



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

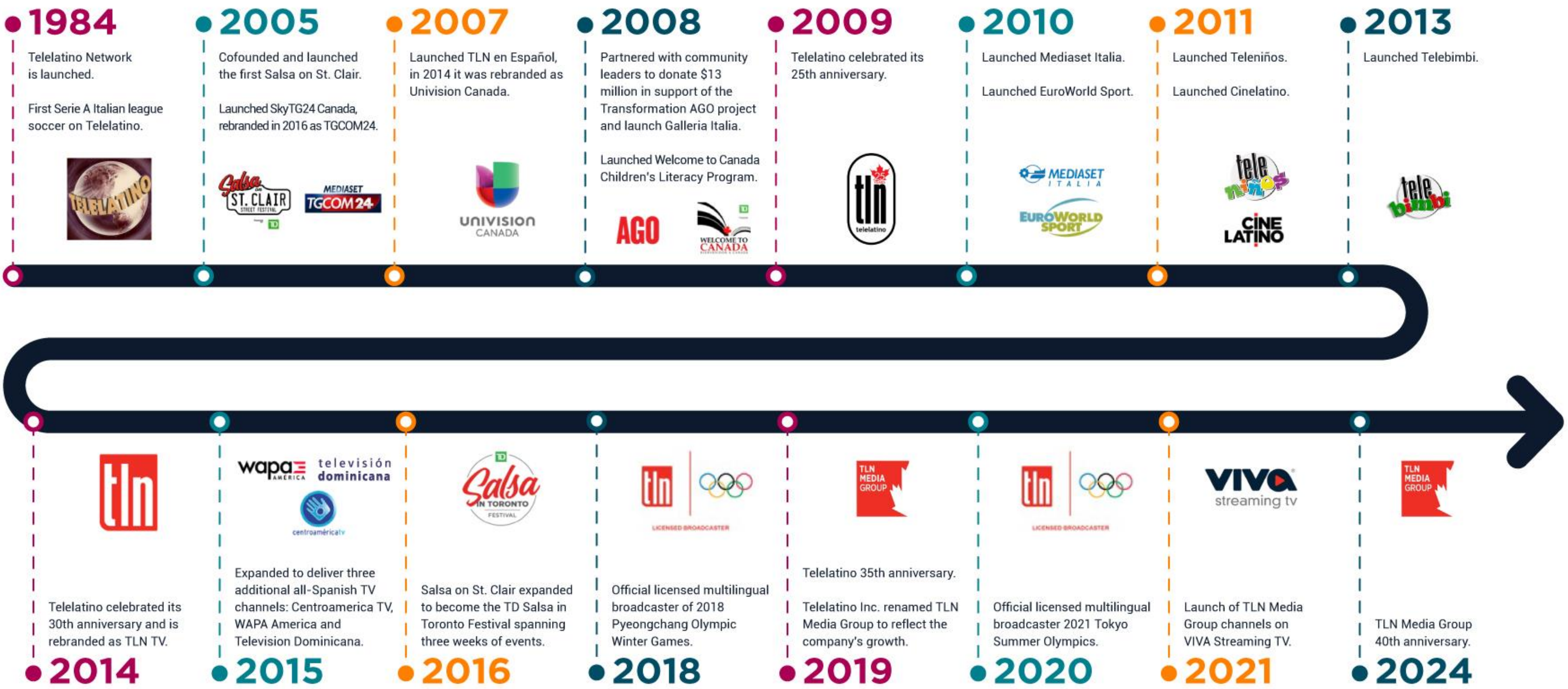


CANADA'S
MOST **INFLUENTIAL**
MULTICULTURAL
MEDIA ORGANIZATION

**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.**

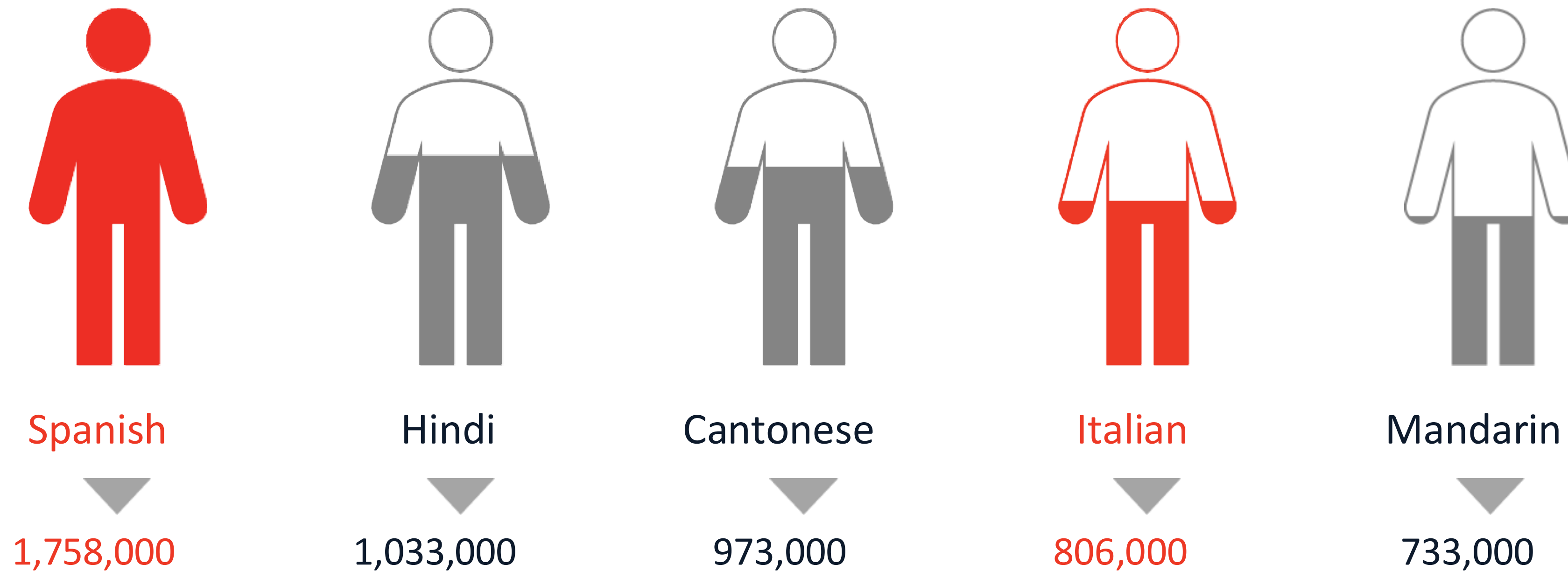


Italian

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.

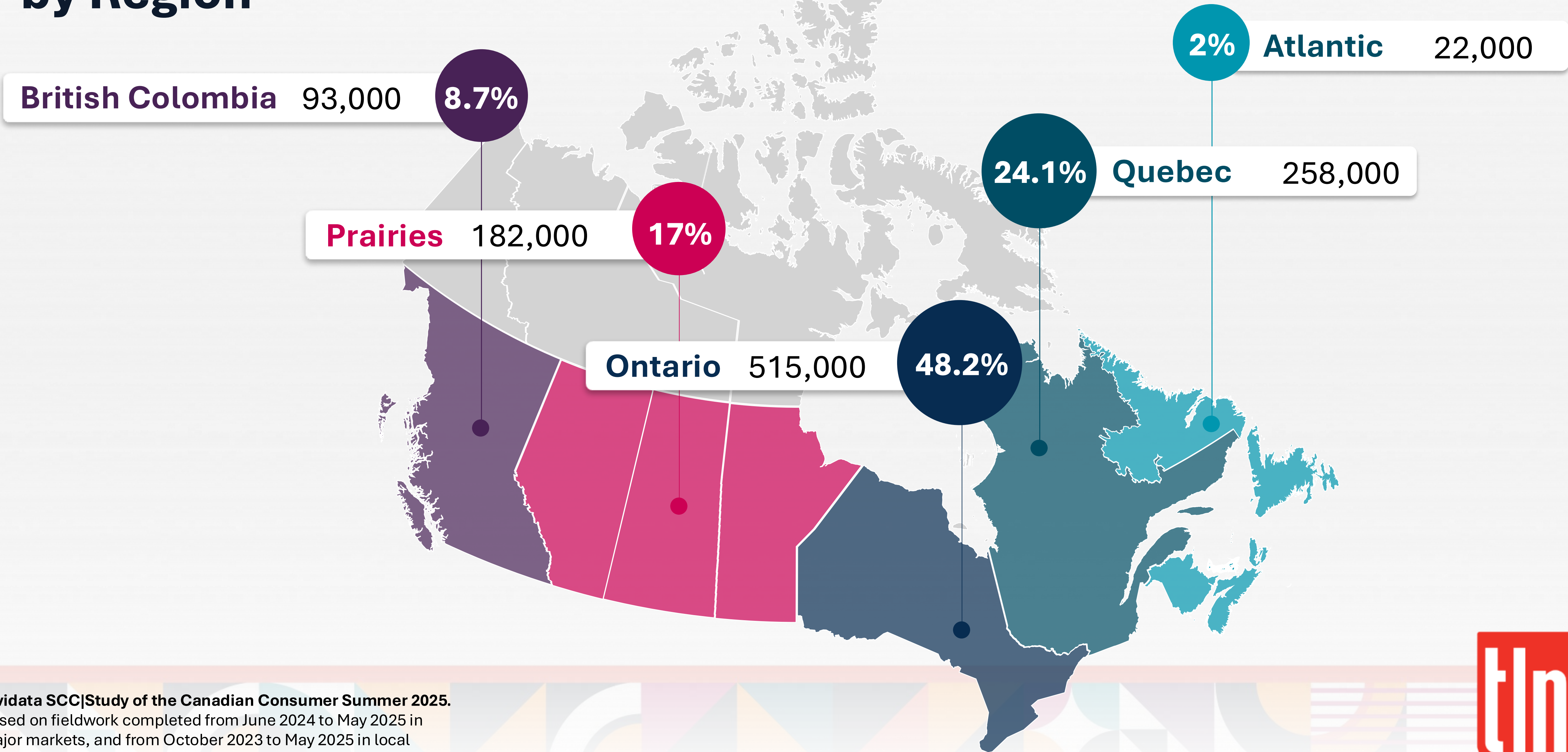


Captivating music specials featuring artists such as Andrea Bocelli, Ariana Grande, Avicii and Luciano Pavarotti.



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

TLN Weekly Viewers by Region

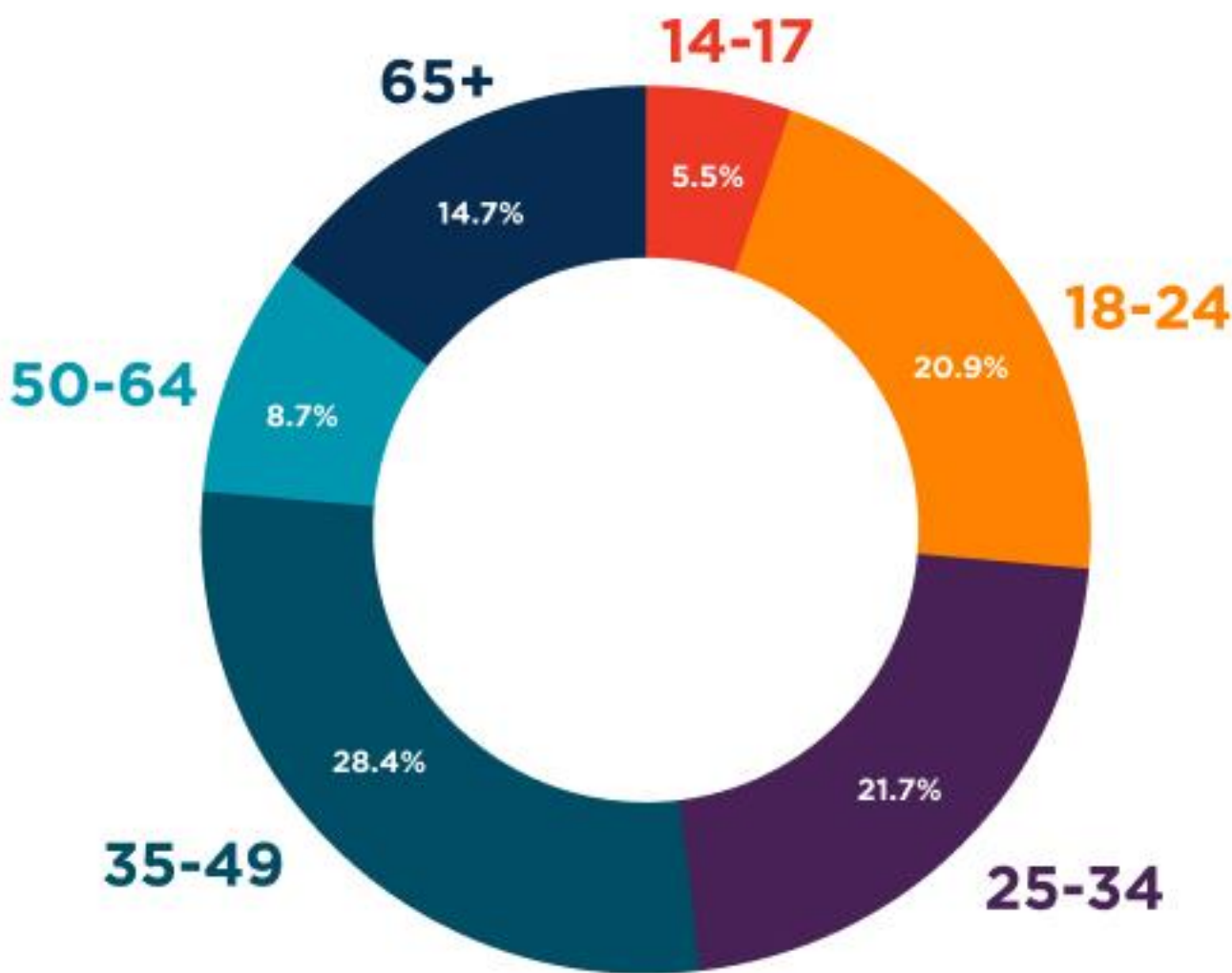


Vividata SCC|Study of the Canadian Consumer Summer 2025.
Based on fieldwork completed from June 2024 to May 2025 in major markets, and from October 2023 to May 2025 in local markets. Total sample size is 66,795 Canadians Age 14+.

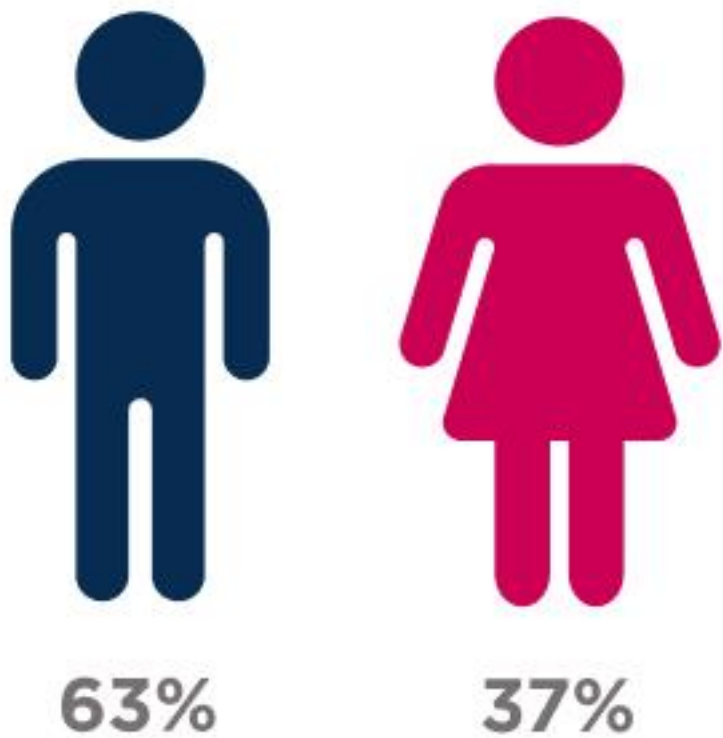
TLN viewers



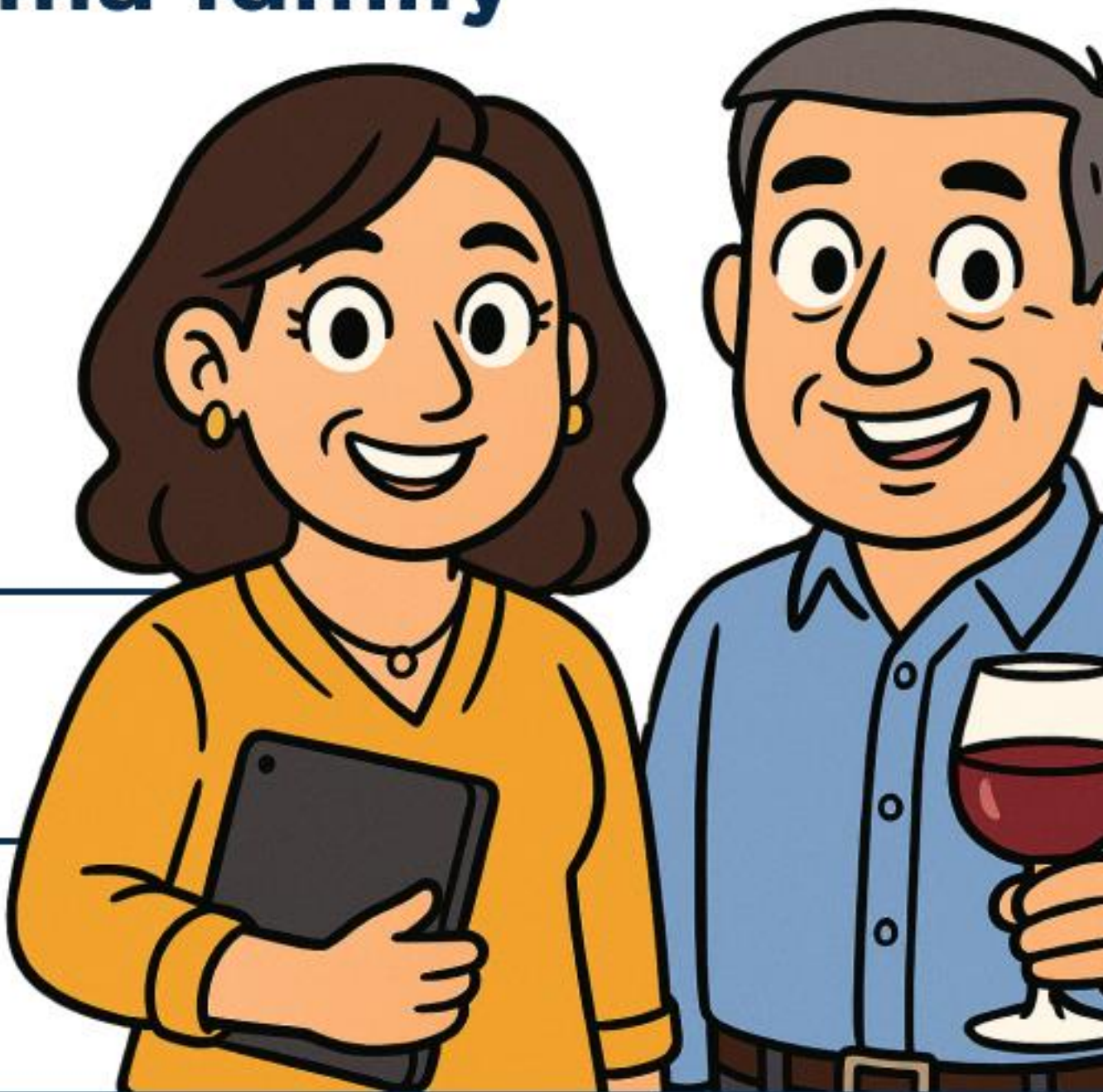
Age



Gender



The De Roma family



Household Income
\$200k+
*140

Family
Married with 2
children under 18
*155

Lifestyle & Interests

- Loves to try new recipes at home with family *106
- Makes 10+ investment trades online per month *139
- Frequently travels with family *183
- Planning to buy new vehicle in next 12 months *174
- Likes to have latest tech in household *108

Viewing Habits

- Watches TV during prime time and on weekends
- Enjoys family-friendly, sports, and cooking/lifestyle content *144
- Purchases products based on seeing TV advertisements *118

Values

- Family-oriented and community-minded *106
- Believes TV is crucial for parenting *233
- Important to stay connected to one's own culture *110

Vividata SCC|Study of the Canadian Consumer Summer 2025
Vividata SCC|Study of the Canadian Consumer Summer 2025 is based on fieldwork completed from June 2024 to May 2025 in major markets, and from October 2023 to May 2025 in local markets.

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.

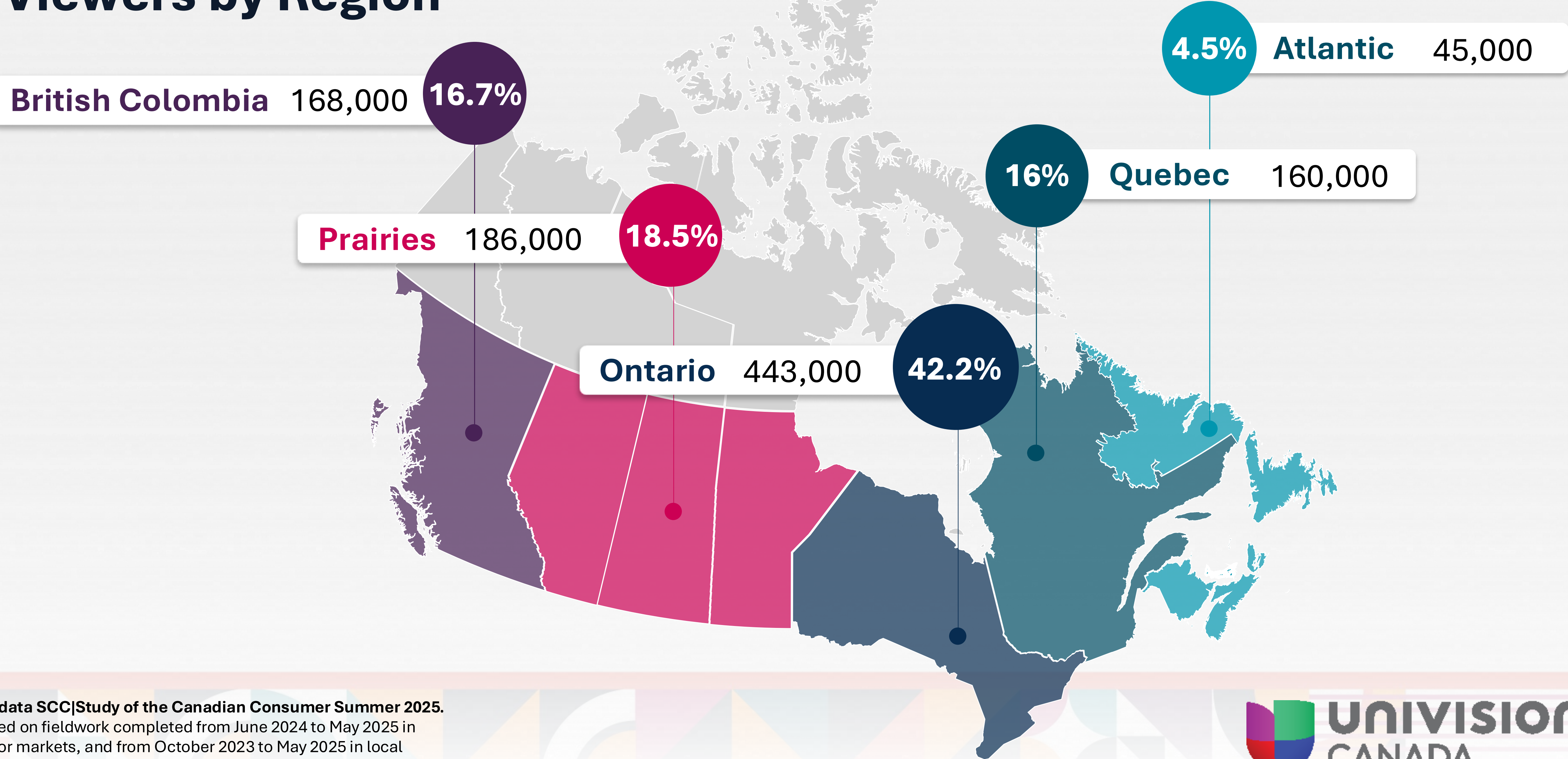


News and stories that keep Hispanic Canadians in the loop.



We bring the latest in news, current affairs and entertainment to Canada's 1.6M Spanish speakers.

Univision Canada Weekly Viewers by Region



Vividata SCC|Study of the Canadian Consumer Summer 2025.
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Univision Canada viewers

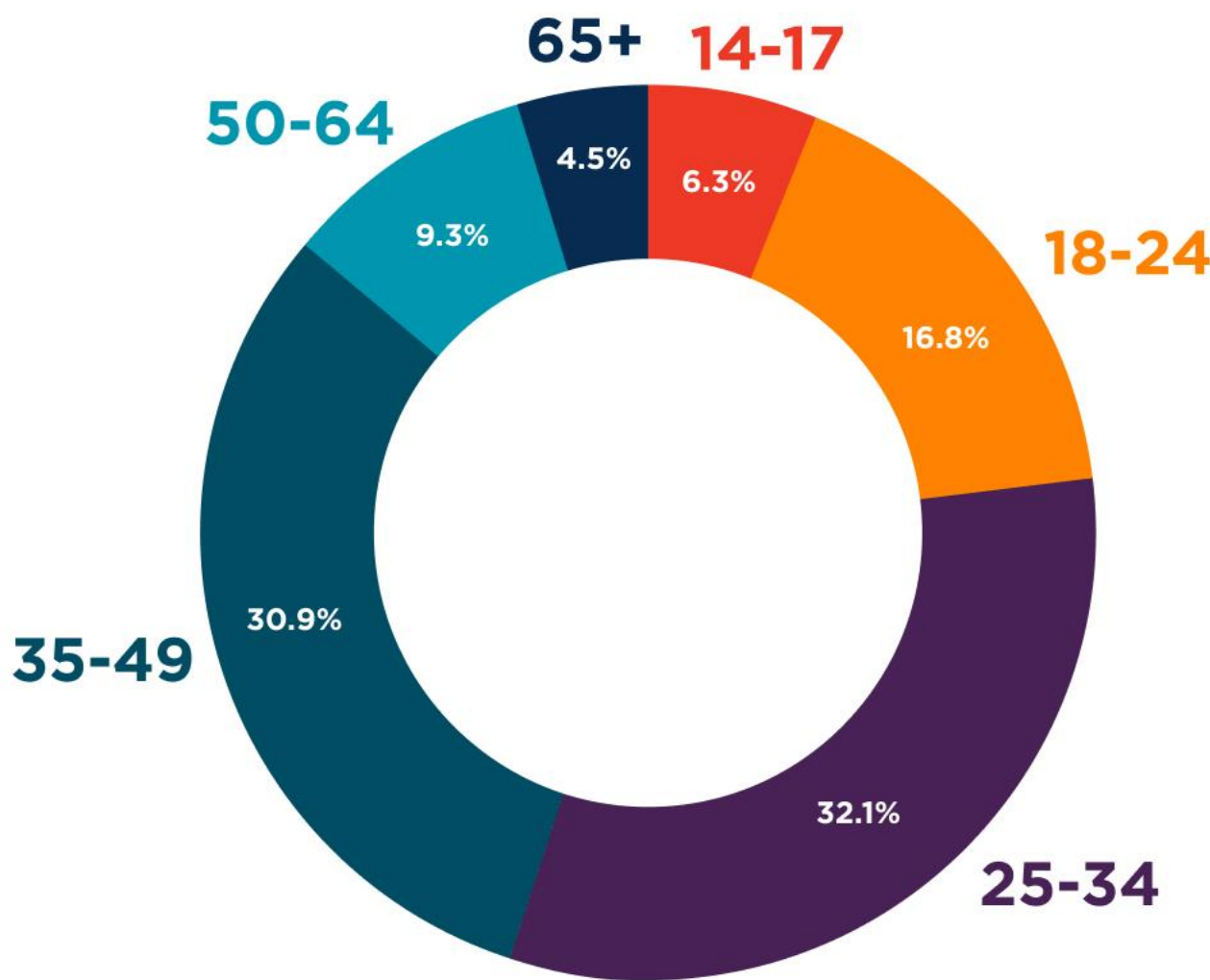


UNIVISION
CANADA

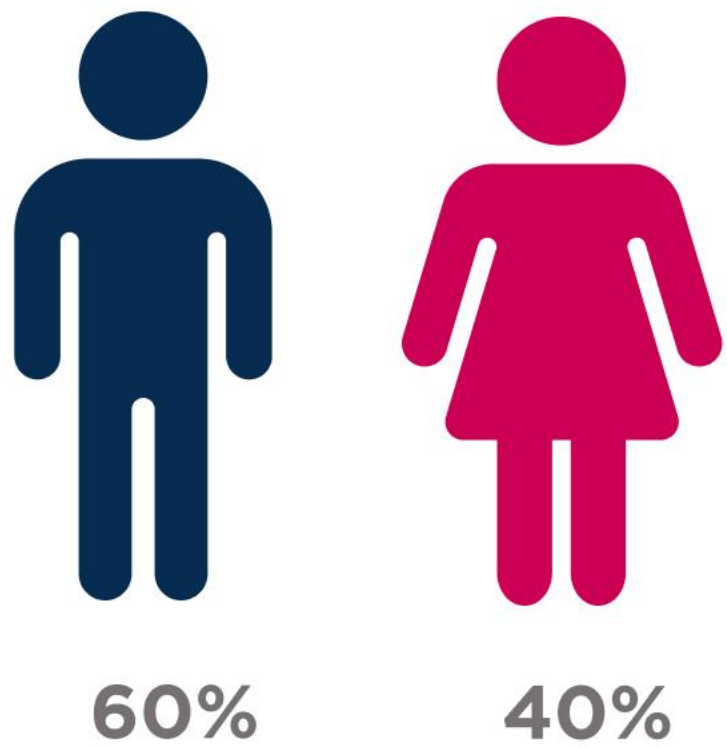
1,020,000

weekly viewers

Age



Gender



This is Carlos

- Work**
Works part time; studying in college
*148
- Household Income**
\$50-75k+
*105
- Age & Gender**
25-year-old male
- Family**
Lives with 4 roommates
*126



Lifestyle & Interests

- New to Canada *221
- Loves visiting local cultural festivals *181
- Frequently orders food/visits restaurants and bars *151

Viewing Habits

- Drawn to music programs, concerts, and cultural variety shows familiar from origin country *337
- Engages with Spanish-language content that reflects his heritage and first language **258

Values

- Important to stay connected to one's own culture *112
- Values family and personal relationships as key to happiness *110
- Values work ethic as contributing to a fulfilled life *113

Vividata SCC|Study of the Canadian Consumer Summer 2025

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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.

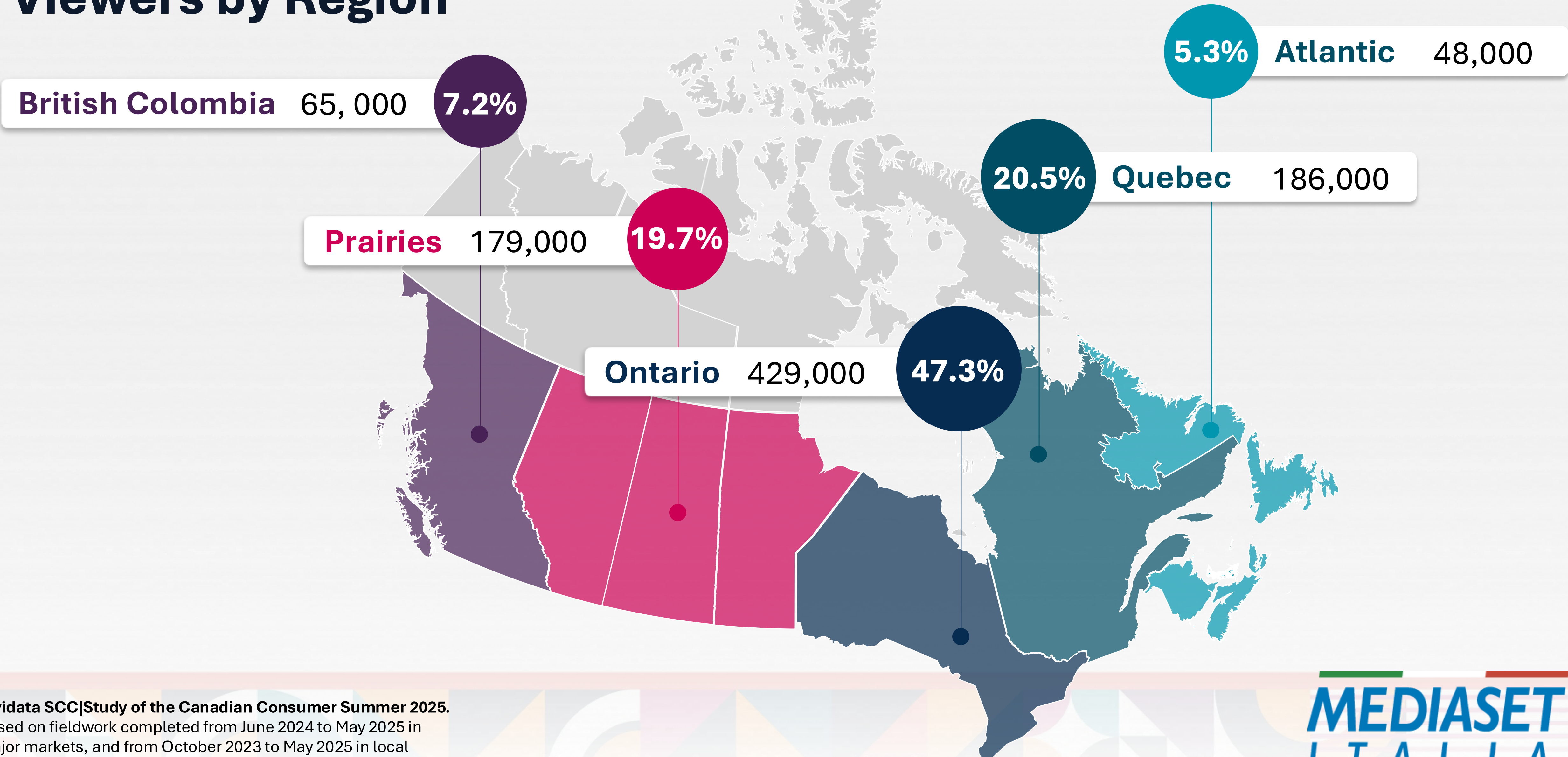


The channel hosts talk shows and interviews with prominent figures in Italian politics, culture, and society.



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

Mediaset Italia Weekly Viewers by Region



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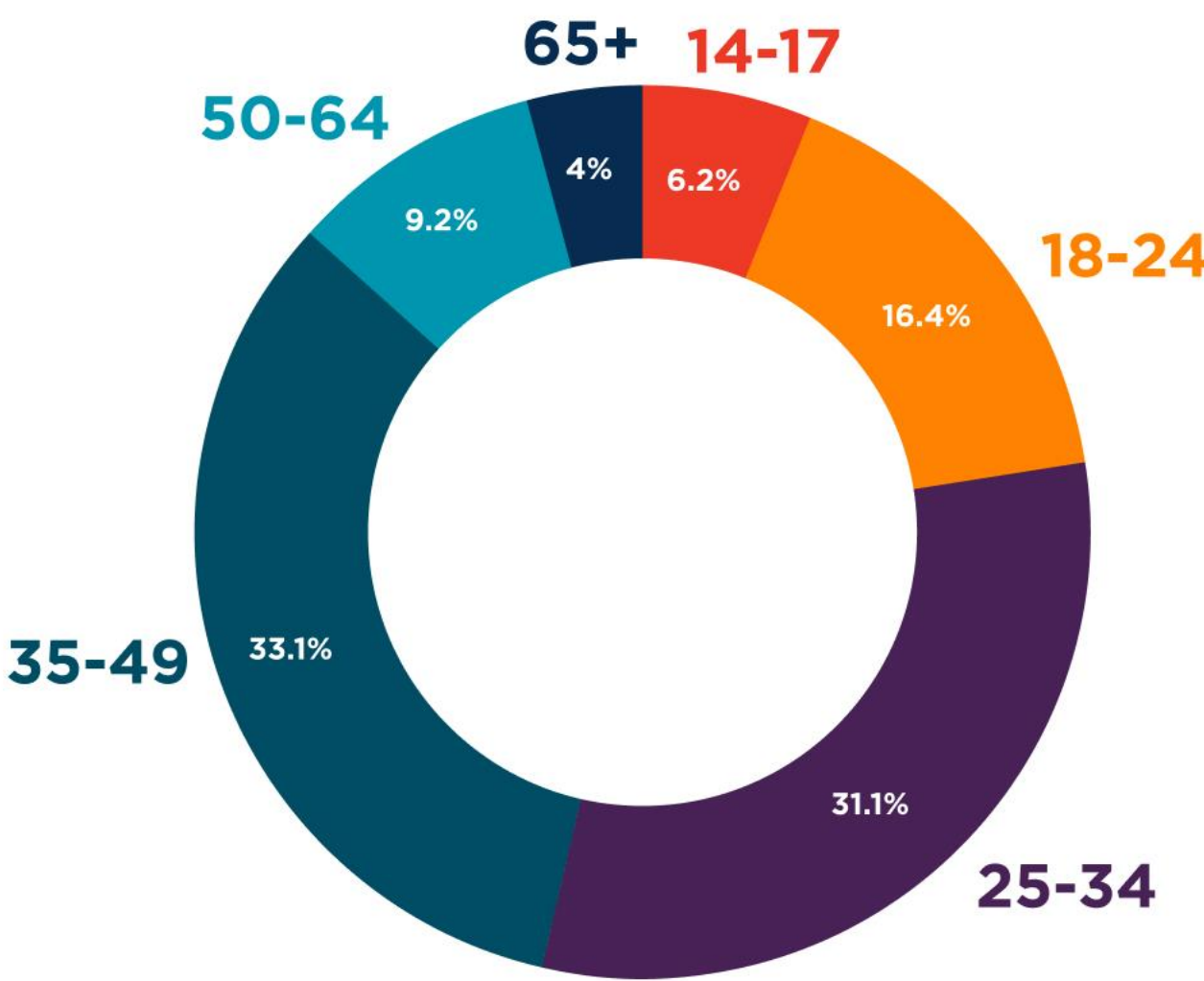
Mediaset Italia viewers

MEDIASET
ITALIA

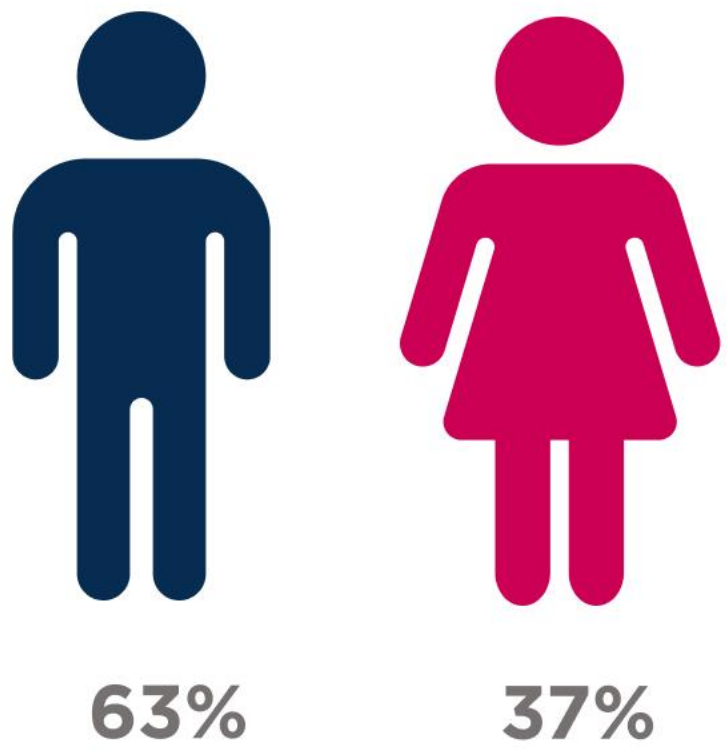
908,000

weekly viewers

Age



Gender



This is Lisa

- Work**
Retired
*133
- Household Income**
\$200k+
*130
- Age & Gender**
65-year-old female
- Family**
Married with children
& grandchildren
*133



Lifestyle & Interests

- Owns investment properties *106
- Frequent grocery shopper *153
- Loves to Garden *110
- Frequently goes on cruises with spouse *140

Viewing Habits

- Has TV on for over 4 hours of the day *144
- Recommends products based on seeing TV advertisements *506
- Relies on TV to stay informed *179

Values

- Believes personal appearance is very important *166
- Important to stay connected to one's own culture *113
- Willing to pay more for quality good/services *121



Canada's Home of Serie A



2025-2026

Serie A on TLN Excites

THE WORLD'S FAVOURITE CLUBS



BROADCAST COVERAGE

Over 114 LIVE Matches

Aug 23, 2025 – May 24, 2026

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

WITH ITALIAN COMMENTARY

Dries
Mertens

Nikola Milenkovic

Duvan
Zapata

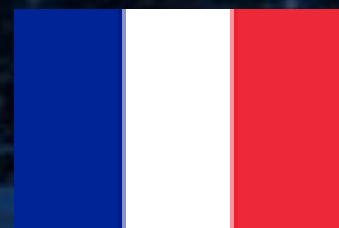
tln.ca/serie-a

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



8.2 MILLION CANADIANS FOLLOW SERIE A

26% OF ALL CANADIANS 18+ FOLLOW ITALIAN LEAGUE SOCCER

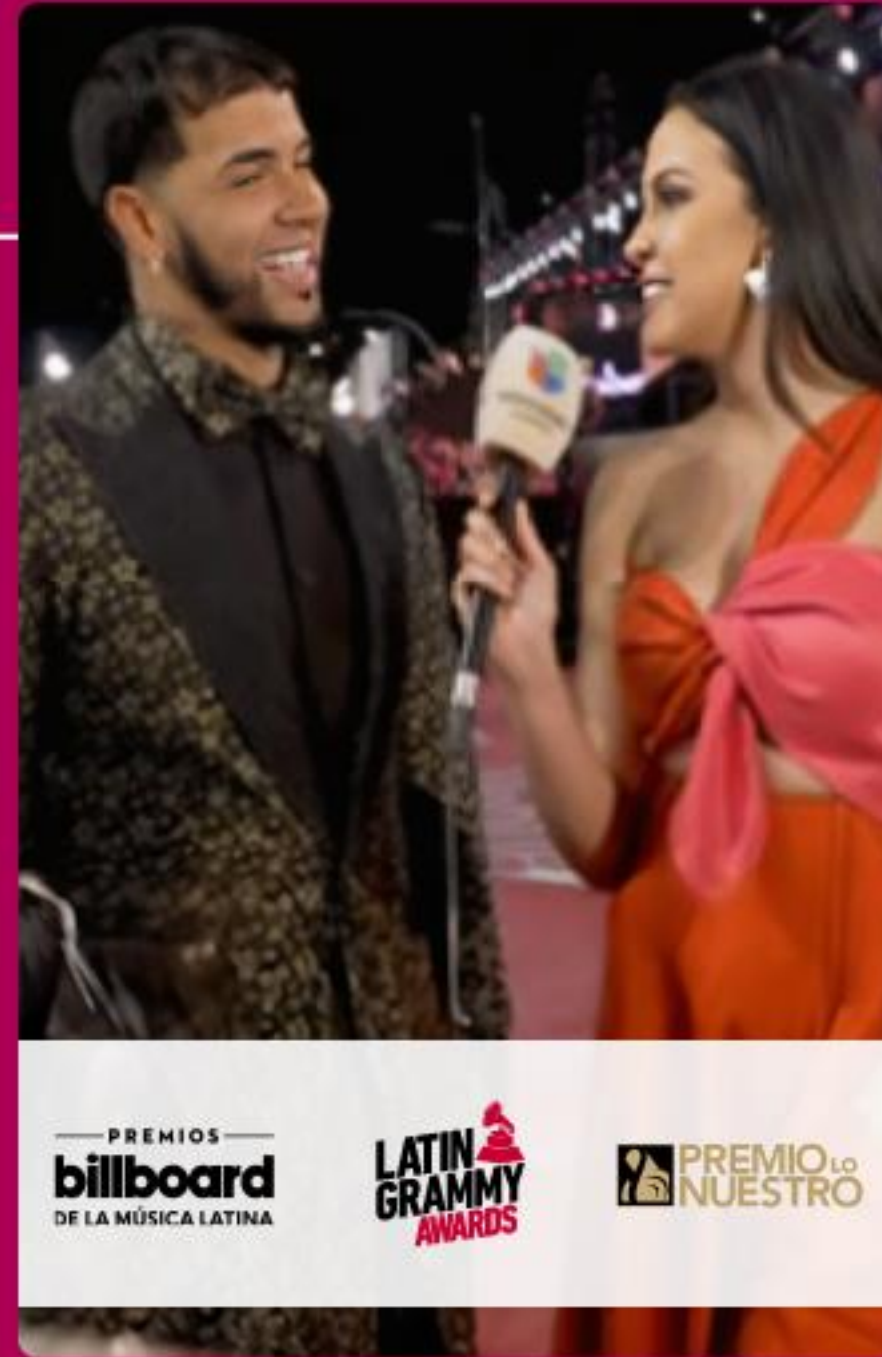
ALMOST 3 MILLION CANADIANS SAY THEY HAVE BEEN A FAN FOR LESS THAN 3 YEARS

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.



**Viewing parties,
preview screenings and more!**

Experiences

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

Canada's Top Awards Program



**RECOGNIZING
LATIN
EXCELLENCE**

tln.ca/top10

@tln10mosthisca

The only national program celebrating Hispanic Canadian achievements, having honoured 160 individuals from 18 countries across diverse sectors including arts, education, sciences, sports, finance, and more.



2024 HIGHLIGHTS

5M

HOMES BROADCAST
ACROSS CANADA

252K

SOCIAL MEDIA
VIEWS

1K

PARTICIPANTS ENGAGED
THROUGH IN-PERSON
EVENTS

114K

SOCIAL MEDIA ACCOUNTS
REACHED

46K

WEBSITE
VISITS

17K

NEWSLETTER
SUBSCRIBERS

SELECT 2024 WINNERS



CLAUDIO ROJAS



ANA GABRIELA JUAREZ



DANIEL TISCH

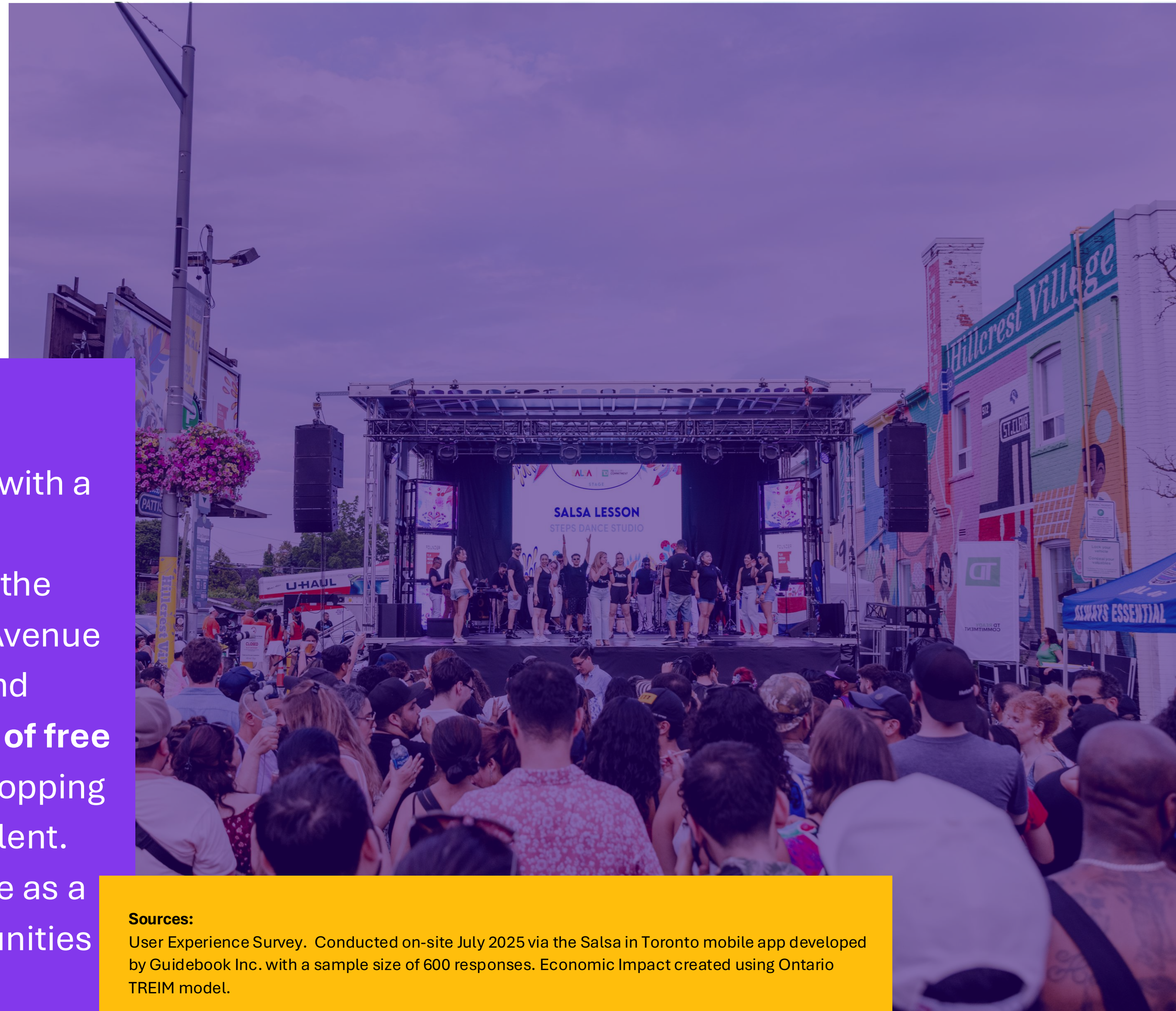


DR. HORACIO OSIOVICH

See the full list at tln.ca/top10.

HIGHLIGHTS

The 21st edition of Canada's largest Latin-themed street festival, **Salsa on St. Clair**, electrified the heart of Toronto with a record-breaking weekend of music, dance, and cultural celebration. Drawing over **350,000 attendees** from across the GTA and beyond, this year's festival transformed St. Clair Avenue into a vibrant fiesta of salsa rhythms, live performances, and culinary delights. Festival-goers were treated to **20+ hours of free live entertainment**, sizzling Latin street food, and show-stopping dance showcases from top salsa schools and Canadian talent. The event welcomed a diverse crowd and reaffirmed its role as a major cultural fixture and tourist attraction, uniting communities through rhythm, movement, and celebration.



Sources:

User Experience Survey. Conducted on-site July 2025 via the Salsa in Toronto mobile app developed by Guidebook Inc. with a sample size of 600 responses. Economic Impact created using Ontario TREIM model.

Vividata SCC|Study of the Canadian Consumer Summer 2025 | Based on fieldwork completed from June 2024 to May 2025 in major markets, and from October 2023 to May 2025 in local markets. Total sample size is 66,795 Canadians Age 14+.

SALSA ATTENDEES

54%

are non- Latin
American

94%

spent a minimum of 2
hours at the event

65%

are aged between
20-39

60k

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

105K

tourists travelled to
the festival
(beyond 40km)

38%

of tourists stayed a
minimum of 1 night

Source: User Experience Survey. Conducted on-site July 2025 via the Salsa in Toronto mobile app developed by Guidebook Inc. with a sample size of 600 responses.

TLN COMMUNITY NEWS HIGHLIGHTS



Celebrating 20 Years of Salsa on St. Clair | TLN Connects



Welcome to Canada Literacy Program | TLN Connects



TLN CONNECTS
SPECIAL OLYMPICS
TEAM CANADA SEND-OFF
AT COLUMBUS CENTRE



TLN CONNECTS
GRAND OPENING OF AZORES
PARKETTE IN LITTLE PORTUGAL



TLN CONNECTS
2025 BMO WALK SO KIDS
CAN TALK IN SUPPORT OF
KIDS HELP PHONE



TLN CONNECTS
2025 CIBPA TORONTO
WOMEN IN LEADERSHIP
EVENT



TLN CONNECTS
TD WELCOME TO CANADA
LITERACY PROGRAM

Where to watch

NATIONAL FREEVIEW OCT -JAN



Channels

Streaming

Available across Canada





TLN
MEDIA
GROUP

Thank you

