



LA PRESSE+: 3 YEARS OF SUSTAINED GROWTH

Montréal, April 15, 2016 – To mark La Presse+'s third anniversary, La Presse reviews the achievements and outstanding performance of its digital edition for tablets since its launch.

“At the beginning of the year, La Presse completed its digital transition, with our La Presse+ digital tablet edition successfully replacing the Monday-to-Friday print edition,” commented Guy Crevier, President and Publisher of La Presse. “Three years after its launch, La Presse+ is now established as an indispensable medium of reference in Québec, both for readers who have made it a daily ritual and for the advertiser clients who choose it to deliver impactful marketing campaigns.” Mr. Crevier added: “Today, we are very proud of the progress we have made in the past few years, and more convinced than ever of the relevance of our digital transformation.”

A constantly growing media platform

Since the announcement of the end of the weekday print edition seven months ago, the weekly readership of La Presse+ has increased by almost 30%: nearly 140,000 new readers¹ are using the app each week. Three years on from its launch, the popularity of La Presse+ continues to grow, with an average of 725 new app downloads per day. That impressive increase shows that readers of the print edition of La Presse are continuing to migrate to La Presse+, and that new readers are signing on all the time as well. Today, an average of nearly 260,000 unique tablets² are connected to La Presse+ daily. Readers show continued engagement and great enthusiasm for the news and information experience offered by La Presse+ and they spend between 40 and 60 minutes³ daily with their digital edition, depending on the day of the week.

La Presse+: the number one news app in Québec

That success was recently confirmed by a study of Quebecers' news and information consumption habits in the digital age, conducted by the Centre d'études sur les médias at Université Laval. Based on number of users as well as reading time, the study found that La Presse+ holds a 43%⁴ share of the mobile news app market in Québec, far in advance of its closest competitor, which has a 16% share.

Share (%) of the market for mobile news applications, 2015

La Presse+	42.7
Radio-Canada	15.5
MétéoMédia	12.5
RDS	9.5
J5	6.0
Other	5.2
TVA sports	4.5
Le Devoir	1.7
L'actualité (magazine)	1.4
Canoë-LCN	1.0
Total	100%

2.4 million readers

Earlier this week, La Presse also stood out in the results of the latest daily newspaper readership survey, once again ranking as the leader in digital news and information in the province. Each week, more than 2.4 million readers in Québec consult our digital platforms (La Presse+, LaPresse.ca, and the La Presse Mobile app).⁵ That's 43% more readers than our nearest rival, whose digital platforms attract 1.7 million weekly readers. These results offer further proof that digital media, including La Presse+, are extremely popular with Quebecers, as the print newspaper industry continues its decline.

Renewed readership

La Presse+ is popular among all age groups, but most particularly among young adults. In fact, the La Presse brand, propelled by the success of La Presse+, has leapt 16 positions in the Ipsos-Infopresse 2016 rankings of the most influential brands in Québec among millennials.

Effective and much-appreciated advertising content

In an industry undergoing profound change, La Presse+ is now positioned as an indispensable media platform for reaching and interacting with a critical mass of high-quality readers. La Presse+ stands apart from its competitors in offering advertisers and agencies a range of innovative, creative, effective and measurable advertising products that truly meet their needs. To date, some 1,800 advertisers have chosen this leading-edge digital vehicle, publishing close to 30,000 ads. Three years after the launch of the app, advertising revenues from La Presse+ already account for more than 75% of La Presse's total advertising revenues, while all of its digital platforms, taken together, generate 88% of those revenues. These excellent results show that advertisers are continuing to transfer their investments to La Presse+.

About La Presse

La Presse, Canada's French-language news medium of record, is distributed on several platforms, including a digital edition for tablets, mobile applications, the Web and paper. Its content features distinctive, rich and diversified coverage of news and current events. The recipient of numerous awards for the quality of its content and its design, La Presse is also known for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate. La Presse+, its free digital edition, fully leverages the multi-function capabilities of iPad and Android tablets to deliver the most comprehensive news and information experience ever from Quebec's largest newsroom.

Sources:

- (1) Localytics, September 7 to 13, 2015, vs. March 28 to April 3, 2016 (1.5 readers per tablet [CROP, January 2015]).
- (2) Localytics, daily average number of unique tablets, March 28 to April 1, 2016.
- (3) Localytics, Spring 2016.
- (4) Les Québécois et l'information à l'ère du numérique, 2015. market shares calculated based on number of users and usage intensity, Centre d'études sur les médias, Université Laval.
- (5) Vividata 2015 Q4, Digital Readership, Weekly, Quebec 18+

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