



# HORS JEU 2.0

## LOTS OF FUN TO BE HAD!

Paying respects to Paul Buisson, the man behind the original Hors-Jeu series, our hosts Yannick Lévesque and André Roy will follow in Paul's footsteps in this 2.0 version of Hors-Jeu. Yannick and André will follow Quebec athletes during a couple of days, and through different activities, giving viewers the opportunity to get to know these athletes outside of their work environment.

TOTAL A2+ REACH OF

**2,6M**

WHICH REPRESENTS

**37% of the entire french-speaking population of Québec**

GENERAL  
PROFILE



**M18-49**  
25% i:162



**HHI > 75K**  
28% i:141



**TRADE SCHOOL**  
15% i:111

## SPONSORSHIP OPPORTUNITIES



- Show sponsorship
- Made-to-measure integrations



- The show's official page
- Bonus content (bloopers, extra scenes, etc.)