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TV CANADA



## **Bloomberg TV Canada Launches on Videotron, Delivering Business and Financial News to 1.5 Million Quebec Households**

(Toronto) Bloomberg TV Canada today announced the launch of its service on Videotron, the largest digital TV provider in Quebec. The channel has been carried by most major cable and satellite systems in Canada since its launch in November. Its availability on Videotron marks the channel's continued commitment to providing the widest distribution nationwide and demonstrates the remarkable support the channel has received from Canada's pay TV community. Bloomberg TV Canada can now be found on Videotron channels 680 HD and 80 SD.

"We are very pleased that Bloomberg TV Canada is now available widely in Videotron households across Quebec, bringing the channel's reach to over 7.5 million households nationally," said Chris Fuoco, VP Sales and Marketing, Channel Zero.

Backed by Bloomberg News' award-winning journalists in Canada, the network's programming features industry-leading economic data and analysis derived from the [Bloomberg Professional service](#) – the platform used by more than 327,000 financial professionals globally. Live, market-moving reports come from the company's 2,400 journalists in 150 news bureaus across 73 countries, including Bloomberg's six Canadian news bureaus in Montreal, Toronto, Ottawa, Calgary, Vancouver and Winnipeg. Furthering Bloomberg LP's commitment in Canada, the company will be unveiling a brand-new, state-of-the-art office on Montreal's McGill College Avenue later this year.

In addition to delivering content from the network's global feed, Bloomberg TV Canada has added two flagship shows to its programming schedule. [The Daily Brief](#) with Pamela Ritchie, a one-hour program airing weekdays at 4pm and 8pm ET, provides viewers with an in-depth look at the day's market action and where investors find value. [Bloomberg North](#) hosted by Amanda Lang, Pat Kiernan and Rudyard Griffiths, weekdays at 6pm and 9pm ET, explores the top headlines driving business and speaks with industry leaders and decision makers impacting the global economy. The channel also delivers live news hits hourly from the TSX, providing viewers with relevant Canadian updates from here at home and around the world.

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**For more information, please contact:**

Channel Zero/Bloomberg TV Canada  
Rhonda Messieh  
+1 416-492-1595 ext. 2071  
[rhonda.messieh@chz.com](mailto:rhonda.messieh@chz.com)

Videotron  
Youann Blouin  
+1 514-380-7069  
[youann.blouin@videotron.com](mailto:youann.blouin@videotron.com)

**About Bloomberg TV Canada**

Bloomberg TV Canada delivers the best of Bloomberg's global markets information, essential Canadian business and financial news, and dynamic lifestyle programming to influential Canadian decision-makers. With input from 30 journalists in six news bureaus in major markets across Canada, and access to 2,400 journalists reporting from 150 bureaus in 73 countries worldwide – Bloomberg TV Canada becomes the first business and financial information source for Canadians, providing its audience with a critical edge by connecting them to a vital network of information, people and ideas. Bloomberg TV Canada broadcasts from the heart of Toronto's financial district with studios at Brookfield Place and TSX. For more information, please visit [www.bloombergtv.ca](http://www.bloombergtv.ca). Bloomberg TV Canada is operated by [Channel Zero](#) in Toronto.

**About Videotron**

Videotron ([www.videotron.com](http://www.videotron.com)), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access, cable telephone and mobile telephone services. Videotron is a leader in new technologies with its illico interactive television service and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of September 30, 2015, Videotron was serving 1,745,900 cable television customers, including 1,564,600 Digital TV subscribers. Videotron is also the Québec leader in high-speed Internet access, with 1,559,500 subscribers to its cable service as of September 30, 2015. As of the same date, Videotron had 742,500 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,329,500 Québec households and organizations. For the tenth consecutive year, Videotron was ranked as Québec's most respected telecommunications company, based on a Léger survey.