

Astral TVPlus : TV at Your Reach



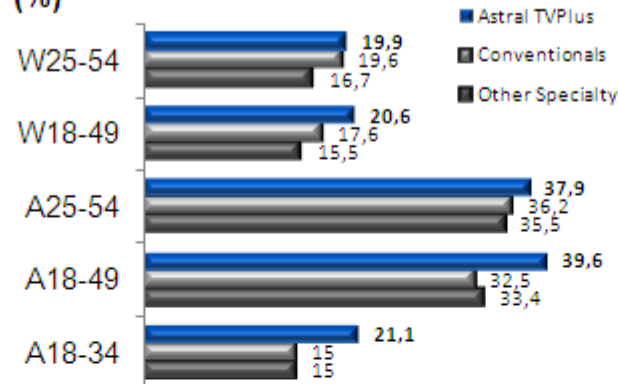
**ASTRAL TVPLUS
ACCOUNTS FOR OVER A
QUARTER OF TV
VIEWERSHIP AMONGST
ADULTS 25 TO 54 YEARS
OLD!**

Among adults between
18 and 49 years old, our networks
account for close to 27% of
viewership !

*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.*

Audience Composition of Target Groups (%)



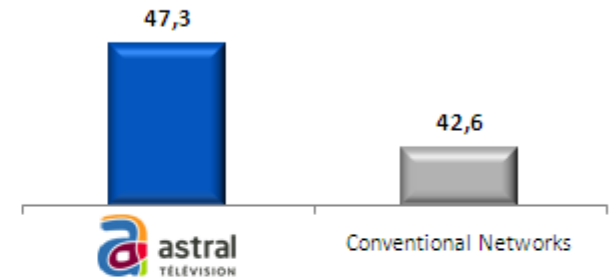
Average Weekly Reach

Astral TVPlus		
Target	Reach	(%)
A18-34	1 268 000	82.3
A18-49	2 492 000	83.2
A25-54	2 444 000	83.0
W18-49	1 242 000	84.6
W25-54	1 228 000	84.4

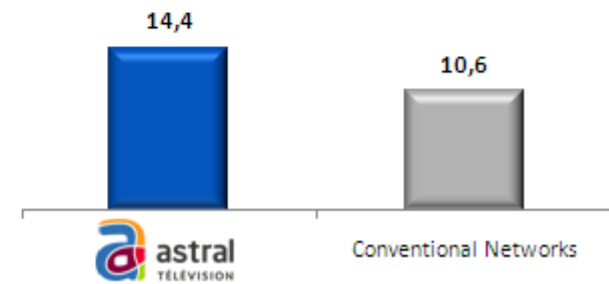
Adults Audience Profile

Audience Composition (%)

**Our viewers are financially fit
(Household income 50 000\$ +)**



... and have children under 12 years old in their household



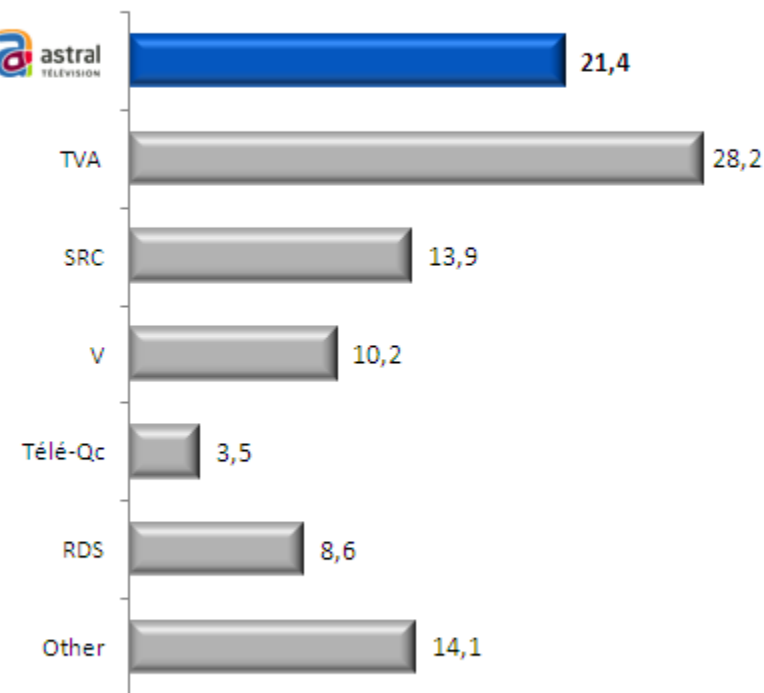
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Source : BBM Infosys, QC fr. base 2+, Winter/Spring11 (from January 3rd to May 22nd 2011). French Buyable Market Share.



TV at Your Reach

**Market Share (%) – Winter/Spring 2011
Adults 25-54**



Target	Astral TVPlus	TVA	SRC	V	T-Qc	Other
A18-34	26.8	24.0	13.2	11.0	3.4	21.6
A18-49	23.9	26.4	13.0	10.4	3.4	22.8
A25-54	21.4	28.2	13.9	10.2	3.5	22.8
W18-49	24.0	28.2	13.4	10.2	3.8	20.4
W25-54	21.6	30.4	14.0	9.8	3.7	20.5
T12-17	31.1	26.8	9.1	11.8	3.4	17.8

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

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Source : BBM Infosys, QC fr., Winter/Spring11 (from January 3rd to May 22nd 2011). French Buyable Market Share.

