



# Astral TVPlus Zapper Trap

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# 9 Zapper Trap Offers to Maximize the Impact of Your Campaign

Astral TVPlus offers you the opportunity to broadcast your 30-second commercial **simultaneously** on the following networks: Séries+, Ztélé, Canal Vie, Canal D, Historia, VRAK.TV, MusiquePlus, MusiMax, TÉLÉTOON and TÉLÉTOON Rétro. This strategy allows you to effectively reach a maximum number of viewers and reduce the effects of channel surfing during commercial breaks. A total of 9 options are available to you:

HEURE	LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI	DIMANCHE	HEURE
11:00								11:00
<b>11h58</b>								<b>11h58</b>
12:00								12:00
<b>12h58</b>						Excl. MusiMax and Canal Vie		<b>12h58</b>
13:00								13:00
14:00								14:00
15:00								15:00
16:00								16:00
<b>16h58</b>	2 Zapper Trap Options : Standard (excluding Canal Vie) or Youth Audience							<b>16h58</b>
17:00								17:00
<b>17h58</b>	2 Zapper Trap Options : Standard or Youth Audience							<b>17h58</b>
18:00								18:00
<b>18h58</b>		Excluding Canal Vie						<b>18h58</b>
19:00								19:00
20:00								20:00
<b>20h58</b>		Excluding Canal Vie						<b>20h58</b>
21:00								21:00
<b>21h58</b>								<b>21h58</b>
22:00								22:00
23:00								23:00



*The 11:58 a.m. & 4:58 p.m. Zapper Traps*  
(Monday to Sunday)

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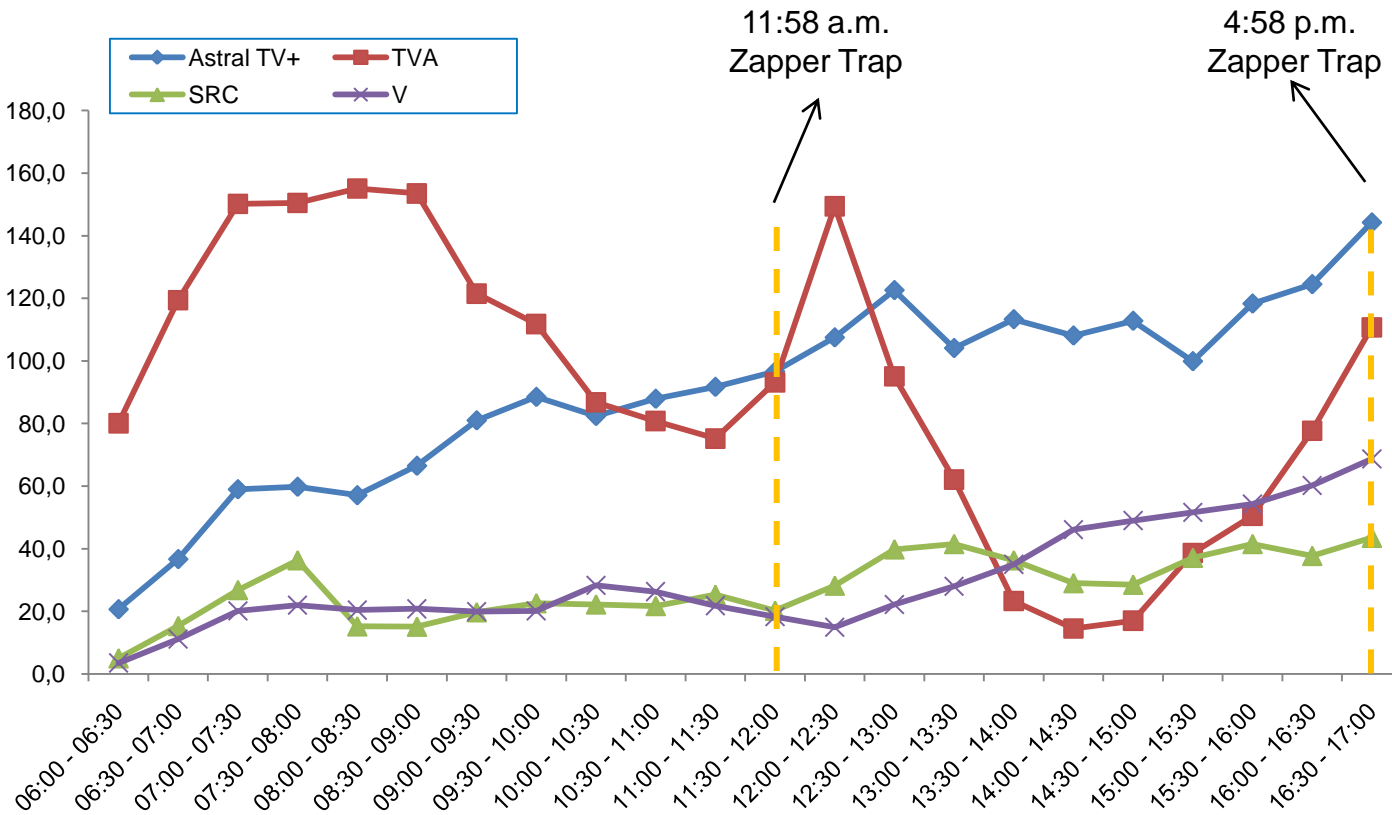


# Astral TVPlus Dominates the Afternoon Market



## Viewership Evolution (000)

A25-54



Astral TVPlus networks perform very well in the afternoon, drawing more viewers than conventional networks. The 11:58 a.m. and 4:58 p.m. zapper traps are 2 excellent ways to reach your consumers in large numbers.

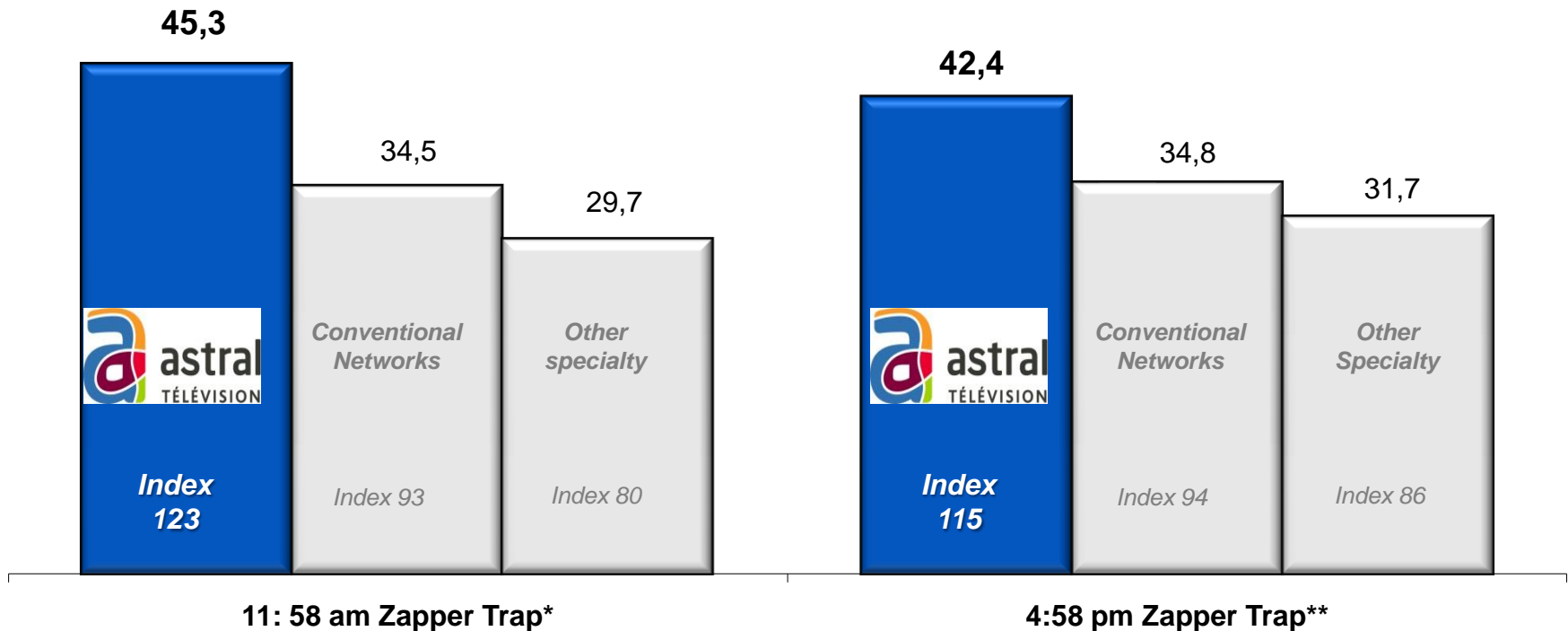
Source: BBM Infosys, French QC, Mo-Su 6a-5p, August 30, 2010 to May 22, 2011, A25-54, Available networks only

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# Afternoon Zapper Traps Are a Highly Effective Way to Reach Your Target

## Audience Composition (%) and Index A25-54



\*Mo-Su 11:30 a.m.-12:30 p.m. slot

\*\*Mo-Su 4h30-5h30 p.m. slot

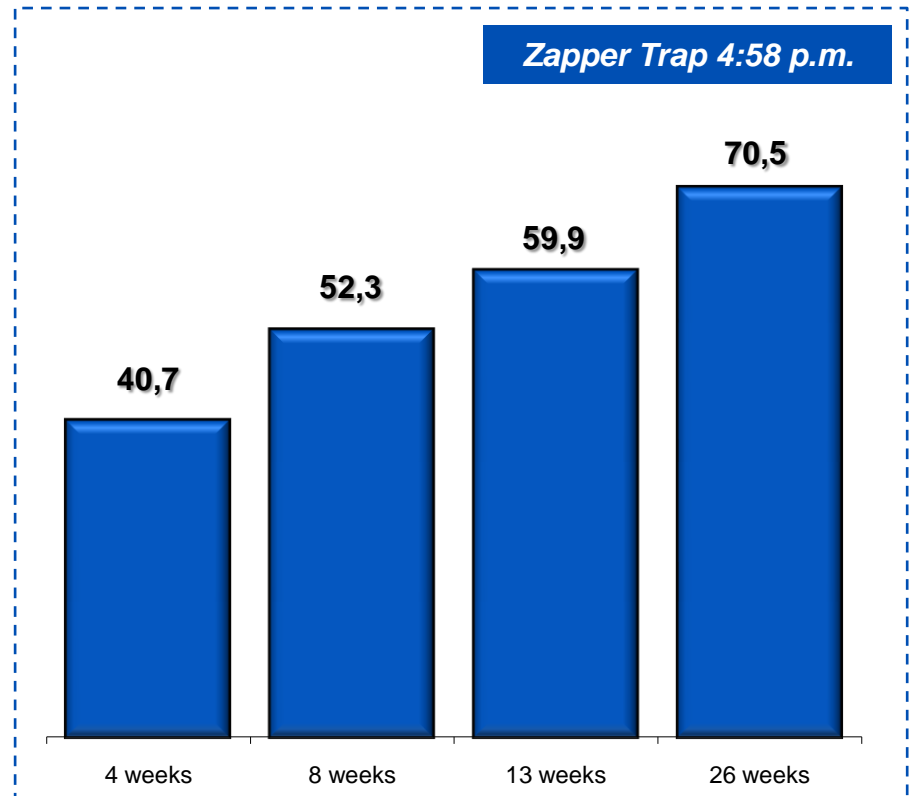
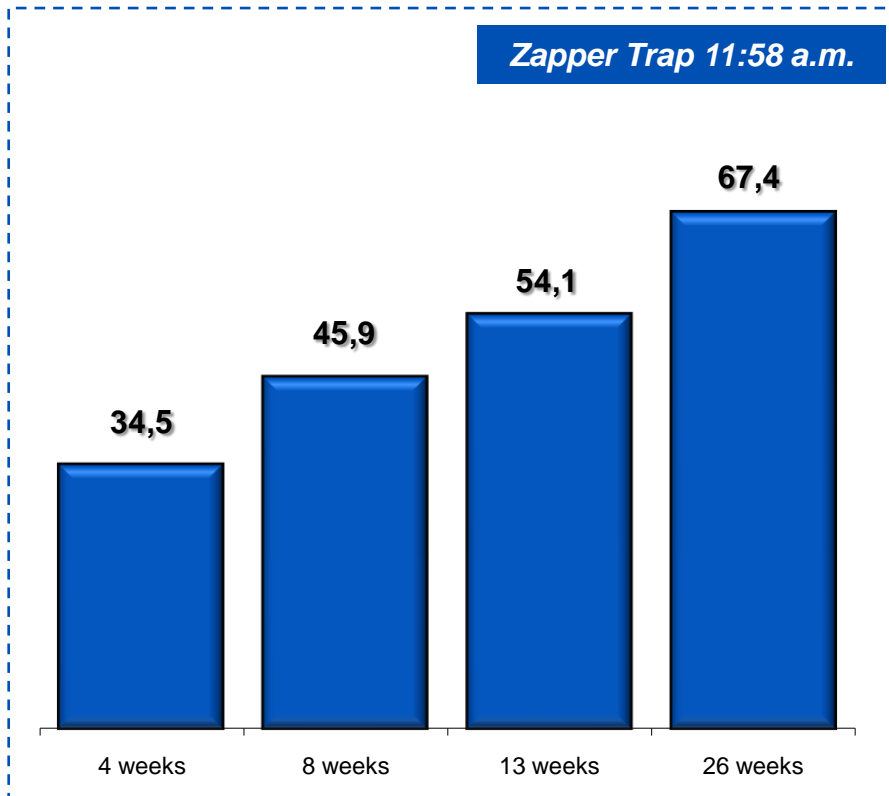
Source: BBM Infosys, French QC, Audience composition (base 12+) & indice (total TV = 100), August 30, 2010 to May 22, 2011, A25-54, Available networks only

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# The 11:58 am and 4:58 pm Zapper Traps Reach an Important Number of Adults 25 to 54 years old...

## Reach Evolution (%) A25-54



Source: BBM Infosys, planning Module, French QC, August 30, 2010 X 4,8, 13 et 26 weeks, 1 spot per block, available networks only

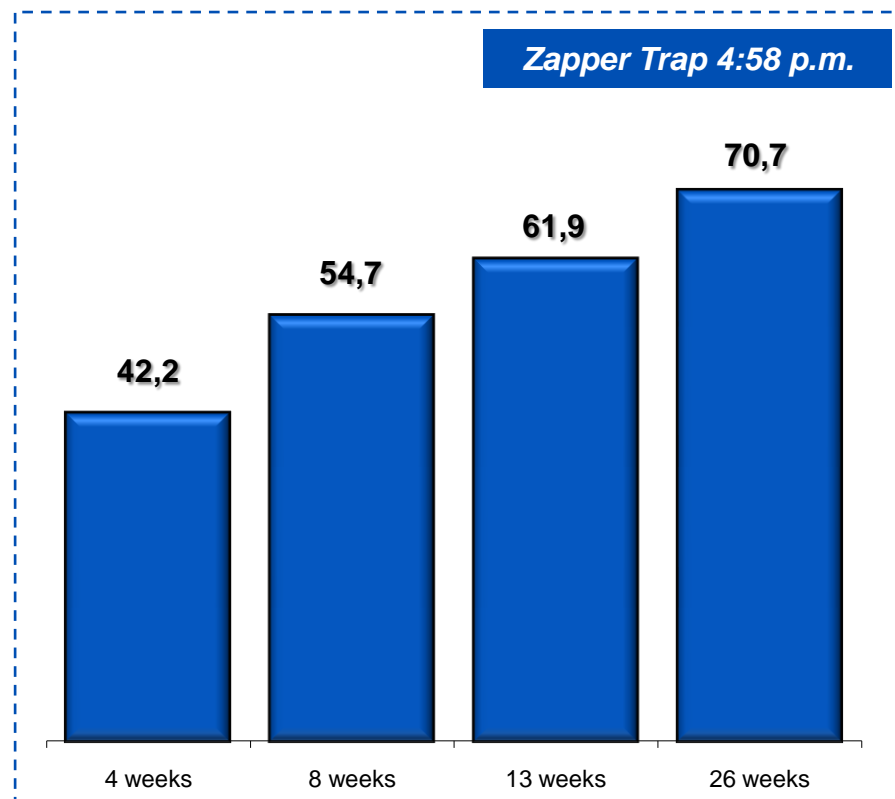
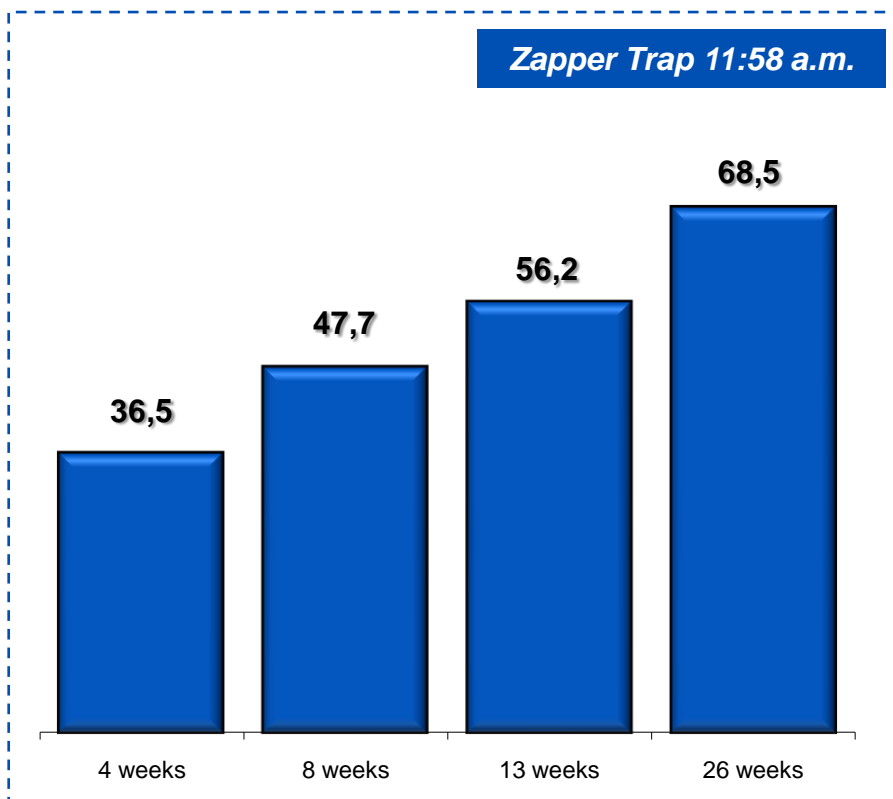
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# ...and Women 25 to 54 years old...

## Reach Evolution (%)

W25-54



Source: BBM Infosys, planning Module, French QC, August 30, 2010 X 4, 8, 13 et 26 weeks, 1 spot per block, available networks only

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# *Prime Time Zapper Traps*

*(Monday to Sunday 5:58 p.m., 6:58 p.m., 8:58 p.m. & 9:58 p.m.)*

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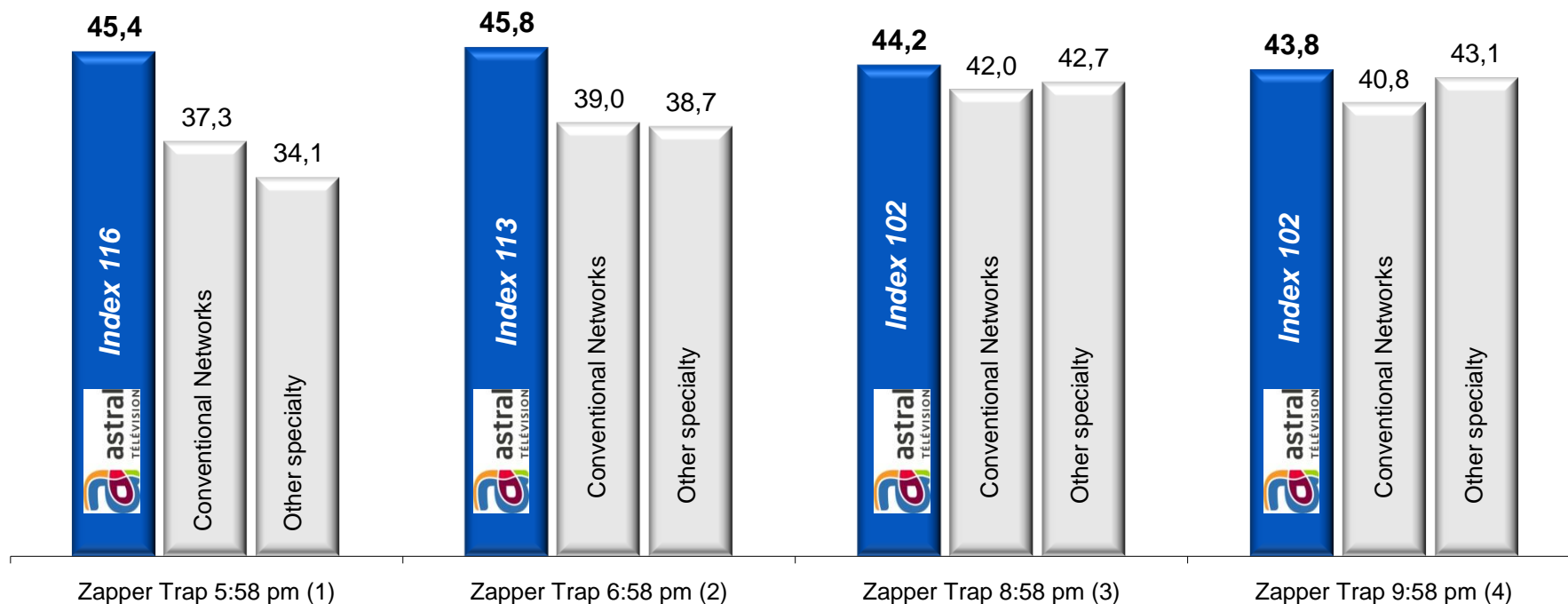


# 4 Highly Effective Zapper Traps

## Audience Composition (%) and Index

A25-54

On top of having a great impact, our 4 prime time zapper traps are really efficient to reach your target.



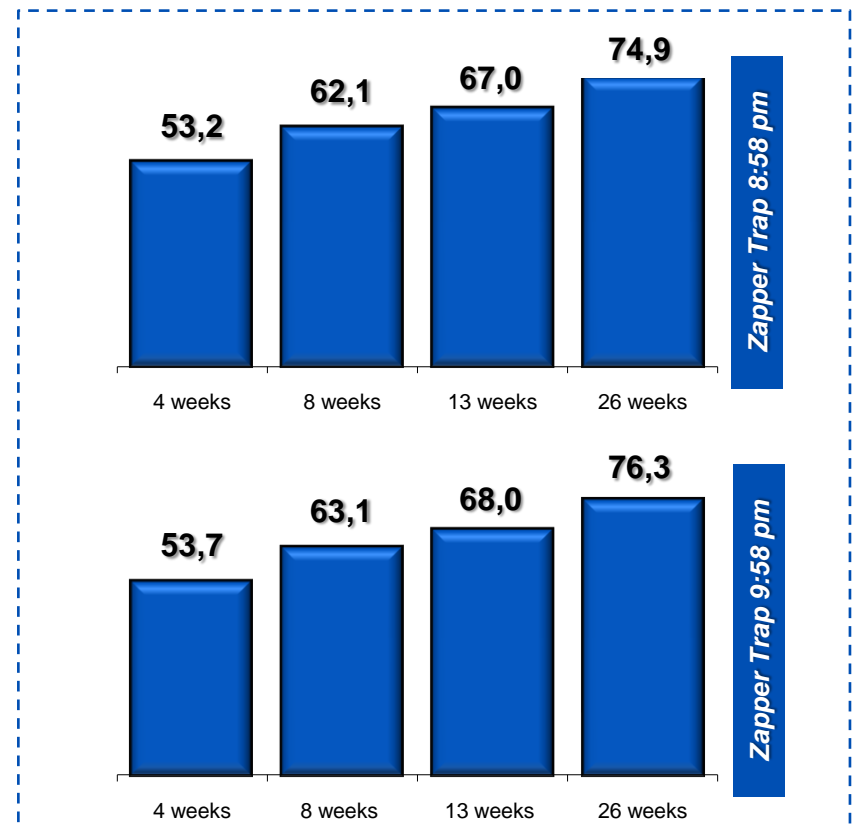
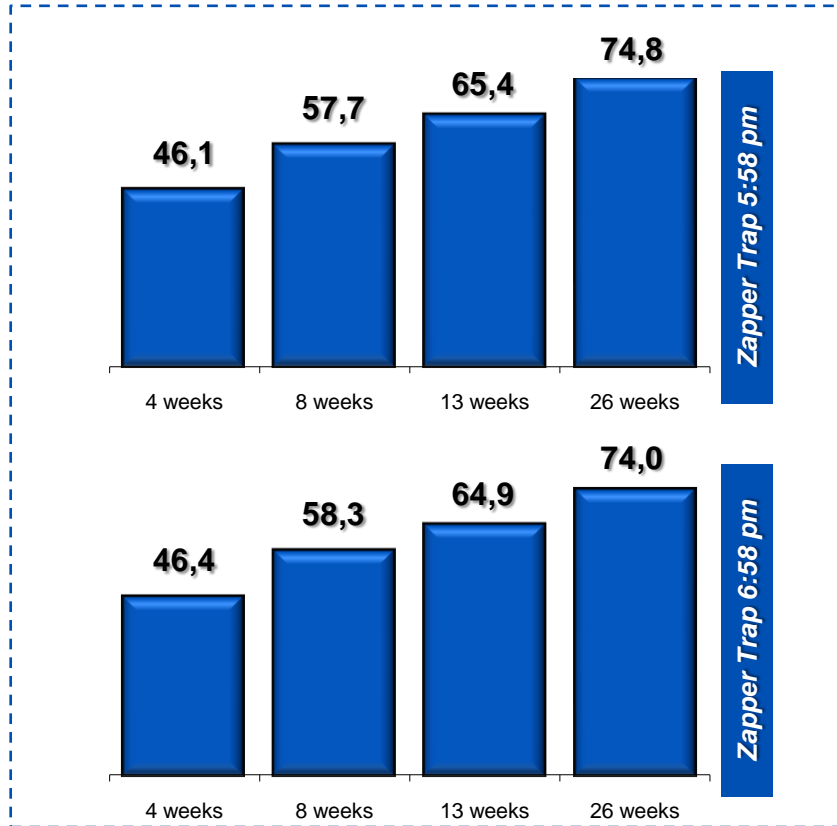
**Source:** BBM Infosys, French QC, audience composition (base 12+) & index (total TV = 100), August 30, 2010 to May 22, 2011, A25-54  
 (1) Mo-Su 5:30-6:30 p.m. slot, (10 Astral TV+ networks); (2) Mo-Su 6:30-7:30 p.m. slot, (9 Astral TV+ networks); (3) Mo-Su 8:30-9:30 p.m. slot (10 Astral TV+ networks); (4) Mo-Su 9:30-10:30 p.m. slot, (10 Astral TV+ networks)

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# These 4 Zapper Traps Reach an Important Number of Adults 25 to 54 years old...

## Reach Evolution (%) A25-54



Source: BBM Infosys, planning Module, French QC, August 30, 2010 X 4 ,8, 13 et 26 weeks, 1 spot per block, available networks only

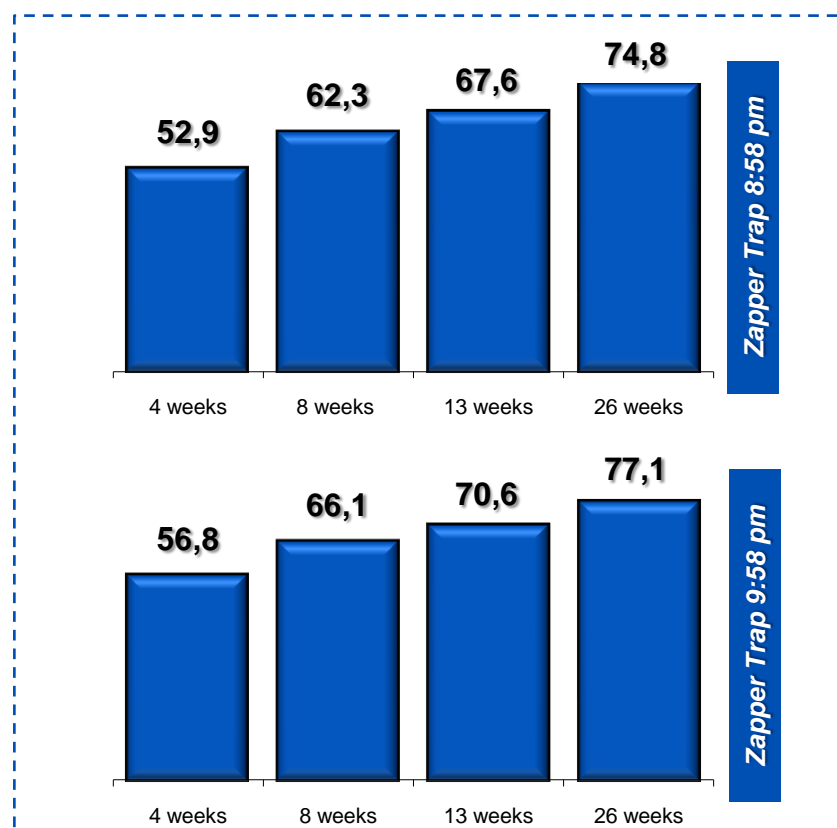
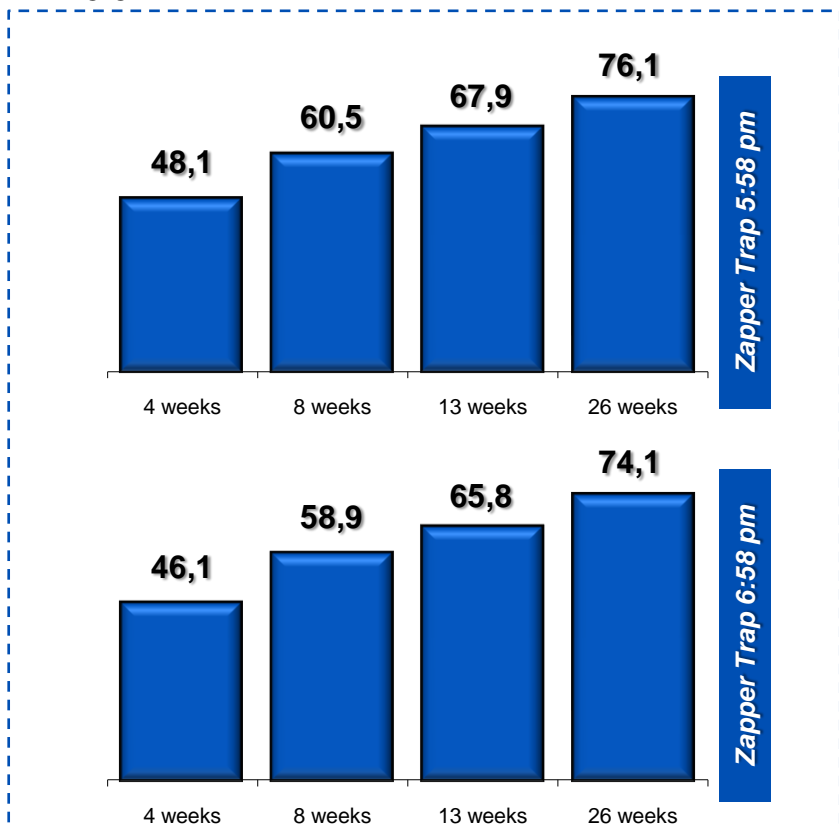
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# ...and Women 25 to 54 years old...

## Reach Evolution(%)

W25-54



Source: BBM Infosys, planning Module, French QC, August 30, 2010 X 4 ,8, 13 et 26 weeks, 1 spot per block, available networks only

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# Weekend Zapper Trap

*(Saturday & Sunday 12:58 p.m.)*

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**SERIES+**



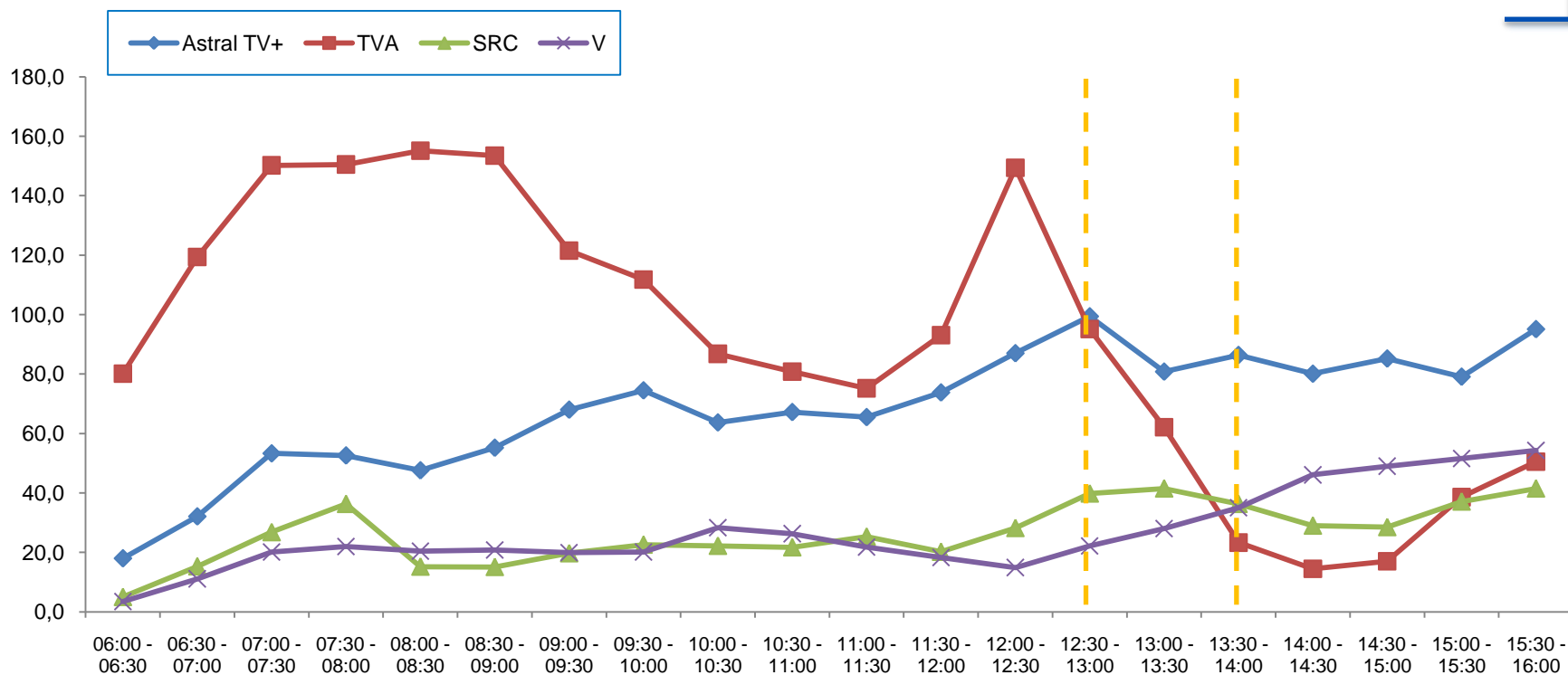
# The Weekend Zapper Trap is Positioned in a Time Slot That Performs Very Well Amongst Adults 25-54



## Viewership Evolution (000)

A25-54

Saturdays and Sundays from 12:30 p.m. to 1:30 p.m., our 10 networks have an average audience of **119,400 adults 25-54**. This exceptional performance puts us ahead of the 3 major conventional networks.



Source: BBM Infosys, French QC, Sa-Su, August 30, 2010 to May 22, 2011, A25-54

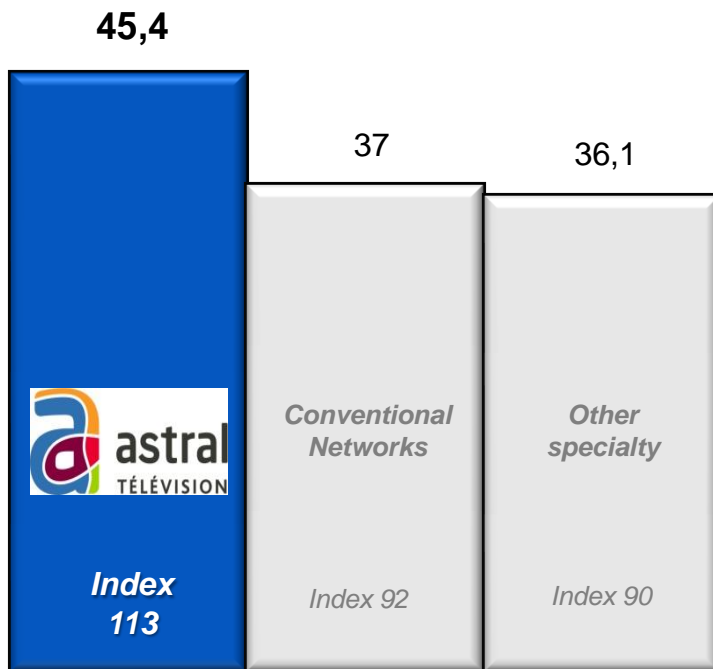
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# Weekend Zapper Trap: Highly Effective to Reach Adults 25 to 54 years old

## Audience Composition (%)

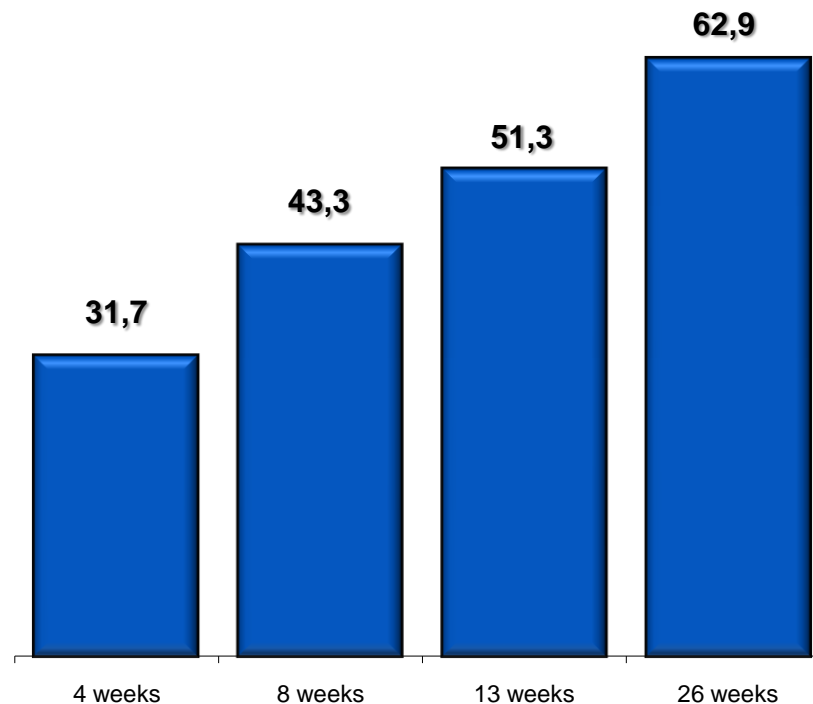
A25-54



Weekend Zapper Trap

## Reach Evolution (%)

A25-54



4 weeks

8 weeks

13 weeks

26 weeks

\* Sa-Su 12:30-13:30 p.m.

Source: BBM Infosys, French QC, Audience composition (base 12+) & index (total TV = 100), August 30, 2010 to May 22, 2011, A25-54, available networks

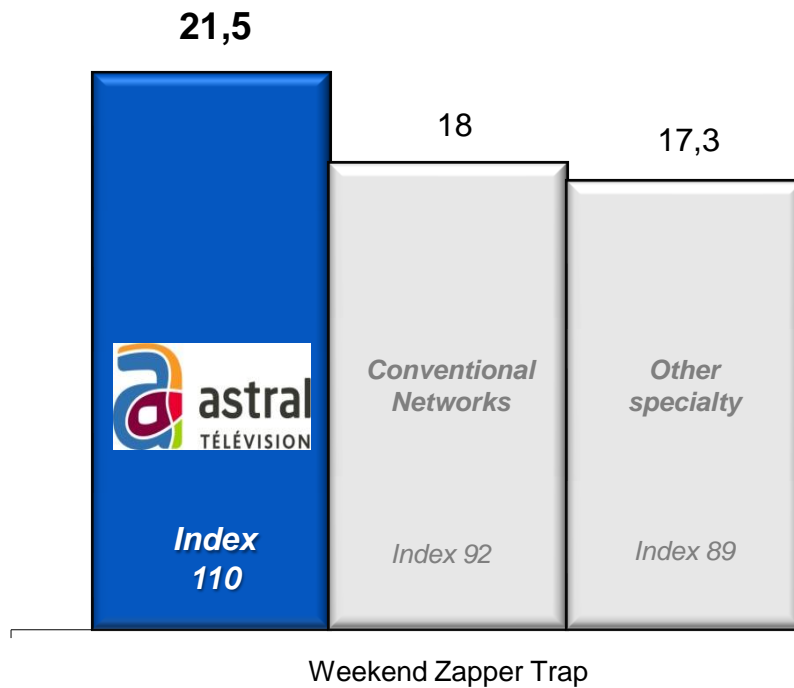
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# ...and Women 25 to 54 years old !

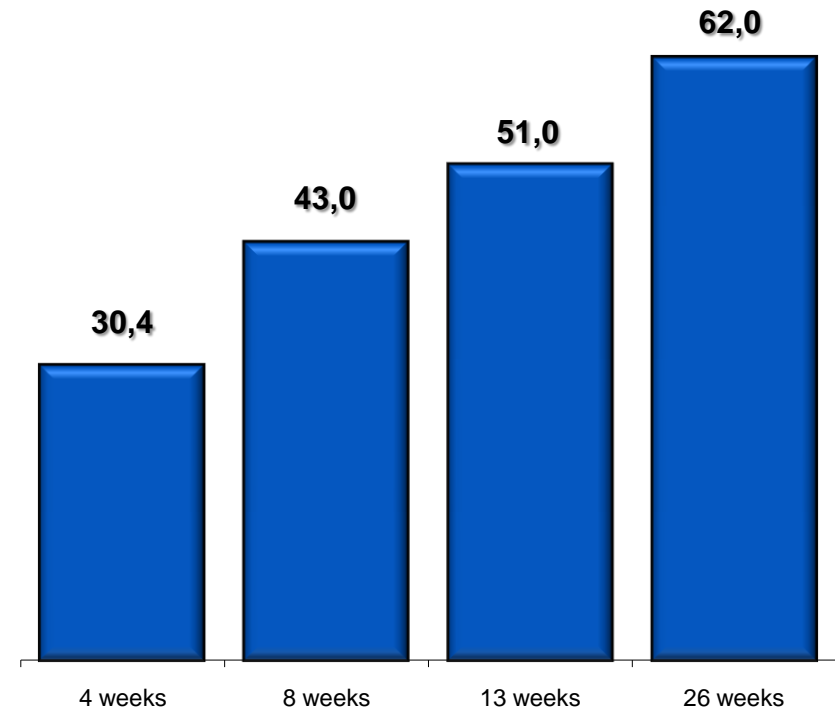
## Audience Composition (%)

W25-54



## Reach Evolution (%)

W25-54



\* Sa-Su 12:30-13:30 p.m.

Source: BBM Infosys, French QC, Audience composition (base 12+) & index (total TV = 100), August 30, 2010 to May 22, 2011, A25-54, available networks

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# Youth Zapper Trap

*(Monday to Sunday 4:58 p.m. & 5:58 p.m.)*

Astral TVPlus offers you the opportunity to broadcast your 30-second commercial **simultaneously** on VRAK.TV, TÉLÉTOON, MusiquePlus and TÉLÉTOON Rétro in order to effectively reach teens aged 12 to 17.

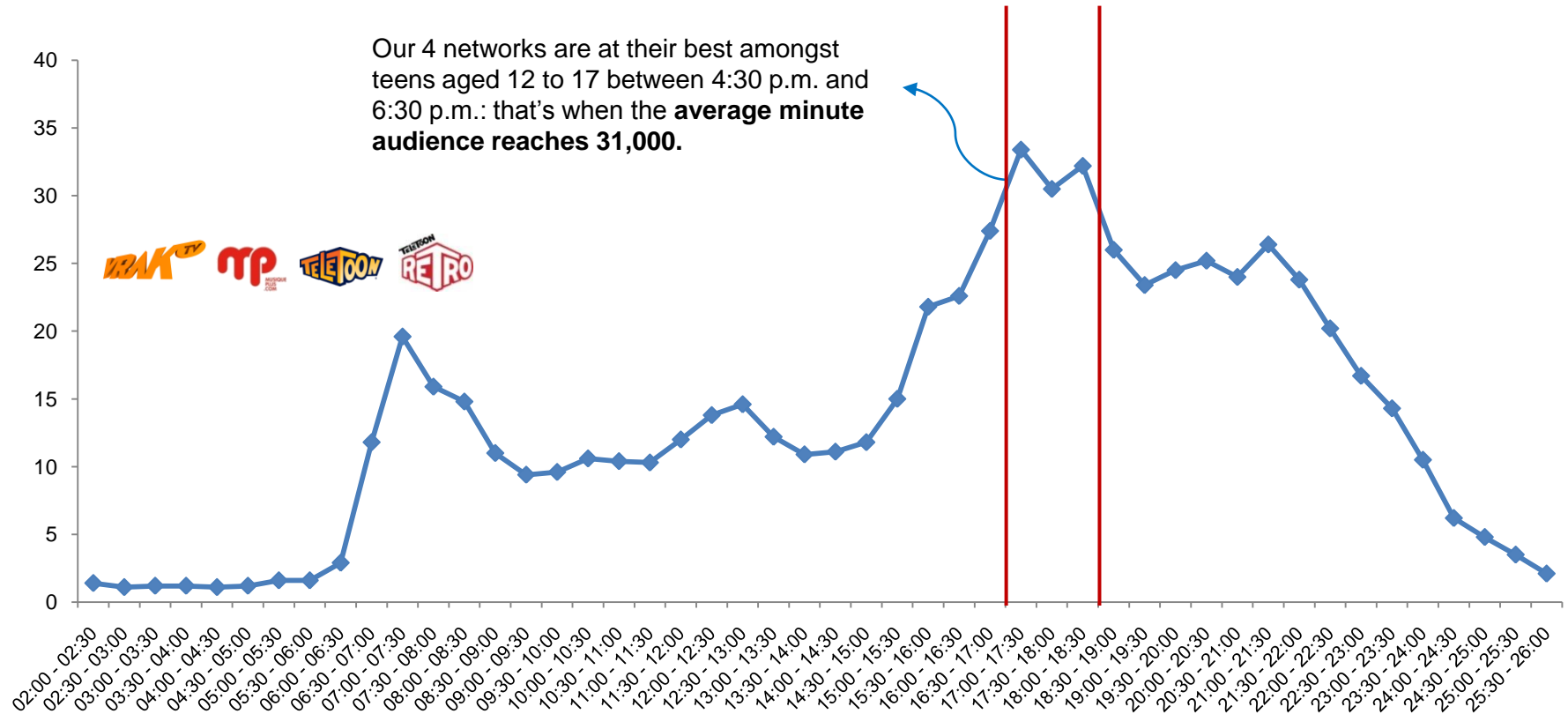
Your spot will air at 4:58 p.m. and/or 5:58 p.m. on all 4 networks, allowing you to reach a mass number of teens during programming that's specifically adapted to them.

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# 4:58 p.m. and 5:58 p.m.: Prime Time for Teens 12-17

## Average Minute Audience (000) Teens 12-17



Source: BBM Infosys, French QC, Mo-Su 2a-2a, August 30, 2010 to May 22, 2011, Teens 12-17

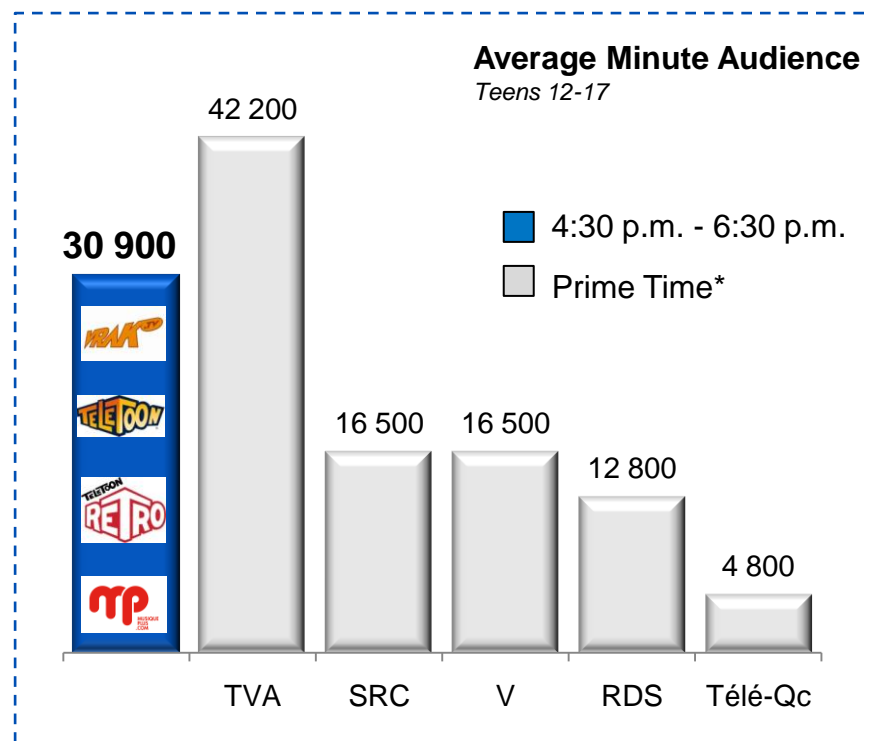
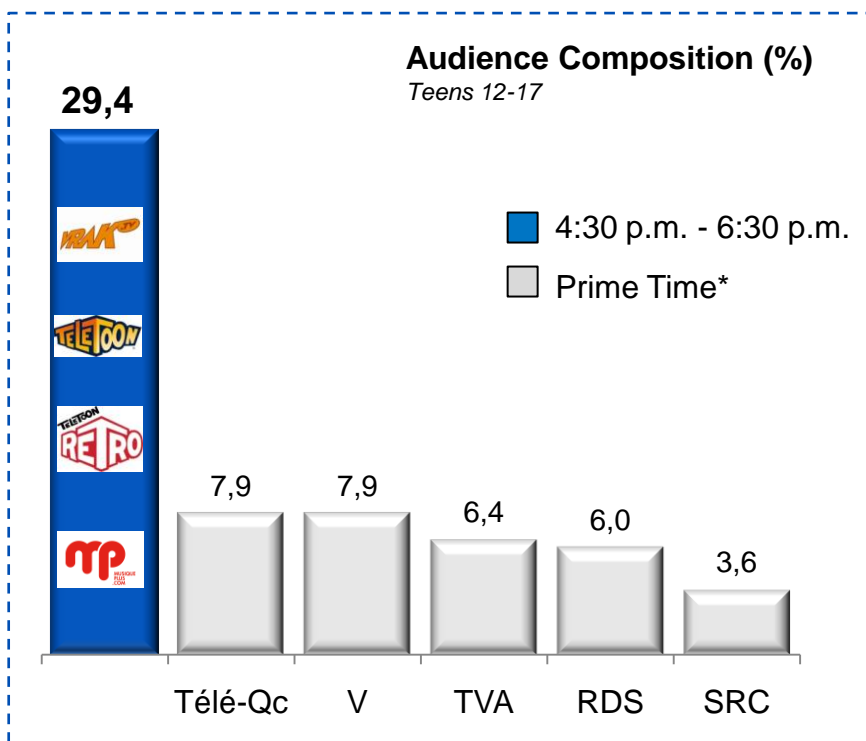
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# 4 Effective Networks that Perform as Well, if not Better, than Conventional Networks during Prime Time!

## 5:30 p.m. to 6:30 p.m. Slot on Our 4 Networks vs. Prime Time on Other Networks

Teens 12-17



\* Prime Time: 6p-12a

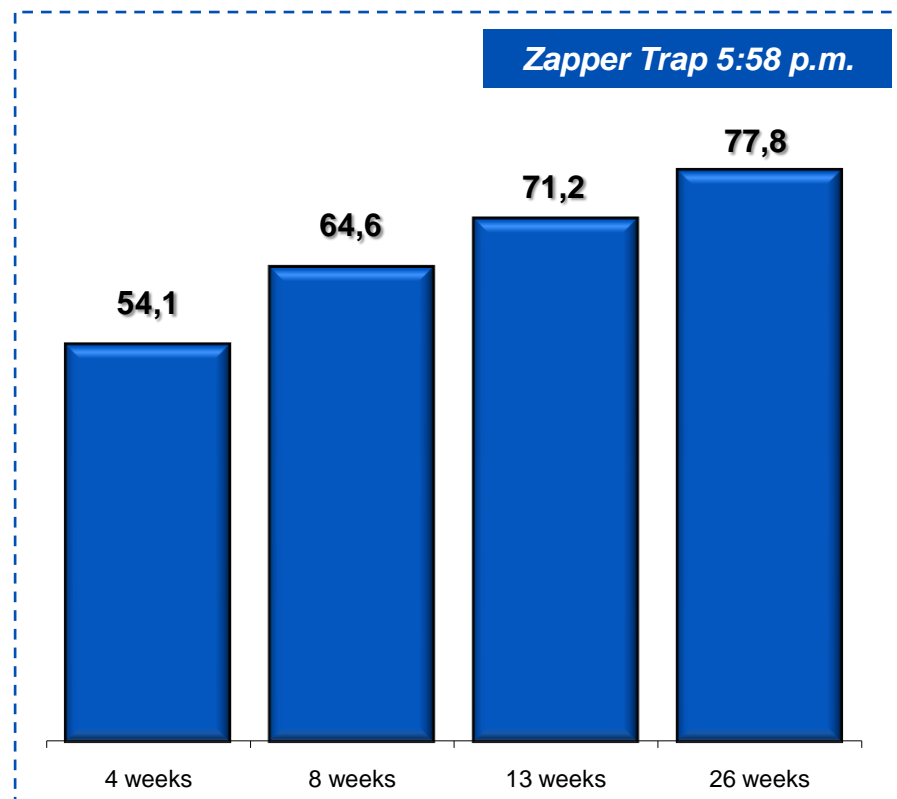
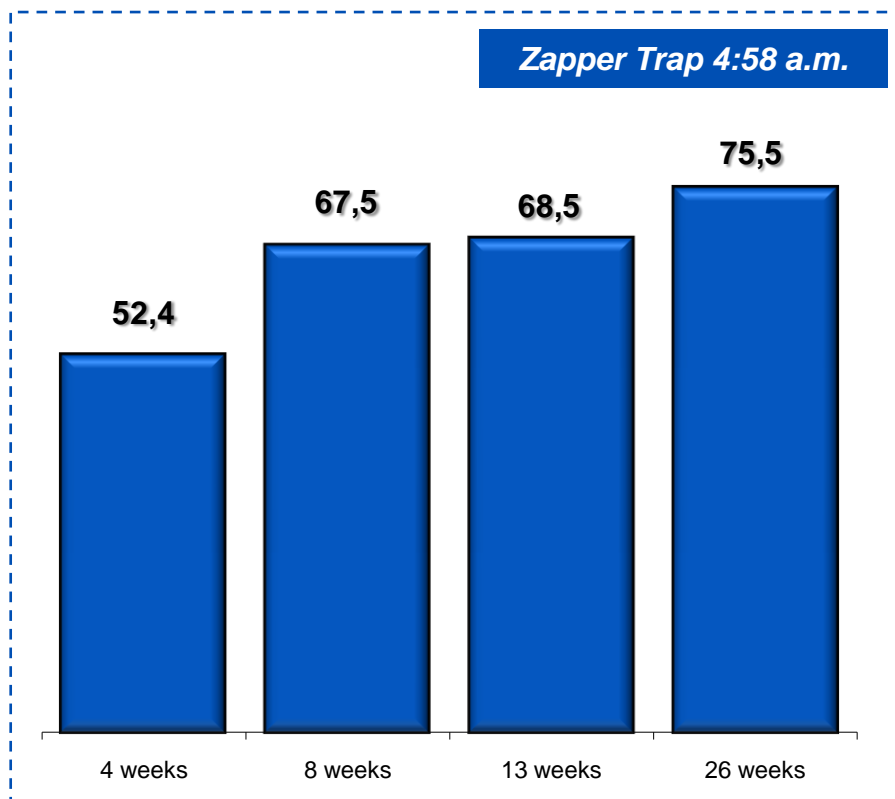
Source: BBM Infosys, French QC, 12-17 years old, Mo-Su 4:30p-6:30p and Mo-Su 6p-12a, base 2+, August 30, 2010 to May 22, 2011

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# Campaign Performance Using The Youth Zapper Traps of 4:58 pm and 5:58 pm

## Reach Evolution (%)

Teens 12-17



Source: BBM Infosys, planning Module, French QC, August 30, 2010 X 4 X 8 X 13 X 26 weeks., 1 spot per day

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