



Buyable Market Shares (%) - Winter/Spring 2011

Networks	Tous 2+	A18+	A18-24	A18-34	A18-49	A25-54	F18+	F18-34	F18-49	F25-54	M18+	M18-34	M18-49	M25-54	C2-11	C9-14	T12-17
SRC	14.8	15.6	11.6	12.3	12.3	12.9	16.4	12.4	12.3	13.0	14.6	12.2	12.3	12.7	10.6	7.6	8.0
T-Qc	3.3	2.7	2.5	4.1	3.9	3.7	2.7	4.8	4.1	3.9	2.6	3.3	3.7	3.5	11.7	4.7	2.8
TVA	30.6	31.5	27.3	26.9	29.0	30.4	33.2	27.9	30.6	32.5	29.3	25.7	27.2	28.0	21.0	23.6	28.7
V	8.1	8.0	9.8	9.7	9.4	9.4	7.6	9.3	9.4	9.3	8.5	10.1	9.4	9.5	7.8	8.0	9.2
Conv. Networks	56.7	57.7	51.1	53.0	54.6	56.4	59.9	54.3	56.4	58.7	55.1	51.3	52.5	53.8	51.1	44.0	48.7

Canal D	3.5	3.4	4.2	4.1	4.1	4.1	3.0	4.1	3.6	3.6	3.9	4.1	4.6	4.8	3.9	3.9	3.7
Canal Vie	3.0	3.1	3.8	3.4	3.2	3.1	3.8	4.0	4.0	4.2	2.3	2.7	2.2	2.0	2.9	2.5	1.8
Historia	2.1	2.2	2.6	1.9	2.0	2.0	2.0	2.0	1.9	1.7	2.4	1.8	2.1	2.3	1.3	2.3	2.4
MusiMax	0.6	0.7	0.9	0.8	0.7	0.8	0.6	0.6	0.7	0.8	0.7	0.9	0.8	0.7	0.5	0.5	0.6
MusiquePlus	0.9	0.7	2.8	2.1	1.5	1.0	0.7	2.0	1.4	1.0	0.8	2.2	1.5	1.0	0.8	1.9	2.8
Séries+	4.3	4.5	4.7	4.8	4.1	4.2	5.1	5.3	4.4	4.5	3.8	4.1	3.8	3.8	3.1	2.1	2.8
TÉLÉTOON	2.6	1.6	3.1	3.0	3.3	2.7	1.5	2.5	3.2	2.6	1.8	3.6	3.4	2.7	10.5	10.4	7.5
TÉLÉTOON Rétro	0.4	0.3	0.1	0.6	0.6	0.6	0.3	0.8	0.7	0.6	0.3	0.4	0.6	0.6	2.0	0.4	0.3
VRAK TV	2.4	1.4	4.0	3.1	3.1	2.3	1.4	3.2	3.3	2.4	1.3	3.0	2.9	2.2	7.5	14.9	11.5
Ztélé	2.8	2.7	4.0	4.4	3.9	3.6	2.1	3.8	3.2	2.9	3.4	5.2	4.7	4.3	3.7	4.6	3.6
Astral TVPlus*	22.7	20.6	30.2	28.1	26.5	24.4	20.3	28.2	26.4	24.3	20,9	27,9	26,5	24,5	36.2	43.5	37.2

addik	1.1	1.0	1.2	1.1	1.0	1.0	1.0	1.2	1.1	1.1	0.9	1.0	1.0	0.9	2.0	2.2	1.5
Argent	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ARTV	1.7	1.8	1.5	1.4	1.3	1.5	1.9	1.5	1.4	1.5	1.8	1.4	1.2	1.4	0.7	0.6	1.1
Casa	0.5	0.5	0.5	0.7	0.7	0.7	0.6	1.0	0.8	0.8	0.5	0.4	0.6	0.6	0.4	0.1	0.2
Évasion	0.7	0.7	0.5	0.5	0.6	0.7	0.7	0.5	0.7	0.7	0.8	0.5	0.6	0.7	0.3	0.4	0.5
LCN	4.6	5.0	3.4	3.1	3.2	3.5	4.9	3.2	3.1	3.2	5.2	3.0	3.4	3.8	2.1	2.0	2.0
Météomédia	0.6	0.6	0.5	0.5	0.5	0.6	0.6	0.5	0.5	0.5	0.7	0.6	0.6	0.6	0.3	0.5	0.5
Prise 2	0.6	0.7	0.6	0.5	0.6	0.7	0.6	0.5	0.6	0.8	0.8	0.5	0.6	0.7	0.3	0.2	0.3
RDI	3.1	3.5	0.9	1.4	1.8	2.0	3.4	0.9	1.5	1.7	3.6	2.0	2.1	2.4	0.7	0.7	0.9
RDS	5.8	5.9	7.2	7.6	7.2	6.8	4.3	6.1	5.6	5.0	7.8	9.4	8.9	8.8	5.2	4.8	5.4
RIS	0.4	0.4	0.8	0.8	0.7	0.6	0.3	0.5	0.5	0.4	0.6	1.0	0.9	0.8	0.3	0.5	0.9
TV5	1.2	1.3	1.4	1.2	1.0	0.8	1.4	1.5	1.2	0.9	1.3	0.8	0.8	0.8	0.4	0.6	0.7
Zeste	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.0	0.0
Mlle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other specialty netwo	20.6	21.7	18.7	19.0	19.0	19.2	19.8	17.5	17.2	17.0	24.0	20.7	21.0	21.7	12.7	12.5	14.1

Source : BBM Infosys+, Qc Fr, Mo-Su 2a-2a, from January 3rd to May 22nd 2011

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