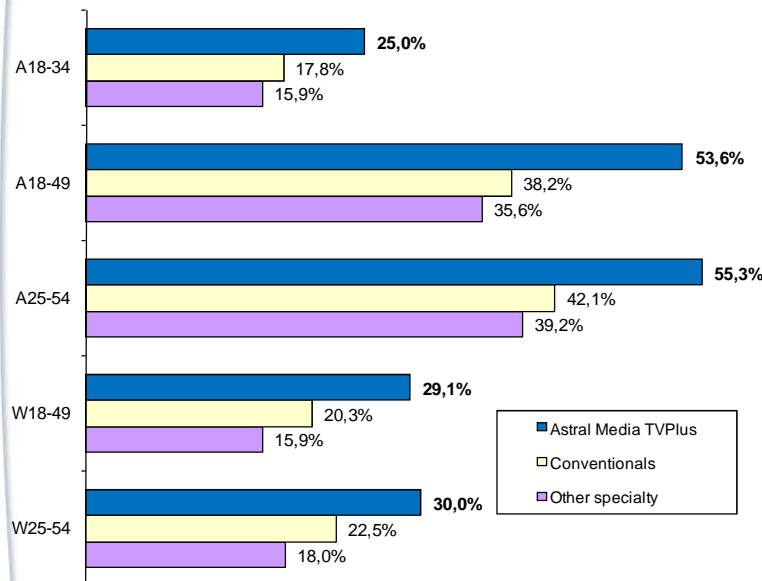


# The Specialty Specialists

CANAL  
 Astral Media TVPlus is proud to represent the most dynamic programming in Quebec's growing television market. Our focus is to bring you the very best French-language specialty channels and their respective web sites. The viewers of Vrak.tv, Canal Vie, Ztélé, Séries+, Canal D, Historia, Télétoon, MusiquePlus and Musimax represent many desirable communities that provide unique environments and opportunities for our advertisers.

**ASTRAL MEDIA TVPLUS : ALWAYS GROWING**  
 Compared to last fall 2007, Astral Media TVPlus increased its market share by 10% among A25-54 and by 13% among W25-54

**Astral Media TVPlus Targets Active Consumers**  
 Audience Composition



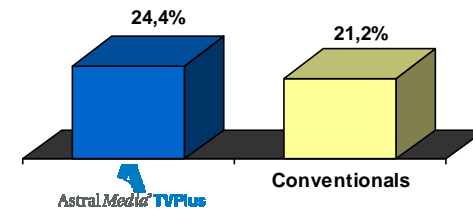
Source: BBM Infosys, Fr. Qc., F08 (Aug. 25 to Dec. 21, 2008)  
 Conventional: TVA, SRC, TQS, Télé-Qc

**Average Weekly Reach**

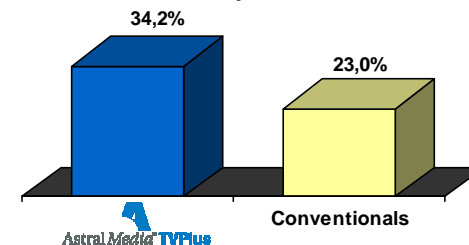
Astral Media TVPlus		
Target	Reach	(%)
A18-34	1 300 000	85,8%
A18-49	2 636 000	87,3%
M18-49	1 345 000	87,6%
A25-54	2 601 000	87,1%
W25-54	1 288 000	87,2%
T12-17	444 000	88,4%

**Audience Composition**

They are financially stable (Household Income \$60,000 +)



... and have children 17 years old and under at home



# The Specialty Specialists

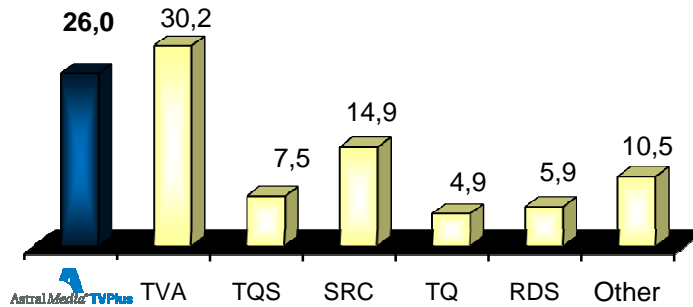


**SERIES+**

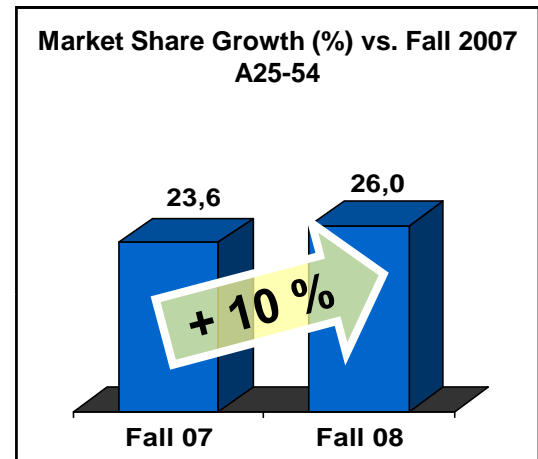


**Market Shares (%) – Fall 2008**

**A25-54**



**Market Share Growth (%) vs. Fall 2007**  
**A25-54**



**Market shares (%) against various target groups**

Networks	A18-34	A18-49	A25-54	W18-49	W25-54	T12-17
TVA	26,8	29,5	30,2	30,5	31,8	27,6
SRC	15,5	14,1	14,9	14,6	14,9	9,6
TQS	7,5	7,6	7,5	6,9	6,8	6,7
Télé-Québec	7,0	5,3	4,9	5,7	5,0	3,1
<b>Astral Media TVPlus</b>	<b>27,6</b>	<b>27,3</b>	<b>26,0</b>	<b>28,5</b>	<b>27,0</b>	<b>38,1</b>
Other Specialty	15,6	16,2	16,5	13,9	14,4	14,9