



## Average weekly reach (000) - Winter-Spring 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)	%		
<b>POPULATION</b>	<b>6776</b>	<b>100</b>	<b>5603</b>	<b>100</b>	<b>604</b>	<b>100</b>	<b>1554</b>	<b>100</b>	<b>3060</b>	<b>100</b>	<b>3033</b>	<b>100</b>	<b>2858</b>	<b>100</b>	<b>758</b>	<b>100</b>	<b>1503</b>	<b>100</b>	<b>1498</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>453</b>	<b>100</b>	<b>497</b>	<b>100</b>
Canal D	3601	53.1	3054	54.5	339	56.2	774	49.8	1594	52.1	1600	52.7	1502	52.5	364	48.1	760	50.6	778	52.0	1552	56.5	409	51.4	834	53.6	821	53.5	284	42.1	232	51.7	262	52.8
Canal Vie	3223	47.6	2712	48.4	290	48.1	694	44.6	1405	45.9	1437	47.4	1480	51.8	371	48.9	767	51.0	788	52.6	1232	44.9	323	40.6	638	41.0	649	42.3	299	44.2	205	45.7	212	42.7
Historia	2345	34.6	2026	36.2	205	33.9	431	27.8	948	31.0	978	32.3	1014	35.5	210	27.7	478	31.8	485	32.4	1013	36.9	221	27.8	470	30.2	493	32.1	165	24.4	133	29.6	154	30.9
Séries+	2129	31.4	1826	32.6	212	35.1	452	29.1	907	29.6	895	29.5	949	33.2	241	31.8	460	30.6	456	30.5	877	31.9	211	26.5	447	28.7	439	28.6	157	23.2	141	31.4	146	29.4
VRAK.TV	2507	37.0	1841	32.9	281	46.5	553	35.6	1204	39.3	1095	36.1	948	33.2	297	39.2	632	42.0	564	37.6	893	32.5	256	32.1	572	36.7	531	34.6	317	47.0	325	72.6	349	70.2
Ztélé	2748	40.6	2285	40.8	286	47.4	685	44.1	1307	42.7	1278	42.1	1080	37.8	311	41.0	619	41.2	616	41.1	1205	43.9	374	46.9	688	44.2	662	43.1	253	37.4	194	43.3	211	42.4
MusiMax	1794	26.5	1533	27.4	172	28.5	389	25.0	805	26.3	796	26.2	759	26.6	191	25.2	394	26.2	386	25.8	774	28.2	198	24.9	411	26.4	410	26.7	149	22.0	93	20.7	113	22.8
MusiquePlus	2457	30.4	1785	29.7	249	43.3	589	35.6	1248	33.7	1139	30.8	863	27.8	277	35.9	605	33.3	560	29.9	922	31.7	312	35.3	643	34.0	579	31.6	407	27.0	302	38.2	266	42.4
TÉLÉTOON	2058	36.3	1665	31.9	262	41.2	553	37.9	1030	40.8	934	37.6	796	30.2	272	36.5	501	40.3	448	37.4	869	33.6	281	39.1	530	41.3	485	37.7	183	60.2	171	67.5	211	53.5
TÉLÉTOON Rétro	530	7.8	374	6.7	45	7.4	159	10.2	281	9.2	261	8.6	198	6.9	91	12.0	162	10.8	140	9.3	176	6.4	68	8.5	119	7.6	121	7.9	114	16.9	45	10.0	42	8.4
<b>AstralTV+</b>	<b>5641</b>	<b>83.3</b>	<b>4636</b>	<b>82.7</b>	<b>516</b>	<b>85.5</b>	<b>1243</b>	<b>80</b>	<b>2522</b>	<b>82.4</b>	<b>2492</b>	<b>82.2</b>	<b>2380</b>	<b>83.3</b>	<b>613</b>	<b>80.9</b>	<b>1251</b>	<b>83.2</b>	<b>1243</b>	<b>83</b>	<b>2256</b>	<b>82.2</b>	<b>629</b>	<b>79.1</b>	<b>1270</b>	<b>81.6</b>	<b>1249</b>	<b>81.4</b>	<b>571</b>	<b>84.5</b>	<b>407</b>	<b>91</b>	<b>434</b>	<b>87.4</b>

Source: BBM Infosys TV, PPM, Fr. QC, Mon-Sun 2a-2a, Jan. 4 to May 23, 2010

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

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