



Buyable Market Shares (%) - Fall 2010

Station	All 2+	A18+	A18-24	A18-34	A18-49	A25-54
Canal D	3.5	3.4	4.2	4.1	4.1	4.1
Canal Vie	3	3.1	3.8	3.4	3.2	3.1
Historia	2.1	2.2	2.6	1.9	2	2
Séries+	4.3	4.5	4.7	4.8	4.1	4.2
VRAK.TV	2.4	1.4	4	3.1	3.1	2.3
Ztélé	2.8	2.7	4	4.4	3.9	3.6
MusiMax	0.6	0.7	0.9	0.8	0.7	0.8
MusiquePlus	0.9	0.7	2.8	2.1	1.5	1
TÉLÉTOON	2.6	1.6	3.1	3	3.3	2.7
TÉLÉTOON Rétro	0.4	0.3	0.1	0.6	0.6	0.6
Astral TVPlus*	22.7	20.6	30.2	28.1	26.5	24.4

F18+	F18-34	F18-49	F25-54
3	4.1	3.6	3.6
3.8	4	4	4.2
2	2	1.9	1.7
5.1	5.3	4.4	4.5
1.4	3.2	3.3	2.4
2.1	3.8	3.2	2.9
0.6	0.6	0.7	0.8
0.7	2	1.4	1
1.5	2.5	3.2	2.6
0.3	0.8	0.7	0.6
20.3	28.2	26.4	24.3

M18+	M18-34	M18-49	M25-54
3.9	4.1	4.6	4.8
2.3	2.7	2.2	2
2.4	1.8	2.1	2.3
3.8	4.1	3.8	3.8
1.3	3	2.9	2.2
3.4	5.2	4.7	4.3
0.7	0.9	0.8	0.7
0.8	2.2	1.5	1
1.8	3.6	3.4	2.7
0.3	0.4	0.6	0.6
20.9	27.9	26.5	24.5

C2-11	C9-14	T12-17
3.9	3.9	3.7
2.9	2.5	1.8
1.3	2.3	2.4
3.1	2.1	2.8
7.5	14.9	11.5
3.7	4.6	3.6
0.5	0.5	0.6
0.8	1.9	2.8
10.5	10.4	7.5
2	0.4	0.3
36.2	43.5	37.2

ASTRALTVPLUS.COM

Source : BBM Infosys+, Quebec Fr, Mo-Su 2a-2a, from August 30th to December 19th 2010

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