

LCN



PIERRE BRUNEAU | TVA NEWS



MARIO DUMONT



JEAN-FRANÇOIS GUÉRIN | QUÉBEC MATIN

LCN: THE POWER OF LIVE

QUEBECERS CATCHING UP ON THE NEWS

LCN attracts almost equal proportions of men (48%) and women (52%).

The show has a concentration of adults 18-34 years (index 134), men 18-34 years (index 138). They are professional (index 115), white collar (index 116) but also students (index 128). They are part of a household with an **annual revenue of \$100,000 and over** (index 123) and they have children younger than 18 (index 126).

They have an **education savings program** (index 129), they spend over \$200 in groceries each week (index 127). They love playing sports such as hockey (index 123), downhill skiing or snowboarding (index 112) and biking (index 111).

THE MOST WATCHED SPECIALTY CHANNEL

3,479,000
REACH

8.6
SHARE (%) A18+

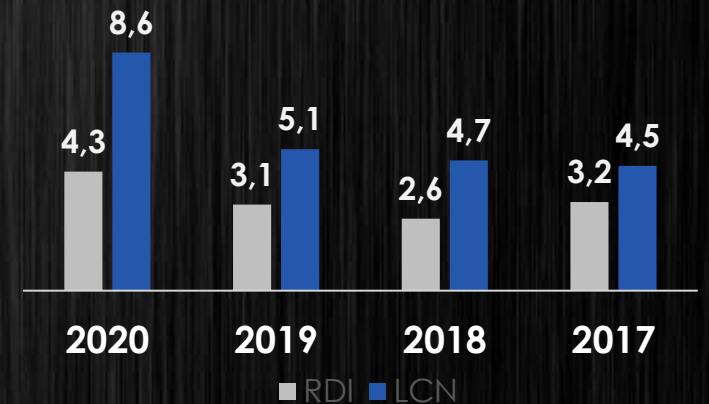
7.3
SHARE (%) A25-54

2,129,000
SUBSCRIBERS

6.7
SHARE (%) A18-34

7.2
SHARE (%) A18-49

REMAINS THE FAVOURITE ALL-NEWS SPECIALTY CHANNEL YEAR AFTER YEAR
SHARE OF MARKET – A18+



TVA NEWS: A DIGITAL SUCCESS

10,095,749
UNIQUE VISITORS

77,888,115
PAGE VIEWS

f 1.1M
FANS

t 389,000
FOLLOWERS