

STAR ACADÉMIE

2021: THE REBOOT OF STAR ACADÉMIE

“Star Académie was a true social phenomenon. We’re still feeling the effects today after nine years of absence.”

– Denis Dubois, VP of original content, Québecor Content

55%

market shares amongst A25-54 during its final season

STAR ACADÉMIE AIRED FROM 2003 TO 2012

During the final season, its Sunday broadcasts reached 2.2M Quebecers on average each week.

**The challenge for the reboot
of Star Académie:
Reinvent itself with today's
media behaviors and, at
least, reach 55% share.**



Teens 12-17

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150



Youth 18-24

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121



Adults 25-54

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Women 25-54

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Adults 35-54

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THE SHOW THAT BRINGS TOGETHER EVERY GENERATION

The Alternatives



The Selectives



The Savers



BUT THERE ARE SEGMENTS TO CONQUER

How do you deploy Star Académie in order to gather new audiences?

STAR ACADEMIE.CA

Auditions + Galas + Weekday shows

TVA.CA

TVA

illico

MAKE SURE ALL SHOWS ARE OTT-FIRST

STAR
ACADÉMIE.CA

Backstage + Exclusives + Mentors + Voting + Classes + Profiles + Various



+
club illico

DEPLOY DAILY DIGITAL CONTENTS

STAR
ACADÉMIE.CA

Music streaming + Podcast

qub
MUSIQUE

qub
RADIO

ADD MUSIC STREAMING AND A PODCAST

STAR ACADÉMIE.ca

Promotions + Interviews + Editorials



MAKE IT THE TALK OF THE TOWN

STAR ACADÉMIE.CA

Teasers + Pictures + Gossips + Interactions



PROMOTE IT ON SOCIAL MEDIAS

STAR ACADÉMIE.CA

TVA.CA
TVA
cloud illico

club illico

qub
MUSIQUE
qub
RADIO



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