



NOOVO.CA

BOUTIQUE
NOOVO.CA



TV as we know it is
changing...

What was true last year
is **already outdated.**

To innovate, you have to try new things,
take risks, make mistakes, get back up... **grow.**



MAX LUCIFER



EN MODE SALVAIL



MP BARMAIDS



MP OD+ EN DIRECT



MAX ORANGE IS THE NEW BLACK



V OCCUPATION DOUBLE BALLI



GROUPE V MEDIA IS THE LARGEST INDEPENDENT BROADCASTER IN CANADA.



It owns three distinct and thriving television networks.

V: straightforward, fun and bold

MusiquePlus: young, daring and passionate

MAX: your destination for world-renown movies and series, in French



NOOVO.CA

Groupe V Media is also more than ever present and active on social media.

Noovo.ca: its online platform that offers free streaming content

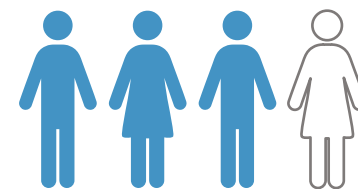
25Stanley: a sports blog with a unique flavour

Boutique Noovo: an online store...that will change everything



Since its foundation, Groupe V Media has invested over 250 million dollars in Quebec's culture. It's a strong model that protects cultural investments in Quebec.

With its three networks, Groupe V Media reaches

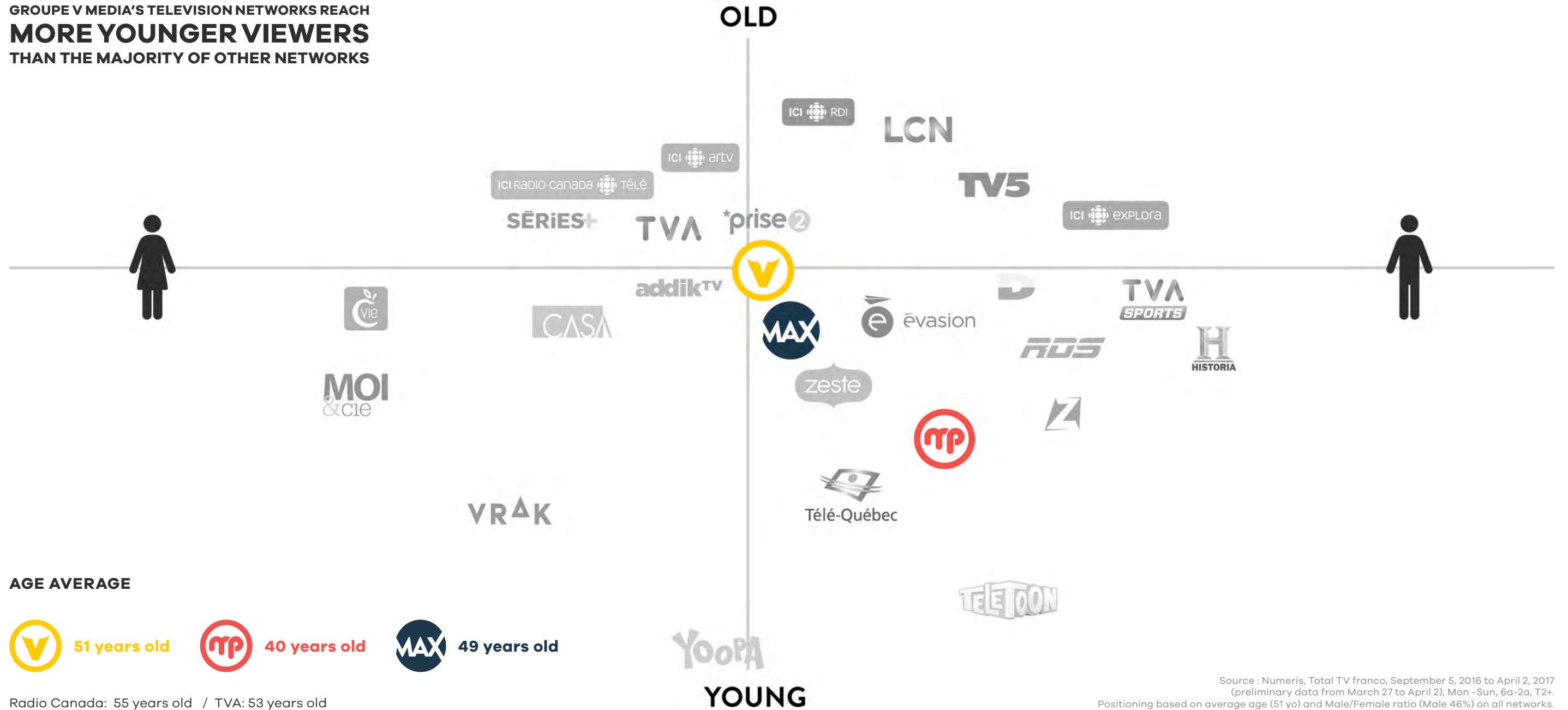


3/4 FRENCH CANADIANS



5.4M FRENCH CANADIANS EACH WEEK

GROUPE V MEDIA'S TELEVISION NETWORKS REACH MORE YOUNGER VIEWERS THAN THE MAJORITY OF OTHER NETWORKS



AGE AVERAGE

 **51 years old**
  **40 years old**
  **49 years old**

Radio Canada: 55 years old / TVA: 53 years old

Source : Numeris, Total TV franco, September 5, 2016 to April 2, 2017 (preliminary data from March 27 to April 2), Mon -Sun, 6a-2a, T2+. Positioning based on average age (51 yo) and Male/Female ratio (Male 46%) on all networks.

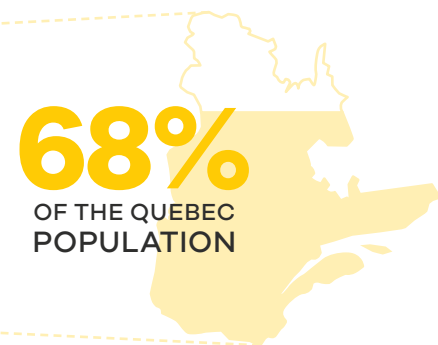
BOLD, FUN, STRAIGHTFORWARD

V is definitely the channel for those who like to have fun and who need an outlet to unwind, fall in love, and be entertained! V surprises, hooks you in, and always gets a reaction. It offers shows that have become part of Quebec's culture, influential personalities that connect with viewers and new shows that will definitely shatter conventional TV models by offering content on all platforms that engages everybody, anywhere, anytime.

V reaches close to 5 million French Canadians each week. It's the number one conventional network amongst 18-49 year olds. The network's viewers are influential and active consumers that live life to the fullest.



Each week, V reaches



OCCUPATION DOUBLE BALI

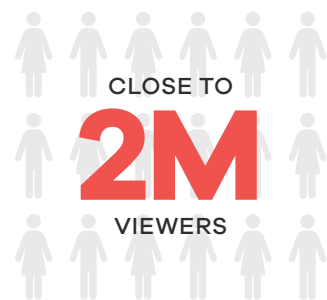
YOUNG, DARING, PASSIONATE

MusiquePlus is the specialty channel that offers edgy, trendy and creative content that redefines boundaries. Reality, fiction, humour and music can be found throughout hard-hitting shows, steeped in pop culture. These programs push the envelope and are talked about on all platforms. For over 30 years, MusiquePlus has been entertaining Quebec. It's more than a specialty network, it's a lifestyle.

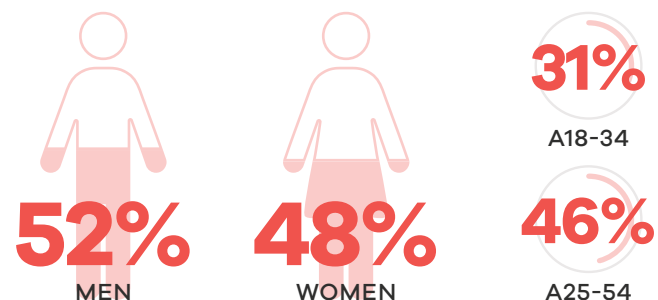
Each week, MusiquePlus reaches close to 2 million viewers each week. It's the specialty network that connects with millennial, and spoke to them even before it became popular.



Each week, MusiquePlus reaches



Audience composition



Source: Numeris — PQ Franco All 2+ & A18-34 (August 29, 2016 to April 30, 2017);
Monday – Sunday 6a-2a.

THE BEST MOVIES AND TV SERIES, IN FRENCH

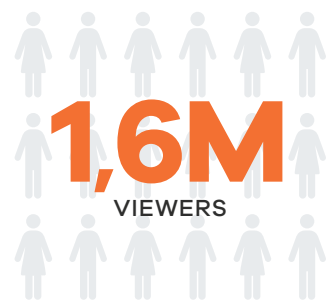
MAX is the television destination for world-renowned movies and series in French. The network offers varied programming that features the biggest names in the greatest movie classics and the most popular TV series. Offering higher reach among adults aged 25 to 54; MAX captivates an educated audience with a taste for quality content.

MAX reaches nearly 1.6 million Quebecers each week. Since its acquisition by Groupe V Media, the channel has tripled its market share amongst the 25-54 year olds and continues to win over new viewers by offering an unrivaled experience.

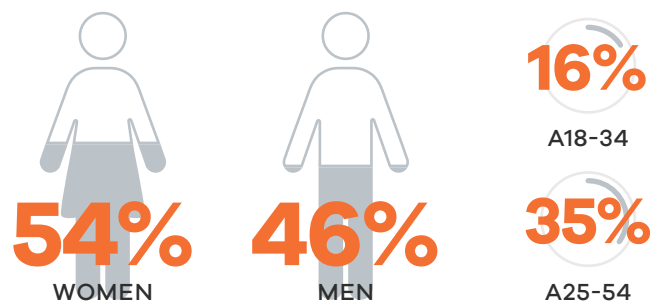


LUCIFER

Each week,
MAX reaches



Audience composition



Source: Numeris — PQ Franco All 2+ & A25-54
(August 29, 2016 to April 30, 2017 and September 1, 2014 to April 26, 2015) Monday – Sunday 6a-2a

AN ONLINE PLATFORM WITH **FREE** STREAMING CONTENT

Noovo.ca is the web platform that brings together the entertaining content of V and provides a window to specialty networks MusiquePlus and MAX. The digital platform also offers unique video content and blog posts that create a buzz.

Each month, Noovo.ca attracts over 900 000 unique visitors and generates more than 1.5 million video views.

NOOVO.CA



Monthly data

OVER
6M
PAGE VIEWS



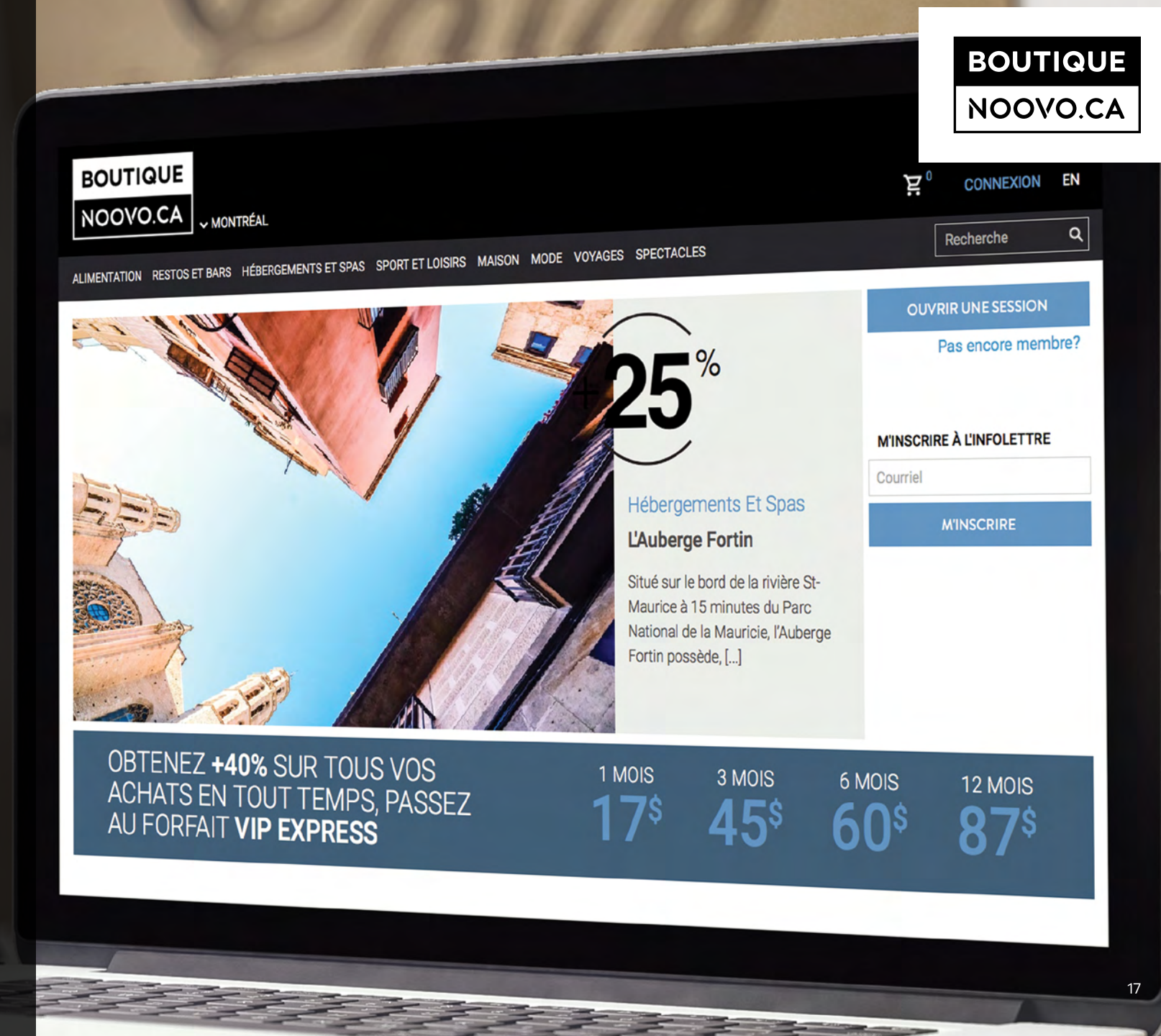
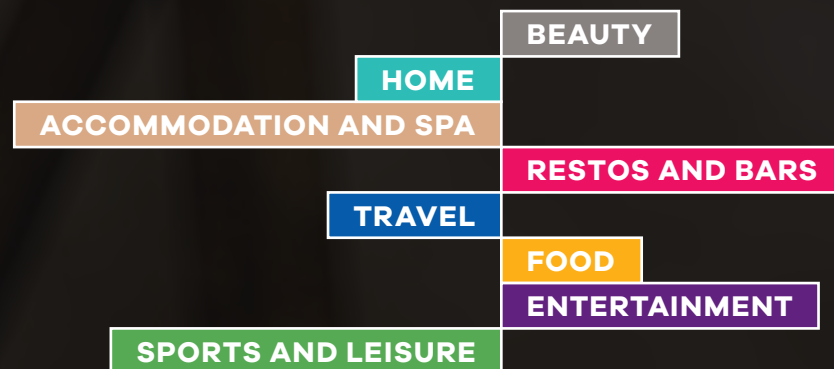
OVER
1.5M
VIDEO VIEWS

OVER
900 000
UNIQUE VISITORS

THE NEW WAY TO SHOP

With its unique business model, BoutiqueNoovo.ca enables advertisers to deploy highly effective ad campaigns without needing to invest cash. For consumers, the boutique is much more advantageous than joint buying sites, since it systematically offers them 25% to 40% in additional money on all their purchases without conditions or restrictions.

By becoming members, consumers can take advantage of great offers from a wide range of categories including restaurants and bars, accommodation and spas, travel, shows, sports and leisure, fashion, home and food. Shopping on BoutiqueNoovo.ca is a simple and effective way to encourage the local economy and get more value for your money!



**BOUTIQUE
NOOVO.CA**

**BOUTIQUE
NOOVO.CA** ▼ MONTRÉAL

🛒⁰ CONNEXION EN

Recherche 🔍

ALIMENTATION RESTOS ET BARS HÉBERGEMENTS ET SPAS SPORT ET LOISIRS MAISON MODE VOYAGES SPECTACLES

OUVRIRE UNE SESSION

Pas encore membre?

M'INSCRIRE À L'INFOLETTRE

Courriel

M'INSCRIRE

25%

Hébergements Et Spas
L'Auberge Fortin

Situé sur le bord de la rivière St-Maurice à 15 minutes du Parc National de la Mauricie, l'Auberge Fortin possède, [...]

OBTENEZ **+40%** SUR TOUS VOS ACHATS EN TOUT TEMPS, PASSEZ AU FORFAIT **VIP EXPRESS**

1 MOIS

17\$

3 MOIS

45\$

6 MOIS

60\$

12 MOIS

87\$

THE FAST-FOOD OF SPORTS

25Stanley.com is a sports blog with a unique flavour. Aimed at sports enthusiasts and fans wanting the inside scoop on the private lives of athletes, the blog offers sports content that is unique, informative and entertaining. 25Stanley is scoops, paparazzi, highlights, stories and trade rumors.

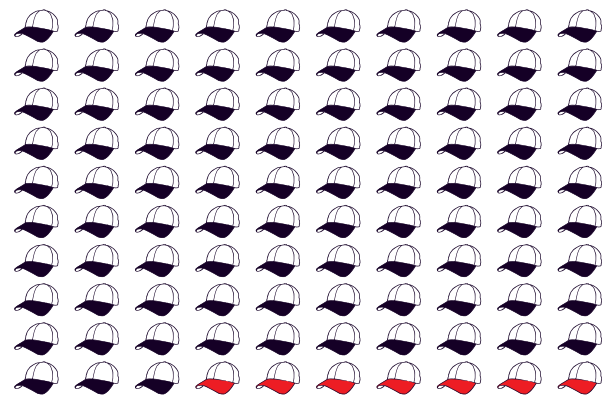
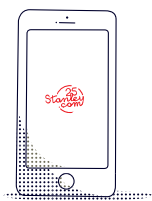
Each month, the blog attracts 340,000 unique visitors. 25Stanley is like an extra slice of bacon in a newsfeed that puts smiles on the faces of millennials!

Monthly data

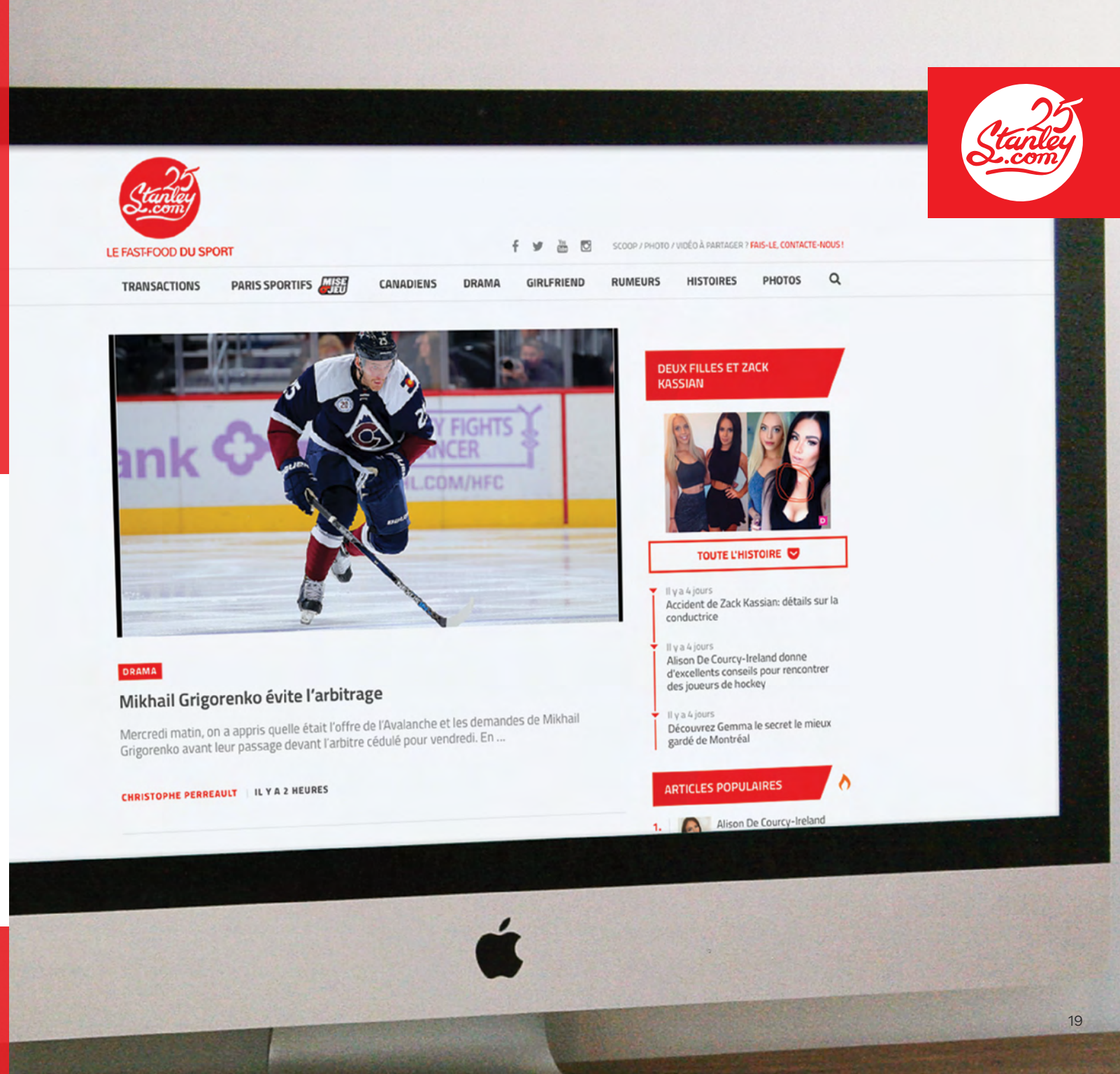


340 000
UNIQUE VISITORS

+ 2.8M
PAGE VIEWS



MEN **93%** WOMEN **7%**



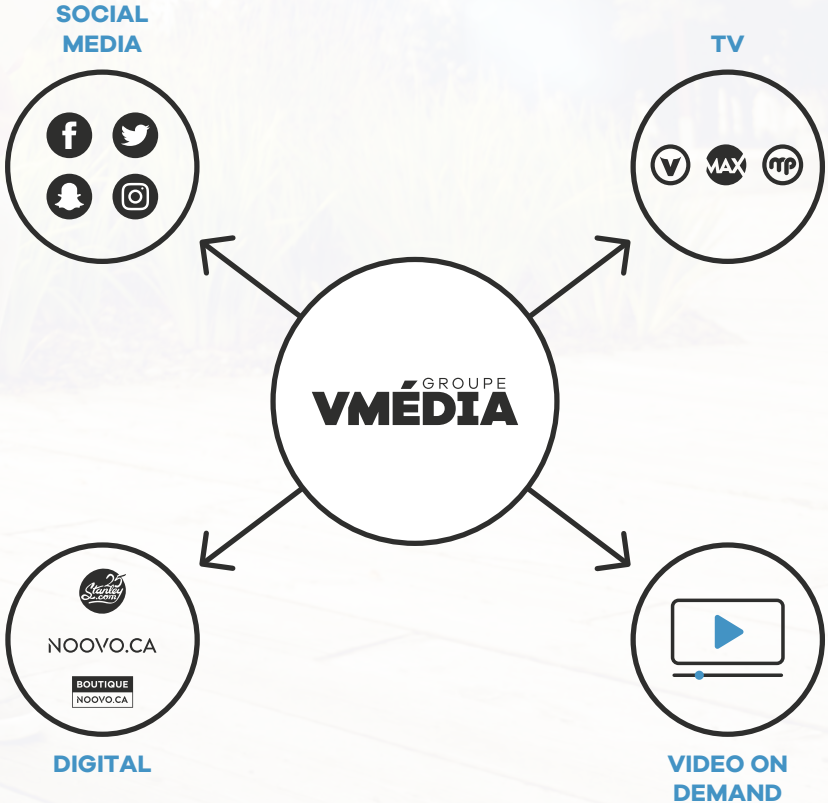


OUR APPROACH

At Groupe V Media, we use a strategy that is adapted to today's changing landscape. We offer multiple approaches and engage viewers everywhere. **Thanks to these numerous platforms, we capture new fans every day.**

And with our flexible, responsive, challenge-driven team, we help our clients attain their brand's objectives by proposing and delivering innovative and integrated campaigns. It's what we do best.

The success of our clients is OUR success.



Groupe V Media...

To escape, to get people talking.

To see things in a new light.

IT'S TV DONE

DIFFERENTLY.

GROUPE V MEDIA

355 Ste-Catherine West Street, suite 100

Montreal, Quebec, H3B 1A5

514-390-6100

noovo.ca | solutionspub.ca