



MULTICULTURAL

I N F L U E N C E

WE ARE



FILM AND DOCUMENTARY
PRODUCER

AN INDEPENDENT
IMMIGRANT
OWNED COMPANY

MULTILINGUAL
ENGLISH • SPANISH • ITALIAN

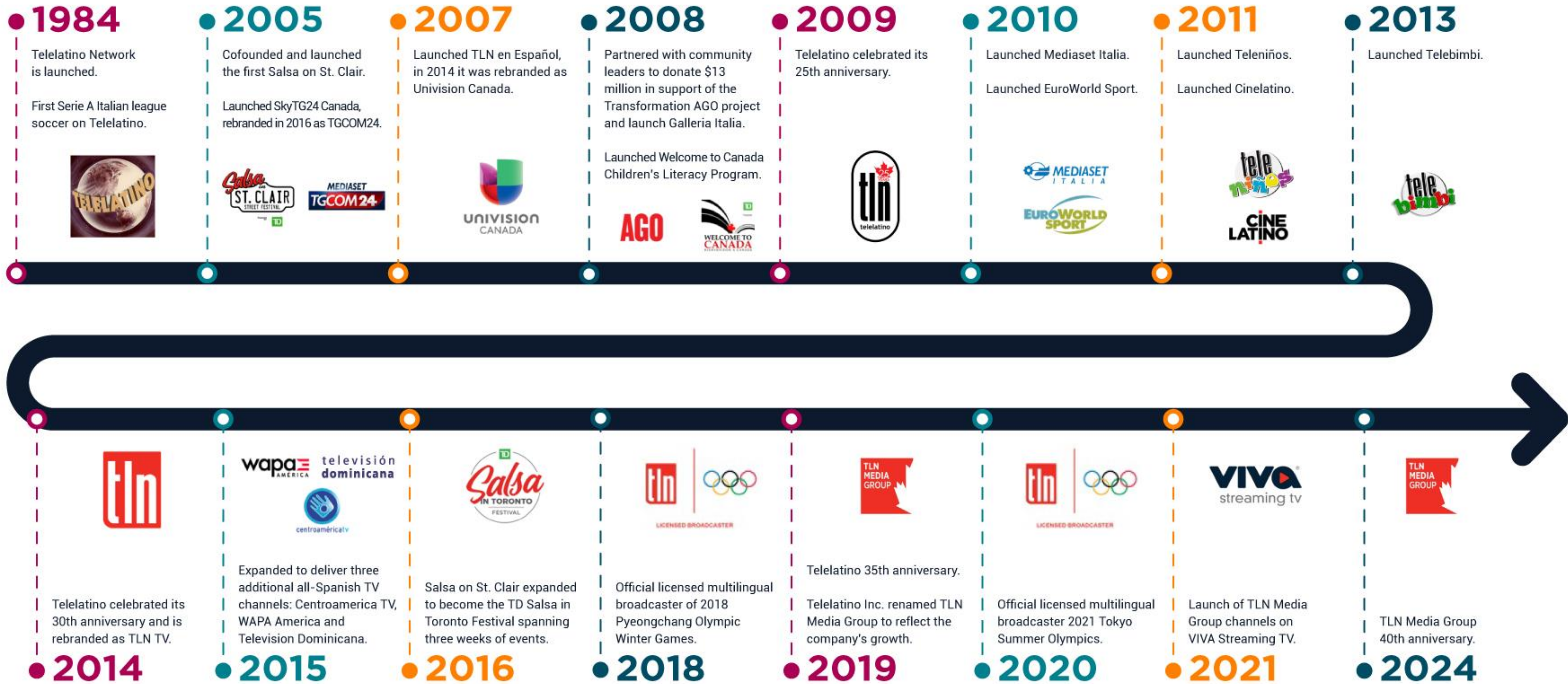


CANADA'S
MOST INFLUENTIAL
MULTICULTURAL
MEDIA ORGANIZATION

EVENT
EXPERTS



40 years championing multiculturalism...



Multilingual TV Channels

Our flagship channels target three growing and widespread markets across Canada, ensuring your brand reaches the right demographic in the most effective ways.



English

English language culturally connected programming. **Reaching nearly 5 million homes across Canada.**



UNIVISION
CANADA

Spanish

The best shows from the Hispanic world plus great Canadian programs. **Reaching almost 2 million homes across Canada.**

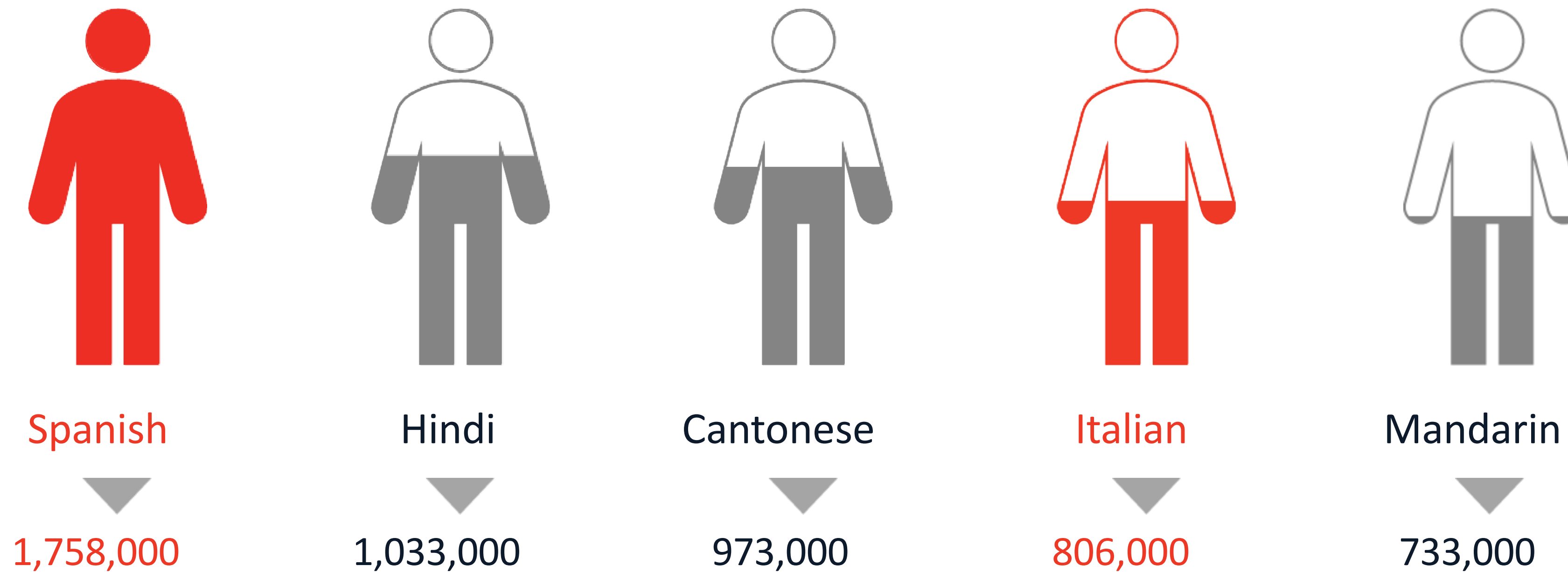


Italian

The top shows from Italy plus great Canadian programs. **Reaching almost 3 million homes across Canada.**



Spanish and Italian rank #1 and #4 for most spoken non-official languages in Canada.



Source: Vividata SCC|Study of the Canadian Consumer Winter 2024 is based on fieldwork completed from October 2022 to September 2023 in major markets, and from October 2021 to September 2023 in local markets. Total sample size is 45,948 Canadians Age 14+.



NEWCOMERS ARE TUNING INTO TLN TV

TLN ranks #5 out of the top 74 TV channel audiences for likelihood to have been in Canada for less than 2 years. 70% more likely than the general population.

Source: Vividata SCC|Study of the Canadian Consumer Fall 2024.



NEW IMMIGRANTS WATCH OUR ITALIAN TV CHANNEL

Mediaset Italia ranks #3 out of the top 74 TV channel audiences for likelihood to have been in Canada for less than 2 years. 93% more likely than the general population.

Source: Vividata SCC|Study of the Canadian Consumer Fall 2024.



NEWCOMERS LOVE OUR SPANISH TV CHANNEL

Univision Canada ranks #2 out of the top 74 TV channel audiences for likelihood to have been in Canada for less than 2 years. 94% more likely than the general population.

Source: Vividata SCC|Study of the Canadian Consumer Fall 2024.

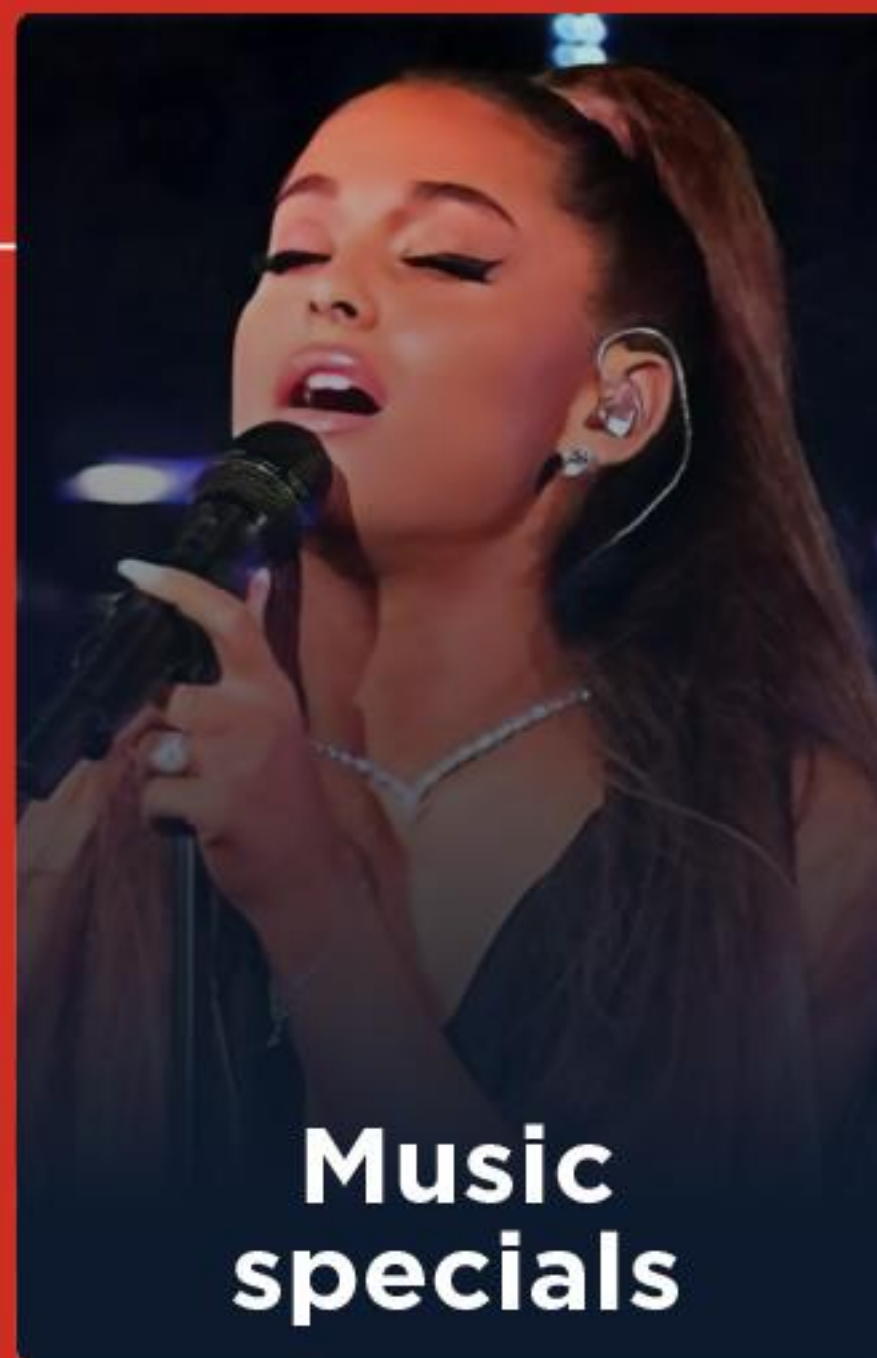
TLN TV



A wide range of sporting events, with a particular emphasis on Serie A Italian League soccer matches with in-depth analysis and commentary.



Engaging lifestyle programming hosted by renowned chefs such as David Rocco, Lidia Bastianich and many more.



Captivating music specials featuring artists such as Andrea Bocelli, Ariana Grande, Avicii and Luciano Pavarotti.



Classics like Eat Pray Love, 13 going on 30, The Pursuit of Happiness and many more.

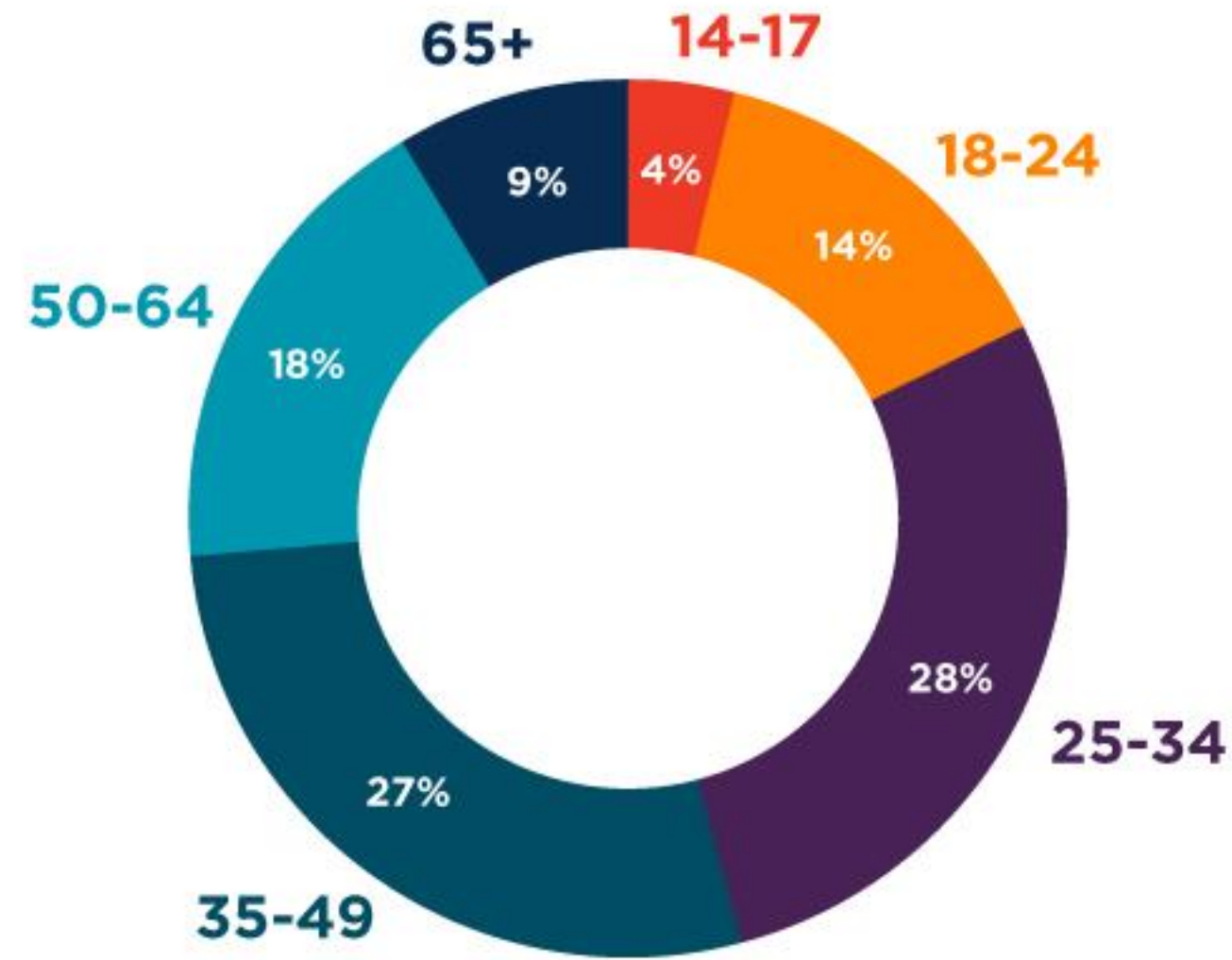


TLN viewers

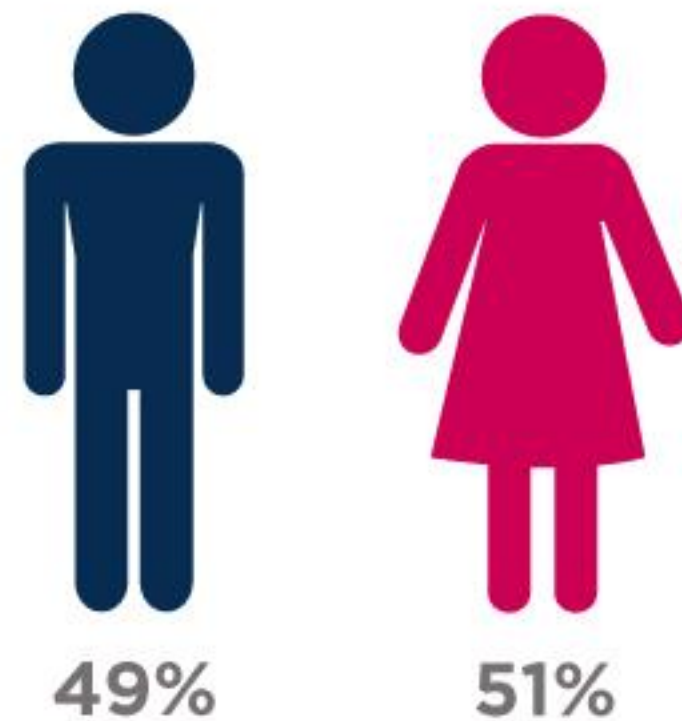


1,039,000
weekly viewers

Age



Gender



TLN Audience Insights

TLN ranks in the Top 5 out of 74 TV channels

Profile



expect to get married in the next 12 months



tend to go for premium products/services over standard options



important that household is equipped with latest technology

Advertising Influence

TLN viewers rank **#1** to recommend a product after having seen an ad for it on TV.
(**385%** more likely than avg Canadian)

TLN viewers rank **#3** to purchase a product after having seen an ad for it on TV.
(**254%** more likely than avg Canadian)

Source: Vividata SCC|Study of the Canadian Consumer Spring 2024, Fall 2024

Based on fieldwork completed from October 2023 to September 2024 in major markets, and from October 2023 to September 2024 in local markets. Total sample size is 54,478 Canadians Age 14+.

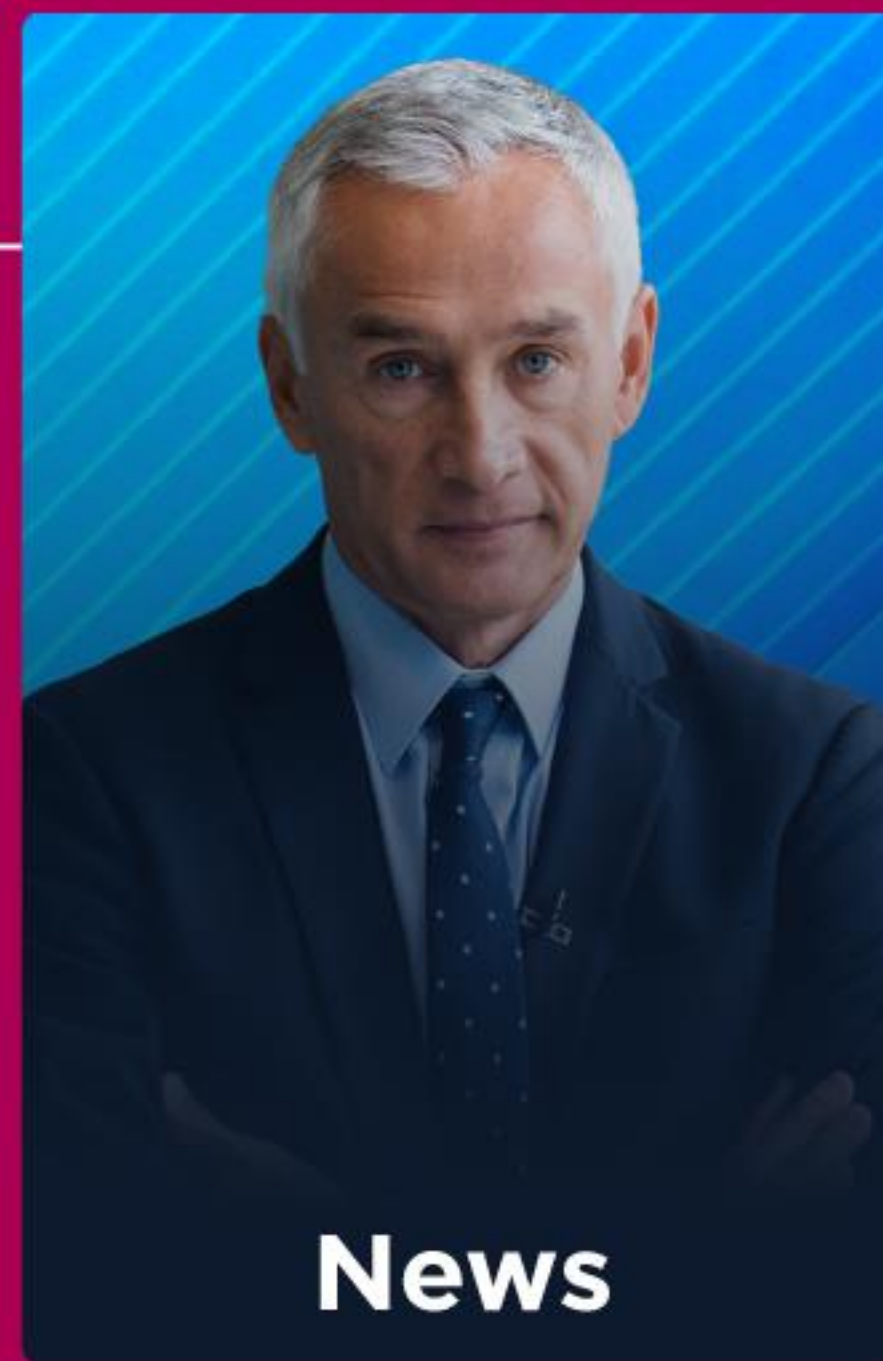
Univision Canada



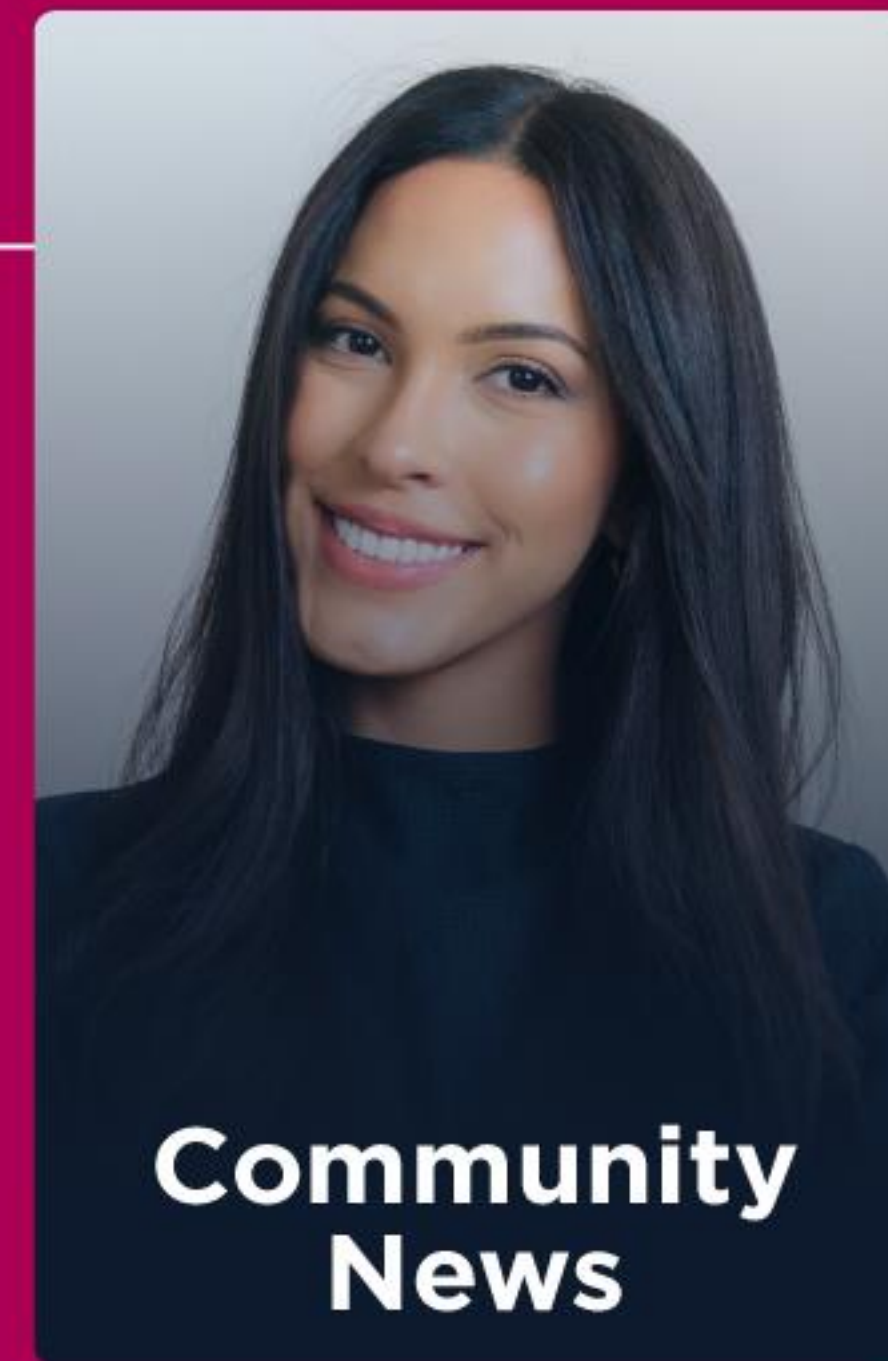
Soap operas that bring to life intricate stories, complex characters, and gripping narratives.



Celebrate Latin music! Broadcast of internationally renown award shows like the Latin Billboard Awards and Premio Lo Nuestro.



News and stories that keep Hispanic Canadians in the loop.



Nationally renowned host Camila Gonzalez brings the latest in news, current affairs and entertainment to Canada's 1.6M Spanish speakers.



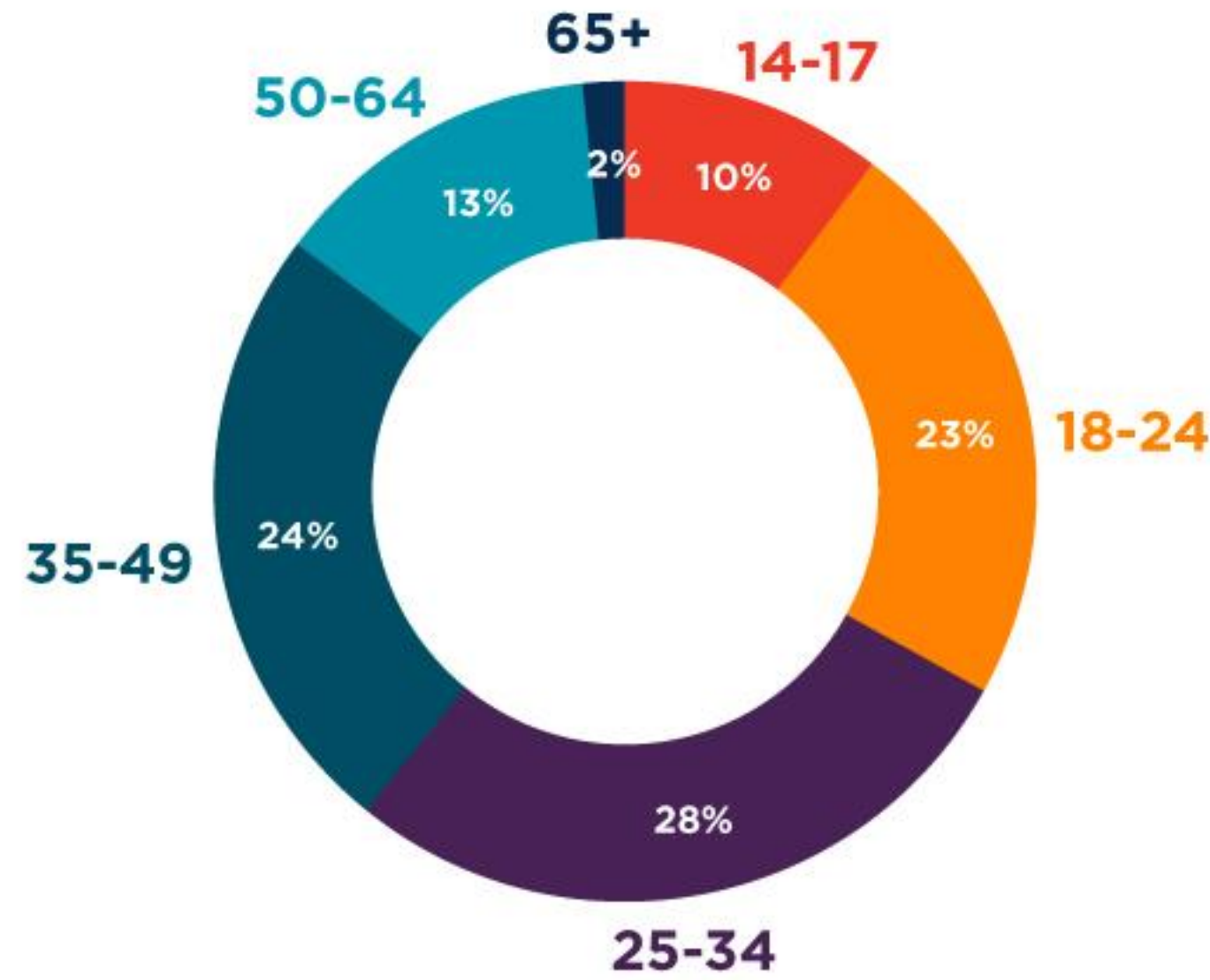
Univision Canada viewers



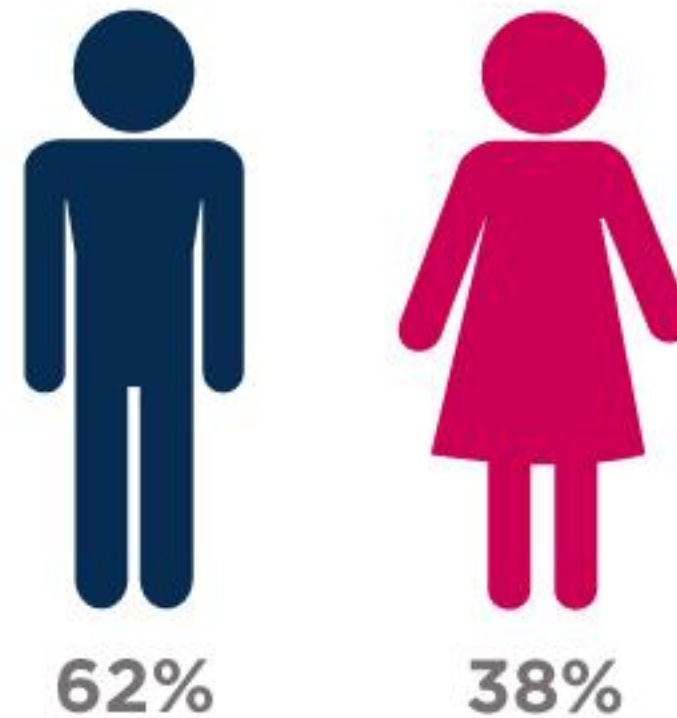
UNIVISION
CANADA

1,006,000
weekly viewers

Age



Gender



Univision Canada Audience Insights

Univision Canada ranks in the Top 5 out of 74 TV channels

Profile



intend to obtain mortgage in the next 12 months



intend to purchase new vehicle in the next 12 months



household income 200k+

Advertising Influence

Univision Canada viewers rank **#4** to purchase a product after having seen an ad for it on TV. **(252% more likely than avg Canadian)**

Univision Canada viewers rank **#4** to recommend a product after having seen an ad for it on TV. **(280% more likely than avg Canadian)**

Source: Vividata SCC|Study of the Canadian Consumer Spring 2024, Fall 2024

Based on fieldwork completed from October 2023 to September 2024 in major markets, and from October 2023 to September 2024 in local markets. Total sample size is 54,478 Canadians Age 14+.

Mediaset Italia



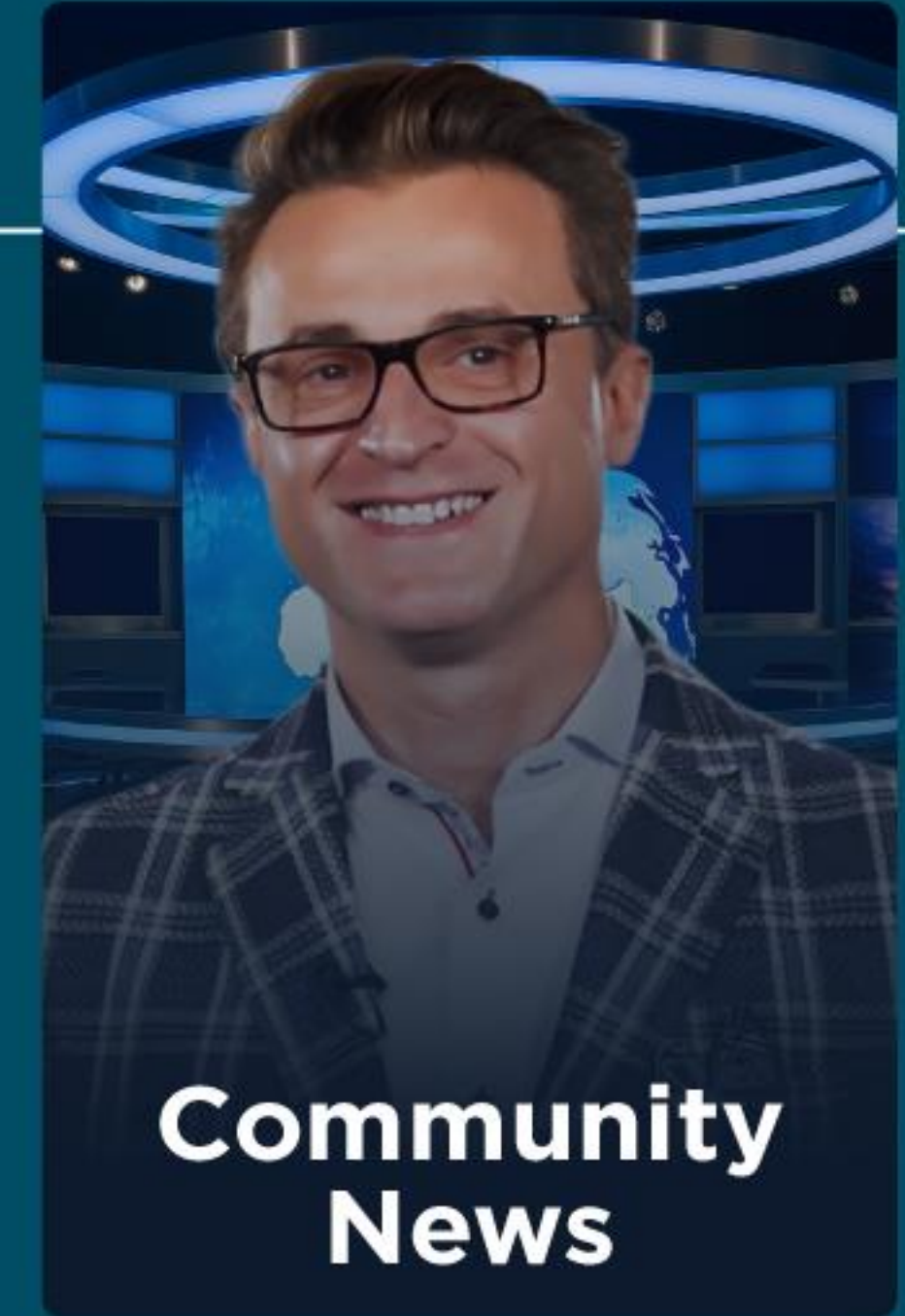
Beloved Italian dramas and series known for their captivating storylines, memorable characters, and top-notch production quality.



Up-to-the-minute news from Italy. Viewers can stay informed about national and international events, politics, and social issues affecting Italy and the world.



The channel hosts talk shows and interviews with prominent figures in Italian politics, culture, and society.



Nationally renowned host Antonio Giorgi brings the latest in news, current affairs, and entertainment to Italian Canadians from coast to coast.

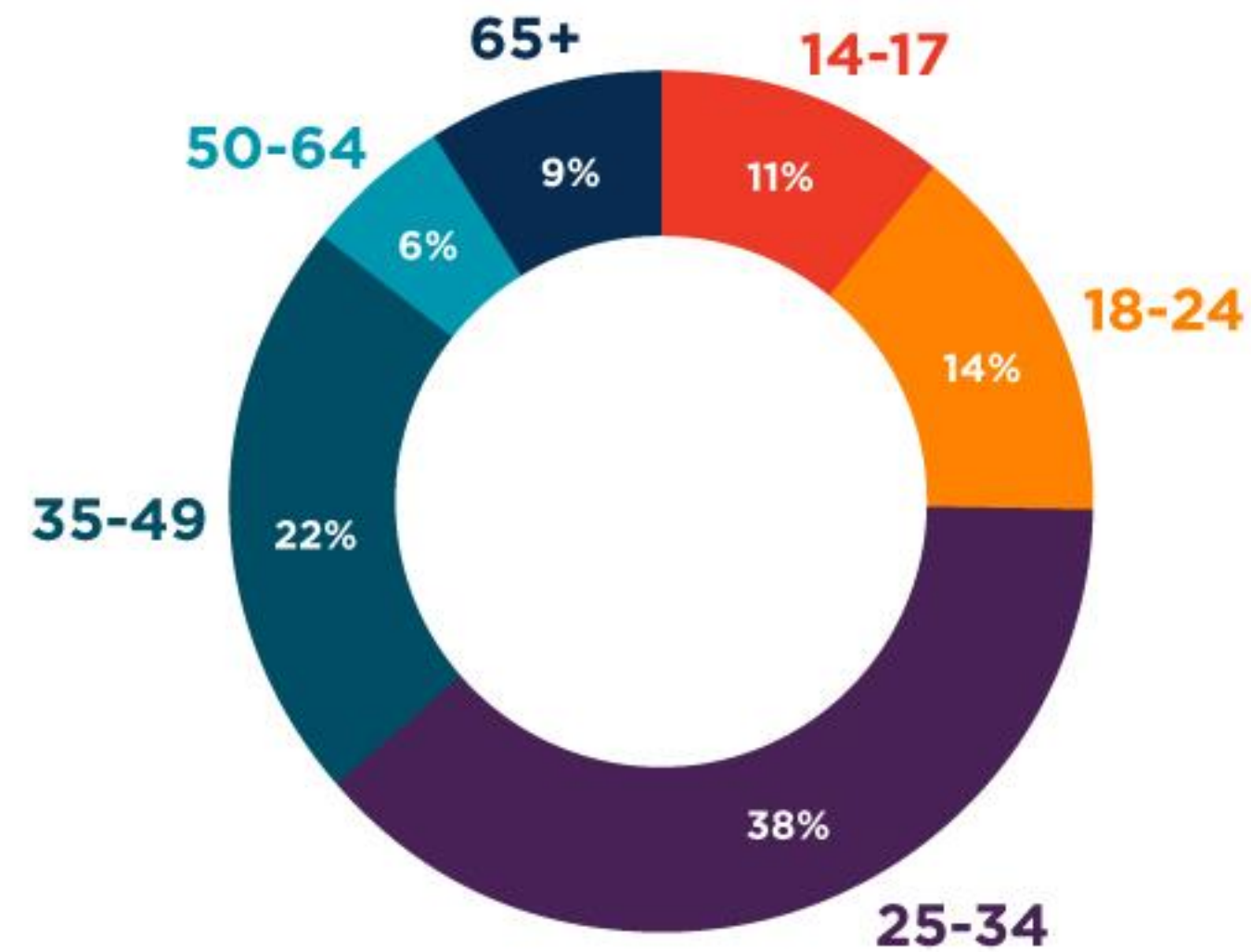




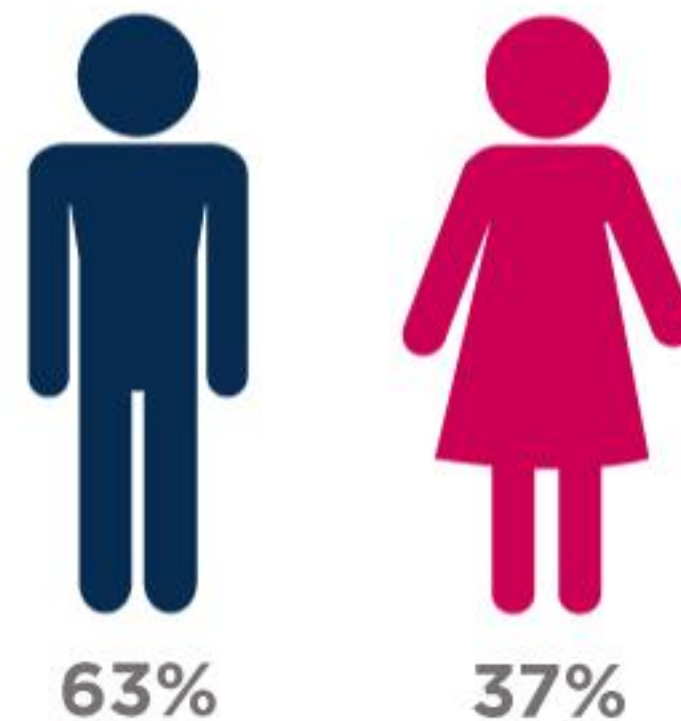
Mediaset Italia viewers

**MEDIASET
ITALIA**
899,000
weekly viewers

Age



Gender



Mediaset Italia Audience Insights

Mediaset Italia ranks in the Top 5 out of 74 TV channels

Profile



willing to pay for products that elevate personal status



influence others on their purchase decisions



enjoy being extravagant

Advertising Influence

Mediaset Italia viewers rank **#1** to purchase a product after having seen an ad for it on TV. (**319%** more likely than avg Canadian)

Mediaset Italia viewers rank **#2** to recommend a product after having seen an ad for it on TV. (**337%** more likely than avg Canadian)

Canada's Home of Serie A



SERIE A



2024-2025

Serie A on TLN Excites

THE WORLD'S FAVOURITE CLUBS



BROADCAST COVERAGE

Over 114 LIVE Matches
Aug 17, 2024 – May 25, 2025

SATURDAY & SUNDAY 9A | 12P | 2:30P
IN ITALIANO

Dries
Mertens

Nikola Milenkovic

Duvan
Zapata

Serie A on TLN League Diversity

Serie A players are from around the world - 62% of the 664 players

Over 73 foreign countries are represented by players in Serie A

The top ten countries represented in the Serie A include:



France
34 players
8.5% of Foreign Players



Argentina
25 players
6% of Foreign Players



Brazil
18 players
4.5% of Foreign Players



Spain
18 players
4.5% of Foreign Players



Serbia
17 players
4% of Foreign Players



Portugal
16 players
4% of Foreign Players



Netherlands
16 players
4% of Foreign Players



Poland
15 players
4% of Foreign Players



Croatia
14 players
5% of Foreign Players



Denmark
12 players
3% of Foreign Players



4.4 MILLION CANADIANS FOLLOW SERIE A

15% OF ALL CANADIANS 18+ FOLLOW ITALIAN LEAGUE SOCCER

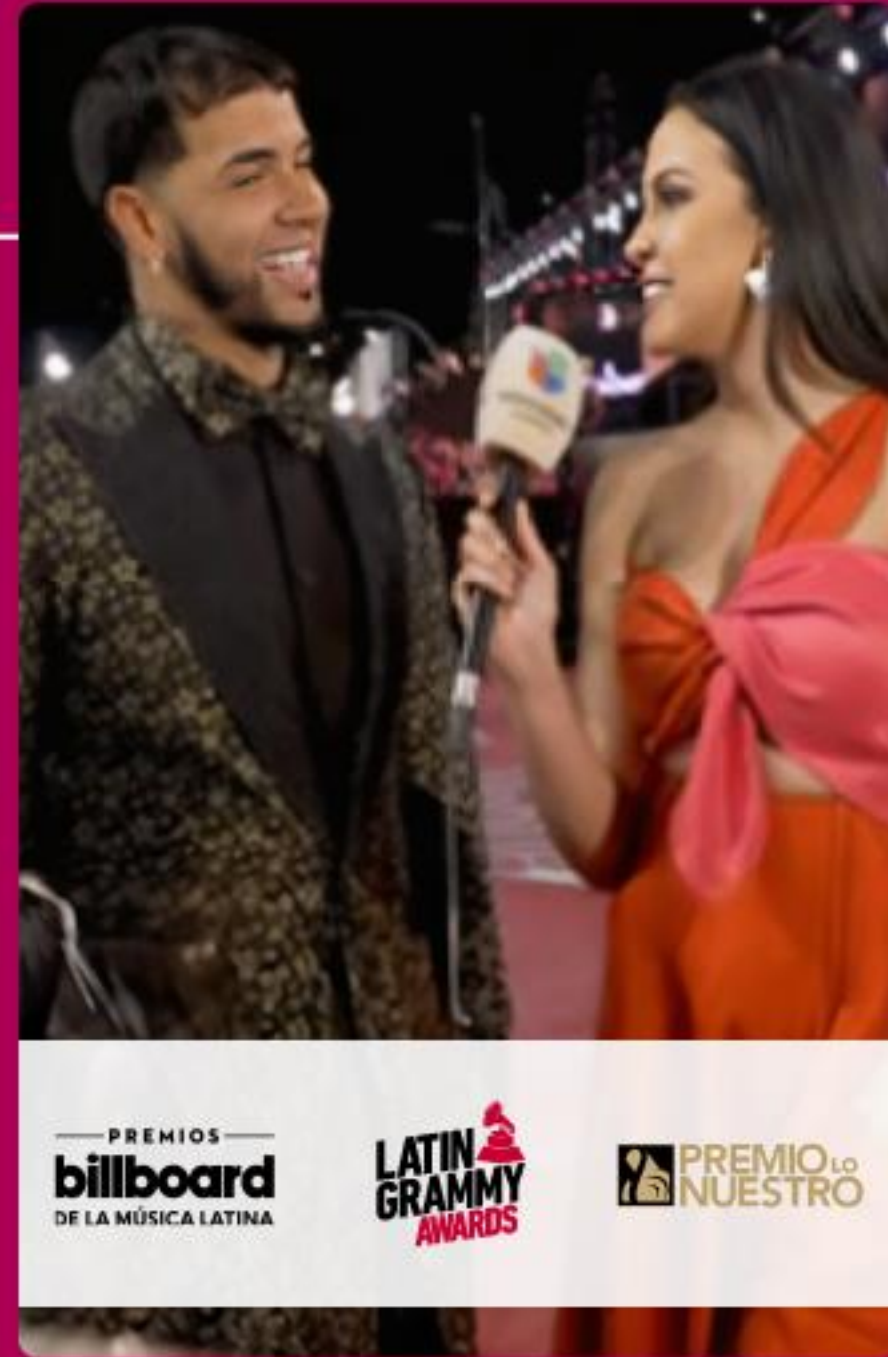
Source: Vividata SCC Sports & eSports 2021

Live events



Salsa in Toronto

Co-founding partner of TD Salsa in Toronto Featuring TD Salsa on St. Clair Street Festival.



Special TV events

Exclusive multilingual coverage throughout the year.



Community

Proud supporter and partner of culturally connected organizations across Canada.



Experiences

TLN Media Group office and studio features distinct event spaces to meet client and partner needs.



SALSA BY THE NUMBERS

\$34M

in new spending
attributed to the festival

\$6.2M

in tax revenue
created

350K

festival attendees

158

equivalent full
time jobs created

350+

artists showcased



SALSA ATTENDEES

64%

are non-Latin American

88%

spent a minimum of 2 hours at the event

62%

are aged between 20-39

60K

are new to Canada
(been in Canada for less than 2 years)

100K

tourists travelled to the festival
(beyond 40km)

53%

of tourists stayed a minimum of 1 night

TLN COMMUNITY NEWS HIGHLIGHTS



Minister Tibollo discusses Ontario mental health initiatives and 40 years of TLN | TLN Connects



Minister Lecce discusses plan for young Ontarians and 40 years of TLN | TLN Connects



Minister Calandra on the housing crisis and his Italian heritage | TLN Connects



Minister David Piccini on the Federal Budget, Bill 149 and his Italian Heritage | TLN Connects



Federal Minister of Tourism Soraya Martinez Ferrada visits TLN Media Group | TLN Connects



TLN
MEDIA
GROUP

Thank you

