

# MOI ET CIE



## REACH LOVERS OF TRUE STORIES AND UNIQUE CHARACTERS

THE CHANNEL FOR TRUE-LIFE STORIES, FASCINATING CHARACTERS, DOCU-SERIES, OTHER SERIES AND CAPTIVATING, UNFORGETTABLE MOVIES.



A18-24  
INDEX 141



New vehicle (purchased within the last 2 years)  
INDEX 127



F18-49  
INDEX 140



Blue collar  
INDEX 141



Parents (Children 7 to 11)  
INDEX 121



Family revenue MORE THAN \$100,000  
INDEX 116

### UNMISSABLE

**1,142,000**  
REACH

**996,000**  
SUBSCRIBERS

**0.9**  
SHARE (%) F25-54

**0.7**  
SHARE (%) A25-54



Où es-tu ?



L'Enfer de Gypsy Rose Blanchard

### DIGITAL

**42,252**  
UNIQUE VISITORS

**129,638**  
PAGE VIEWS

**f 71K**  
FANS

**2.4K**  
FOLLOWERS