



Buyable Market Shares (%) - Summer 2010

| Networks | A18+ | A18-24 | A18-34 | A18-49 | A25-54 | A35+ | W18+ | W18-34 | W18-49 | W25-54 | M18+ | M18-34 | M18-49 | M25-54 | T12-17 | C2-11 | C9-14 | 2+ | W18-24 | W35+ | M18-24 | M35+ | A35-54 |
|-----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Canal D | 4.2 | 6.0 | 5.0 | 5.1 | 4.9 | 4.0 | 4.0 | 5.2 | 4.9 | 4.6 | 4.5 | 4.8 | 5.3 | 5.2 | 5.8 | 4.3 | 4.7 | 4.3 | 6.8 | 3.7 | 4.9 | 4.4 | 5.0 |
| Canal Vie | 3.9 | 4.8 | 4.4 | 3.9 | 3.8 | 3.8 | 4.8 | 5.1 | 4.9 | 5.1 | 2.7 | 3.5 | 2.8 | 2.4 | 2.2 | 3.7 | 3.3 | 3.8 | 5.2 | 4.8 | 4.3 | 2.5 | 3.8 |
| Historia | 2.3 | 2.6 | 2.0 | 2.3 | 2.3 | 2.4 | 2.2 | 2.2 | 2.3 | 2.0 | 2.5 | 1.8 | 2.3 | 2.7 | 2.4 | 1.4 | 2.1 | 2.3 | 2.7 | 2.2 | 2.3 | 2.7 | 2.5 |
| Séries+ | 4.5 | 4.5 | 4.4 | 3.7 | 3.8 | 4.5 | 5.0 | 4.9 | 3.9 | 4.1 | 3.8 | 3.8 | 3.6 | 3.4 | 3.5 | 1.5 | 2.4 | 4.2 | 5.1 | 5.0 | 3.7 | 3.8 | 3.6 |
| VRAK.TV | 1.8 | 6.0 | 4.2 | 4.0 | 2.9 | 1.3 | 1.7 | 3.6 | 3.9 | 3.0 | 2.0 | 5.0 | 4.1 | 2.7 | 13.8 | 9.6 | 15.7 | 3.3 | 4.5 | 1.3 | 7.9 | 1.3 | 2.8 |
| Ztélé | 2.8 | 5.4 | 5.2 | 4.1 | 3.6 | 2.3 | 2.1 | 4.0 | 3.1 | 2.7 | 3.7 | 6.8 | 5.3 | 4.6 | 3.8 | 3.3 | 4.2 | 2.9 | 4.2 | 1.7 | 7.0 | 3.0 | 3.1 |
| MusiMax | 0.7 | 1.1 | 1.0 | 0.8 | 0.8 | 0.6 | 0.6 | 0.9 | 0.8 | 0.8 | 0.7 | 1.1 | 0.9 | 0.8 | 0.9 | 0.5 | 0.4 | 0.7 | 1.0 | 0.6 | 1.3 | 0.6 | 0.8 |
| MusiquePlus | 0.8 | 2.9 | 2.1 | 1.6 | 1.1 | 0.5 | 0.6 | 1.8 | 1.4 | 1.1 | 0.9 | 2.6 | 1.7 | 1.1 | 3.0 | 1.0 | 2.0 | 0.9 | 2.0 | 0.4 | 4.1 | 0.6 | 0.9 |
| TÉLÉTOON | 2.4 | 4.4 | 4.5 | 4.9 | 4.0 | 2.0 | 2.2 | 4.0 | 4.8 | 4.0 | 2.6 | 5.1 | 4.9 | 4.1 | 8.4 | 16.2 | 15.1 | 3.9 | 3.6 | 1.9 | 5.4 | 2.1 | 3.8 |
| TÉLÉTOON Rétro | 0.3 | 0.2 | 0.5 | 0.6 | 0.5 | 0.2 | 0.3 | 0.7 | 0.6 | 0.5 | 0.3 | 0.3 | 0.5 | 0.5 | 0.5 | 1.7 | 0.6 | 0.4 | 0.3 | 0.2 | 0.0 | 0.3 | 0.5 |
| Total Astral TVPlus* | 23.7 | 37.9 | 33.4 | 30.9 | 27.7 | 21.6 | 23.6 | 32.2 | 30.6 | 27.8 | 23.7 | 34.8 | 31.3 | 27.5 | 44.4 | 43.1 | 50.5 | 26.6 | 35.4 | 21.8 | 40.9 | 21.3 | 26.9 |

Source: BBM Infosys, Fr. QC, Mo-Su 2a-2a, from May 24 to August 29, 2010

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

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