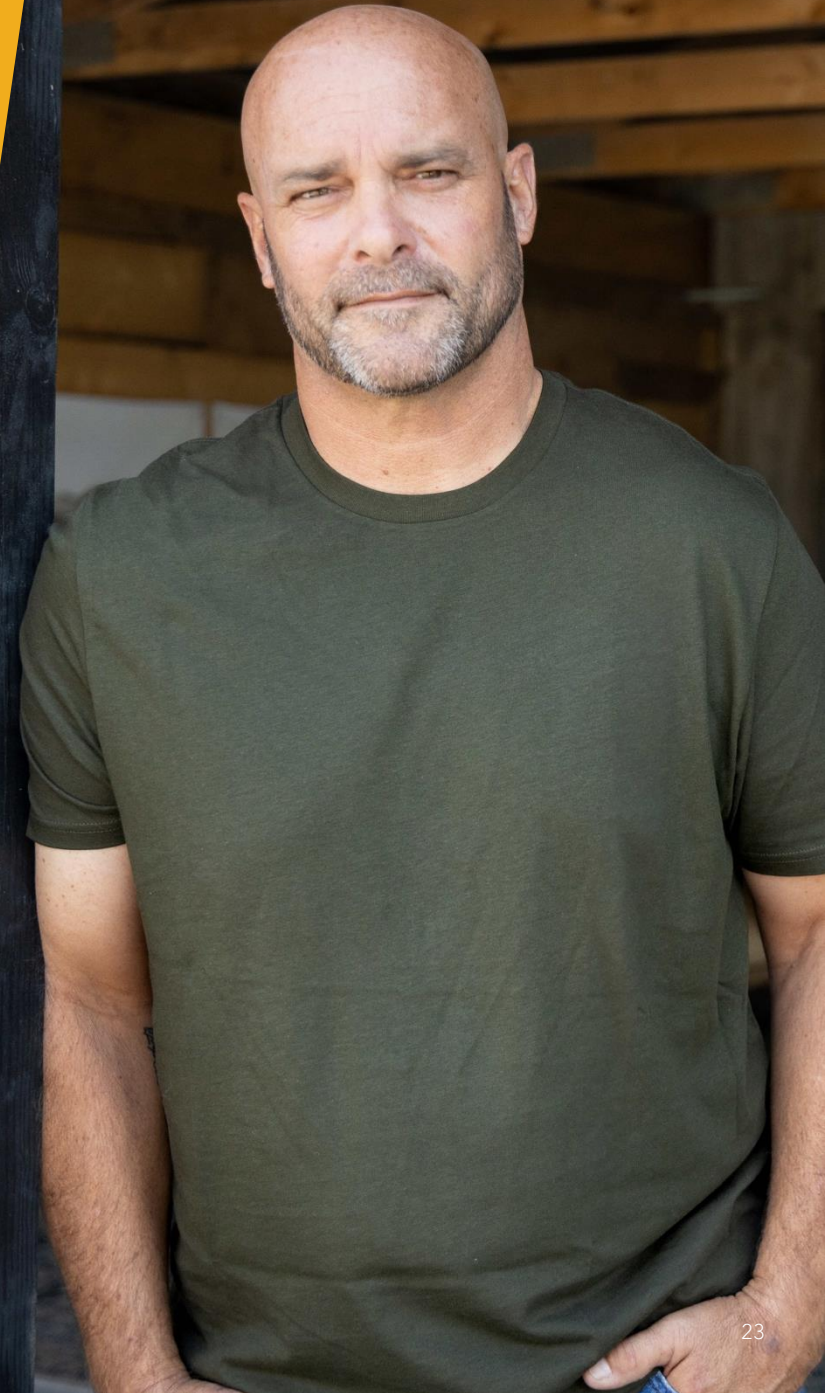


NEW



ACQUISITION | 10 EPISODES X 60 MINUTES

CASA




Ça va chauffer! Australie

Ça va chauffer! Australie gets back to its roots for a 13th delicious season. The well-loved culinary competition returns to its original winning formula with celebrity chefs and judges Manu Feildel and Colin Fassnidge, who travel the country to meet Australia's most passionate amateur chefs. Get ready to share a season of delicious new trips filled with extraordinary talent, heartwarming moments, and unforgettable meals. Ready, set... get cooking!



 **SEASON 13**

 **ACQUISITION** | 15 EPISODES X 90 MINUTES

CASA

Ne détestez pas votre maison avec les frères Scott

The Scott brothers use their renovation superpowers to literally save families. At a time when moving is just too expensive, Drew and Jonathan transform dysfunctional family homes into great places to live. From catastrophic planning to nasty surprises uncovered during the demolition phase, the pair try to make the most of these disfavoured homes reluctantly inhabited by desperate owners.



NEW



ACQUISITION | 14 EPISODES X 60 MINUTES

CASA



CASA

/ Inspiring property owners everywhere!

A VARIETY OF PROGRAMMING FULL OF TIPS AND CREATIVE IDEAS!

A channel that highlights celebrity designers, construction pros, and clever participants in some of the most daring show concepts on TV.

MUST-WATCH TV

902,000

WEEKLY
REACH

3.2

SHARE OF
AUDIENCE (%)
M18-34

2.5

SHARE OF
AUDIENCE (%)
M25-54

1.8

SHARE OF
AUDIENCE (%)
A25-54



M18-34
INDEX 295



RENOVATION EXPENSES <\$5K
INDEX 131

DIGITAL



M18-49
INDEX 222



FAMILY RESTAURANT
INDEX 114



76K
FOLLOWERS



W35-64
INDEX 128



CREDIT PRODUCTS
INDEX 109



3.4K
FOLLOWERS

CASA

Source: Numeris, francophone Québec, Fall 2023 (Sept. 4 to December 3), Mon-Sun 2 a.m.-2 a.m.
Social media, April 2024.



Les bricoleurs du dimanche : la compétition



Réal débarque



Bryan's All In

TÉMOIN

Coming
this season



Double vie, quand la vérité nous rattrape



Famille de criminel



Le parloir



Au banc des accusés



Maman la mitraille

TÉMOIN

Double vie, quand la vérité nous rattrape

Two women afflicted by their secrets search for some type of stability in their lives. Caroline explores her father's double life and attempts to meet with her half-brother and half-sister. Ready to come clean, Sarah intends to end her own double existence. Will Caroline finally receive the acknowledgement she's always been missing? Will Sarah be able to finally reveal her secrets? The series gets close to the journeys of these two crusading women, both of whom crave the moment when they can finally breathe again.

 **SEASON 2**

 **ORIGINAL PRODUCTION** | 6 EPISODES X 60 MINUTES

TÉMOIN



Famille de criminel

Annie-Soleil Proteau and Félix Séguin hunt down clues left by notorious criminals, assassinated in cold blood, and track down their loved ones in search of answers to the questions left behind. In the process they unveil the tragic histories of these criminals' family members. The shady characters of the criminal underworld rarely meet with a happy end. The dead don't talk, but their loved ones live to tell the tale.



NEW



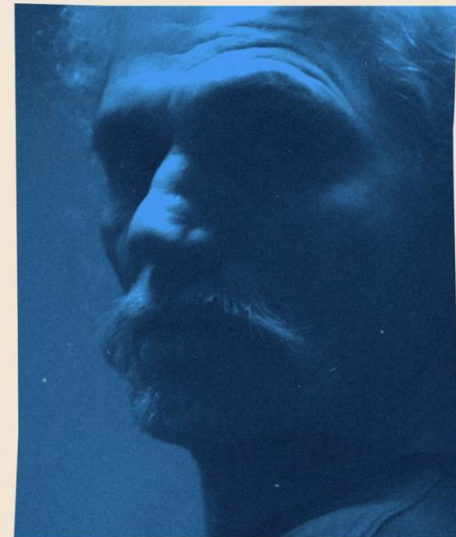
ORIGINAL PRODUCTION | 6 EPISODES X 60 MINUTES

TÉMOIN



Maman la mitraille

This is the story of Monica as told by her son, Gilles Tessier. Unable to shake the heroic popular image of his mother, Gilles decides to conduct his own investigation to better understand who she was. A study of criminality and how it gets handed down from mother to son.



**MAMAN
LA MITRAILLE**

 **NEW**

 **ORIGINAL PRODUCTION** | 4 EPISODES X 60 MINUTES

TÉMOIN

Au banc des accusés

Original version: *Accused*

This classic police drama presents 15 true-crime stories ripped from the headlines. Each episode opens on a courtroom in which the accused sits, before viewers even know what they are charged with or what they have done. Told entirely from the point of view of the accused, these stories, full of twists, turns, and grey areas, reveal how ordinary people find themselves inextricably caught in the machinations of bad decisions. Will they be found guilty?

 **SEASON 2**

 **ACQUISITION** | 15 EPISODES X 60 MINUTES

TÉMOIN



Le parloir

Le Parloir is a series for true crime lovers, helmed by investigative journalist Félix Séguin and YouTuber and author Victoria Charlton. Over several episodes, Félix and Victoria consider unsolved murders or disappearances, discuss notable true crime tales and call on expert opinion as well as collaborators such as Annie-Soleil Proteau and Claude Poirier. An innovative concept that sheds light on Quebec's criminal underworld.



 **NEW**

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

TÉMOIN

TÉMOIN

/ For lovers of true stories and unique characters

THE CHANNEL FOR TALES FROM REAL LIFE

Fascinating characters, docu-realities, series, captivating and unforgettable movies.

MUST-WATCH TV

884.000

WEEKLY REACH

2.1

SHARE OF MARKET (%)
A18-34

2.2

SHARE OF MARKET (%)
M18-34

1.7

SHARE OF MARKET (%)
A18-49



A18-49
INDEX 166



WOMEN'S CLOTHING > \$500
INDEX 113



A18-34
INDEX 201



SOUTHERN TRAVEL
INDEX 161



W18-49
INDEX 170



BAR/RESTAURANT
INDEX 122



WHITE COLLAR
INDEX 122



NEW VEHICLE
INDEX 134

DIGITAL



91K
FOLLOWERS



1.8K
FOLLOWERS

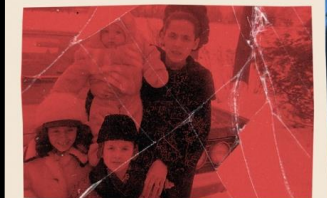
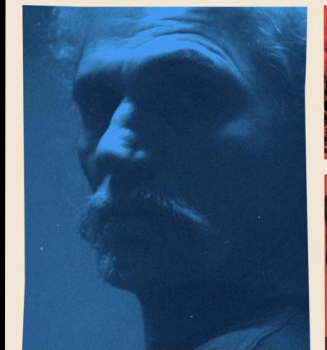
TÉMOIN

Source: Numeris, francophone Québec, Fall 2023 (Sept. 4 to Dec. 3), Mon-Sun 2 a.m.-2 a.m. Social media, April 2024.

Double vie, quand la vérité nous rattrape

FAMILLE DE CRIMINEL

Famille de criminel



Maman la mitraille

ADDIK

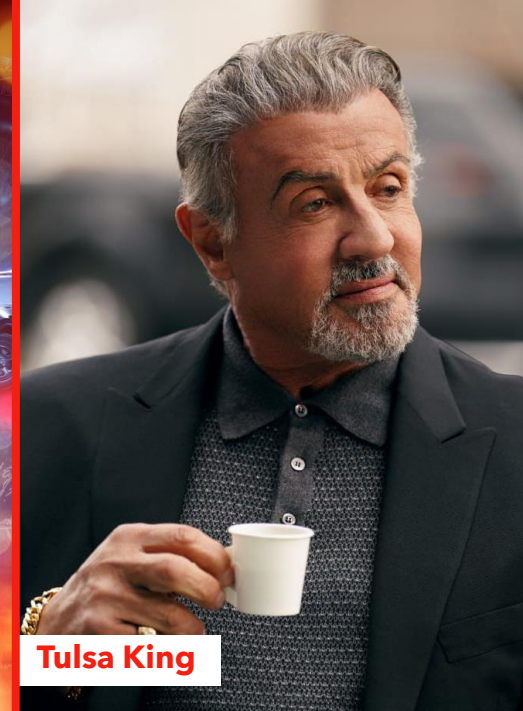
Coming
this season



Lac-Noir



The Irrational



Tulsa King



La Brea : le gouffre



Code Quantum



Blanca

ADDIK

Lac-Noir

The world of Lac-Noir is falling apart. A mysterious werewolf is once again terrorizing the community. As political battles cause deep divisions in the village, Valérie is doing everything she can to save her son Dave, now a werewolf, and leave this cursed place!

This season, the whole village must also cope with the arrival of two members of the Werewolf Senate, who have arrived to shed light on the tragic events that unveiled their formerly secret existence. Tensions in the village are palpable. The leader of the pack and the head of police have some explaining to do.

As if this weren't enough to shake Lac-Noir to its foundations, a foreign reporter is due to arrive in the village. There's doubt as to his motivations... What exactly is he looking for? The only certainty is that Valérie won't be able to resist his charms...



 **SEASON 2**

 **ORIGINAL PRODUCTION** | 8 EPISODES X 60 MINUTES

ADDIK

The Irrational

V.O. The Irrational

(French title to be confirmed)

Alec Baker is an internationally renowned professor of behavioural sciences. He offers his unique expertise to governments, law enforcement agencies, and other powerful organizations to resolve issues that might have major consequences. During his investigations, he'll face irrational enigmas and disconcerting mysteries, in addition to meeting his match in the figure of a woman suspected of domestic terrorism who soon turns his world upside-down.

 **NEW**

 **ACQUISITION** | 11 EPISODES X 60 MINUTES

ADDIK



Tulsa King

Original version: Tulsa King

Recently released from prison after serving a 25-year sentence, ex-New York mafia godfather Dwight Manfredi, known as "The General," finds himself unceremoniously dumped by a crime boss. In exile in Tulsa, Oklahoma, he decides to form his own team.



NEW



ACQUISITION | 9 EPISODES X 60 MINUTES

ADDIK



La Brea: le gouffre

Original version: La Brea

The epic adventure of the Harris family continues... 10,000 years in the past! With the last portal to the present having disappeared, the group must brave the elements and wildlife of the ancient world to find another way to get back home. In the meantime, Eve, who's been transported into the future, faces a similar struggle as she tries to regain some semblance of normalcy. Will this unusual family manage to overcome their struggles? Don't miss the exciting conclusion of this gripping series!

 **SEASON 3**

 **ACQUISITION** | 6 EPISODES X 60 MINUTES

ADDIK



Code Quantum

Original version: Quantum Leap

The time travel continues in this second explosive new season! Backed by a veteran team and a hologram of his fiancée, Ben Song continues jumping from one life to another to try and repair the mistakes of the past. But Addison and the rest of the Quantum team know that if they want to solve the mystery of Ben's original leap and bring him back home safe and sound, they need to do it quickly... or lose him forever.

 **SEASON 2**

 **ACQUISITION** | 13 EPISODES X 60 MINUTES

ADDIK



Blanca

Original version: Blanca

Blind since birth, Blanca achieves her dream of becoming a special advisor to the police. Her exceptional hearing and analytic abilities allow her to resolve complex cases and quickly overcome her colleagues' skepticism. Adapted from the novels of Patrizia Rinaldi, this gripping police drama is the first to be recorded using holophonics, a special sound recording technique that lets viewers assume the place of the protagonist in the series.

 **SEASON 2**

 **ACQUISITION** | 12 EPISODES X 60 MINUTES

ADDIK



ADDIK

/ Pure fiction

TV FOR FICTION ADDICTS

Suspense, intrigue, and police procedurals.

MUST-WATCH TV

1,762,000

WEEKLY
REACH

2.9

SHARE OF
MARKET (%)
W18-34

2.6

SHARE OF
MARKET (%)
A18-34

2.7

SHARE OF
MARKET (%)
W18+



A18-34

INDEX 113



VEHICLE \$30K+
INDEX 133



A18-24

INDEX 123



FAST FOOD RESTAURANT
INDEX 105



W18-34

INDEX 124



MAIN SHOPPER
INDEX 104

DIGITAL



90K
FOLLOWERS



16.2K
FOLLOWERS



Lac-Noir



Tulsa King

The Irrational

ADDIK

Source: Numeris, francophone Québec, Fall 2023 (Sept. 4 to December 3),
Mon-Sun 2 a.m.-2 a.m. Social media, April 2024.

PRISE 2

Coming
this season

Dr House



Fort Boyard



Les Parent



PRISE 2

Dr. House

Dr. Gregory House is as brilliant a doctor as he is sarcastic and controversial. Despite his antisocial behaviour, he has just one priority: saving the lives of his patients at all costs by employing unconventional methods and while relying on a crack medical team to back him up. An anti-hero par excellence, Dr. House remains an extremely appealing character everyone just loves to hate.

 **NEW**

 **ORIGINAL PRODUCTION** | 22 EPISODES X 60 MINUTES

PRISE 2



Fort Boyard

A team of four people (two celebrities and two audience members) must pass tests and solve mysteries to earn the most keys and the most time possible in the treasure room to collect "Boyards."



 **NEW (season 4 - 1996)**

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

PRISE 2

Les Parent

Les Parent is a humorous show about parent-child relationships amongst a family of five people: Natalie and Louis (played by Anne Dorval and Daniel Brière) and their three children, Thomas (Joey Scarpellino), Olivier (known as Oli, played by Raphaël Grenier-Benoît), and Zacharie (or Zak, played by Louis-Philippe Beauchamp).



 **SEASON 3**

 **ACQUISITION** | 20 EPISODES X 30 MINUTES

PRISE 2

PRISE 2

/ Reach an active target

THE NETWORK

Nostalgic TV for every generation

MUST-WATCH TV

1,254,000

WEEKLY
REACH

1.7

SHARE OF
MARKET (%)
A18+

1.5

SHARE OF
MARKET (%)
M25-54

1.4

SHARE OF
MARKET (%)
W35-49



A25-54

INDEX 116



MAIN SHOPPER

INDEX 135



A35+

INDEX 112



VEHICLE \$30K+

INDEX 133



W35-59

INDEX 124



FAST FOOD RESTAURANT

INDEX 105

DIGITAL



26K
FOLLOWERS



1.5K
FOLLOWERS



Les Parent



Dr. House



Fort Boyard



Source: Numeris, francophone Québec, Fall 2023 (Sept. 3 to Dec. 4), Mon-Sun 2 a.m.-2 a.m.
Social media, April 2024.

LCN

Coming
this season



À vos affaires



La Joute



TVA Nouvelles



Mario Dumont

LCN

TVA Nouvelles

Quebecers' favourite complete news report provides viewers with up-to-the-minute information, analyses, sports news, and weather with Sophie Thibault and Pierre-Olivier Zappa.



 DAILY

 ORIGINAL PRODUCTION

LCN

À vos affaires

/ Accessible economic reporting

Presented weekdays at 6:30 p.m., *À vos affaires* allows Quebecers to ask questions and express their concerns to Simon Philibert, who demystifies current headlines alongside expert guests and other invitees.

Presented live in a studio specially equipped by TVA with interactive screens, this innovative program facilitates live conversation with Quebecers about the everyday realities of the province's citizens.

 **DAILY**

 **ORIGINAL PRODUCTION**

LCN



La Joute

Debates, analyses, and opinion on the provincial, federal, municipal, and U.S. political scene, hosted by Paul Larocque and distinguished guests.

Weekdays at 4 p.m.



 DAILY

 ORIGINAL PRODUCTION

LCN

Mario Dumont

Mario Dumont dissects the latest headlines and gets involved in every area that affects the lives of Quebecers, including health, personal finance, and political news.

Weekdays at 10 a.m.



 **DAILY**

 **ORIGINAL PRODUCTION**

LCN

LCN

/ The appeal of live TV

THE MOST-WATCHED SPECIALTY CHANNEL

APPOINTMENT VIEWING

2,647,000

WEEKLY REACH

7.8

SHARE OF MARKET (%) M25-54

6.9

SHARE OF MARKET (%) M18-34

6.6

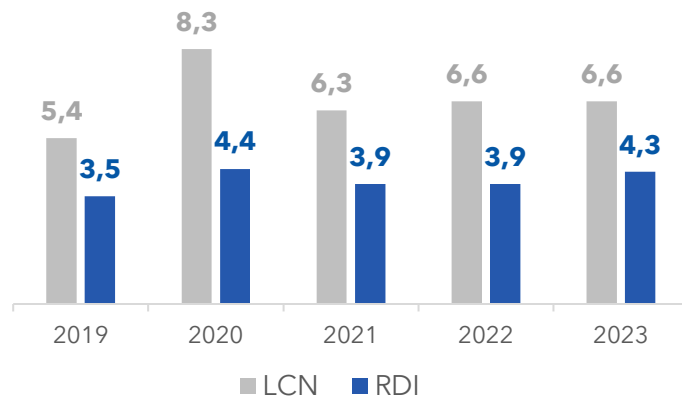
SHARE OF MARKET (%) A50+

6.5

SHARE OF MARKET (%) A25+

YEAR AFTER YEAR, IT'S STILL VIEWERS' FAVOURITE INFORMATION CHANNEL

Share of market - A18+



TVA Nouvelles: A digital success story

2.5M

UNIQUE VISITORS PER MONTH

47M

PAGE VIEWS PER MONTH



1.2M

FOLLOWERS



6.4M

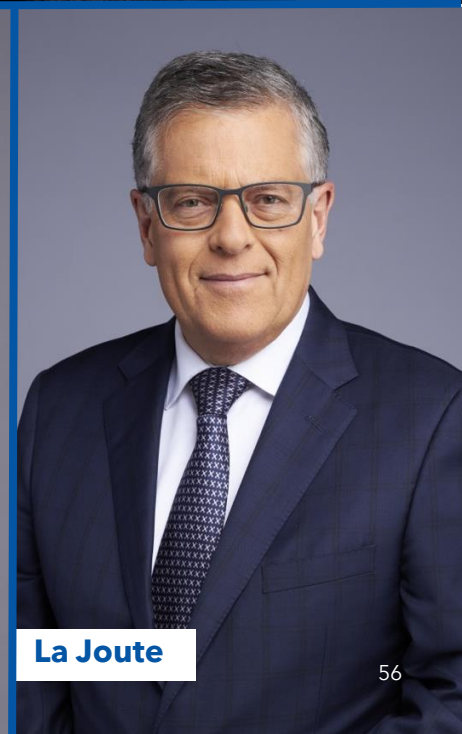
TOTAL VIEWS



TVA nouvelles



À vos affaires



La Joute



Source: Numeris, francophone Québec, Fall 2023 (September 4 to December 3) and January 1 to December 31, 2019 to 2023, Mon-Sun, 2 a.m.-2 a.m. Google Analytics, monthly average between July 1 and December 31, 2023. Comscore, francophone Québec, average unique visitors between July 1 and December 31, 2023. Social media, February 2024.



qub

Mathieu Bock-Côté

For this man, ideas rule the world: reflection, observation, conversation, criticism, solutions—Mathieu Bock-Côté’s podcast is broadcast live from Paris and starts the day with a new episode every morning at 8 a.m.



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Benoit Dutrizac

With his usual frank way of speaking, Benoit Dutrizac tackles the news from his signature perspective. Always attentive to listeners' concerns, he's accompanied by a number of veteran collaborators who provide fresh analysis of social issues.



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Mario Dumont

Nothing escapes Mario Dumont's critical eye! This former politician's experience and analytical skills make for unmissable daily listening.



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Richard Martineau

Richard Martineau is always compelling. His wise analysis of the latest headlines draws listeners in and gets them thinking.



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