



Designed for
families



Enriched by
the **WEB**



... and
proud of it!



YEARLY AUDIENCE

4 MILLION

viewers each week (2+)

86%

watch live
(A25-54)

33% are
parents

(index 301)



42%
work full-time
(index 131)

67%
travel
(index 112)

71%
are homeowners
(index 105)

Commercial market shares QC Franco (%)

5.2%
A25-54

10.8%
W25-54
with kids

5.5%
A18-34

5.6%
A18-49

19.8%
Youth block
6A – 11A

16.7%
Youth block
3P – 7P

26.5%
Youth block
weekend

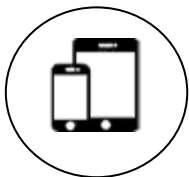
W25-54 with kids - Moms

telequebec.tv shines on the WEB



831,000

UNIQUE VISITORS



59%

MOBILE:
TABLET / CELL PHONE

WOMEN 18+

69%

(ind. 139)



WOMEN 25-54

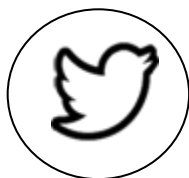
47%

(ind. 160)



655,200

FACEBOOK FANS



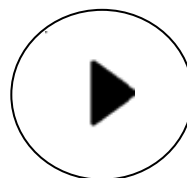
115,600

TWITTER SUBSCRIBERS



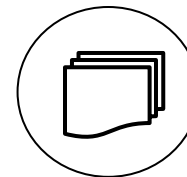
65,200

NEWSLETTER SUBSCRIBERS



19.2 MILLION

VIDEO PLUGINS



8.6 MILLION

PAGE VIEWS/MONTH



UN CHEF À LA CABANE



CURIEUX BÉGIN



CUISINE FUTÉE,
PARENTS PRESSÉS



DI STASIO

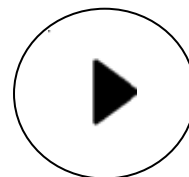
3,586,000
CUMULATIVE REACH

- 537,000**
CHEF À LA CABANE
- 247,000**
DI STASIO
- 204,000**
CURIEUX BÉGIN
- 195,000**
CUISINE FUTÉE

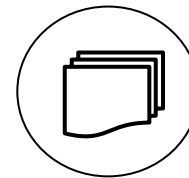
AUDIENCE

Spend on groceries/ wk.
\$200+
(ind. 118)

Eat at restaurants
(ind. 106)



1,562,127
VIDEO PLUGINS



2,726,763
PAGE VIEWS/MONTH



264,600
FACEBOOK FANS