TLN MEDIA GROUP

TLN MEDIA GROUP

MULTICULTURAL

INFLUENCE

Canada's Most Influential Multicultural Media Organization



Tapping into the Language Opportunity in Canada

Most spoken non-official languages



Source: Vividata SCC Winter 2024

Reaching Canada's Newcomers through TV



Multilingual TV Channels



SPANISH

The best shows from the Hispanic world, plus great Canadian programs.
Available in almost 2 million homes across Canada.



ENGLISH

English-language culturally connected programming.
Available in nearly 5 million homes across Canada.



ITALIAN

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

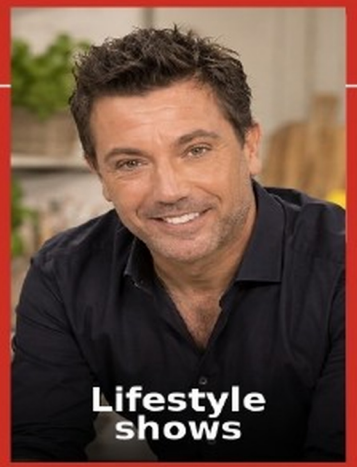
TLN TV

English culturally connected programming

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, Gino D'Acampo and many more.



Captivating music specials featuring artists such as Andrea Bocelli, Bad Bunny, Latin Grammys, Avicii and Luciano Pavarotti.



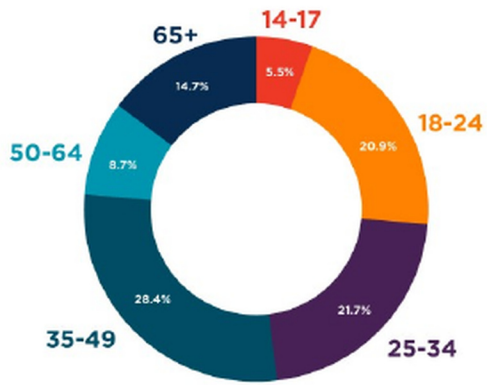
Classics like Eat Pray Love, 13 going on 30, The Pursuit of Happiness and many more.

TLN Viewer Profile

TLN viewers

1,152,000
weekly viewers

Age



Gender



45% 55%

Numeris, Total Canada, F12+ M12+, Oct 2025-Dec 2025.

Vividata SCC|Study of the Canadian Consumer Fall 2025

Vividata SCC|Study of the Canadian Consumer Fall 2025 is based on fieldwork completed from September 2024 to August 2025 in major markets, and from October 2023 to August 2025 in local markets. Total sample size is 70,137 Canadians Age 14+.

Vividata SCC|Study of the Canadian Consumer Summer 2025

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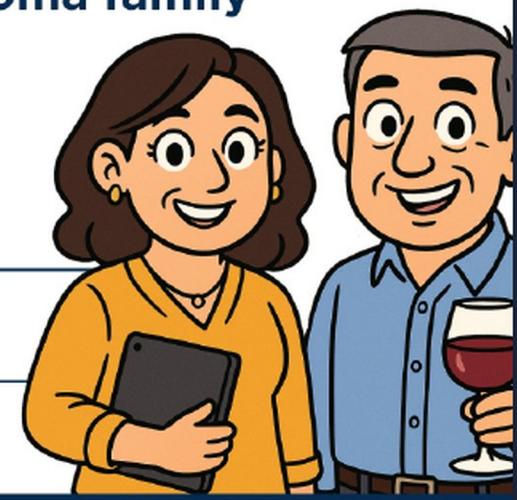
The De Roma family



Household Income
$200k+
*140

Family
Married with 2 children under 18
*155

Lifestyle & Interests	Viewing Habits	Values
Loves to try new recipes at home with family *106	Watches 6+ hours of live TV each day *134	Family-oriented and community-minded *106
Makes 10+ investment trades online per month *139	Enjoys family-friendly, sports, and cooking/ lifestyle content *144	Believes TV is crucial for parenting *233
Frequently travels with family *183	Purchases products based on seeing TV advertisements *118	Important to stay connected to one's own culture *110
Planning to buy new vehicle in next 12 months *174		
Likes to have latest tech in household *108		

Univision Canada

Univision Canada



Novelas

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



Music

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



News

News and stories that keep Hispanic Canadians in the loop.



Community News

Jesus Bustamante brings the latest news, current affairs and stories that matter to Hispanic Canadians, keeping our community informed and connected.

univision CANADA

Univision Canada Profile

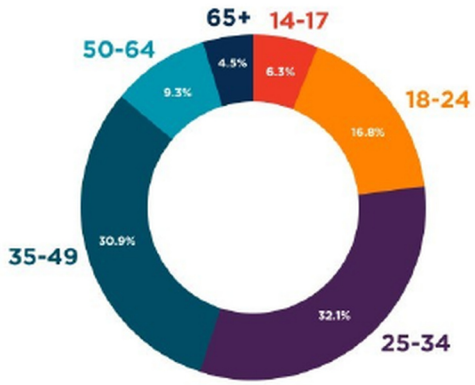
Univision Canada viewers

UNIVISION CANADA

1,086,000

weekly viewers

Age



Gender



60% 40%

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Vividata SCC|Study of the Canadian Consumer Fall 2025

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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

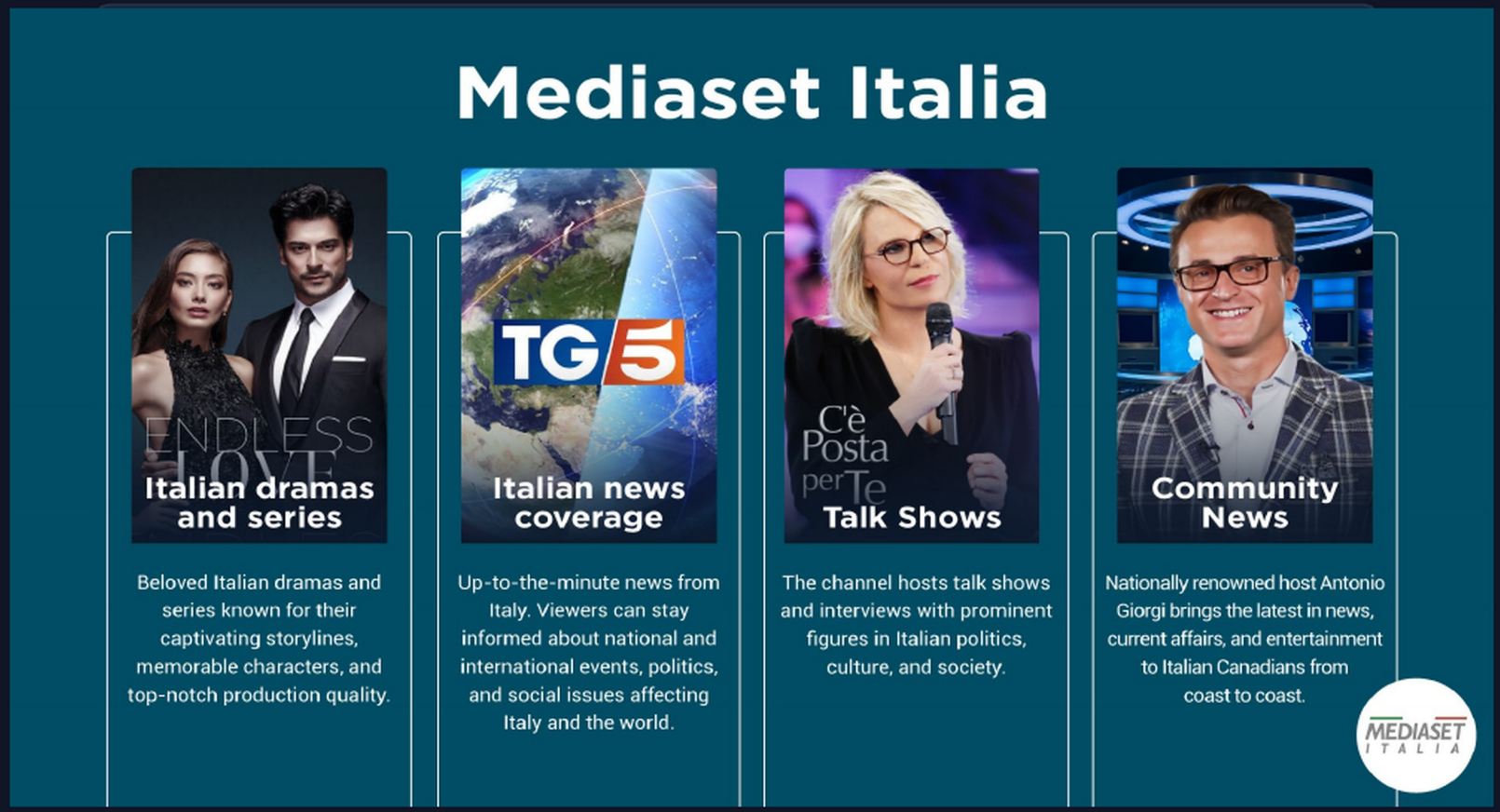
Values

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

Mediaset Italia



Mediaset Italia Profile

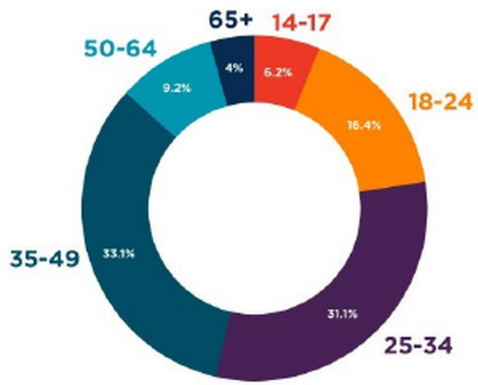
Mediaset Italia viewers

MEDIASET ITALIA

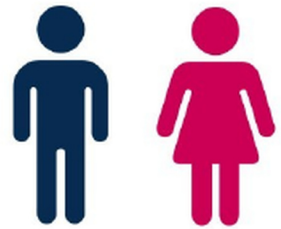
979,000

weekly viewers

Age



Gender



63% 37%

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Vividata SCC|Study of the Canadian Consumer Fall 2025

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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

We Speak Soccer



Italian League Soccer + International Soccer

Serie A Italian League Soccer

August 2026-May 2027
3 Live Matches each week
Italian Commentary

Coppa Italia & SuperCoppa

Aug 2026 - March 2027
15+ Matches
A
Italian Commentary

UEFA Nations League

Sep-Nov 2026 + March-June 2027
6+ Matches featuring Italy & France
English Commentary

CONCACAF Gold Cup

TBA 2027
Featuring team Canada

Canada’s Largest Latin Street Festival Series

Toronto • Blue Mountain • Tremblant • Niagara Falls











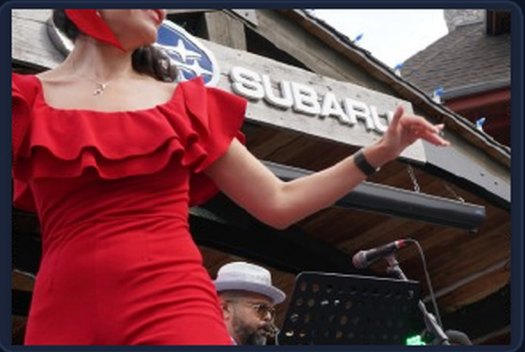
2026 Festival Events Calendar



Salsa on St. Clair

July 11–12
Toronto, ON

Celebrating 23 years
385K+ attendees
350+ performers
2 stages
4 hot spots
30+ food vendors



Salsa at Blue Mountain

June 26–28
Collingwood, ON

Celebrating 19 years
10K+ attendees
60+ performers
1 stage
2 hot spots



Salsa Tremblant

August 21–23
Tremblant, QC

Launched in 2024
15K+ attendees
2 stages
1 hot spot



Salsa Niagara Falls

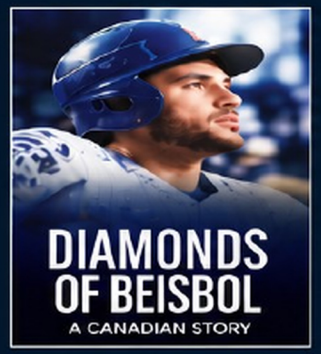
September 12–13
Niagara Falls, ON

New in 2026
25K+ attendees
2 stages
4 hot spots
15+ food vendors

TLN Originals & Community News

TLN ORIGINAL PRODUCTIONS

Award-winning documentaries, lifestyle, drama, comedy and kids' programming that reflect the diversity, passion and stories of multicultural Canadians.







DOCUMENTARIES | LIFESTYLE | DRAMA | COMEDY | KIDS | AND MORE



COMMUNITY NEWS COVERAGE

TLN Connects brings you the stories that matter. From cultural celebrations and local events to community initiatives and inspiring Canadians, we shine a spotlight on the people and places that make our communities stronger.


Grand Opening of Azores Parkette | TLN Connects


Special Olympics Team Canada Send-off | TLN Connects


Canada Literacy Program | TLN Connects

113
ORIGINAL TITLES

6
LANGUAGES
English, Italian, Spanish, Portuguese, Tagalog, Russian

32
AWARDS

Brands We Work With

Trusted by leading brands across categories to reach multicultural Canada.

Tim Hortons
FOOD & BEVERAGE

McDonald's
FOOD & BEVERAGE

Stellantis
AUTOMOTIVE

TD Bank
FINANCIAL SERVICES

RBC
FINANCIAL SERVICES

Felix
HEALTH & WELLNESS

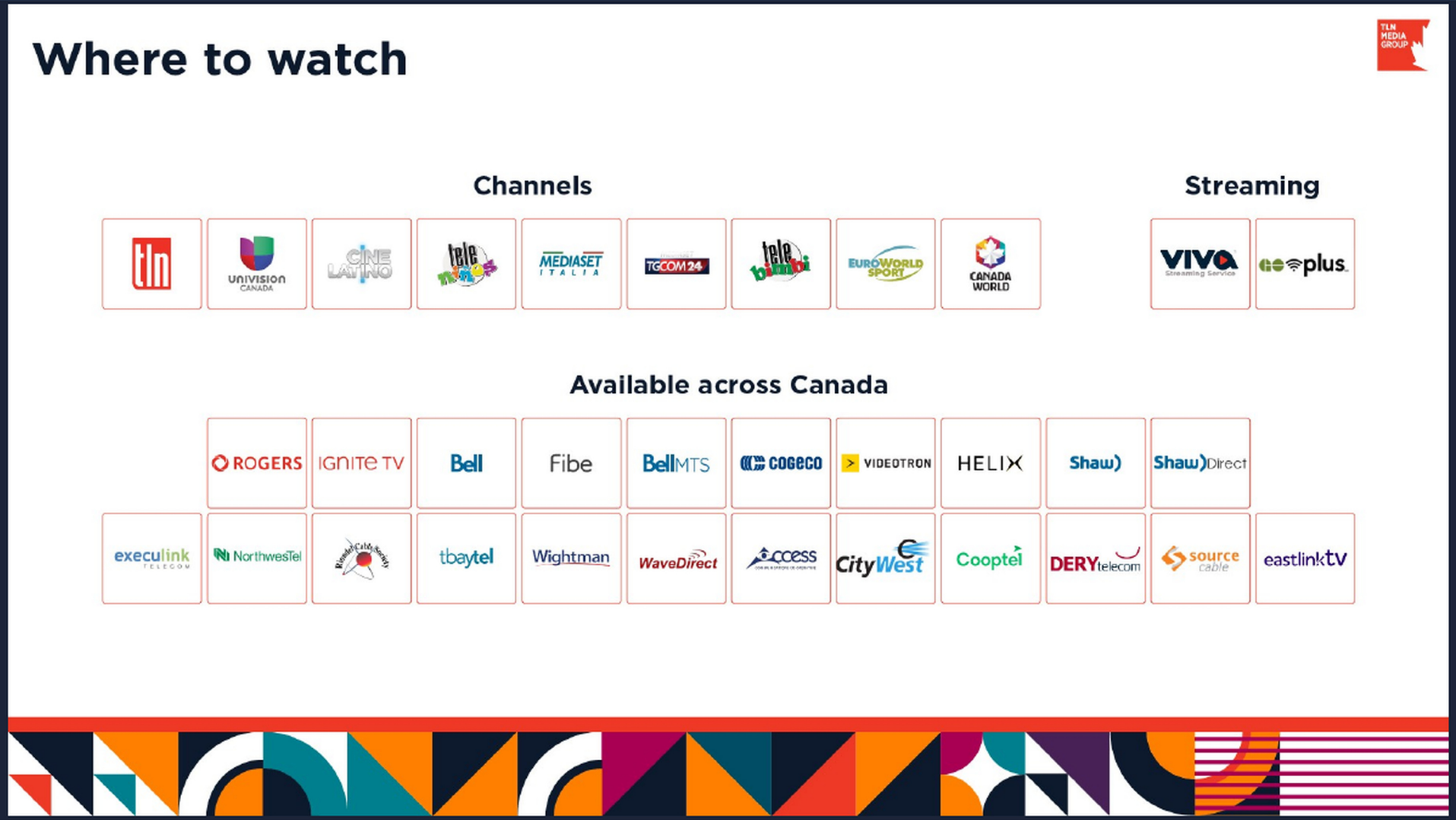
FanDuel
SPORTS & GAMING

CHANEL
LUXURY & BEAUTY

P&G
CONSUMER GOODS

Partnerships across food & beverage, automotive, financial services, health, sports, luxury and consumer goods.

Where to watch *September-January National Free Preview*



Thank you

