

## Buyable Market Shares (%) - Winter 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	3.5	4.7	4.1	4.1	3.9	3.3	3.1	4.2	3.7	3.5	3.9	4.1	4.6	4.4	3.6	3.2	2.8	3.5	5.0	2.9	4.4	3.8	4.0
Canal Vie	3.5	5.2	3.9	3.5	3.3	3.5	4.4	4.5	4.3	4.4	2.5	3.3	2.6	2.2	2.4	2.8	2.5	3.4	5.3	4.4	5.0	2.3	3.4
Historia	1.9	2.2	1.6	1.8	1.8	2.0	1.9	1.8	1.9	1.7	1.9	1.4	1.8	2.0	1.7	1.3	1.4	1.9	2.6	1.9	1.9	2.1	2.1
Séries+	3.9	4.5	3.9	3.4	3.4	3.9	4.3	4.3	3.4	3.4	3.5	3.4	3.4	3.3	3.5	2.1	2.8	3.8	5.0	4.3	4.0	3.5	3.4
VRAK.TV	1.5	4.7	3.4	3.2	2.3	1.1	1.6	3.8	3.6	2.6	1.4	2.9	2.7	2.0	11.3	8.5	14.3	2.6	4.8	1.1	4.6	1.1	2.3
Ztélé	2.5	4.4	4.6	3.9	3.5	2.0	1.9	3.5	2.9	2.7	3.3	5.9	4.9	4.4	3.1	3.0	3.3	2.6	3.1	1.5	5.9	2.7	3.1
MusiMax	0.5	0.8	0.7	0.6	0.6	0.5	0.5	0.6	0.6	0.6	0.6	0.8	0.7	0.7	0.8	0.4	0.3	0.5	0.6	0.4	0.9	0.5	0.6
MusiquePlus	0.7	2.3	1.8	1.3	0.9	0.4	0.6	1.8	1.3	0.9	0.7	1.7	1.2	0.9	3.1	1.1	2.5	0.8	2.3	0.4	2.3	0.5	0.7
TÉLÉTOON	1.8	3.4	3.7	3.6	3.0	1.4	1.7	3.6	3.7	3.1	2.0	3.9	3.6	2.9	5.7	11.7	10.9	2.8	2.5	1.2	4.5	1.5	2.6
TÉLÉTOON Rétro	0.2	0.2	0.5	0.5	0.4	0.2	0.3	0.6	0.6	0.5	0.2	0.5	0.4	0.4	0.6	2.0	0.7	0.4	0.4	0.2	0.1	0.2	0.3
<b>Total ATV+*</b>	<b>20.1</b>	<b>32.4</b>	<b>28.3</b>	<b>25.8</b>	<b>23.1</b>	<b>18.2</b>	<b>20.1</b>	<b>28.7</b>	<b>25.9</b>	<b>23.3</b>	<b>20.1</b>	<b>27.8</b>	<b>25.7</b>	<b>22.9</b>	<b>35.8</b>	<b>36.1</b>	<b>41.3</b>	<b>22.2</b>	<b>31.5</b>	<b>18.2</b>	<b>33.5</b>	<b>18.2</b>	<b>22.4</b>

Source: BBM Infosys, Fr. QC, Mo-Su 2a-2a, from Jan. 4 to May 23, 2010

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