



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.**

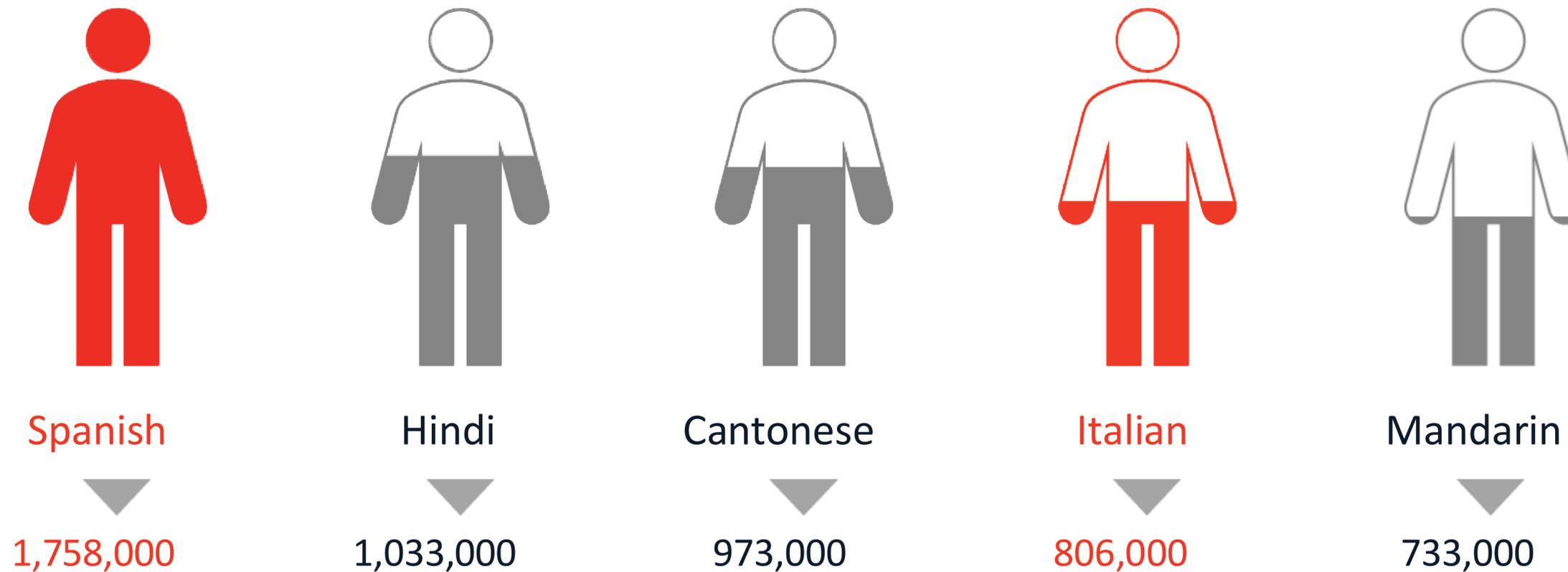


**Italian**

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.



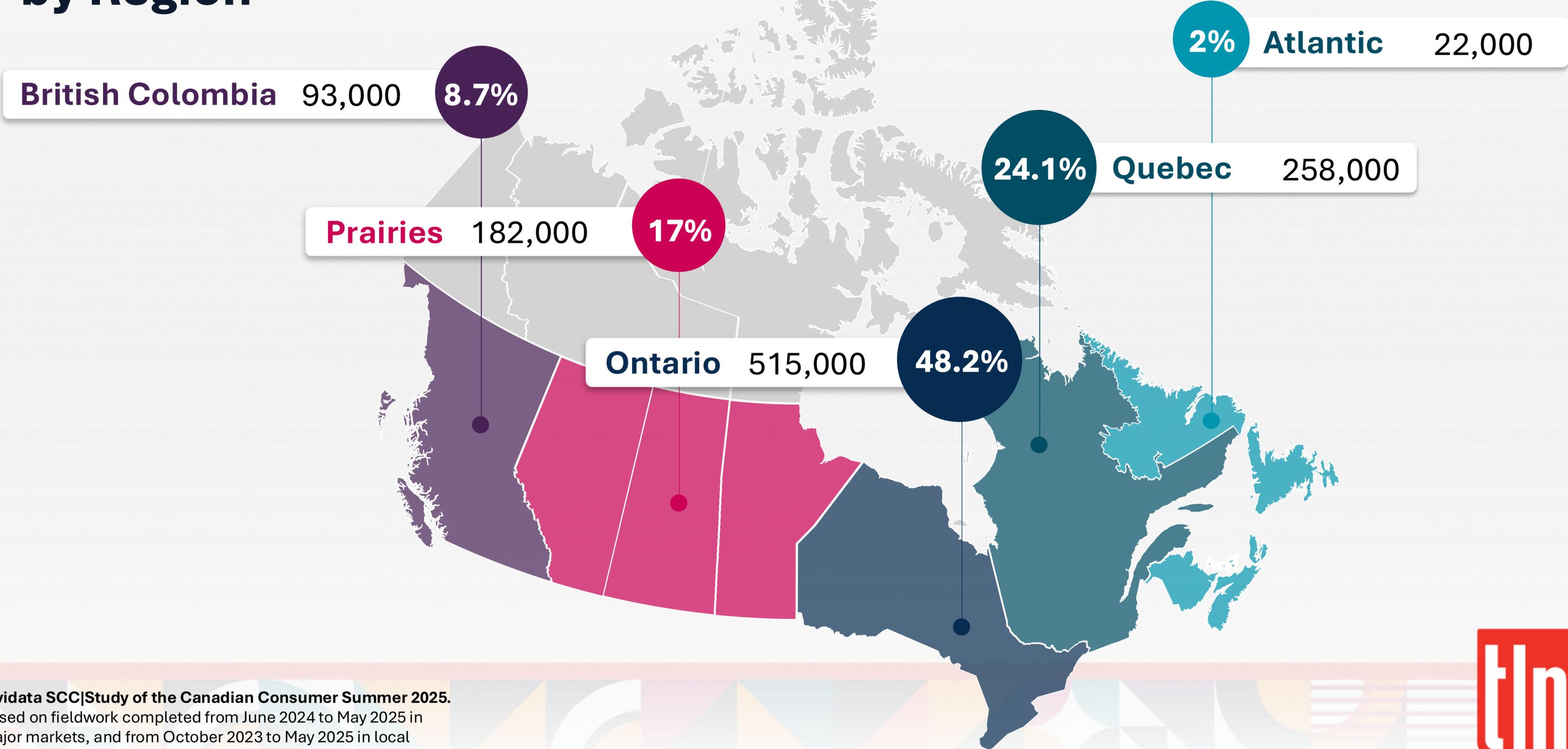
Captivating music specials featuring artists such as Andrea Bocelli, Ariana Grande, Avicii and Luciano Pavarotti.



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



# TLN Weekly Viewers by Region



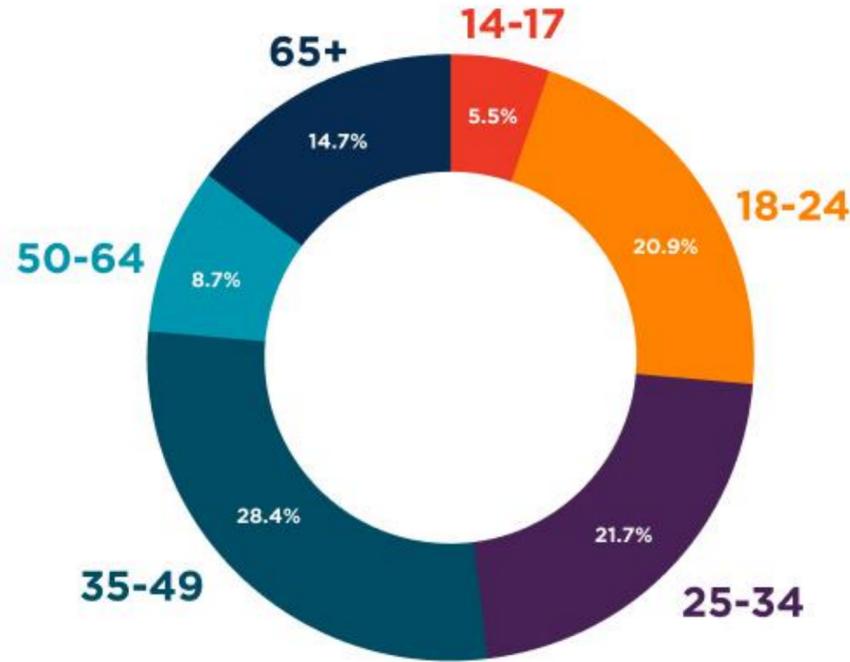
Vividata SCC|Study of the Canadian Consumer Summer 2025.  
Based on fieldwork completed from June 2024 to May 2025 in major markets, and from October 2023 to May 2025 in local markets. Total sample size is 66,795 Canadians Age 14+.

# TLN viewers

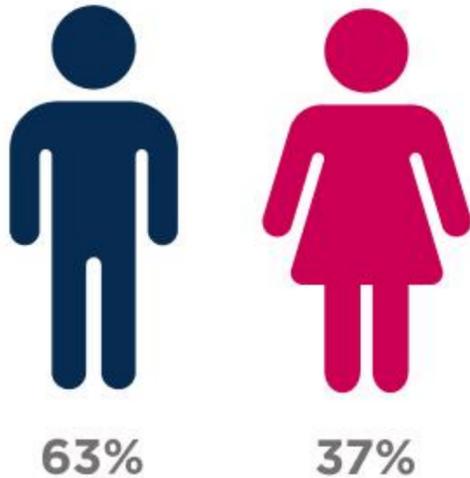


**1,069,000**  
weekly viewers

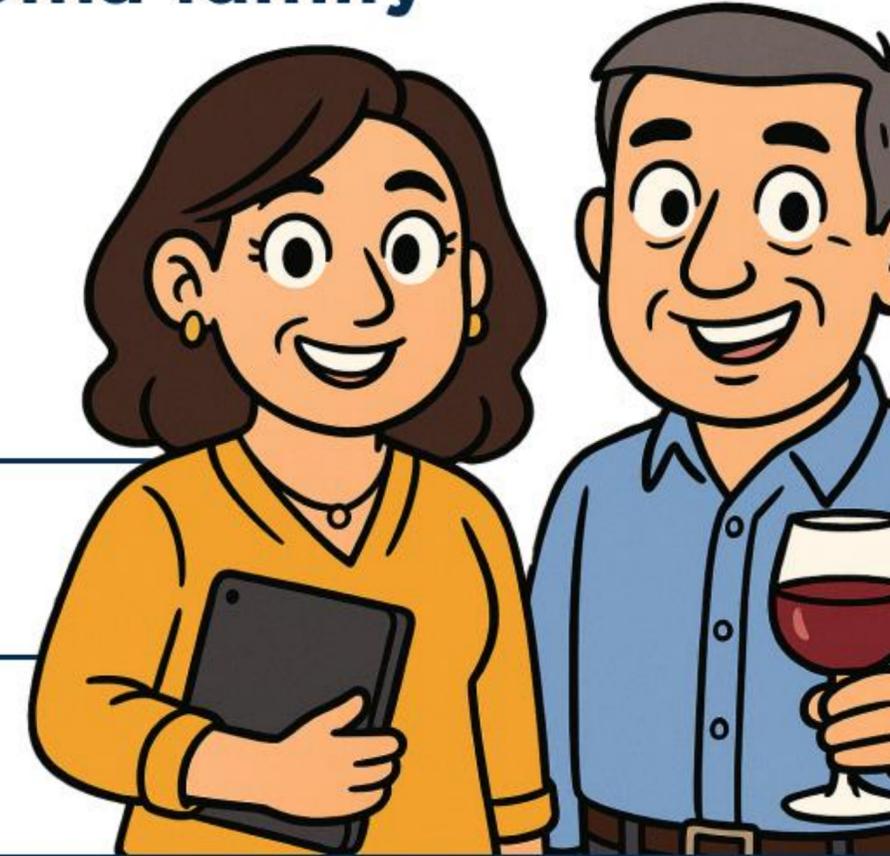
## Age



## 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

# Univision Canada



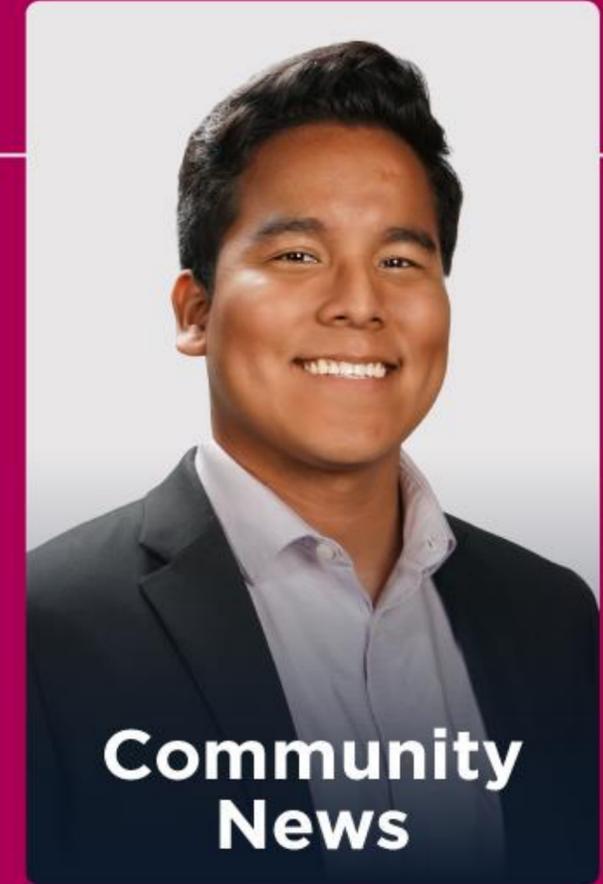
Soap operas that bring to life intricate stories, complex characters, and gripping narratives.



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



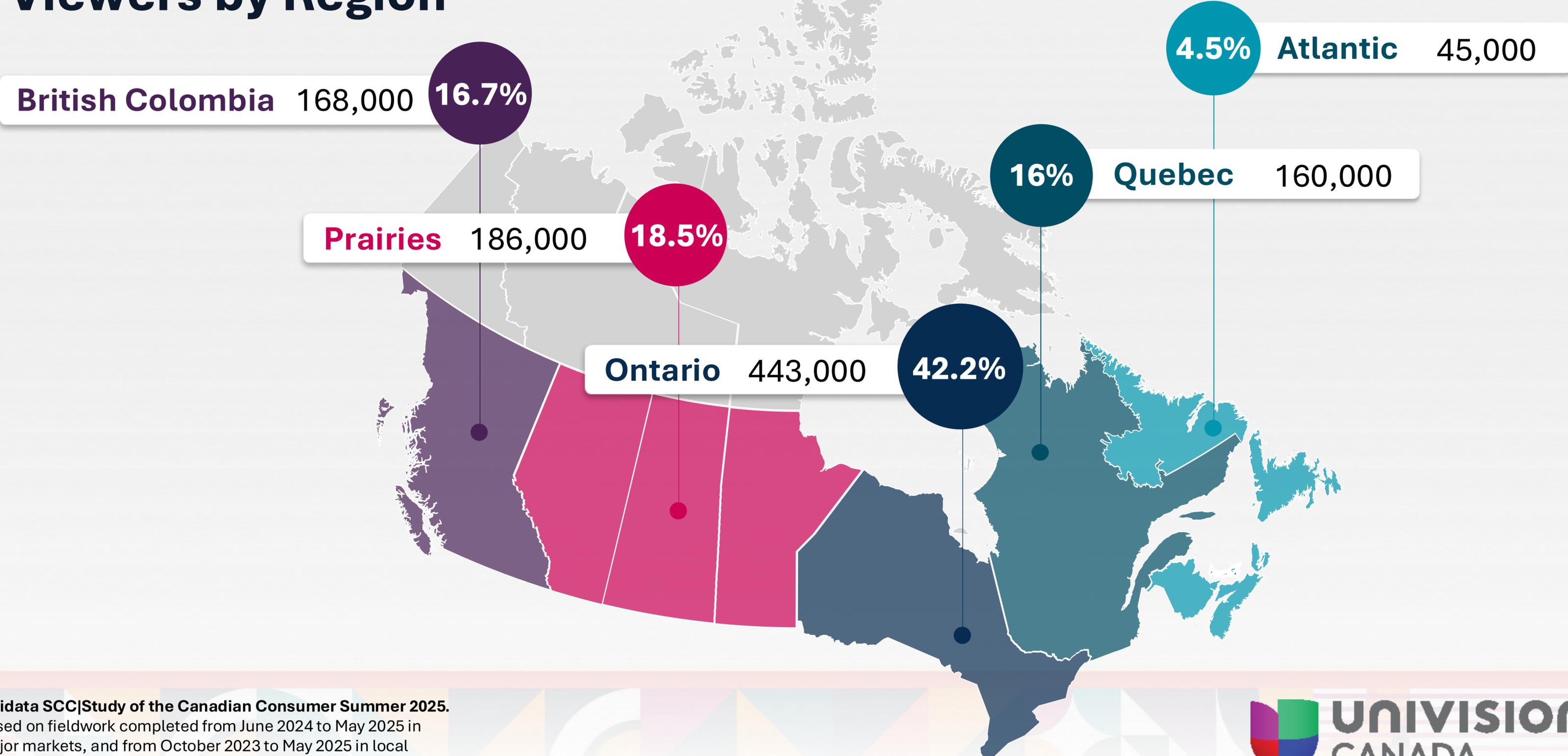
News and stories that keep Hispanic Canadians in the loop.



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

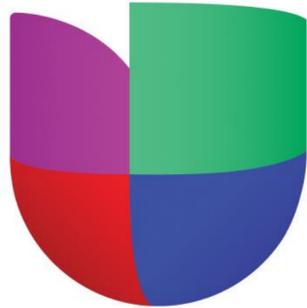


# Univision Canada Weekly Viewers by Region



Vividata SCC|Study of the Canadian Consumer Summer 2025.  
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+.

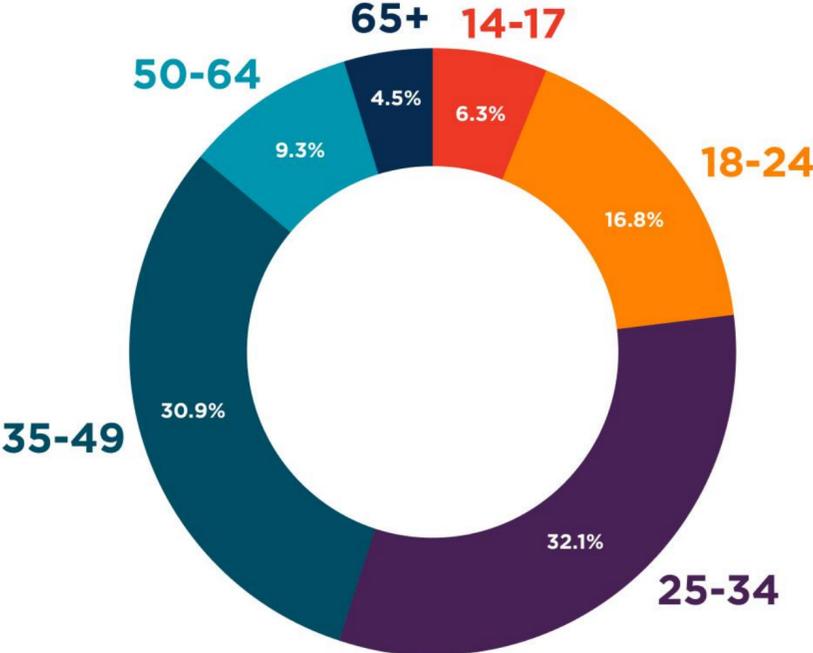
# Univision Canada viewers



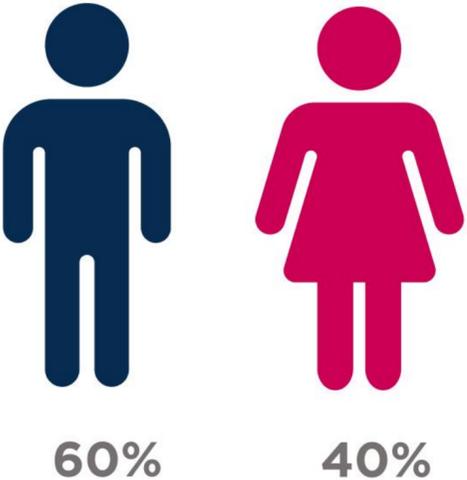
UNIVISION  
CANADA

**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

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.

# Mediaset Italia



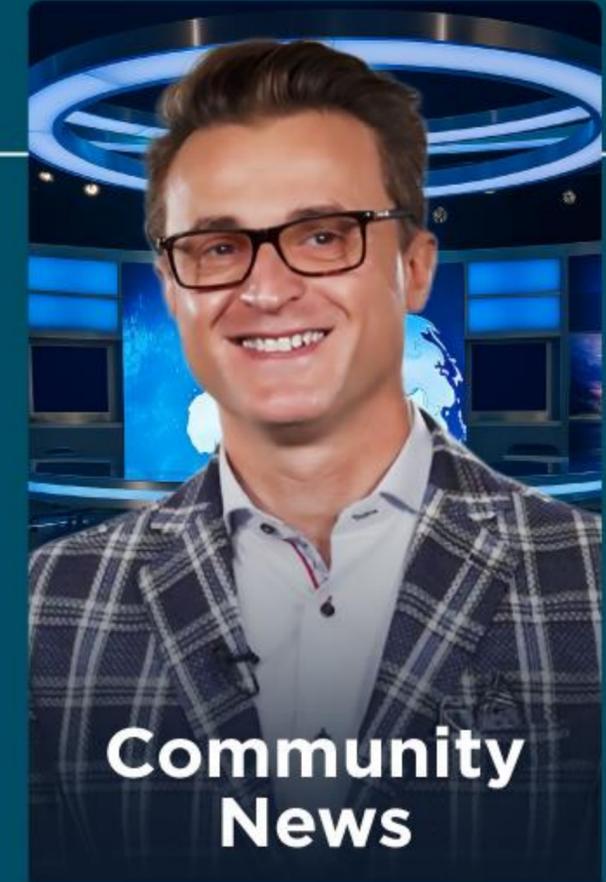
Beloved Italian dramas and series known for their captivating storylines, memorable characters, and top-notch production quality.



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.



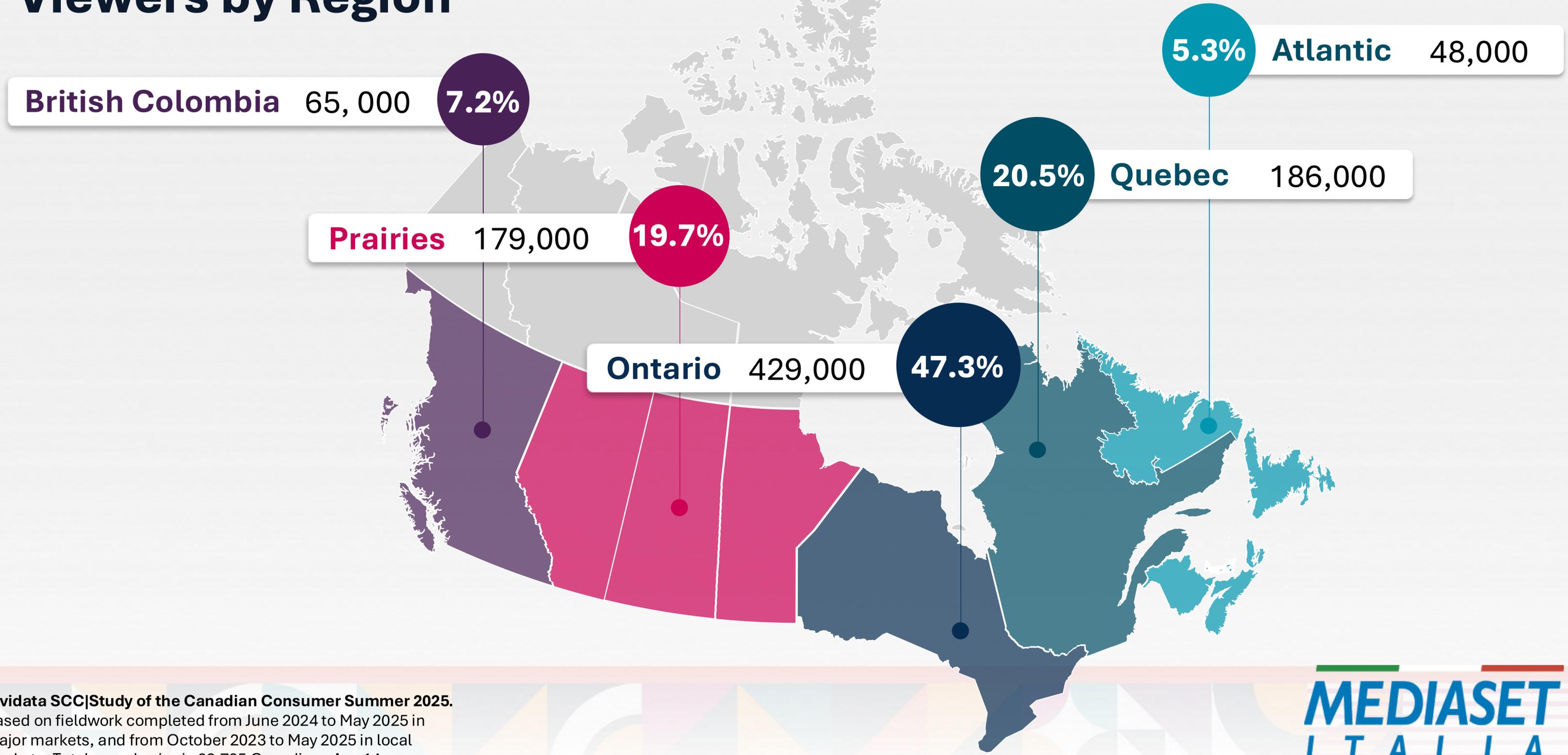
The channel hosts talk shows and interviews with prominent figures in Italian politics, culture, and society.



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



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+.

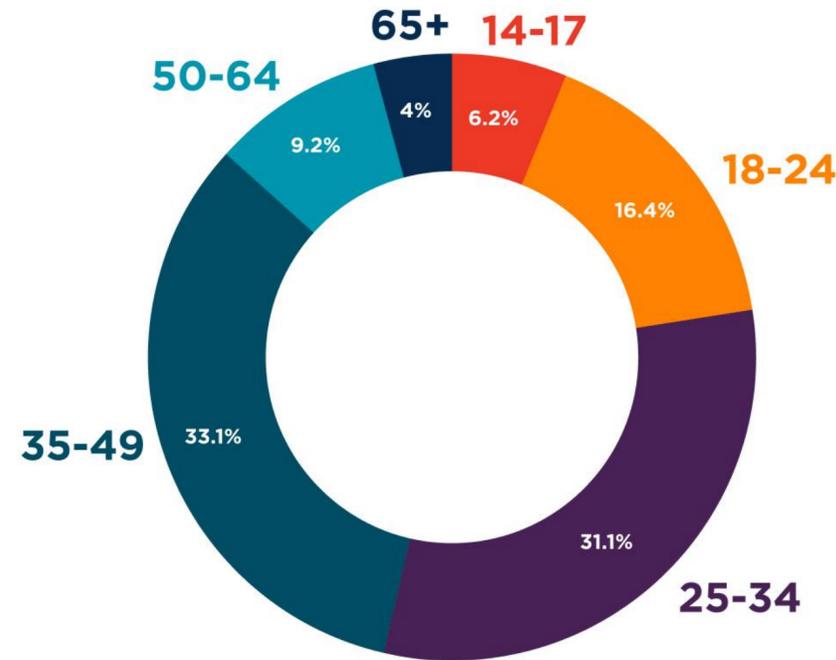
# Mediaset Italia viewers

**MEDIASET  
ITALIA**

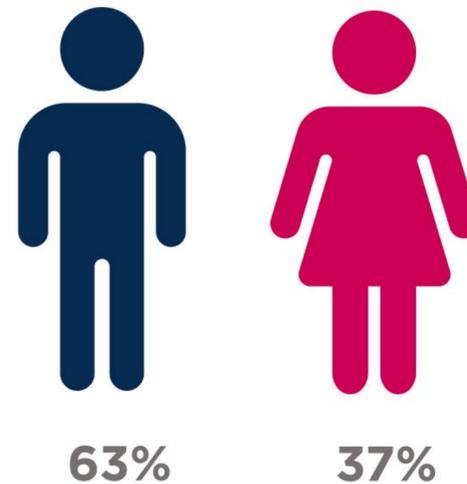
**908,000**

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

# 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

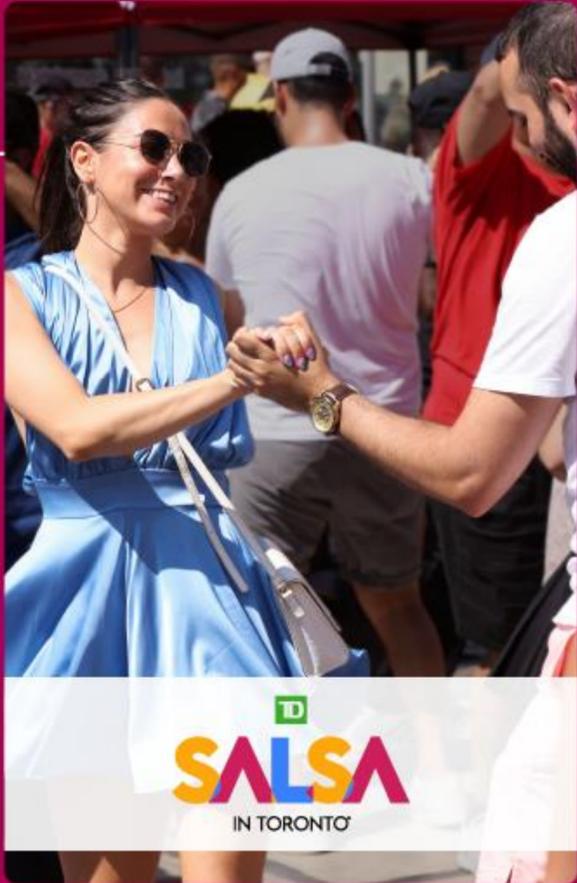


# 8.2 MILLION CANADIANS FOLLOW SERIE A

26% OF ALL CANADIANS 18+ FOLLOW ITALIAN LEAGUE SOCCER

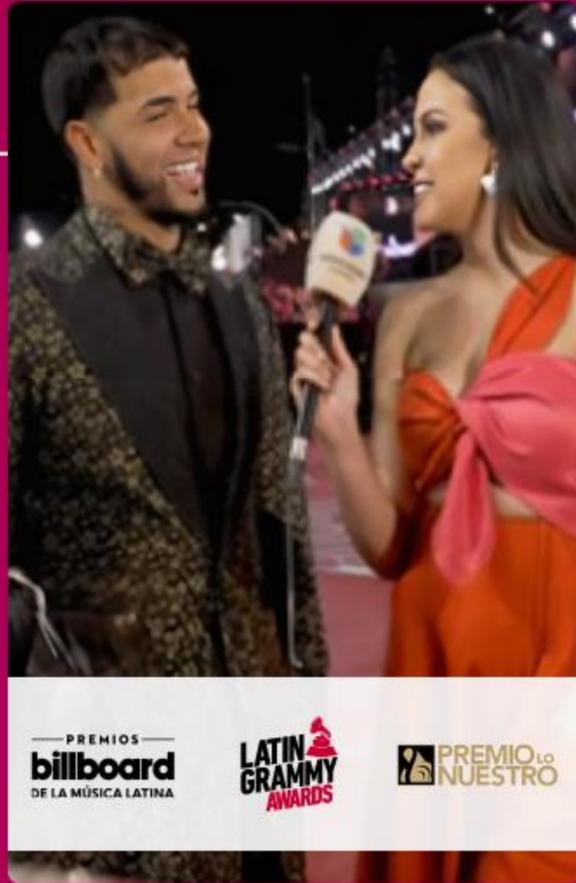
ALMOST 3 MILLION CANADIANS SAY THEY HAVE BEEN A FAN FOR LESS THAN 3 YEARS

# 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](https://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



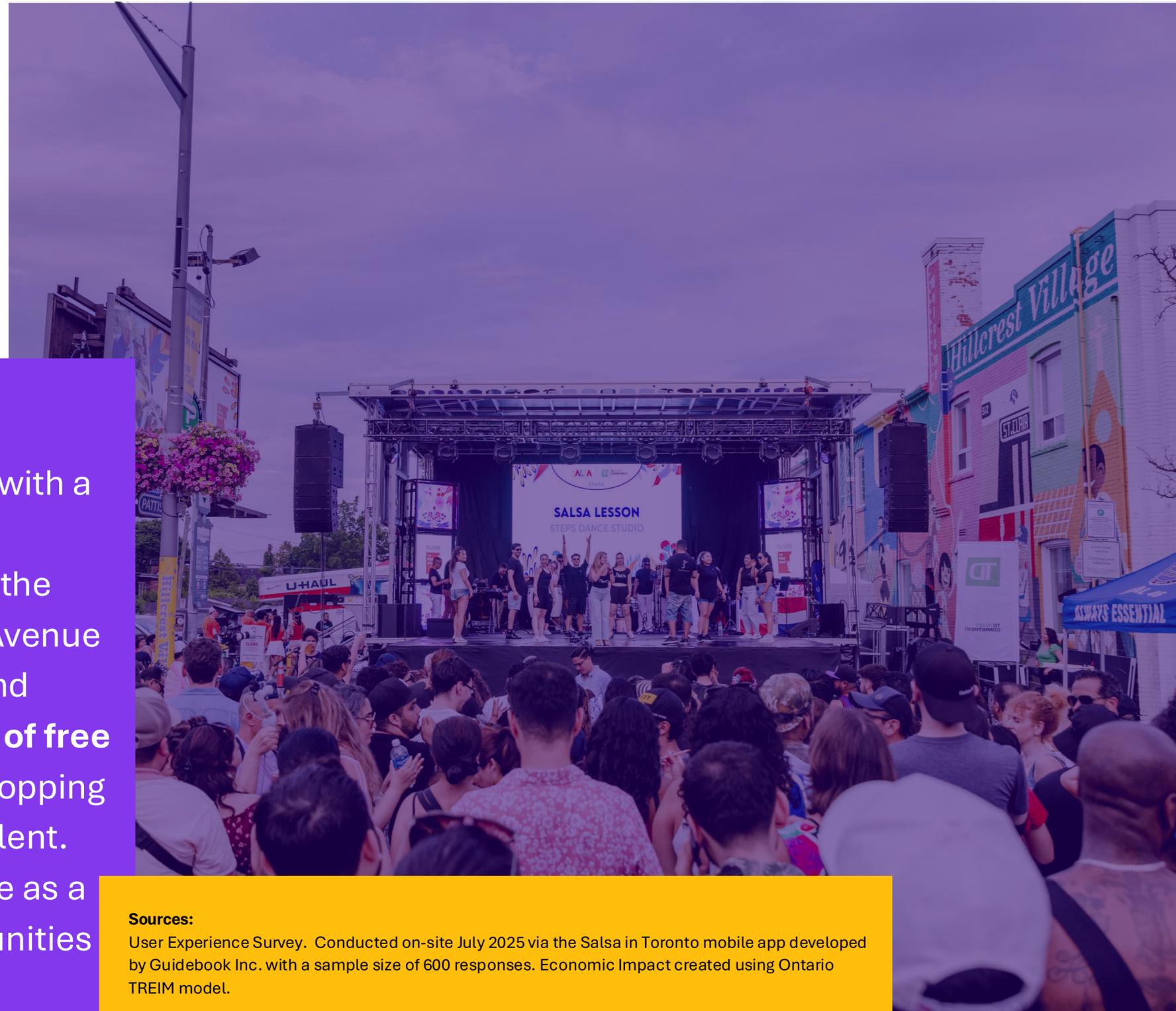
DR. HORACIO OSIOVICH

See the full list at [tln.ca/top10](https://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



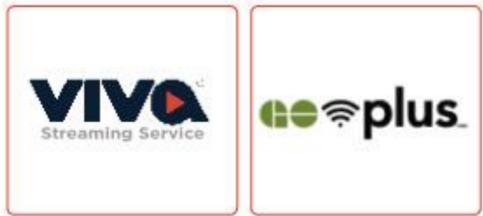
TLN CONNECTS  
TD WELCOME TO CANADA  
LITERACY PROGRAM

# Where to watch

# NATIONAL FREEVIEW OCT -JAN

## Channels

## Streaming



## Available across Canada





TLN  
MEDIA  
GROUP

**Thank you**

