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Winter 2017 Numeris surveys: with 4 million listeners, Bell Media's Montréal radio stations are essential for advertisers!

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8 of the 10 most popular shows on Montréal's English-language market air on CJAD 800

Findings from the winter 2017 Numeris PPM surveys published today show that over 4 million listeners tune into Bell Media's Montréal stations each week.¹ This means that Bell Media reaches 75% of the city's population through its stations **ÉNERGIE Montréal 94.3, 107.3 Rouge FM, Virgin Radio 96, CHOM 97.7, CJAD 800** and **TSN Radio 690**.³

These findings once again underscore the popularity of Bell Media's radio stations among Montréalers and their importance in the listeners' day-to-day lives. Besides broadcasting a rich range of content, these stations target complementary audiences, letting advertisers reach their customers effectively whether they operate in the city's English- or French-language markets. Bell Media thus remains an essential partner for advertisers both locally and internationally.

Montréal's English-language market

This winter, thanks to its stations **CHOM 97.7, Virgin Radio 96, CJAD 800** and **TSN Radio 690**, Bell Media controls a combined total of 71.8 commercial shares among adults aged 25 to 54, securing its place as top broadcaster in the Montréal English-language market.⁴

CHOM 97.7 is once again the most popular station with its target audience, namely men aged 25 to

54, with 26.8 commercial shares in the Montréal English-language market, 7 % up from last fall.⁴ The **MORNINGS ROCK** show hosted by **Terry DiMonte** remains the most popular show in the morning among men aged 25 to 54.² Reaching a grand total of 1,460,000 listeners,¹ **CHOM 97.7** has 20.7 commercial shares among adults aged 25 to 54, a 5% increase compared to the fall results.⁴

With 2,029,000 listeners in total, **Virgin Radio 96** continues to rank as the most popular station in terms of total reach among the city's English-language radio stations.⁴ The station also holds 23.3 commercial shares among adults aged 25 to 54 in Montréal's English-speaking segment.⁴

CJAD 800 has held onto its No. 1 spot among all listeners aged 2 and up, with 36.3 commercial shares.⁴ The station airs 8 of the 10 most popular shows of Montréal's Anglophone commercial market (2+)⁵, including **ANDREW CARTER**, first in the morning slot as well as Aaron Rand's show in late afternoon.² Overall, **CJAD 800** boasts 402,000 listeners this winter¹ and 22.1 commercial shares among adults aged 25 to 54.⁴

The official English-language radio broadcaster of the Canadiens, Alouettes and Montréal Impact, sports station **TSN Radio 690** reaches 270,000 listeners,¹ with 5.8 commercial shares among adults in the 25-to-54 age range.⁴

Montréal's French-language market

ÉNERGIE Montréal 94.3 reaches a total of 1,538,00 listeners¹ and has scooped 12.4 commercial shares among the 25 to 54 age group in Montréal's French-language market, up 20 % from last fall.⁴ The ever-popular **ÉRIC ET LES FANTASTIQUES**, hosted by **Éric Salvail** and his many guests, continues to be a smash success. Aired Monday to Friday from 4 to 6 p.m., the show remains the city's front-runner for its time slot among women aged 25 to 54 for three consecutive surveys.²

Lastly, this winter **107.3 Rouge FM** has a total of 1,738,00 listeners¹ in addition to gaining 11.8 commercial shares among adults aged 25 to 54 in Montréal's French-language market.⁴

All 105 Bell Media radio stations in the country can be accessed via the iHeartRadio app. This free digital audio service offers listeners over 200 streaming specialty music channels and sought-after music events. As the world's biggest music platform, to date iHeartRadio has tallied some 741,000 downloads in Canada.

The winter 2017 Numeris PPM surveys were held from November 28, 2016 to February 26, 2017.

Sources: Numeris, Winter 2017 (November 28, 2016 to February 26, 2017) / Fall 2016 (August 29, 2016 to November 27, 2016)

- T2+, Mon–Sun, 2a-2a, all Bell Media Radio stations combined or individual station, as the case may be (CKMF, CITE, CJFM, CHOM, CJAD, CKGM), total scope, weekly reach.
- T2+, Mon–Sun, 2a-2a, Bell Media Radio (CKMF, CITE, CJFM, CHOM, CJAD, CKGM), total Montréal, weekly reach
- T2+/A25-54/ M25-54, Mon–Sun, 2a-2a, CKMF, CITE, CJFM, CHOM, CJAD, CKGM, Montréal Franco/Montréal Anglo, commercial shares (based on total listening time of the market’s commercial stations).
- T2+/F25-54, featured program’s time slot, CJAD, CKMF, Montréal Anglo/Montréal Franco, listening shares
- T2+, Montréal Anglo, Top shows (AMA)



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Bell Media creates content and builds brands that entertain, inform, engage, and inspire audiences through the platforms of their choice. Bell Media is Canada’s leading content creation company with premier assets in television, radio, out-of-home advertising, and digital media. Bell Media owns 30 local television stations led by CTV, Canada’s highest-rated television network; 30 specialty channels, including TSN and RDS, Canada’s most-watched specialty channels in English and French; and four pay TV services, including The Movie Network and Super Écran. Bell Media is also Canada’s largest radio broadcaster, with 105 licensed radio stations in 54 markets across Canada, all of which are made available through its streaming service and the iHeartRadio brand. Bell Media owns Astral Out of Home with a network of over 30,000 advertising faces in British Columbia, Alberta, Ontario, Québec and Nova Scotia. Bell Media also operates over 200 websites; delivers TV Everywhere through its CraveTV and innovative GO video streaming services; produces live theatrical shows through its partnership with Iconic Entertainment Studios; and owns Dome Productions Inc., a multi-platform production company. Bell Media is part of BCE Inc. (TSX, NYSE: BCE), Canada’s largest communications company. For more information on Bell Media, visit www.bellmedia.ca.