



THE BEST OF HISTORY

Historia reaches each week 1.9 million viewers of which 783 000 A25-54 & 434 000 M25-54!
The **market share** of the station among A25-54 is 1.7% & 2.2% on M25-54.

Average of
48 years old

38% of viewers
are women



Watch Historia an average of
1.7 hours
each week

Average HHI*
\$70,309



62% are men



49% work full-time*

Source : *PMB 2015 Spring 2 year Product Database
Source : Numeris, Québec French, All 2+, January 4th, 2016 to May 29th, 2016.



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The most popular programs on **Historia** :

Historia (T2+)					Historia (M25-54)				
Title	Day	Start time	End time	Aud. (000)	Title	Day	Start time	End time	Aud. (000)
Malédiction d'Oak Island, La	Monday	9:00 PM	10:00 PM	98.4	Malédiction d'Oak Island, La	Monday	9:00 PM	10:00 PM	26.6
Fais un homme de toi	Wednesday	9:00 PM	9:30 PM	89.3	Pawn Stars : prêteurs sur gages	Tuesday	8:00 PM	8:30 PM	24
Pawn Stars : prêteurs sur gages	Wednesday	8:00 PM	8:30 PM	82	Fais un homme de toi	Wednesday	9:00 PM	9:30 PM	23
Hangar 1: dossier OVNI	Monday	9:00 PM	10:00 PM	75.1	Hangar 1: dossier OVNI	Monday	9:00 PM	10:00 PM	23
Légende de la mine maudite, La	Monday	10:00 PM	11:00 PM	73.5	Atelier de restauration, L'	Tuesday	9:00 PM	9:30 PM	20.4
Atelier de restauration, L'	Tuesday	9:00 PM	9:30 PM	66.7	Bing Bang	Thursday	9:00 PM	9:30 PM	19.5
Fièvre des encans, La	Wednesday	9:30 PM	10:00 PM	61.6	Fièvre des encans, La	Wednesday	9:30 PM	10:00 PM	18
Temps des sucres, Le	Wednesday	10:00 PM	10:30 PM	59.6	Fièvre des encans, La	Wednesday	9:00 PM	9:30 PM	17.8
Mordus de course	Wednesday	10:00 PM	10:30 PM	56.5	Nos ancêtres les extraterrestres	Monday	8:00 PM	9:00 PM	16.7
Nos ancêtres les extraterrestres	Monday	8:00 PM	9:00 PM	56.1	Légende de la mine maudite, La	Monday	10:00 PM	11:00 PM	15.8
Preuve manquante, La	Monday	10:00 PM	11:00 PM	54.2	Fous des bolides	Thursday	10:30 PM	11:00 PM	15.5
Fièvre des encans, La	Wednesday	9:00 PM	9:30 PM	52.9	Chasseurs d'épaves	Wednesday	8:00 PM	8:30 PM	15.3
Bing Bang	Thursday	9:00 PM	9:30 PM	52.4	Temps des sucres, Le	Wednesday	10:00 PM	10:30 PM	15.2
Hommes du Mississippi, Les	Friday	9:00 PM	10:00 PM	51.3	Pawn Stars : prêteurs sur gages	Friday	10:00 PM	10:30 PM	14.4
Sur la trace des momies	Monday	10:00 PM	11:00 PM	51.1	Mordus de course	Wednesday	10:00 PM	10:30 PM	13.3
Nos ancêtres les extraterrestres	Saturday	1:00 PM	2:00 PM	49.5	Fous des bolides	Thursday	8:00 PM	8:30 PM	13.1
AŞ de la brocante, Les	Tuesday	10:00 PM	11:00 PM	48.6	Appalaches: la guerre du ginseng	Friday	9:00 PM	10:00 PM	13.1
Pawn Stars : prêteurs sur gages	Friday	10:00 PM	10:30 PM	48.3	Temps des sucres, Le	Saturday	12:00 AM	12:30 AM	12.4
Pawn Stars : prêteurs sur gages	Wednesday	7:00 PM	7:30 PM	46.6	Aux armes!	Tuesday	10:00 PM	11:00 PM	12.4
Mordus de course	Wednesday	10:30 PM	11:00 PM	44.6	Encan des géants, L'	Thursday	9:30 PM	10:00 PM	12.4

Source : Numeris, Québec French, All 2+ & M25-54, January 4th, 2016 to May 29th, 2016.