# Winter | Spring
## 2021 TV Viewing Landscape

Although COVID-19 had an impact on original programming this Spring, Quebec audiences were able to tune in to some of their favorite TV shows with Total TV reaching 93% of the A2+ Quebec Franco population compared to 96% last Spring. While not all content was able to air a typical 13 week lineup, Quebec productions were able to continue and some live content was aired. With multiple changes to COVID-19 alert levels and people beginning to receive vaccinations, news stations and news content were very popular especially Premier of Quebec Mr.Legault's and Dr. Arruda's weekly press conferences.

## TV continued to reach
# 6,946,000
### *Quebecers on average per week this Spring in Quebec Franco.*

For key buying demographics
in an average week, TV reached:
—

| 85% | 90% | 91% |
|---|---|---|
| A18-34 | A18-49 | A25-54 |

Compared to same period last year with A25-54 and A18-49 indexing at 97% and 96% repectively and A18-34 at 93% .

Source: Numeris TV Meter, Quebec Franco, Wks 19-41 2019-20, Wks 18-40 2020-21, A2+, M-Su, 2a-2a, Rch (000), Rch%
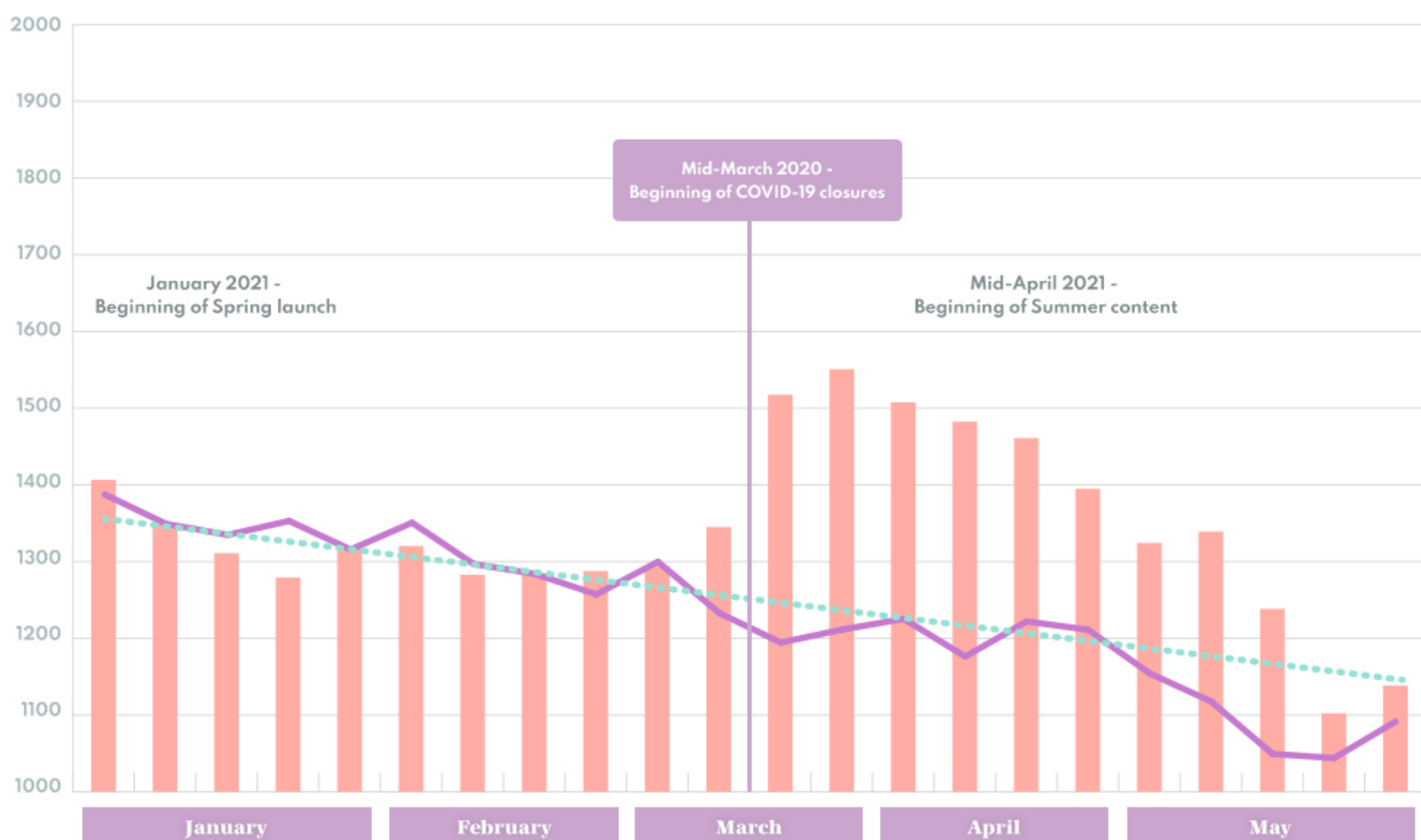
# Quebec Franco maintained 97% of their Audience

With social distancing and work from home protocols still in place, TV has continued to be a natural distraction throughout early Spring. Despite the 8:00pm and 9:30pm curfew still in effect, premature warm weather enticed Quebecers to spend more time outside. Overall tuning remained stable throughout Spring with the biggest impact seen on Specialty stations. Last Spring, the nation was glued to their TVs with people working from home as the Government assessed the COVID threat. During this time, people stayed updated and entertained by TV content resulting in a spike in audiences. Spring 2021 saw its numbers going back to trends seen in 2019 for both conventional and Specialty although not all conventional programs or sports were back at 100%.

### A2+ Total TV Quebec Franco

······ 2019 Trend Line    ▮ 2020    ▬▬ 2021

January 2021 -
Beginning of Spring launch

Mid-March 2020 -
Beginning of COVID-19 closures

Mid-April 2021 -
Beginning of Summer content

| January | February | March | April | May |

Source: Numeris TV Meter, Quebec Franco, Wks 18-39 2018-19 - 2020-21 , A2+, M-Su 2a-2a, AMA (000)