

# Astral TVPlus : TV at Your Reach



**ASTRAL TVPLUS  
CONTROLS A QUARTER  
OF TV VIEWERSHIP  
AMONGST ADULTS  
25-54 YEARS OLD**

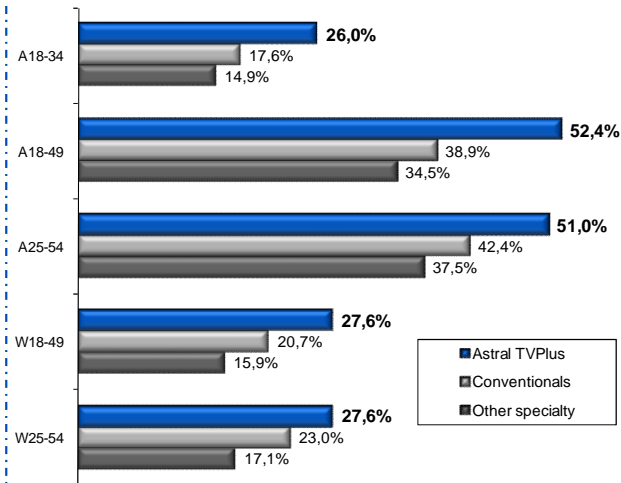
Among adults 18-34 years old,  
viewership is close to 29%.

*Astral 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 networks .*

*The viewers of VRAK.TV, Canal Vie, Ztélé, Séries+, Canal D, Historia, TÉLÉTOON, MusiquePlus, Musimax and TÉLÉTOON Rétro represent many desirable communities that provide unique environments and opportunities for our advertisers.*

## Astral TVPlus Targets the Active Population

Audience composition (Base Adults 18+)



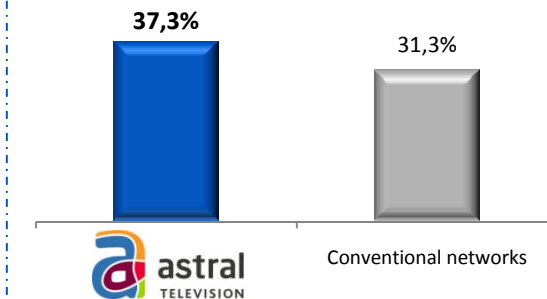
## Average Weekly Reach

| Astral TVPlus |           |       |
|---------------|-----------|-------|
| Target        | Reach     | (%)   |
| A18-34        | 1 248 000 | 80,3% |
| A18-49        | 2 570 000 | 84,0% |
| A25-54        | 2 554 000 | 84,2% |
| W18-49        | 1 280 000 | 85,1% |
| W25-54        | 1 284 000 | 85,7% |

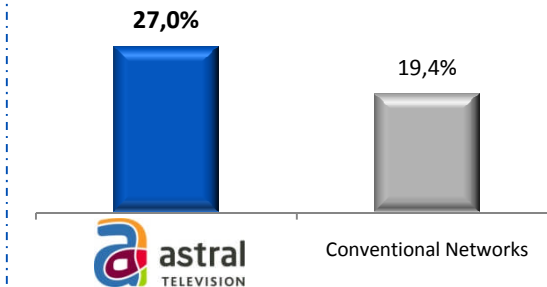
## Audience Profile

Audience Composition - Base Adults 18+

**Our viewers are financially fit**  
(household income \$60,000 +)



**... and have children less than 18 years old  
in their household**



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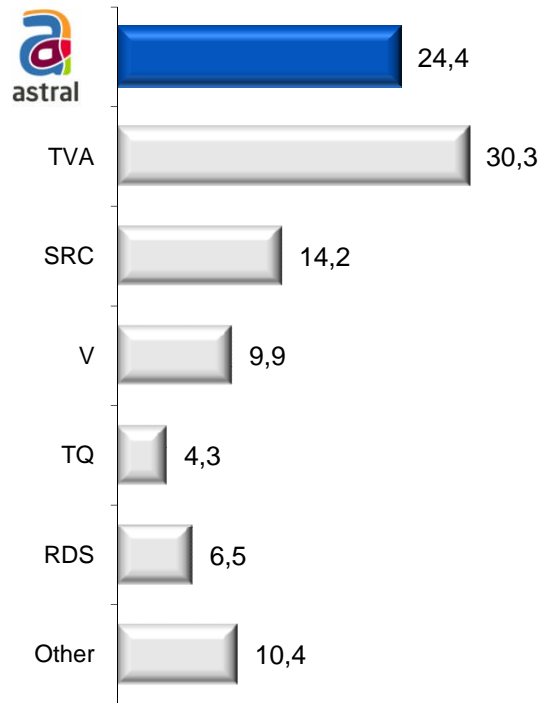
\* Parents of children less than 18 years old



# TV at Your Reach



**Market Shares (%) – Fall 2009  
Adults 25-54**



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

| Target        | Astral TVPlus | TVA  | SRC  | V    | Télé-Qc | Other specialty |
|---------------|---------------|------|------|------|---------|-----------------|
| <b>A18-34</b> | <b>28,6</b>   | 26,6 | 13,8 | 10,7 | 4,8     | 15,5            |
| <b>A18-49</b> | <b>26,5</b>   | 29,5 | 13,2 | 10,0 | 4,3     | 16,5            |
| <b>A25-54</b> | <b>24,4</b>   | 30,3 | 14,2 | 9,9  | 4,3     | 16,9            |
| <b>F18-49</b> | <b>27,0</b>   | 31,0 | 13,5 | 9,5  | 4,4     | 14,6            |
| <b>F25-54</b> | <b>25,1</b>   | 32,6 | 14,0 | 9,4  | 4,3     | 14,6            |
| <b>T12-17</b> | <b>37,8</b>   | 26,7 | 8,6  | 8,1  | 3,0     | 15,7            |

*Astral TVPlus is a key player in the TV industry. Its 10 networks dominate the market of adults 18-34 years old and teens 12-17 years old*

Source: BBM Infosys, Fr. QC, Fall09 (Aug. 31 to Dec. 20, 2009)

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