



TV5 unis

Where our roads meet



PORTRAIT OF OUR CHANNEL

Accessible **free of charge** in **all households with cable** across Canada

	TV5	unisTV
Average weekly reach	1,2 million	1 million
Viewing peak	up to 143,000 viewers	up to 93,000 viewers
Awareness	Known worldwide, the channel reaches 96 % in Quebec	The channel reaches 91 % in Quebec
Women/Men	49 % 51 %	52 % 48 %

Source: Numeris, Qc. Franco., from August 28, 2023, to March 27, 2024, Mon-Sun 2a-2a. BIP poll, August 2023

PROFILE OF OUR VIEWERS



Different but complementary, our two channels reach an audience covered by advertisers.

Source: Numeris, Qc. Franco., from August 28, 2023, to March 17, 2024, Mon-Sun 2a-2a (AMA) / Vividata, Fall 2023, Qc. Franco. Pop., population weighting; F25-54, A18-34

TV5		unisTV	
Household of 1 to 2 people		Household of 3+ people	i180
Reside in Greater Montréal	i125	Families	i128
University degree holders	i165	Managers, owners, professionals, etc.	i160
Family income \$100,000 and over	i131	Family income \$100,000 and over	i164
Strong concentration of cultural communities	i206	A25-54 : 43% of the audience	i164
Watch fewer other channels in the evening	i131	Top 5 highest concentration of A25-54 in Fall 2023	

YOUR ADVERTISEMENTS STAND OUT

Almost

2X
fewer

break/ads than
the competition

Your advertisement is less
diluted and will have

**a choice
place**

among the rare 7 minutes
of advertising

TV5

7 minutes/hour

unisTV

8 minutes/hour

Tv market

MORE THAN
12 minutes/hour

PERCEPTION OF ADVERTISEMENTS

Advertisements play an **important role** in giving information about products and services:



An environment where your **advertisements** are **well perceived** by the audience

I think that advertising is **a good thing**



I **pay attention** to advertisements



- Market
- TV5
- Unis TV

Source: Vividata, Winter 2022, Qc. Franco. Pop., population weighting; A18+.

TV5

AUDIENCE PROFILE:
TELEVISION

ACTIONS TAKEN AFTER HAVING SEEN AN ADVERTISEMENT

An environment where your ads result in actions.



I visited the **advertiser's website**
i150



I **discussed** the product/brand/service announcement with other people
i154



I **recommended** the product/brand/service
i146



I **commented** on the product/brand/service on social media
i146

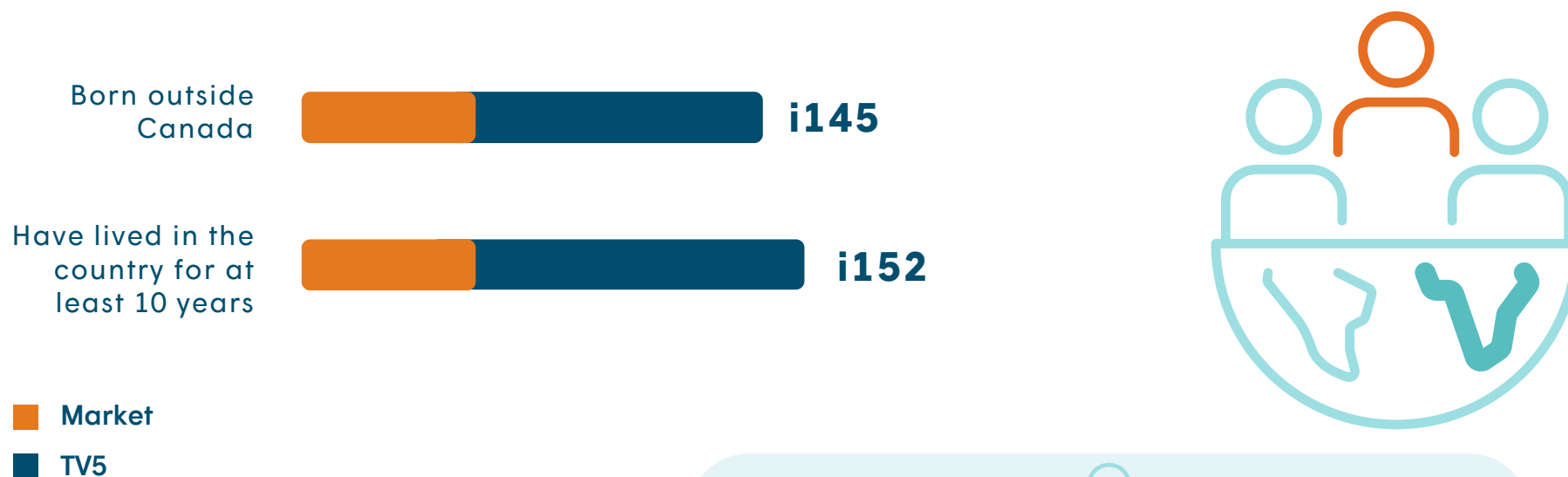
TV5

Source: Vividata, Fall 2023 – Winter 2024, Qc. Franco. Pop., population weighting; A25-54, A18-34

CULTURAL COMMUNITIES

TV5

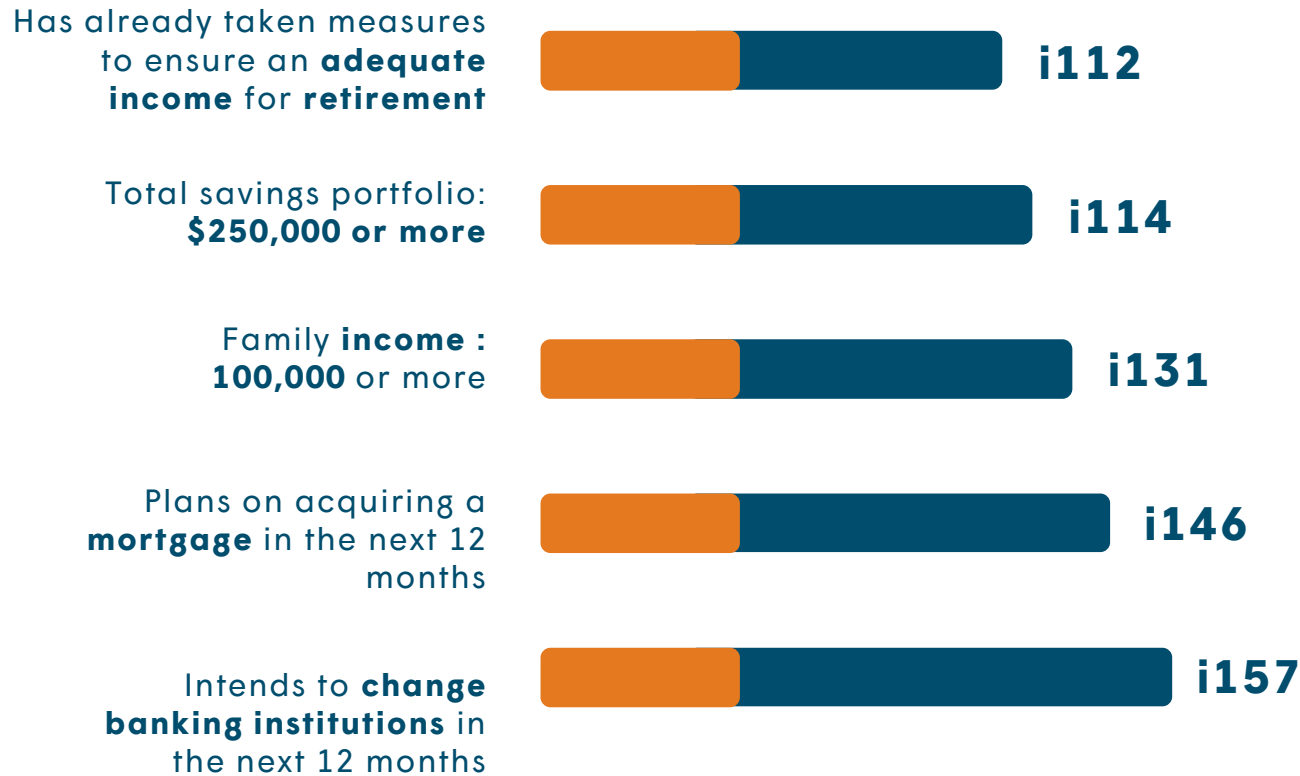
Newcomers offer great potential for advertisers looking to expand their market and gain the loyalty of new consumers.



TV5 is the channel with **THE** highest concentration of **cultural communities.**

Source: Vividata, Winter-Fall 2023, Qc. Franco. Pop., population weighting; A25-54

FINANCIAL HABITS



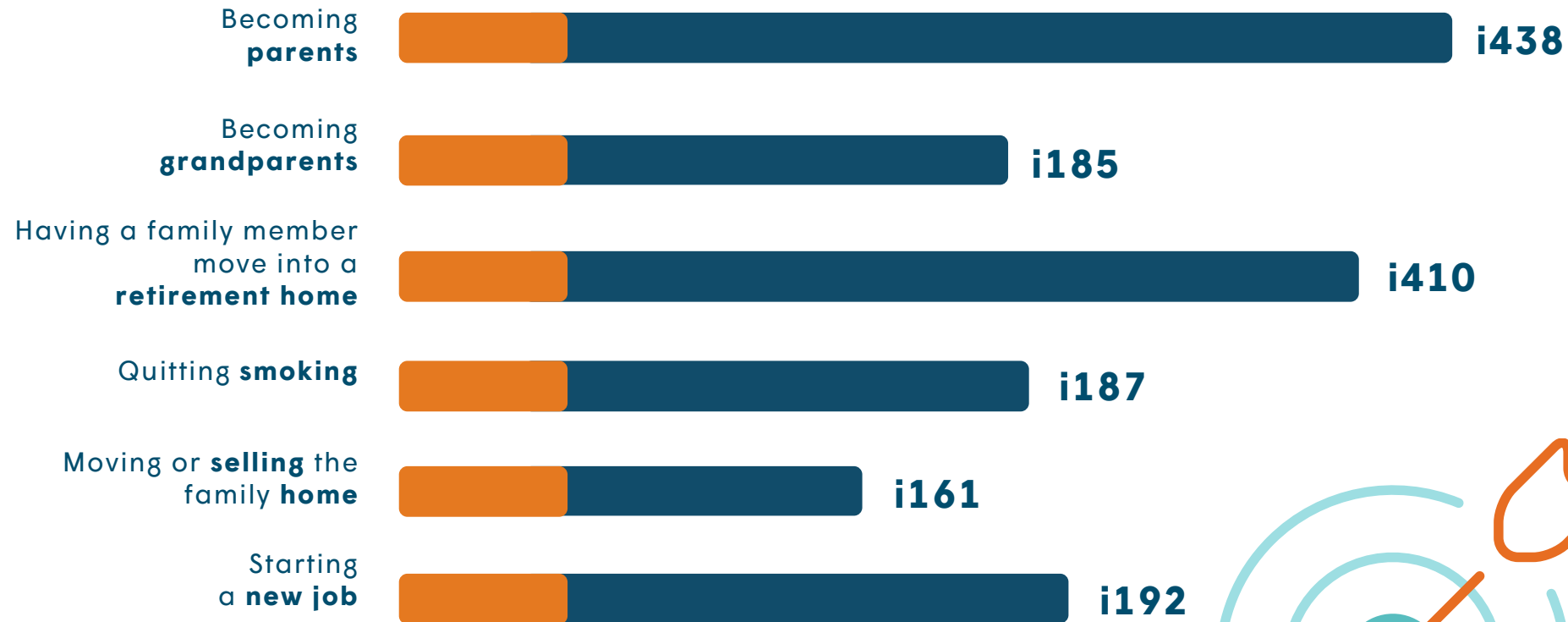
Market
TV5



Source: Vividata, Winter 2023-2024, Fall 2023, Qc. Franco. Pop., population weighting; A18+, A18-34

FUTURE PROJECTS

Over the next 12 months, they plan on :

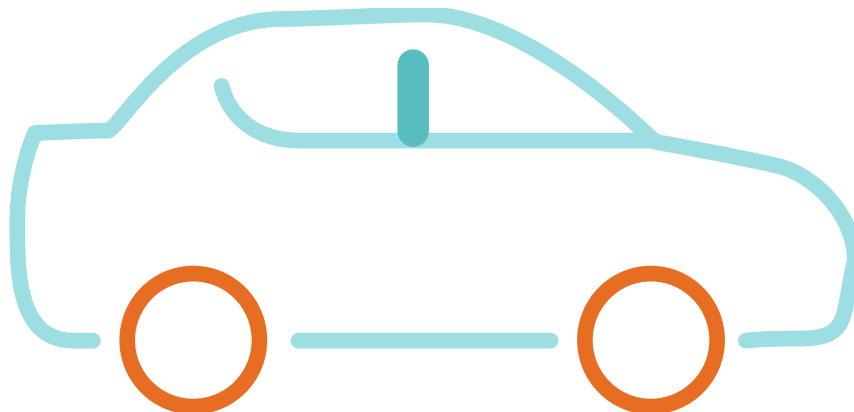
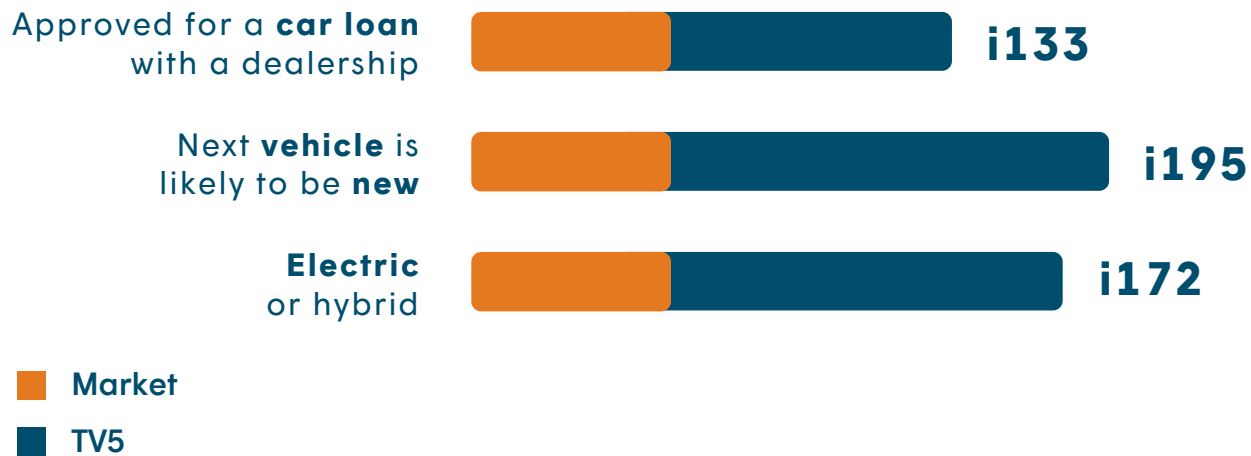


Market
TV5



Source: Vividata, Winter 2023-2024, Fall 2023, Qc. Franco. Pop., population weighting; A18+, A18-34

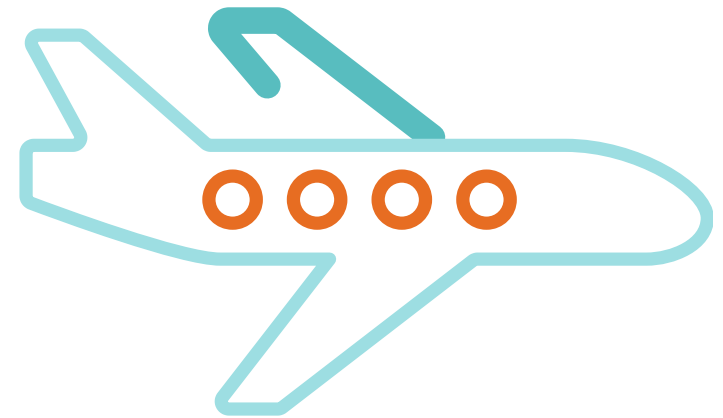
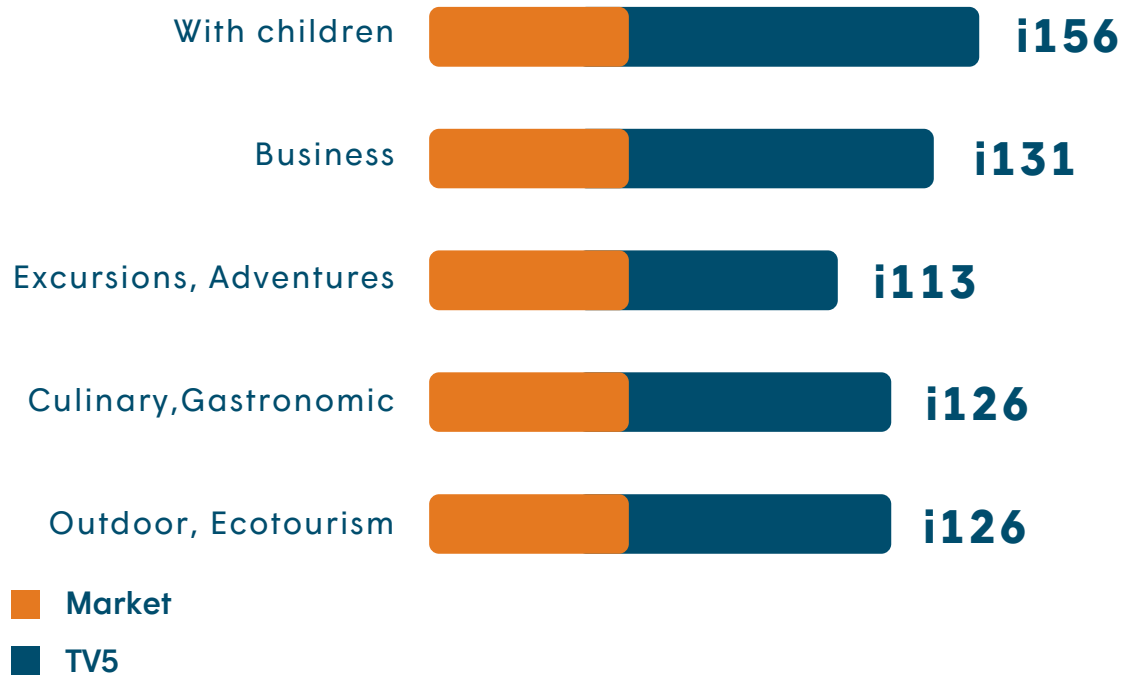
VEHICLE PURCHASE



Plans to **buy a vehicle** in the next 12 months **i155**

Source: Vividata, Winter 2024, Qc. Franco. Pop., population weighting; A18-34, A25-54

VACATIONS AND TRAVEL





Planning a trip by airplane in the next 12 months
i128



Budget for the next planned trip:
3,000\$ and more
i135

During their travels, TV5 viewers engage in sports activities.



In Canada
i110



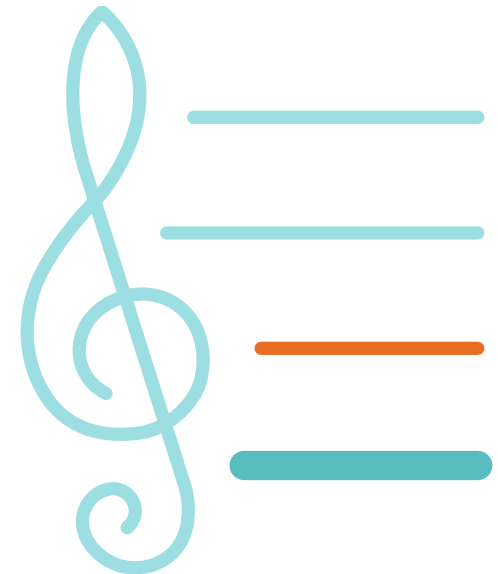
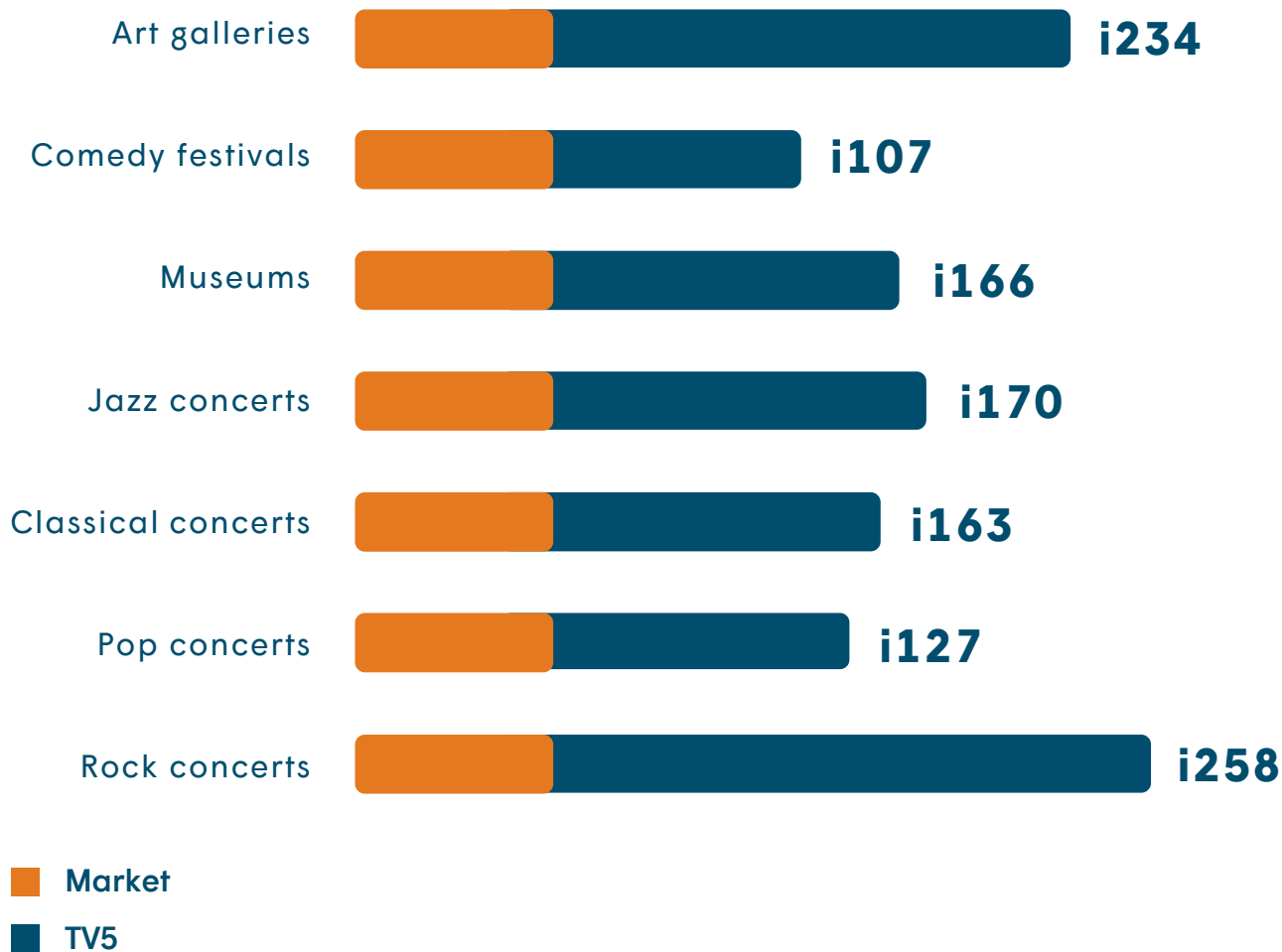
Internationally
i140

Source: Vividata, Winter – Spring Fall 2023, Qc. Franco. Pop., population weighting; A18-34, A25-54, F25-54

Audience profile

ENTERTAINMENT

TV5



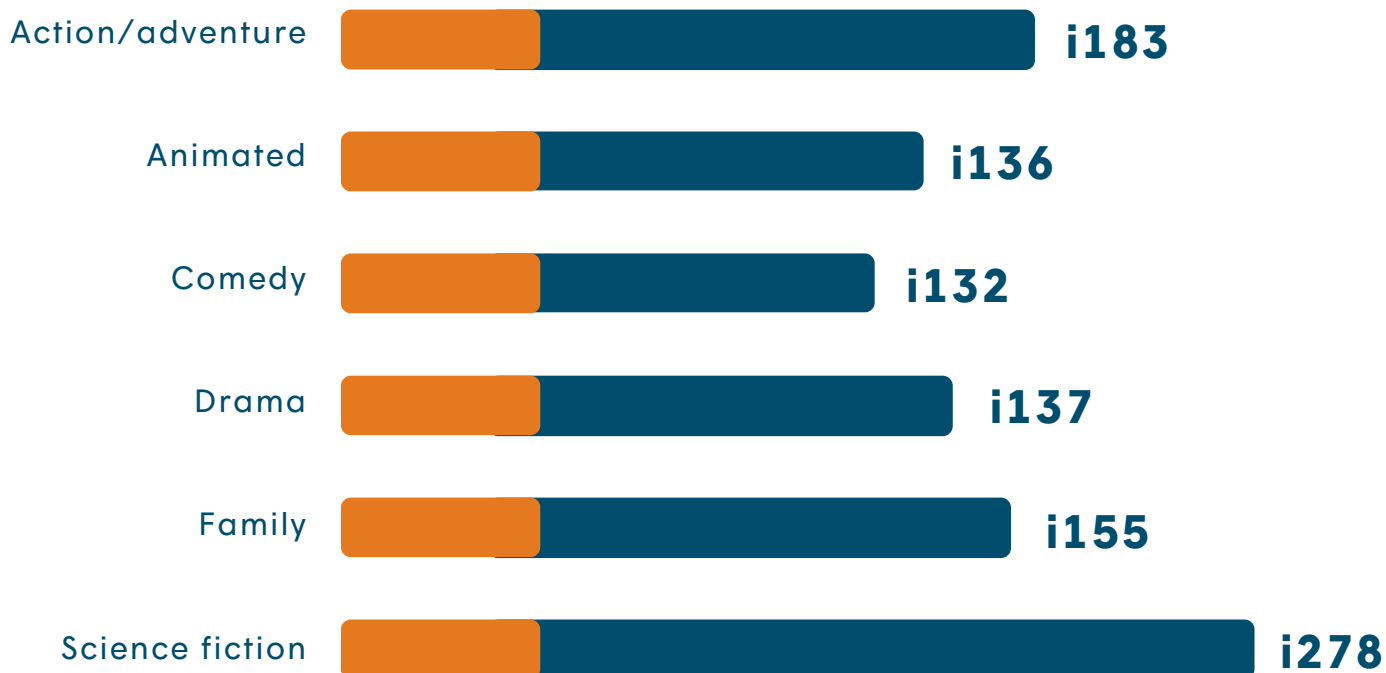

Attended a cultural event
**after seeing the
advertisement on television**
i215

Source: Vividata, Winter -Spring – Summer 2023, Winter 2024, Qc. Franco. Pop., population weighting; A18-34, A18-49, A25-54, F25-54

Audience profile

CINEMA

TV5



■ Market
■ TV5



An audience that enjoys
going to the movies
i168

Source: Vividata, Winter-Spring-Fall 2023, Qc. Franco. Pop., population weighting; A18-34, A18-49, A25-54

ENVIRONMENTALLY RESPONSIBLE CONSUMPTION

An audience that cares about the environment



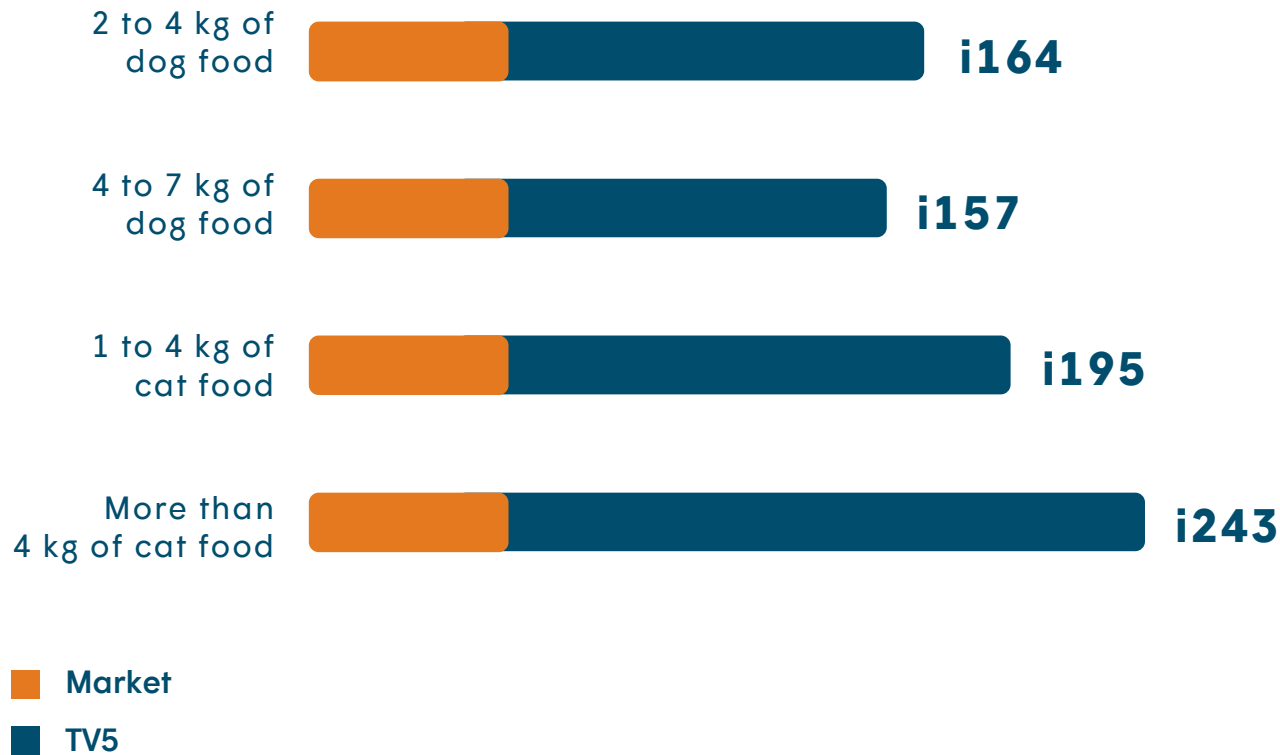
Source: Vividata, Winter-Spring-Fall 2023, Qc. Franco. Pop., population weighting; A18-34, A25-54, F25-54

Audience profile

PET LOVER

TV5

Weekly spending



Our audience has :

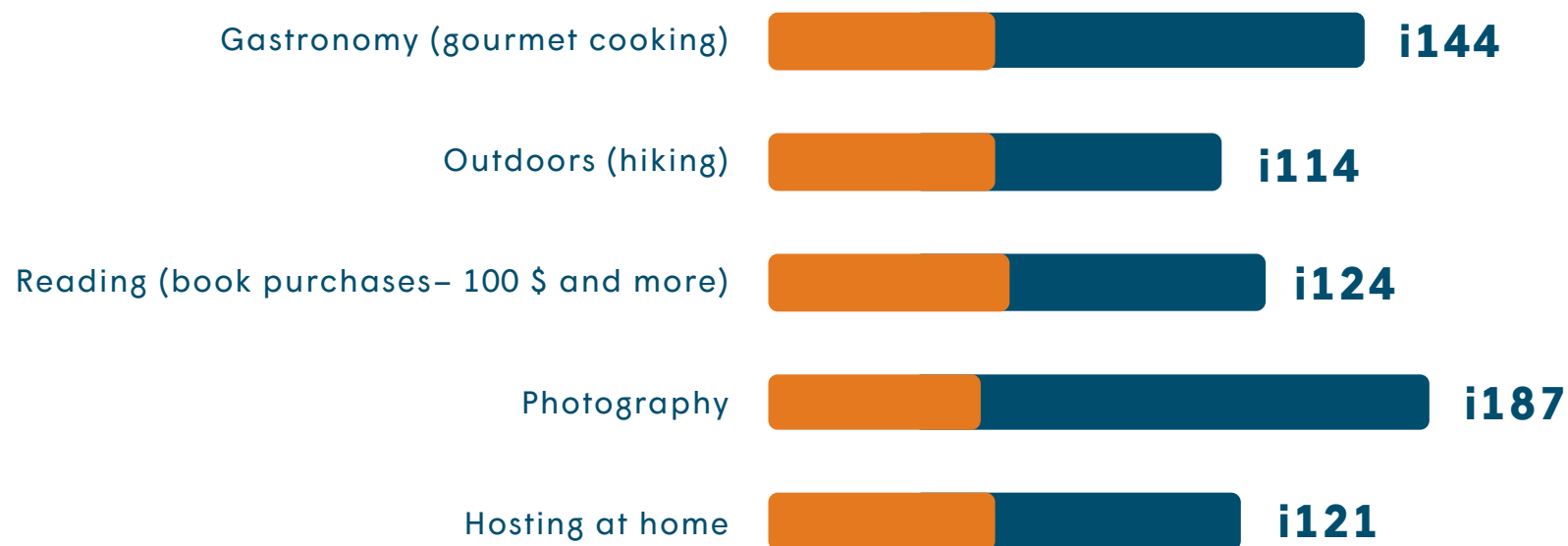


Source: Vividata, Winter-Spring-Fall 2023, Qc. Franco. Pop., population weighting; A18-34, A18-49, F25-54

Audience profile

LEISURE

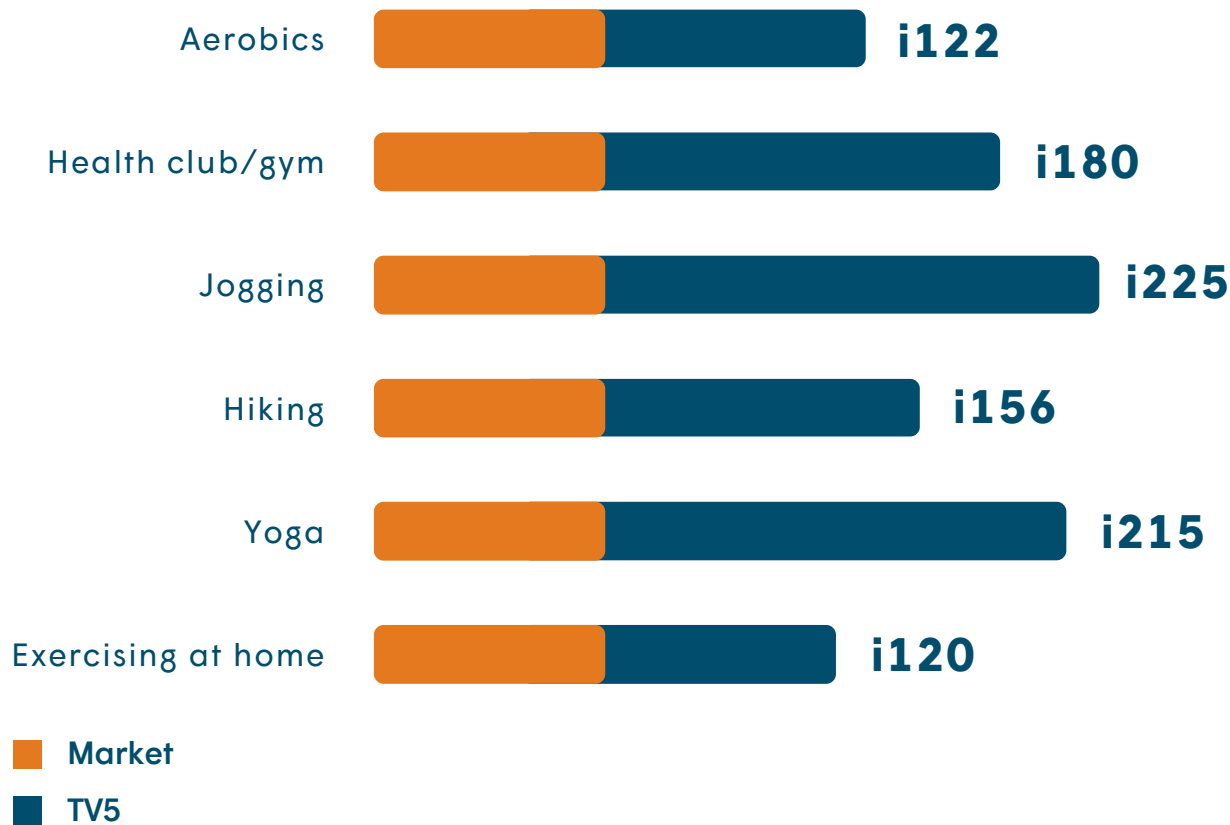
TV5



■ Market
■ TV5

Source: Vividata, Winter 2023, Qc. Franco. Pop., population weighting; A18+, A18-49, A25-54

SPORTS AND EQUIPMENT



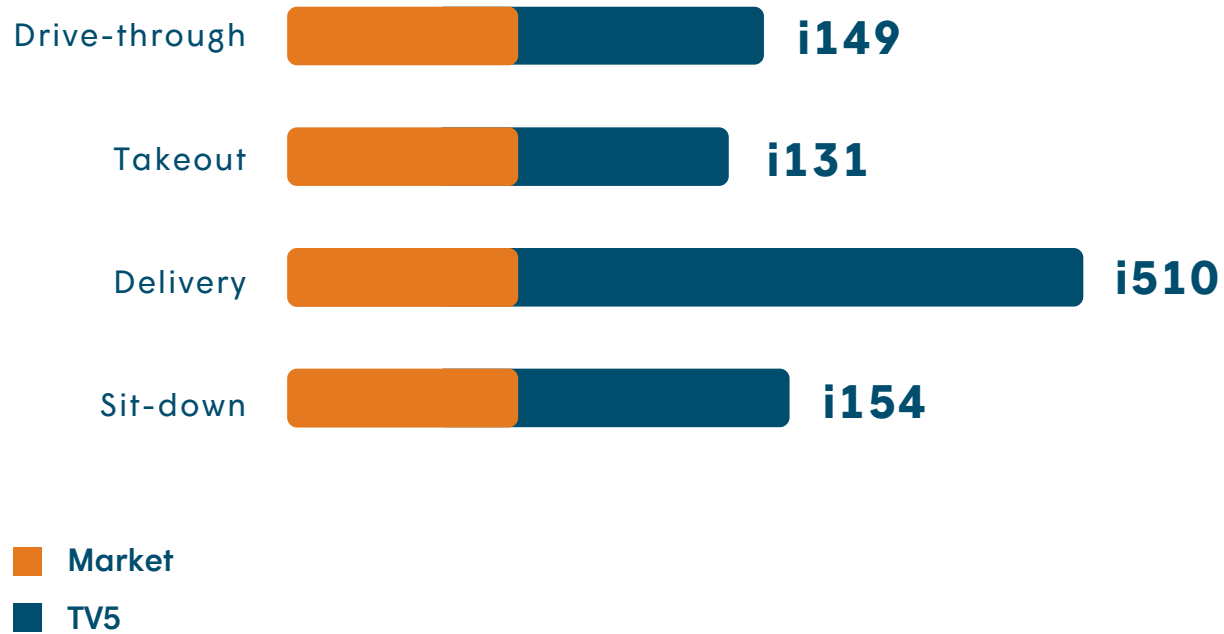
\$
They spend **1,000\$** and more on sports equipment and clothing
i143

Source: Vividata, Winter-Spring-Fall 2023, Qc. Franco. Pop., population weighting; A18-34, A18-49, F25-54

Audience profile

RESTAURANTS

TV5

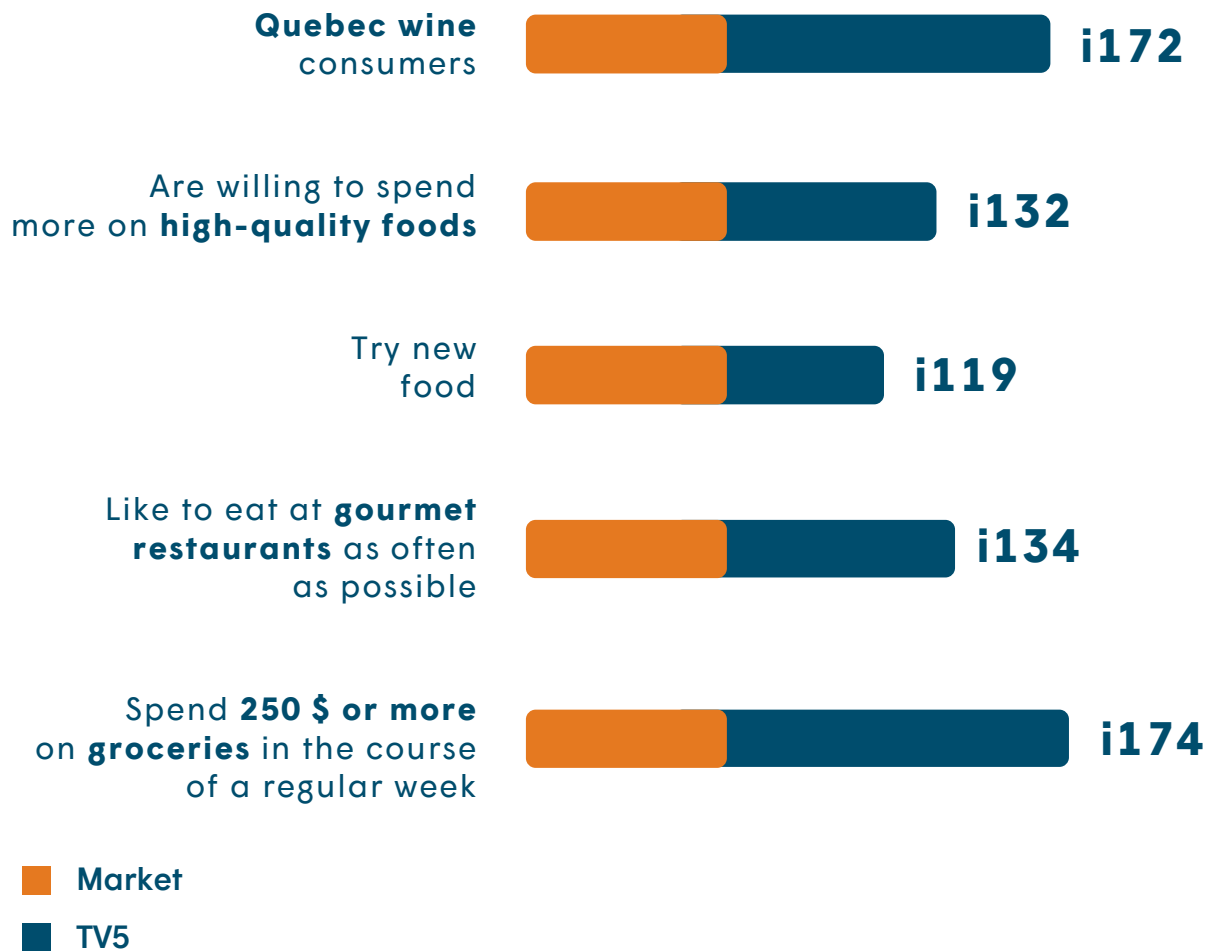


Source: Vividata, Fall 2023, Qc. Franco. Pop., population weighting; A25-54, A18-34

Audience profile

GASTRONOMY

TV5



Source: Vividata, Fall 2023, Winter 2024, Qc. Franco. Pop., population weighting; A18-34, A25-54

unis_{TV}

AUDIENCE PROFILE
TELEVISION

ACTIONS TAKEN AFTER HAVING SEEN AN ADVERTISEMENT

An environment where your ads result in actions.



I visited the
advertiser's website
i173



I **purchased a**
product/brand/service
i192



I **went** to a retail
store/restaurant
i138



I **recommended** the
product/brand/
service
i226



I **discussed** the
product/brand/service
announcement with
other people
i185

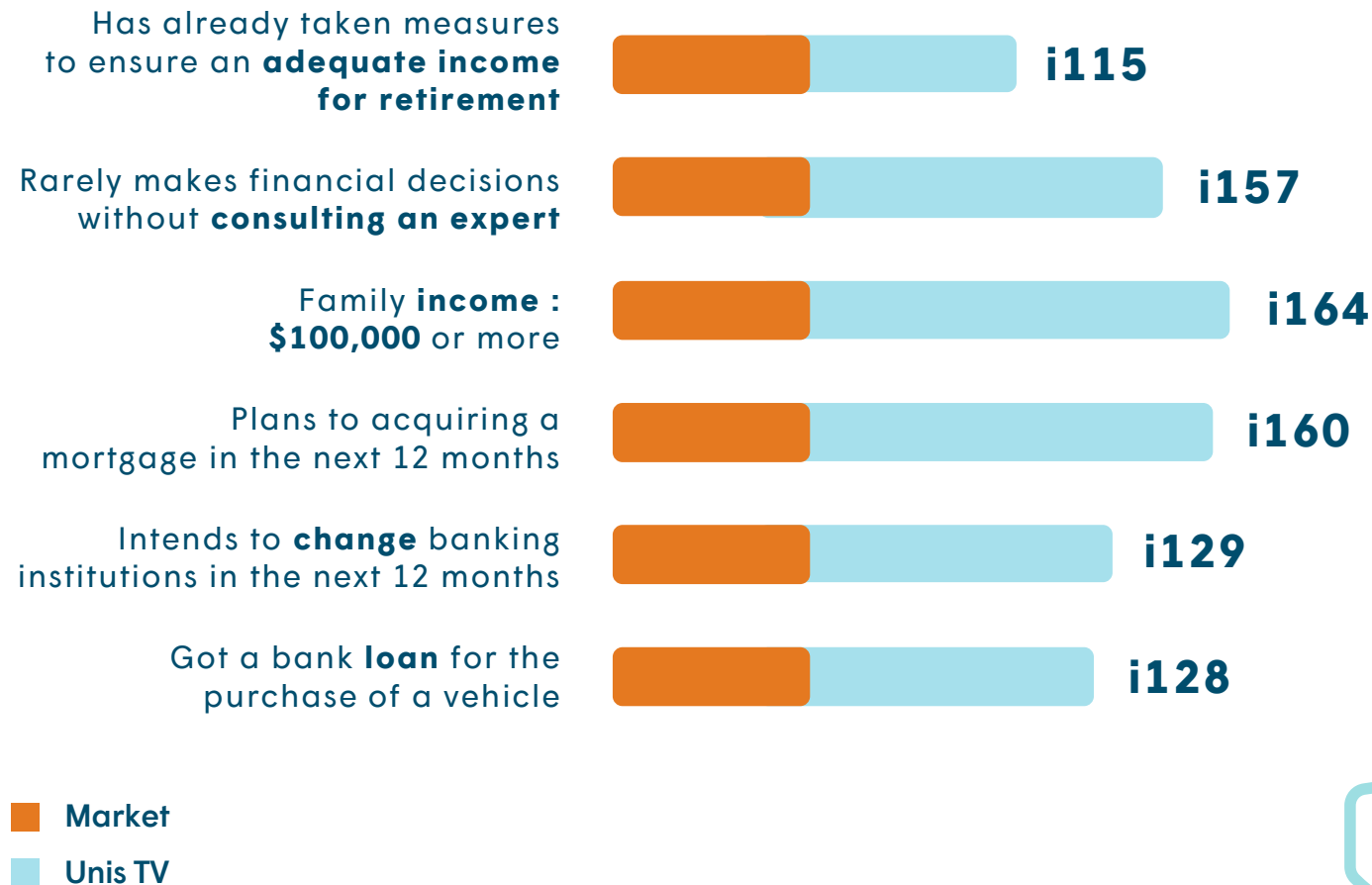


I **attended** an event
like a film/play/show
i202

unisTV

Source: Vividata, Spring – Fall 2023, Winter 2024, Qc. Franco. Pop., population weighting; A18-34, A18-49, A25-54

FINANCIAL HABITS

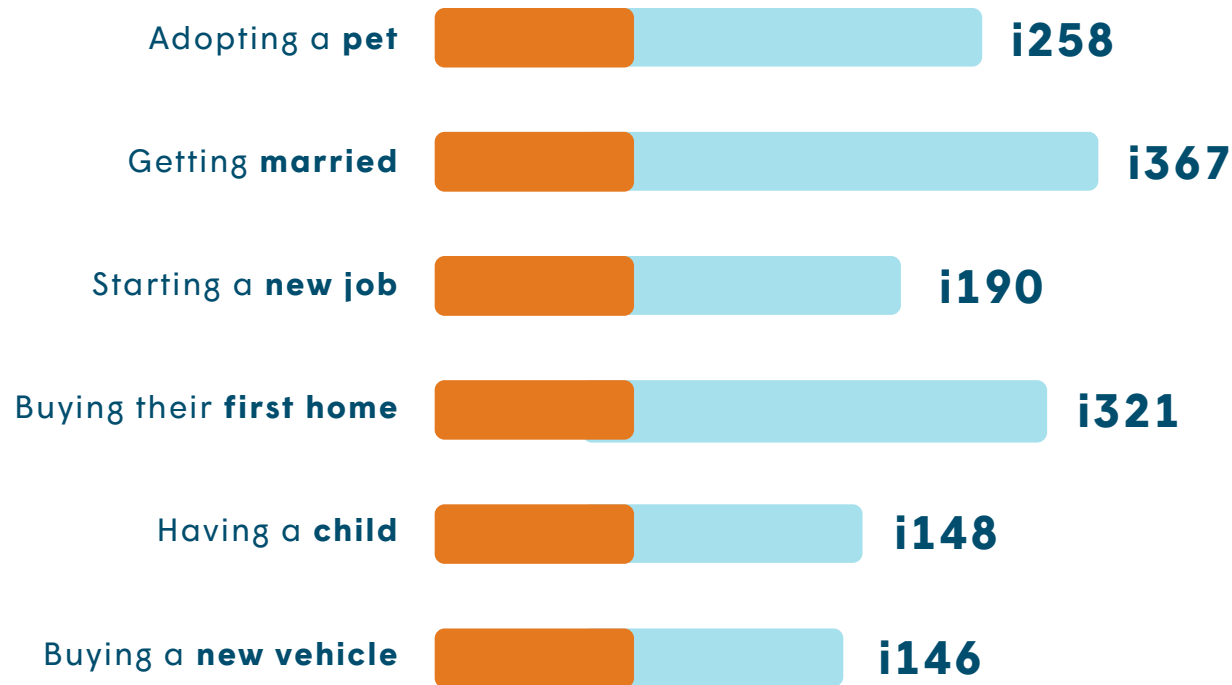


Source: Vividata, Fall 2023, Winter 2024, Qc. Franco. Pop., population weighting; A18-34, A25-54, F25-54

Audience profile

FUTURE PROJECTS

In the next 12 months, they plan on:



Market
Unis TV



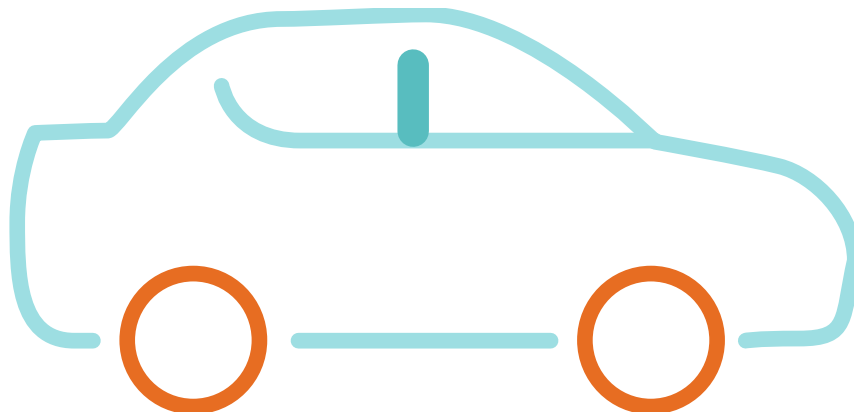
Source: Vividata, Winter – Spring – Fall 2023, Winter 2024, Qc. Franco. Pop., population weighting; A25-54, F25-54

Audience profile

VEHICLE PURCHASE



- Market
- Unis TV



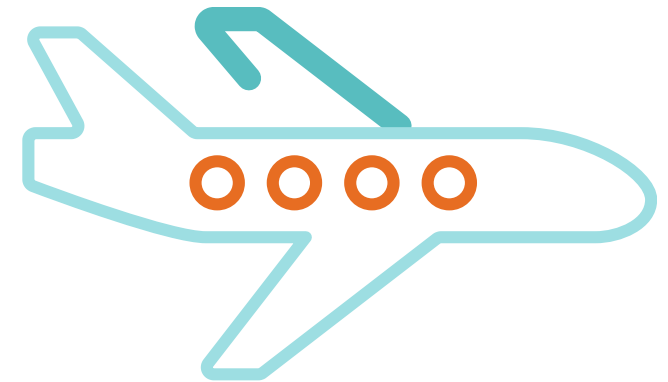
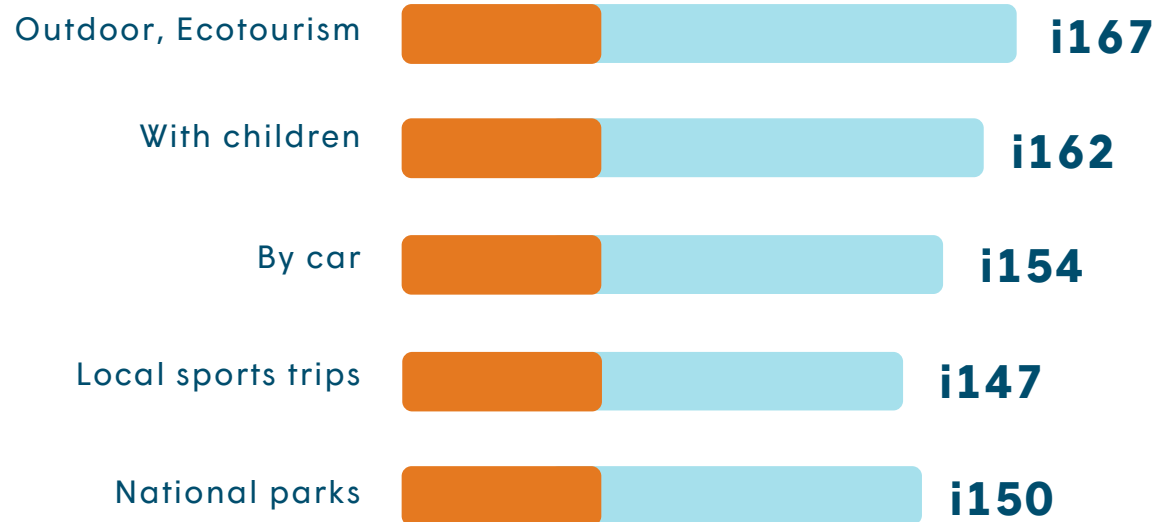
Plans to **buy a vehicle** in the next 12 months **i146**

Source: Vividata, Spring – Fall 2023, Qc. Franco. Pop., population weighting; F25-54, A18-34

VACATIONS AND TRAVEL

An audience with a taste for local tourism

Travel categories



■ Market
■ Unis TV



Use a website to book or plan a vacation trip
i141



Budget for the next planned trip:
\$3,000 and more
i135



During their next vacation, our viewers intend to visit Canada
i120

Source: Vividata, Winter – Spring – Fall 2023, Winter 2024, Qc. Franco. Pop., population weighting; A18-34, A18-49, F25-54

Audience profile

ENVIRONMENTALLY RESPONSIBLE CONSUMPTION

An audience that cares about the environment



Market
Unis TV

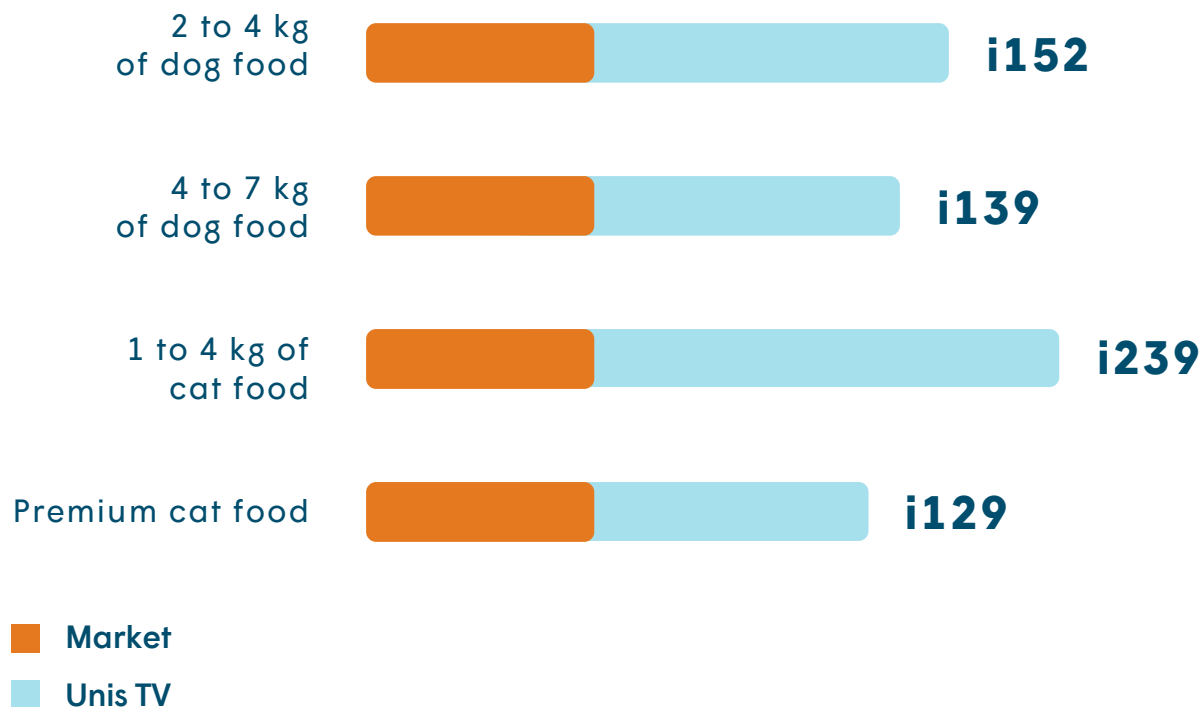


Source: Vividata, Summer 2023, Winter 2024, Qc. Franco. Pop., population weighting; A18+, F25-54

Audience profile

PETS

Weekly spending

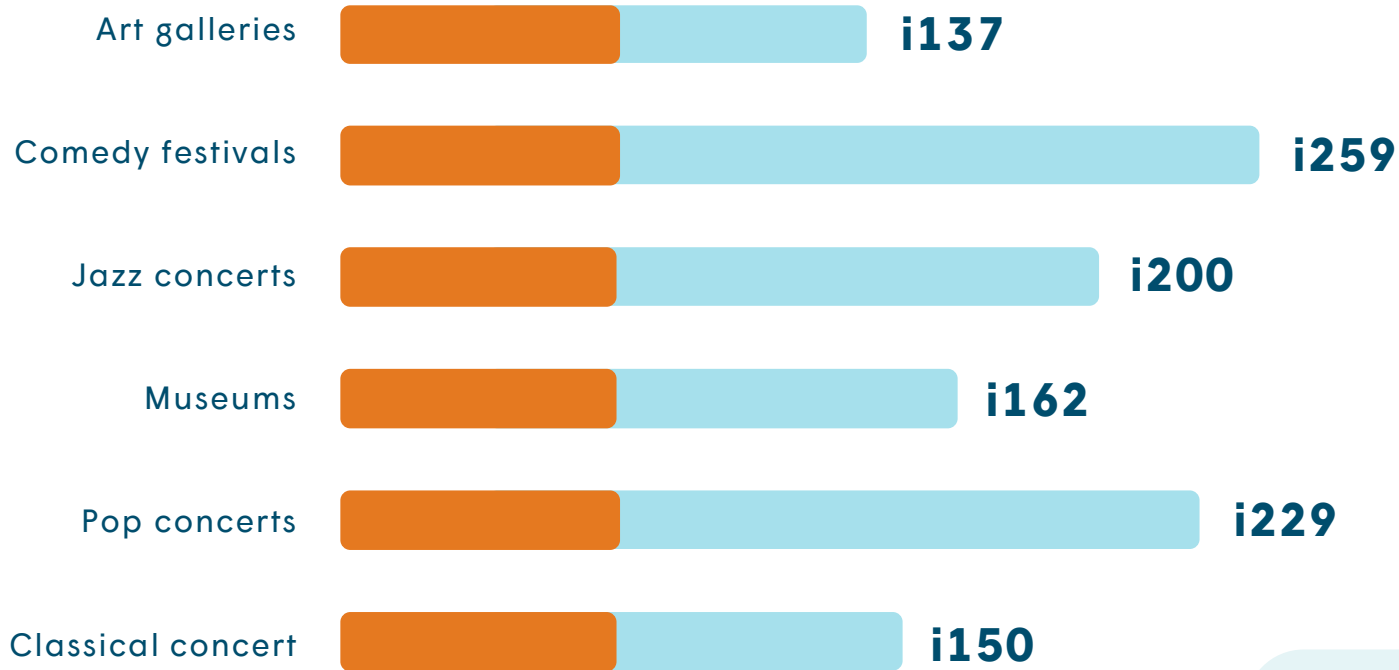


Our audience has :

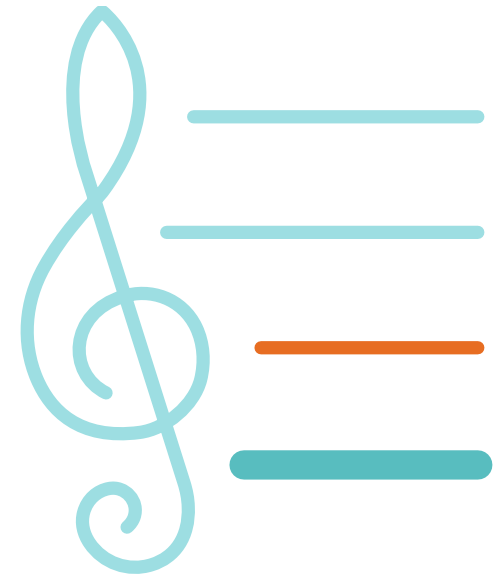
-  At least 2 pets **i122**
-  2 cats **i197**
-  1 dog **i111**
-  1 cat **i129**

Source: Vividata, Winter – Fall 2023, Qc. Franco. Pop., population weighting; A18+, A25-54, F25-54

ENTERTAINMENT



Market
Unis TV

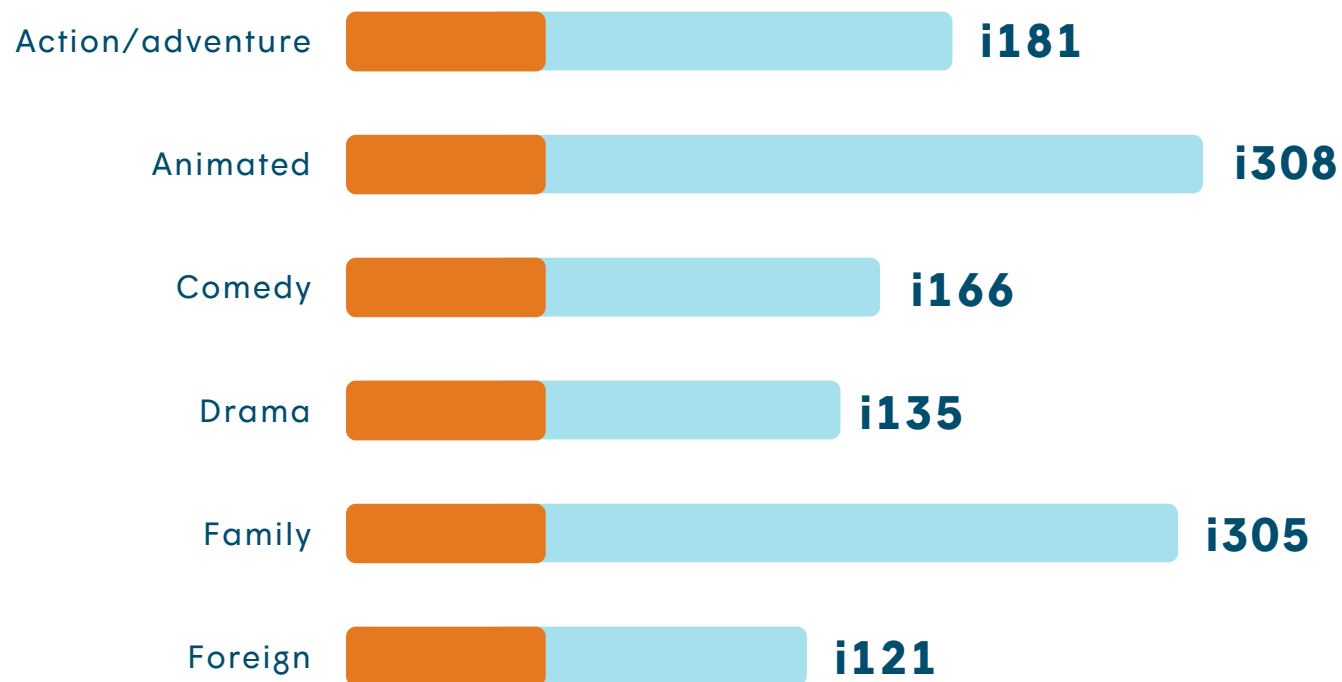


Attended a cultural event
after seeing the advertisement
on television
i202

Source: Vividata, Winter – Fall 2023, Qc. Franco. Pop., population weighting; A18-34, A18-49, A25-54

Audience profile

CINEMA



Market
Unis TV

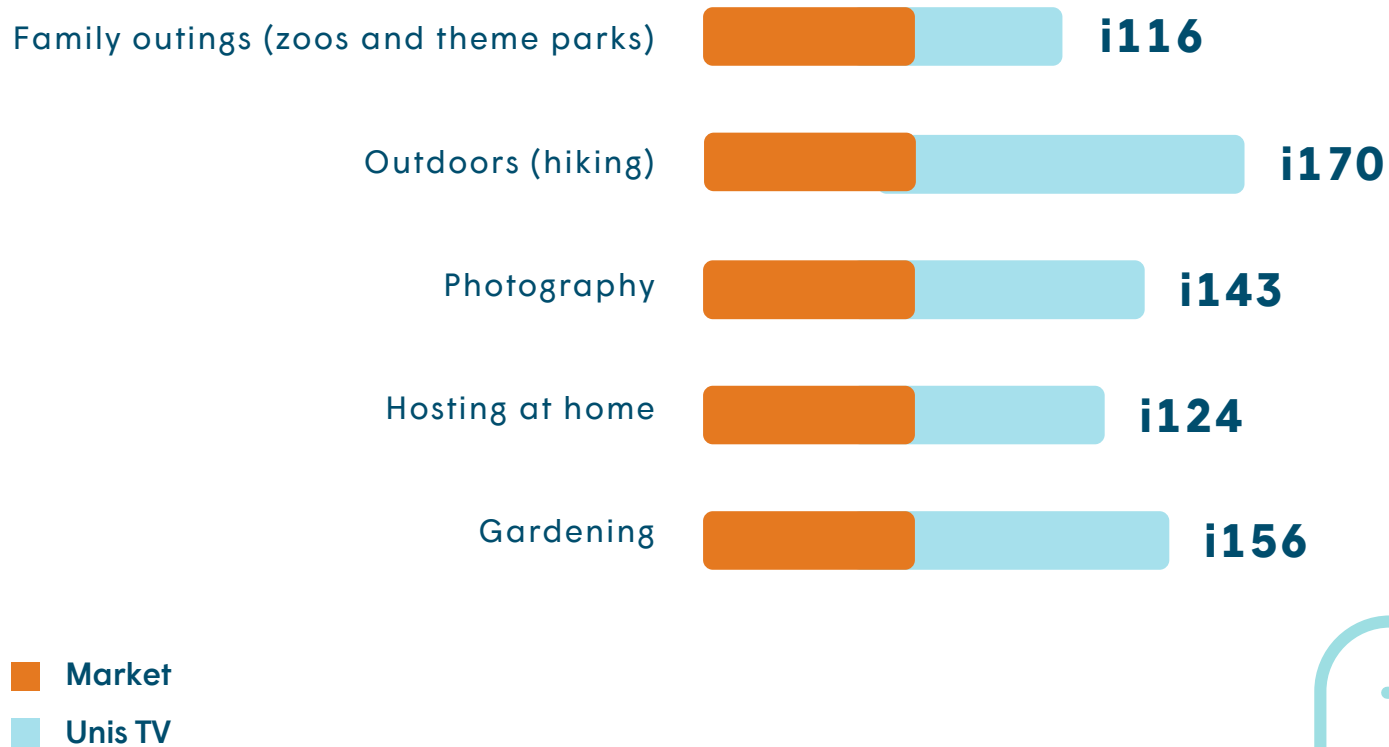



An audience that enjoys
going to the movies
i168

Source: Vividata, Winter – Fall 2023, Winter 2024, Qc. Franco. Pop., population weighting; A18+, A18-49, A25-54, F25-54

Audience profile

LEISURE



Source: Vividata, Winter – Fall 2023, Winter 2024, Qc. Franco. Pop., population weighting; A18+, A25-54

Audience profile

SPORTS AND EQUIPMENT

unisTV



Market
Unis TV



Our viewers
play a sport or exercise
at least once a week
i124



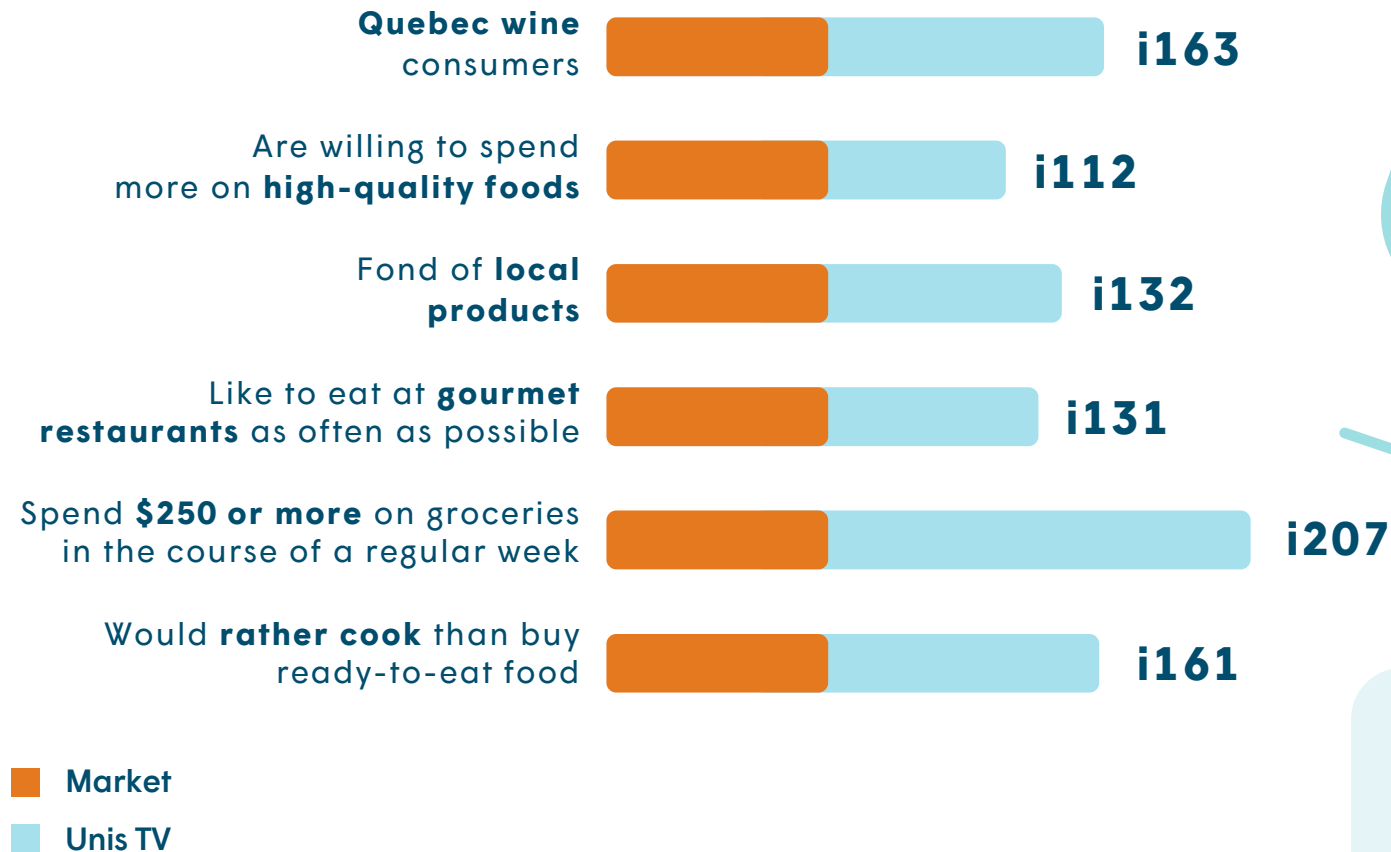
They **spend \$1,000 and more**
on sports equipment and
clothing
i170

Source: Vividata, Winter – Fall 2023, Qc. Franco. Pop., population weighting; A18-34, A25-54, F25-54

Audience profile

GASTRONOMY

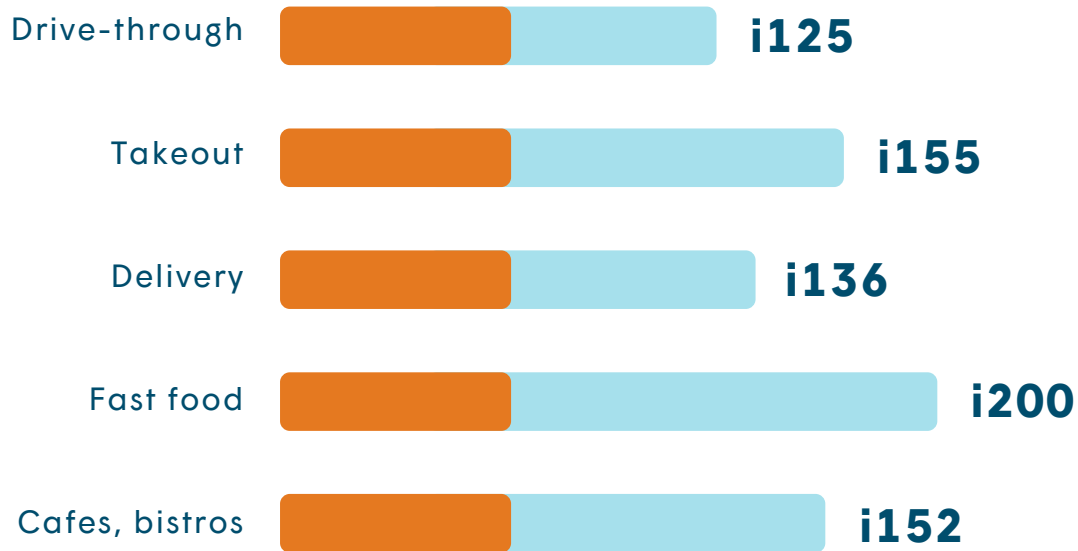
UNIS TV viewers are fond of buying local.



Viewers of both channels are **big wine enthusiasts** and over-index for wine consumption, including Canadian wine!

Source: Vividata, Spring – Fall 2023, Pop., population weighting; A18-34, A25-54

RESTAURANTS



■ Market
■ Unis TV



Our audience likes to eat out at least **5 times** a month
i150

Source: : Vividata, Winter – Fall 2023, Qc. Franco. Pop., population weighting; A18+, A25-54, F25-54

VOLET NUMÉRIQUE



A digital platform that
showcases video content

SHOWCASING THE CONTENT

An environment where your ads result in actions.

A platform uncluttered by advertising.

Your advertisements appear in:

- A streamlined environment
- A credible, relevant environment
- High-quality content
- A 100% Francophone environment



>1,5 million
page views per month



450,000
sessions per month



31 min
average viewing time



236,000
unique visitors
per month



>445,000
sessions per month



3000 h
available video content

Source: Google Analytics/Piano Analytics from January 1 to December 31, 2023



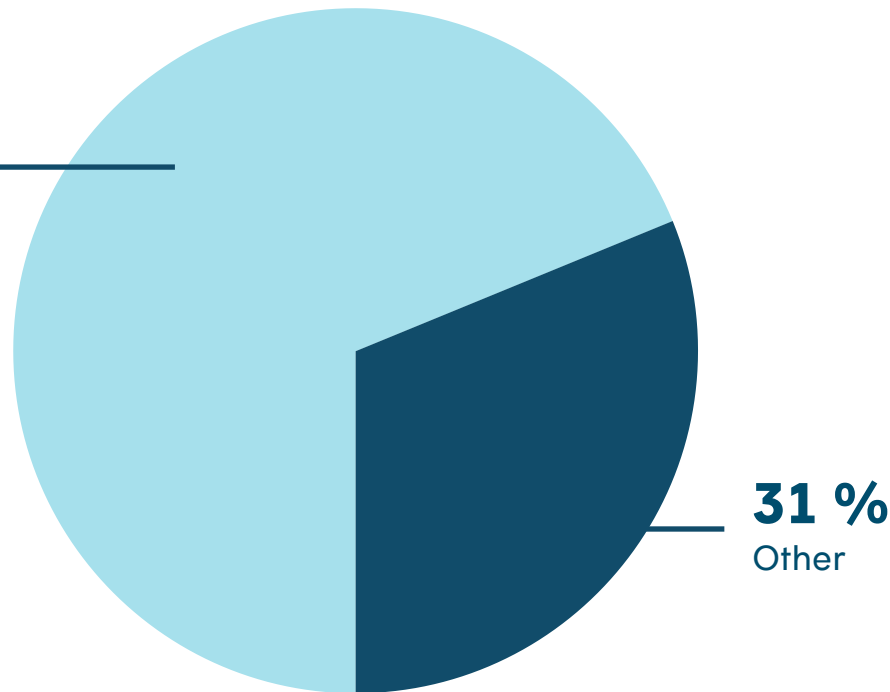
DIGITAL PLATFORM

Balanced user profile

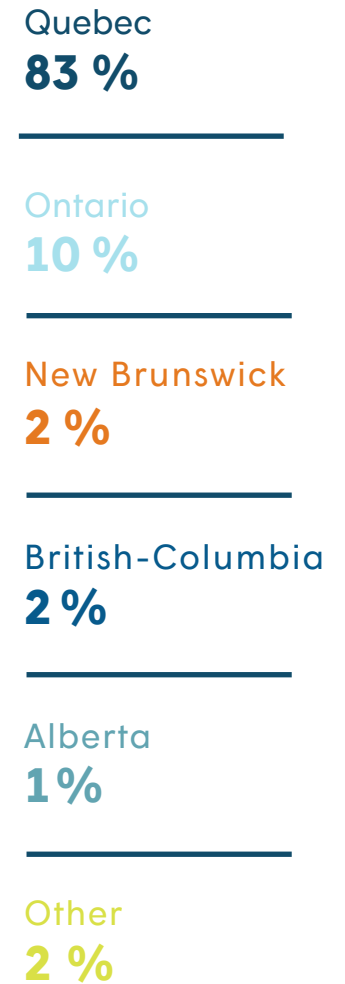
Women
61 %

Men
39 %

69 %
of our users
are between
**18 and
54 years old**



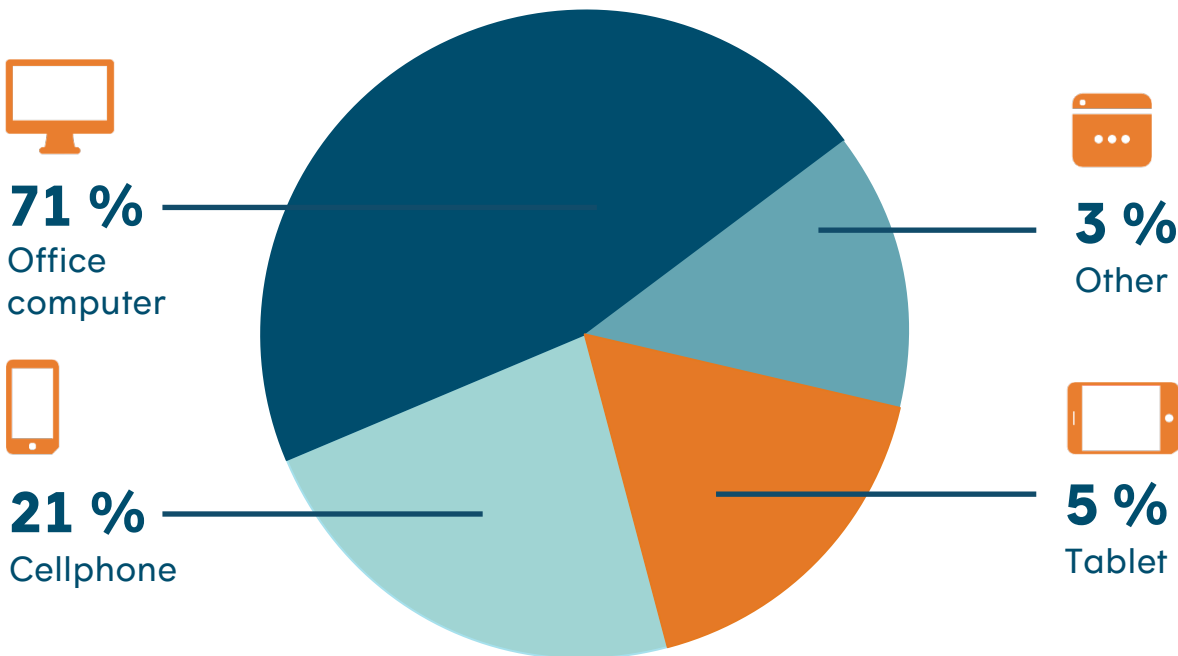
Where are users from?



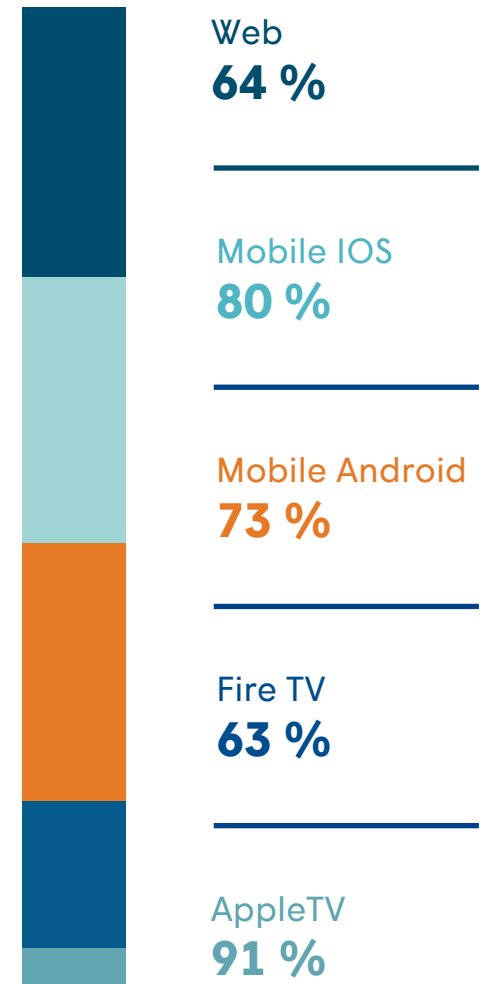
Source: Google Analytics/Piano Analytics from January 1, 2023, to February 29, 2024

DIGITAL PLATFORM

Web viewing per device (Web and apps)



Visitor return rate



Source: Google Analytics/Piano Analytics from March 1 to February 29, 2024

DIGITAL PLATFORM

Top 5 themes



Movies

285,000

connections over
the period

66 %

18-54 years old



Detective films and series

>375,000

connections over
the period

29 %

65+ years old



Fiction series

2,164,000

connections over
the period

50 %

18-54 years old



Documentary series

1,443,000

connections over
the period

65 %

18-54 years old



News

>125,000

connections over
the period

40 %

35-54 years old

Source: Google Analytics/Piano Analytics from March 1, 2023, to February 29, 2024

DIGITAL PLATFORM

Formats publicitaires classiques

Pre-roll

Premium placement 10 s, 15 s, 30 s



Non-skippable

Average completion rate

95 %

Average click-through rate

1,9 %

Billboard

970 x 250



Feature your brands on the homepage, programs pages and broadcast schedules.

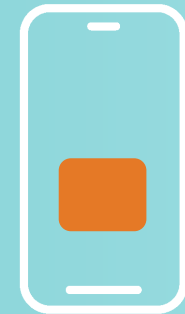
A flexible, affordable solution!

Average click-through rate

0,31 %

Big box on mobile

300 x 250



Feature your brands on mobile.

Average click-through rate

0,2 %

Source: Google Ad Manager from January 1 to December 31, 2023

DIGITAL PLATFORM

Ad format impact



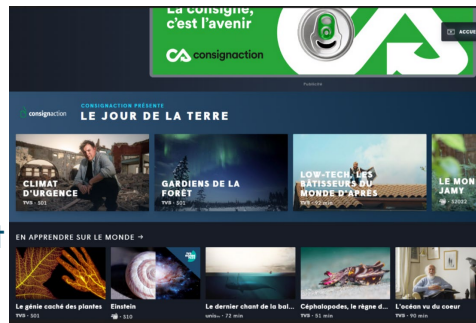
Sponsorship of a thematic collection on the homepage

Client logo on the content collection homepage

Pre-roll on themed content

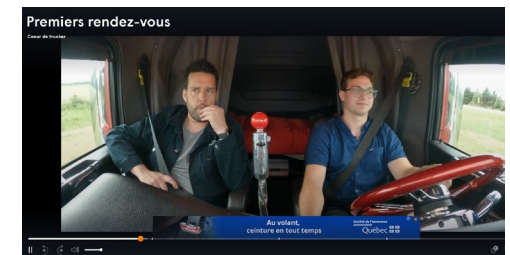
Billboard on the theme collection page

Showcase of the collection at the top of the homepage for one week



Video overlay banner

- Fixed 45-second duration
- Non-skippable
- Clickable



* Desktop 970 x 90,
tablet 480 x 70



Ads on video breaks

Transparent full-screen on video break



*Variable duration of sponsorship

AN ENGAGED COMMUNITY

TV5 has the most engaged viewers in the specialty entertainment channel market.

TV5 Newsletter

25,000 subscribers

33 %
opening rate

4,8 %
click-through rate



unisTV Newsletter

13,000 subscribers

35 %
opening rate

2,9 %
click-through rate

QUALITY CONTENT

NEW ARRIVALS ON

TV5



Chassés-croisés

Sophie Fournon approaches passers-by in various urban transit areas, unveiling their untold stories. These fortuitous encounters remind us that we should never judge a book by its cover.



Climat d'urgence Season 1 – part 2

Vincent Graton's documentary series attests the consequences of climate change on ecosystems and humans. From Alaska to Australia through Senegal, the tangible impact of these disruptions are discovered.



Dans l'oeil de la fête

In this series, discover 10 must-see celebrations worldwide. These unique, festive and vibrant events showcase each country's culture.



Cousu

With this documentary series, Karine Vanasse delves into the world of fashion, exploring its origins, conventions and cultural context through the stories of designers, couturiers, artisans, and milliners worldwide.



Métiers des profondeurs

Mario Cyr and Marie-Pier Élie provide a captivating look into the world of professional divers, offering a unique perspective on their profession and the wonders of diving.



Serge à Paris

Serge Denoncourt explores prejudices Quebecers might have against the French in this magazine questioning our values and highlighting our friendship with France, fostering dialogues on food, culture, urbanism, beauty, immigration, diversity...

QUALITY CONTENT

BACK ON
TV5



La guerre des trônes : la véritable histoire de l'Europe Season 7

Presented by Bruno Solo, this series blends documentary with historical reenactments, chronicling the geopolitical evolution of 18th-century Europe during the French Revolution.



Espèces d'ordures Season 2

How do major cities clean up? Host Frédéric Choinière showcases the greenest, most innovative and effective waste management initiatives.



Immigrant de souche Season 2

Raed Hammoud travels the length and breadth of Quebec to meet immigrants who have chosen to settle in the region. These remarkable individuals tell us their stories and show us how they contribute to enriching their corner of the country.



39-45 en sol canadien Season 3

Hosted by Claude Legault, this documentary series delves into significant yet lesser-known events that occurred in Canada during World War II.



En marge du monde Season 3

More and more people choose to live outside of the current social system. Samian meets individuals who embrace radically unique lifestyles.

QUALITY CONTENT

NEW ARRIVALS ON
unisTV



Ça clique

Two popular hosts introduce us to young individuals who are making waves! Whether they're influencers, gamers, artists, entrepreneurs or athletes, these francophones from across the country stand out in their respective fields. The hosts put them to the test in front of an audience to see if they truly deserve to generate clicks!



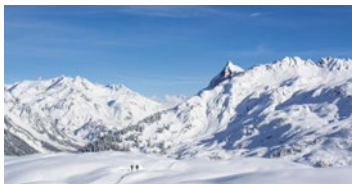
En résidence

After their dormitory is damaged by fire, students are forced to move into the building across the street: a centre for the elderly.



Jeunes et retraités

Is taking a retirement sometimes as early as 40 just by reducing one's lifestyle and investing intelligently a generational utopia or a real leap towards happiness? We follow Canadians who have taken the plunge or who are embarking on the adventure.



Partis skier

Through memorable encounters, Alexis Pageau and his new co-host discover different ways of experiencing backcountry skiing and the stories of those who practically invented it.



La grande adoption

Adopting a pet is not a decision to be taken lightly! The series follows Ontarian families who are looking to adopt a four-legged companion.

QUALITY CONTENT

BACK ON
unisTV



Garde partagée Season 2

This skit series boldly explores the challenges, mistakes, surprises, victories, and defeats faced by lone and single parents through silly characters and situations.



50 façons de tuer sa mère Saison 4

A public figure tests their mom's limits and puts her courage to the test. Amazing, fun, and even sometimes scary activities, thrills, laughter, and complicity are at the heart of their crazy days!



En thérapie avec mon chat Season 2

Cats are wonderful companions. But sometimes, the purring machine hides a formidable feline! They are the true masters of the house! Thankfully, the Educators are there to help the frazzled owners...



Cœur de trucker Season 3

"Cœur de Trucker" gives four single truckers the opportunity to meet people ready to share their unconventional daily lives. Behind the wheel of their trucks, the single men and women will encounter their suitors and, who knows, perhaps find love just around the bend!



Secrets des profondeurs Season 3

Adventurer and shipwreck hunter Samuel Côté and expert diver Mario Cyr set out once again to discover unexplored relics that lie dormant at the bottom of Canadian waters.



Ça fait la job Season 6

This game show proves that work can be fun! Each week, Samuel Chiasson welcomes three guest stars who compete to test their knowledge of different professions.



La guerre du web Season 2 - part 2

Each week, two guests go head-to-head with funny photos and hilarious videos from the web. The goal? Win the public's laughter and votes!

CONTACT US!

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