## SIAR ACADEMIE

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

150



Youth18-24

121



**Adults 25-54** 

125



Women 25-54

137



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?



#### MAKE SURE ALL SHOWS ARE OTT-FIRST

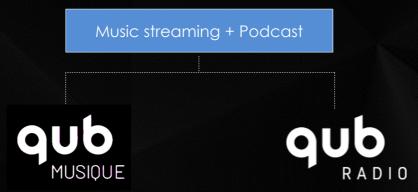


Backstage + Exclusives + Mentors + Voting + Classes + Profiles + Various



#### DEPLOY DAILY DIGITAL CONTENTS





#### ADD MUSIC STREAMING AND A PODCAST





#### MAKE IT THE TALK OF THE TOWN



#### PROMOTE IT ON SOCIAL MEDIAS



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