



## Average weekly reach (000) - Summer 2010

	ALL 2+		A18+		A18-24		A18-34		A18-49		A25-54		W18+		W18-34		W18-49		W25-54		M18+		M18-34		M18-49		M25-54		K 2-11		9-14		T12-17	
	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%
<b>POPULATION</b>	<b>6776</b>	<b>100</b>	<b>5603</b>	<b>100</b>	<b>602</b>	<b>100</b>	<b>1554</b>	<b>100</b>	<b>3060</b>	<b>100</b>	<b>3035</b>	<b>100</b>	<b>2858</b>	<b>100</b>	<b>758</b>	<b>100</b>	<b>1503</b>	<b>100</b>	<b>1500</b>	<b>100</b>	<b>2745</b>	<b>100</b>	<b>796</b>	<b>100</b>	<b>1557</b>	<b>100</b>	<b>1535</b>	<b>100</b>	<b>676</b>	<b>100</b>	<b>447</b>	<b>100</b>	<b>497</b>	<b>100</b>
Canal D	3552	52.4	2984	53.3	324	54.0	742	47.7	1557	50.9	1576	51.9	1498	52.4	369	48.7	760	50.6	774	51.5	1486	54.1	373	46.8	797	51.2	802	52.3	267	39.6	248	55.1	301	60.6
Canal Vie	3113	45.9	2622	46.8	255	42.5	669	43.1	1350	44.1	1399	46.0	1433	50.1	361	47.7	739	49.1	770	51.3	1189	43.3	308	38.7	612	39.3	628	40.9	290	42.9	199	44.1	202	40.6
Historia	2252	33.2	1962	35.0	198	33.0	411	26.4	913	29.8	956	31.5	974	34.1	201	26.5	447	29.7	459	30.5	988	36.0	210	26.3	466	29.9	497	32.4	141	20.9	128	28.4	149	30.0
Séries+	2123	31.3	1814	32.4	194	32.3	454	29.2	904	29.6	896	29.5	951	33.3	238	31.4	461	30.7	466	31.0	864	31.5	216	27.2	443	28.5	430	28.0	151	22.3	141	31.2	158	31.8
VRAK.TV	2427	35.8	1774	31.7	269	44.9	514	33.1	1133	37.0	1023	33.7	893	31.2	261	34.5	574	38.2	512	34.1	881	32.1	253	31.8	559	35.9	512	33.3	300	44.4	325	72.2	353	71.0
Ztélé	2756	40.7	2292	40.9	283	47.2	670	43.1	1286	42.0	1255	41.3	1097	38.4	312	41.1	608	40.5	595	39.6	1194	43.5	358	45.0	678	43.6	660	43.0	241	35.7	206	45.7	223	44.8
MusiMax	1842	27.2	1552	27.7	166	27.6	386	24.8	806	26.4	814	26.8	762	26.7	189	25.0	393	26.2	391	26.1	790	28.8	196	24.6	413	26.5	423	27.5	160	23.7	118	26.1	130	26.2
MusiquePlus	2499	29.3	1823	28.5	233	40.1	596	34.2	1249	32.6	1160	29.6	887	26.7	274	33.3	603	32.1	566	29.2	936	30.4	322	35.0	646	33.1	594	30.0	418	25.3	304	35.7	258	44.1
TÉLÉTOON	1986	36.9	1596	32.5	240	38.9	531	38.3	997	40.8	899	38.2	763	31.0	253	36.1	482	40.1	439	37.7	833	34.1	279	40.4	515	41.5	460	38.7	171	61.8	161	67.4	219	52.0
TÉLÉTOON Rétro	495	7.3	339	6.0	32	5.3	115	7.4	236	7.7	230	7.6	174	6.1	73	9.7	133	8.9	119	7.9	164	6.0	42	5.2	103	6.6	111	7.2	107	15.8	44	9.8	49	9.9
<b>AstralTVPlus</b>	<b>5634</b>	<b>83.2</b>	<b>4621</b>	<b>82.5</b>	<b>519</b>	<b>86.5</b>	<b>1248</b>	<b>80.3</b>	<b>2511</b>	<b>82.1</b>	<b>2477</b>	<b>81.5</b>	<b>2385</b>	<b>83.5</b>	<b>628</b>	<b>82.9</b>	<b>1259</b>	<b>83.7</b>	<b>1248</b>	<b>83.1</b>	<b>2235</b>	<b>81.4</b>	<b>620</b>	<b>77.9</b>	<b>1253</b>	<b>80.5</b>	<b>1229</b>	<b>80.1</b>	<b>575</b>	<b>85.1</b>	<b>412</b>	<b>91.4</b>	<b>439</b>	<b>88.3</b>

Source: BBM Infosys TV, PPM, Fr. QC, Mon-Sun 2a-2a, May 24 to August 29, 2010

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

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