



25 Years of Advertising Effectiveness!

MusiquePlus: Music, Reality TV & Entertainment!



MUSIC



Ste-Catherine



Palmarès



Artiste du mois



Clip Dub



La Playlist

REALITY TV



L'incroyable famille
Kardashian



The Hills :
Princesses d'Hollywood



La prochaine top modèle



17 ans et maman

ENTERTAINMENT



Criss Angel



Punk'd



Pimp mon char



M. Net

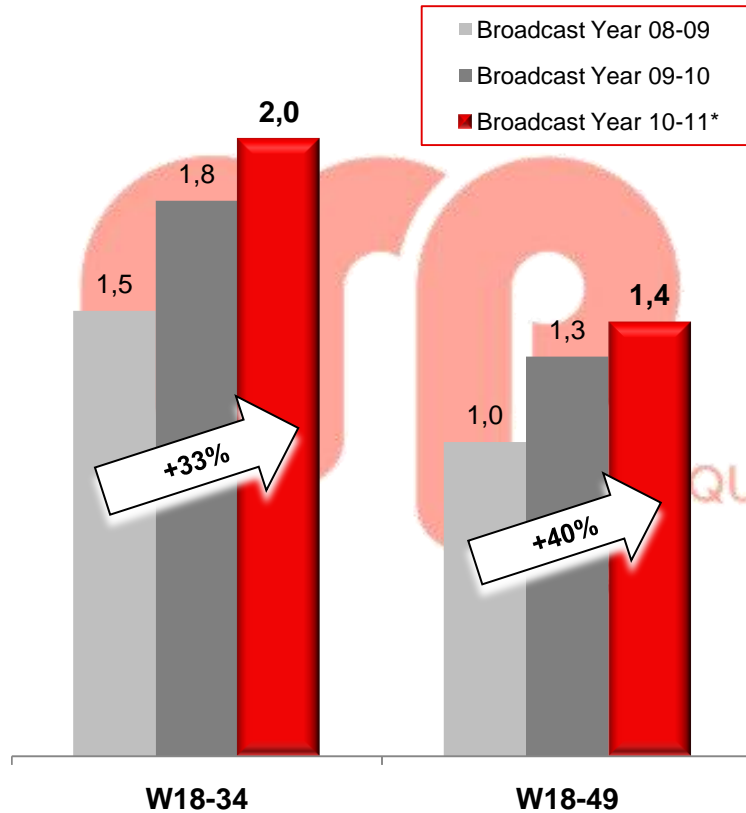
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MusiquePlus: Excellent Performance This Year!

3 Years of Sustained Growth

Commercial Market Shares



Average Weekly Reach

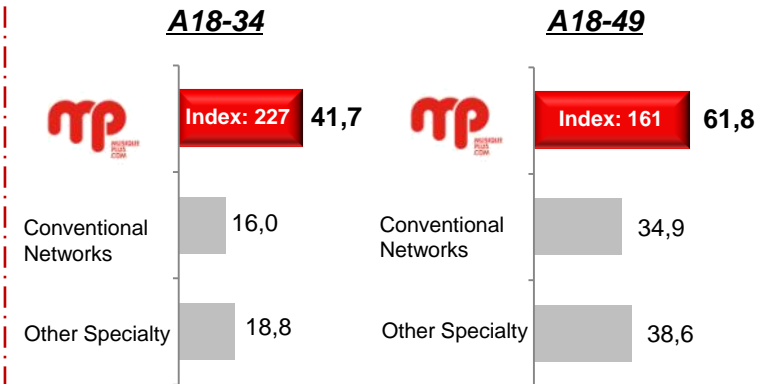


MusiquePlus reaches **1.9 Million** people every week.

The network has close to **96,000 Facebook** fans and over **18,000 Twitter** followers.

Audience Breakdown

The Most Effective Network Amongst Young Adults



*Last 2 weeks are unconfirmed.

Source: BBM Infosys, French QC, Mo-Su, 2a-2a, broadcast years 2008-2009; 2009-2010; 2010-2011. Avg. weekly reach & audience breakdown (broadcast year 2010-2011).

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Profile of Young MusiquePlus Viewers

TECHIE

Purchased more than one home theatre system in the past 2 years (Index: 113)

Has a wireless phone (Index: 116)

Loves buying offer cutting-edge technology products (Index: 138)

Gets excited at the idea of new technological developments (Index: 138)

URBAN

Tends to go out to movies often (Index: 117)

Attended at least one pop music show in the past year (Index: 107)

Went out to nightclubs or bars at least once in the past year (Index: 106)

Has drunk coolers in the past 30 days (Index: 111)

Has drunk pre-mixed alcoholic beverages in the past 30 days (Index: 122)

Went to La Ronde in the past 12 months (Index: 117)



SHOPAHOLIC

In the past year, has spent...

...over \$500 on men's or women's clothing (Index: 108)

...over \$200 on shoes (Index: 112)

Bought make-up in the past 30 days (Index: 113)

When shopping for clothes, generally looks for name brands (Index: 142)

LOVES TO SNACK

In the past 30 days, has consumed...

...frozen snacks (Index: 127)

...Mexican-food shells or kits (Index: 106)

...canned pasta (Index: 111)

...ice cream, ice milk, sherbet and frozen yogurt (Index: 104)

...ready-made dips (Index: 111)

...chips (Index: 102)

...chocolate squares (Index: 115)

Profile of Adult MusiquePlus Viewers



HOMEOWNER

Has bought or will buy a first home in the last or next 12 months (Index: 140)

Spent over \$10,000 in renovations in the past 2 years (Index: 105)

Has a pool (Index: 120)

Has purchased home decor items (Index: 105)

Has a vacation home (Index: 123)

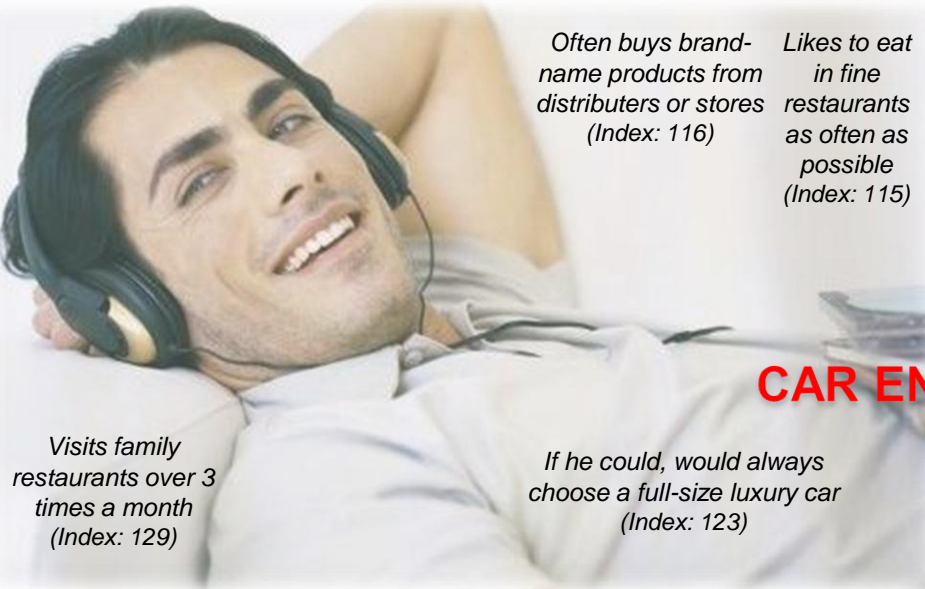
PARENT

Has kids under the age of 3 (Index: 124)

Expecting a child in the next 12 months (Index: 127)

Most often goes to children's movies (Index: 122)

Has purchased baby books in the past 12 months (Index: 111)



Visits family restaurants over 3 times a month (Index: 129)

Has purchased baby toys in the past 12 months (Index: 134)

EPICUREAN

Shops for groceries twice a week (Index: 108)

Often buys brand-name products from distributors or stores (Index: 116)

Likes to eat in fine restaurants as often as possible (Index: 115)

Spends an average of \$144 in groceries each week

Has been to a fine restaurant at least once in the past 30 days (Index: 105)

Has ordered take-out food at least 3 times in the past 30 days (Index: 131)

CAR ENTHUSIAST

If he could, would always choose a full-size luxury car (Index: 123)

Has a compact car at home (Index: 107)

Somewhat attached to his car (Index: 119)

Loves expensive sports cars (Index: 140)

Has a membership to a roadside assistance program (Index: 108)

Has purchased tires in the past 12 months (Index: 125)

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Source: PMB spring 2011 (2-year study), base French QC 25-54. Viewers who watched MusiquePlus at least 1 minute per week.

