



## Average weekly reach (000) - fall 2009

	ALL 2+		A18+		A18-24		A18-34		A18-49		A25-54		W18+		W18-34		W18-49		W25-54		M18+		M18-34		M18-49		M25-54		K 2-11		9-14		T12-17	
	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%
<b>POPULATION</b>	<b>6776</b>	<b>100</b>	<b>5603</b>	<b>100</b>	<b>604</b>	<b>100</b>	<b>1554</b>	<b>100</b>	<b>3060</b>	<b>100</b>	<b>3033</b>	<b>100</b>	<b>2858</b>	<b>100</b>	<b>758</b>	<b>100</b>	<b>1503</b>	<b>100</b>	<b>1498</b>	<b>100</b>	<b>2745</b>	<b>100</b>	<b>796</b>	<b>100</b>	<b>1557</b>	<b>100</b>	<b>1535</b>	<b>100</b>	<b>676</b>	<b>100</b>	<b>454</b>	<b>100</b>	<b>497</b>	<b>100</b>
Canal D	3599	53.1	3049	54.4	326	54.1	743	47.8	1578	51.6	1601	52.8	1504	52.6	359	47.4	767	51.0	776	51.8	1544	56.3	384	48.3	811	52.1	824	53.7	275	40.7	235	52.9	275	55.4
Canal Vie	3293	48.6	2751	49.1	327	54.1	737	47.5	1474	48.2	1456	48.0	1488	52.1	396	52.3	798	53.1	796	53.1	1263	46.0	341	42.9	676	43.4	660	43.0	321	47.5	212	47.7	220	44.4
Historia	2285	33.7	1964	35.0	176	29.2	398	25.6	901	29.4	961	31.7	983	34.4	191	25.2	453	30.1	482	32.2	980	35.7	208	26.1	448	28.8	480	31.3	169	25.0	133	30.0	152	30.5
Séries+	2232	32.9	1913	34.1	213	35.3	469	30.2	946	30.9	949	31.3	998	34.9	248	32.8	493	32.8	510	34.1	915	33.3	221	27.7	453	29.1	439	28.6	175	25.9	131	29.5	144	29.0
VRAK.TV	2661	39.3	1956	34.9	273	45.2	564	36.3	1258	41.1	1175	38.7	1011	35.4	300	39.5	656	43.7	598	39.9	945	34.4	264	33.2	601	38.6	577	37.6	346	51.2	329	74.0	358	72.1
Ztélé	2962	43.7	2462	43.9	290	48.1	678	43.7	1381	45.1	1376	45.4	1183	41.4	313	41.3	667	44.4	678	45.2	1279	46.6	365	45.9	714	45.9	698	45.5	265	39.1	210	47.3	235	47.3
MusiMax	1901	28.1	1606	28.7	198	32.9	426	27.4	900	29.4	870	28.7	798	27.9	220	29.0	448	29.8	426	28.4	808	29.5	206	25.9	451	29.0	444	28.9	165	24.5	106	24.0	130	26.1
MusiquePlus	2114	40.6	1686	36.3	265	45.9	544	43.2	1053	45.7	951	42.5	811	34.5	272	40.9	515	44.5	449	42.1	875	38.1	273	45.4	538	46.9	501	43.0	204	64.6	192	69.3	224	57.0
Télétoon_F	2752	31.2	2032	30.1	277	43.9	671	35.0	1398	34.4	1290	31.3	987	28.4	310	35.9	669	34.2	631	30.0	1045	31.9	362	34.2	730	34.6	659	32.7	436	30.1	308	43.3	284	45.2
TÉLÉTOON Rétro	479	7.1	352	6.3	48	7.9	139	8.9	264	8.6	241	7.9	181	6.3	75	9.9	140	9.3	122	8.1	171	6.2	64	8.0	123	7.9	119	7.8	94	13.9	41	9.1	33	6.6
<b>Astral</b>	<b>5756</b>	<b>84.9</b>	<b>4730</b>	<b>84.4</b>	<b>511</b>	<b>84.5</b>	<b>1248</b>	<b>80.3</b>	<b>2570</b>	<b>84.0</b>	<b>2554</b>	<b>84.2</b>	<b>2428</b>	<b>85.0</b>	<b>618</b>	<b>81.5</b>	<b>1280</b>	<b>85.1</b>	<b>1284</b>	<b>85.7</b>	<b>2302</b>	<b>83.8</b>	<b>630</b>	<b>79.2</b>	<b>1290</b>	<b>82.9</b>	<b>1270</b>	<b>82.8</b>	<b>582</b>	<b>86.1</b>	<b>408</b>	<b>91.7</b>	<b>443</b>	<b>89.2</b>

Source: BBM Infosys TV, PPM, Fr. QC, Mon-Sun 2a-2a, Aug. 31 to Dec. 20, 2009

Astral\*: Canal D, Canal Vie, Historia, Séries +, Ztélé, MusiMax, MusiquePlus, TÉLÉTOON, TÉLÉTOON Rétro and VRAK.TV

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