

# **French-Language Music Diversity Study (2015)**

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## **I. Executive Summary**

In this study the stations provide their audience with a wide repertoire of French-language music.

In 2015 songs shared by 94% of the panel stations are performed by 15 artists indicating a concentration of airplay across more stations.

The data indicates the French-language library at the panel stations is an evolving entity that is expanding immersed with new artists which add to, but not displace older performers.

The format networks deliver a music product that is in most cases very similar to that of the corporate flagship station. Generally, the Brands are consistent market to market.

The amount of airplay and titles from Emerging Artists is consistent with the roster of performers replenishing itself over the six year period.

The Top Ten most played titles are played on a higher percentage of the panel stations in 2015 compared to 2009.

The top French-language hits are played more frequently and across more stations in 2015.

Titles common to 6 - 7 stations receive the most airplay in both years of the study.

Format compatibility drives station airplay choices.

The Morning and Afternoon Drive periods see the lowest share of French-language music play.

## **II. Objectives**

Nielsen BDS Radio, Canada (BDS) has been commissioned by the Canadian Radio-Television and Telecommunications Commission (CRTC) to complete an exclusive analysis exploring the level of music diversity of French-language artist airplay at commercial radio in selected Quebec Markets. This is accomplished through BDS monitoring of musical selections on commercial radio stations in Montreal, Quebec City, Gatineau and Trois-Rivières.

BDS will demonstrate meaningful French-language music airplay in terms of Diversity of Francophone artists and titles across the four markets. As well the study will examine duplication of French-language artists and titles, review the airplay of Emerging Artists and demonstrate their airplay across typical broadcast dayparts.

### III. Methodology

The stations are monitored for French-language airplay over 30-day periods (April 1 – April 30) in two different years (2009 and 2015); 18 hours per day (Sunday – Saturday from 6am – midnight).

The dayparts used for this study are Sunday – Saturday from:

6a – 10a

10a – 3p

3p – 7p

7p – 12a

Playlists were drawn from the BDS database for the following stations:

Market	Stations' Call signs
Gatineau	CHLX - FM (2015 only)
Gatineau	CIMF - FM
Gatineau	CKTF - FM
Montreal	CFGL - FM
Montreal	CITE - FM
Montreal	CKMF- FM
Montreal	CKOI- FM
Quebec City	CFEL - FM
Quebec City	CFOM - FM
Quebec City	CJEC - FM
Trois-Rivières	CJEB - FM
Trois-Rivières	CIGB - FM
Trois-Rivières	CHEY - FM

For purposes of this project, a song must play in excess of 72 seconds to be considered a spin and for it to be included in the study.

For the purpose of this project, the definition used to identify the French-language emerging artist is the one set out by the CRTC at paragraph 9 of Broadcasting Regulatory Policy CRTC 2011-316: *A Canadian French-language artist shall be considered an emerging artist until one of the following thresholds has been reached:*

- *A period of 6 months has elapsed since sales of one of the artist's albums have reached Gold status according to SoundScan, which is currently 40,000 units*
- *A period of 48 months has elapsed since the release of the artist's first commercially marketed album. I used the release date for the releases that are listed in the SoundScan system.*

The definitions of «current», «recurrent» and «gold» songs are the following\*:

- **Current** - *A Song which has recently been released or re-released by a label.*
- **Recurrent** - *A Song which recently appeared on a Billboard™ Chart then dropped off.*

- **Gold** - *A Song which has either been a Recurrent for one year, or if never having been on a Chart, has a Release Date older than two years.*

\* **Note regarding the format specific identification and the release date:** BDS classifies a song as Current, Recurrent, or Gold based on that song's spin activity separately in each format. In this way, a song may be a Current in AC and a Recurrent in Top-40 because the song's movement from Current to Recurrent is based on the date it falls off each individual Chart. In addition, the release date is the date a Song was officially released by a label. Some songs are re-released years after an original release (e.g., soundtrack songs). These are assigned a new Release Date and proceed through the Current, Recurrent and Gold cycle again.

## IV. Analysis Overview

The objective of this report is to demonstrate music airplay of French-language artists and titles across stations within each of the four markets. We examine the music database drawn from these stations by comparing French-language music play, diversity, duplication, daypart segmentation and era status.

The data captured in the monitored month shows a large number of French-language performers with a sizeable repertoire of songs played across the four markets. Overall in 2015 – over the combined markets: 538 artists play 1,906 titles a total of over 42,800 times. On average French-language music sees four titles and 80 plays per artist over a month.

Overall the stations in this study generate more French-language play in 2015 than in 2009.

French-Language Airplay Comparison 2009 - 2015							
2009				2015			09-15
	Number	Per/ stn	Per/ Artist	Number	Per/ stn	Per/ Artist	% Chg
<b>Artists</b>	371	31	s. o.	538	41	s. o.	33,9 %
<b>Titles</b>	1 302	109	4	1 906	147	4	35,1 %
<b>Spins</b>	35 680	2,973	96	42 892	3 299	80	11,0 %

Table 1

On average per station the number of artists increases by 34%, titles by 35% and the amount of airplay by 11%. More artists are seeing more of their catalog airing more frequently.

Similarly **Emerging Artist** play increases as a percentage of French-language airplay from 2009 to 2015.

The list of Emerging Artists is provided in [Appendices 1 and 2](#).

Emerging Artists Exposure 2009 - 2015		
Percentage of French-Language Airplay		
	2009	2015
<b>ARTISTS</b>	25,1 %	19,1 %
<b>TITLES</b>	12,1 %	9,2 %
<b>SPINS</b>	19,1 %	21,0 %

Table 2

While the percentage of artists and titles aired dropped, their contribution to the overall French-language airplay remains in the 20% range. This tells us as artists become Non-Emerging with the passage of time and success, their place is being filled by new Emerging artists. Evidence of Emerging artists being



integrated into the station currency is shown in Table 3 demonstrating the airplay and titles garnered by the top five Emerging artists of 2009 in 2015.

<b>TOP 5 EMERGING ARTIST TRACKING</b>				
	<b>2009</b>		<b>2015</b>	
<b>Artist</b>	<b>Spins</b>	<b>Songs</b>	<b>Spins</b>	<b>Songs</b>
Alfa Rococo	639	5	409	8
Marc Dupré	321	7	977	12
Marc-André Fortin	314	4	53	3
Marie-Luce Béland	297	3	53	1
David Jalbert	292	3	72	5

Table 3

In Table 3 Marc Dupré sees an increase in airplay and titles played and along with Alfa Rococo and David Jalbert adding more titles to their active radio catalogue.

## V. Stations Profiles

We compare the internal French music usage by each station from the viewpoint of how the music product contributes to brand diversity. The Station Profiles section of the study analyses the key musical attributes of the 13 panel stations. The data on these profiles reflect French Language airplay only.

In **Gatineau** two stations were examined in 2009 (CKTF-FM and CIMF-FM) with CHLX-FM, which had been operating as “Planet Jazz” a Specialty station in that year, added to the panel for 2015.

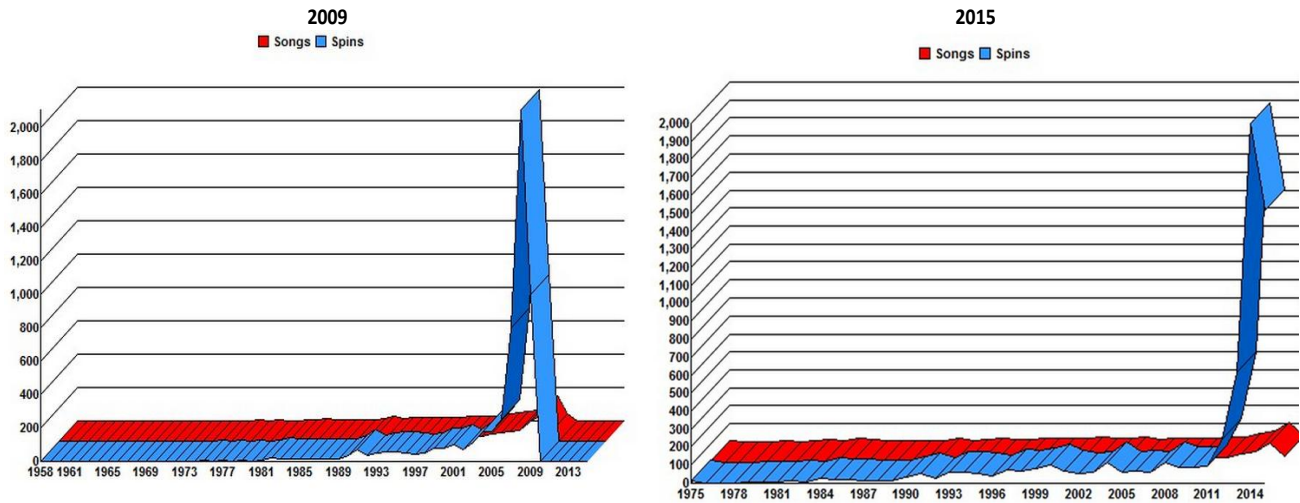
**CKTF-FM** operates as part of the NRJ brand, owned by Astral Media in 2009 and acquired by Bell Media in 2013. The format is Contemporary Hit. The 2009 profile shows a universe of 313 titles generating just over 2,800 spins. Five titles are in a high rotation at more than three plays per day.

LIBRARY	2009		2015	
	CKTF		CKTF	
TITLES	313		279	
SPINS	2,815		3,335	
AVERAGE AGE	2004		2006	
	Spins	Titles	Spins	Titles
CURRENT	60.7%	27.8%	51.3%	14.3%
RECURRENT	16.1%	26.2%	14.9%	13.3%
GOLD	22.6%	52.1%	33.8%	72.8%
DAYPARTS	Spins		Spins	
6A- 10A	14.9%		17.7%	
10A - 3P	24.2%		23.7%	
3P - 7P	7.6%		8.9%	
7P - MID	53.4%		49.7%	
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	3	5	3	8
MEDIUM (>2-1)	2	51	2	12
LOW >1	>1	257	>1	259

Table 4

In 2009, the Current repertoire produces 60% of the airplay also reflected in the library average age set with titles from 2004. The 2015 profile sees a smaller universe, with more airplay and while 10% less than previously, the bulk of the airplay is coming from Current releases with eight songs receiving more than three plays per day. As in 2009, the Afternoon Drive daypart shows the lowest level of French-language music airplay.

Graphic 1 of the Era maps show the contemporary nature of CKTF-FM in both years.



Graphic 1

The top five spun titles in the 2009 study are all exclusive to CKTF-FM:

Artist	Title	Year	Spins
Marie-Mai	Dangereuse attraction	2009	79
Alfa Rococo	Plus rien à faire	2007	74
Indochine	Little Dolls	2008	68
Madcon	Beggin'	2007	68
Lapointe, Éric	Les malheureux	2008	62
Ryan, Kate	Ella, Elle l'a	2008	62

Table 5

The high rotation tracks for CKTF-FM in the 2015 period:

Artist	Title	Year	Spins
Folk, Sally	Les heures de visite	2015	100
Moffatt, Ariane	Debout	2015	95
Leloup, Jean	Paradis City	2015	92
Bégin, Claude	Avant de disparaître	2015	85
Cormier, Louis-Jean	Si tu reviens	2015	85
Les BB & Jean-Marc Couture	Snob	2015	81
Nevsky, Alex	Fanny	2015	81

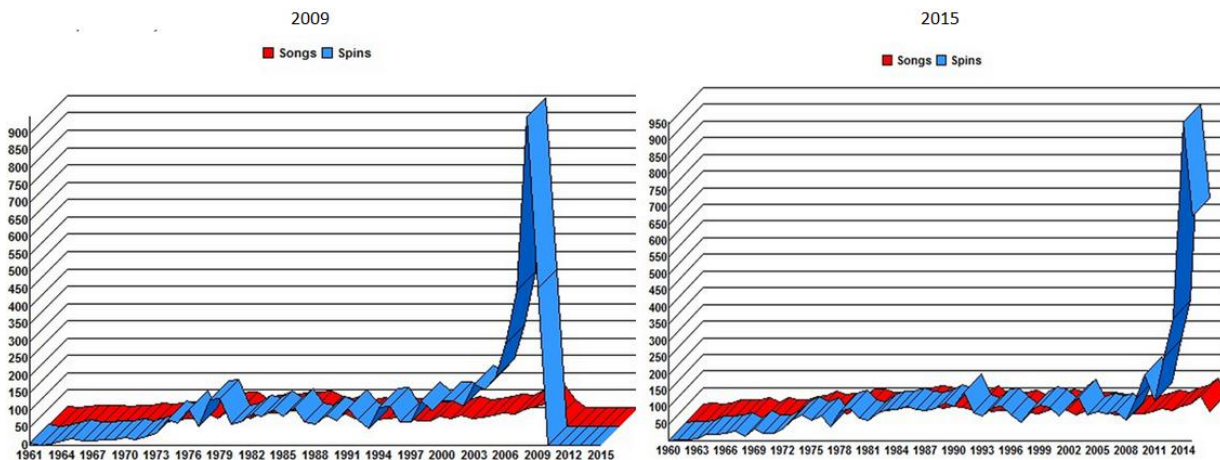
Table 6

**CIMF-FM** is branded "Rock Détente" under Astral Media ownership in 2009. This Adult Contemporary format continues under the "Rouge FM" label as a Bell Media station. Typical of the "Rouge FM" brand CIMF-FM focuses most of its airplay on Gold based material. The library has grown over the six year timeframe with less airplay of Current material. The number of top spun songs remains consistent at two songs seeing more than two plays per day.

	2009		2015	
LIBRARY	CIMF		CIMF	
TITLES		595		733
SPINS		3,594		3,572
AVERAGE AGE		1994		2001
	Spins	Titles	Spins	Titles
CURRENT	30.2%	10.9%	22.2%	6.1%
RECURRENT	9.1%	5.9%	12.6%	4.2%
GOLD	60.7%	83.2%	65.2%	89.4%
DAYPARTS		Spins		Spins
6A- 10A		17.8%		18.6%
10A - 3P		23.5%		20.0%
3P - 7P		11.7%		14.5%
7P - MID		46.4%		46.8%
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	2	2	2	2
MEDIUM (>2-1)	1	38	1	48
LOW >1	>1	555	>1	683

Table 7

Graphic 2 of the Era maps from both time periods show CIMF-FM shifting away from airplay from the 70s to the late 80s and early 90s a trend seen across North America for the AC format.



Graphic 2

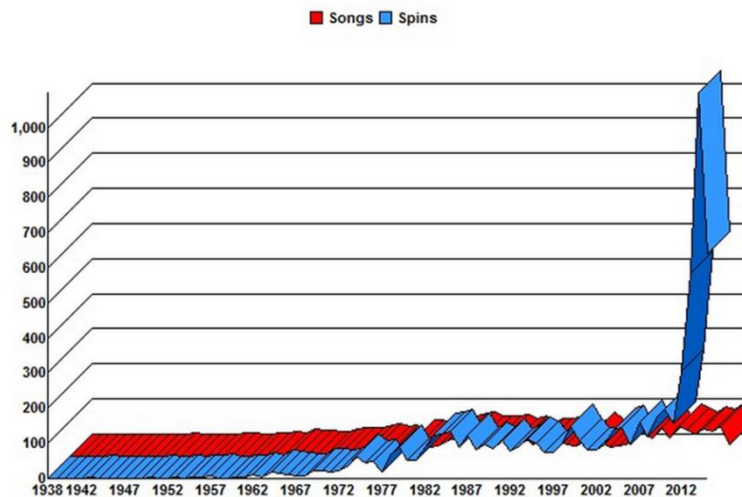
In 2009 the top played songs are: Annie Villeneuve "Ce soir" and the Andrée Watters & Sylvain Cossette 2008 duet "À distance." Claude Bégin "Avant de disparaître" and Alex Nevsky "Fanny" are played the most in 2015. In all cases these titles were multi-format hits also played at CKTF- FM and CHLX-FM.

**CHLX-FM** operated by Radio Nord Communications currently operates as "Rythme FM" a Hot AC brand licensed from Cogeco. The station still airs 20% of its music from Category 3 Specialty Music in the evening. This explains the low level of French-language airplay detected during that timeframe.

		2015	
LIBRARY		CHLX	
TITLES		790	
SPINS		3,141	
AGE		2003	
		Spins	Titles
CURRENT		25.1%	6.3%
RECURRENT		16.0%	4.6%
GOLD		58.9%	95.2%
DAYPARTS		Spins	
6A- 10A		27.5%	
10A - 3P		30.7%	
3P - 7P		13.9%	
7P - MID		27.8%	
ROTATION/DAY		Spins	Titles
HIGH (+2)			0
MEDIUM (>2-1)		2	1
LOW >1		>1	769

Table 8

Graphic 3 of the Era map shows a wide time span for significant gold airplay from the early 70s to date.



Graphic 3

Marie-Pierre Arthur "Rien à faire" and Dominique Hudson "Comme d'habitude" see one play a day the highest rotation for CHLX-FM and are shared with CIMF-FM which did not give these titles the same priority.

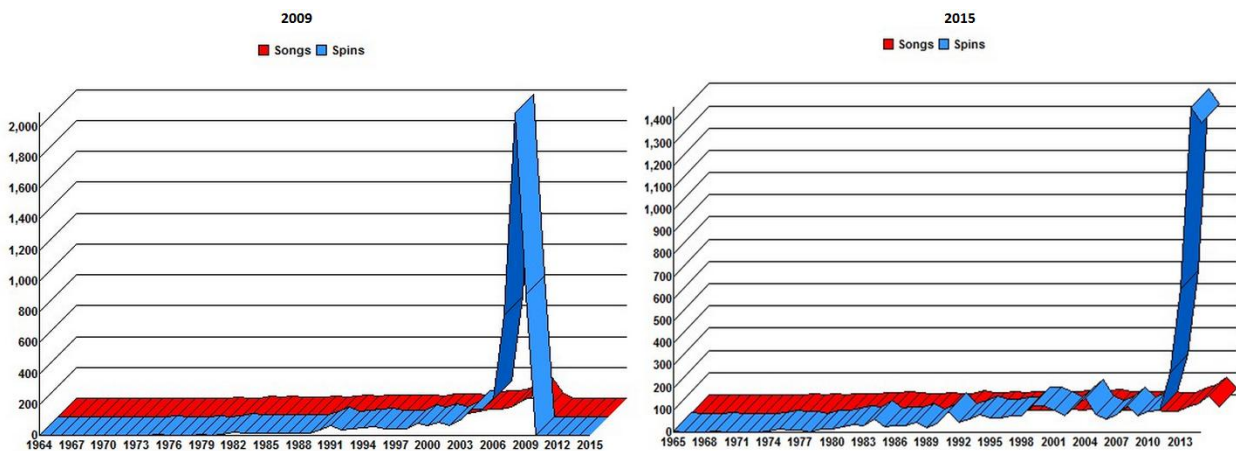
**Montreal** sees a contrast between the founding Contemporary Hit formatted brands CKOI-FM and NRJ and Adult Contemporary formatted Rouge FM and Rythme FM.

**CKMF-FM** is the premier station in Bell Media’s NRJ brand purchased from Astral Media in 2013. The station like its main competitor Cogeco’s CKOI-FM is Contemporary and is aggressive in exposing the top hits frequently. The profile sees a small library from the Current repertoire rotated frequently. The 13 top spun titles are aired over three times a day in both years of the study.

LIBRARY	2009		2015	
	CKMF	CKMF	CKMF	CKMF
TITLES		298		255
SPINS		2,565		3,325
AGE		2004		2006
	Spins	Titles	Spins	Titles
CURRENT	62.8%	28.9%	49.6%	14.9%
RECURRENT	17.0%	17.8%	12.7%	12.5%
GOLD	20.2%	53.4%	37.7%	72.5%
DAYPARTS		Spins		Spins
6A- 10A		13.6%		17.9%
10A - 3P		20.5%		21.6%
3P - 7P		6.8%		10.3%
7P - MID		59.2%		50.1%
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	3	13	3	13
MEDIUM (>2-1)	2	45	2	6
LOW >1	>1	240	>1	236

Table 9

Graphic 4 shows the concentration of airplay is contemporary just up to and including the study.



Graphic 4

Notably in 2009 of CKMF-FM's top five spun titles with one exception were aired more frequently than at CKOI-FM.

Artist	Title	Year	CKMF	CKOI
Marie-Mai	Dangereuse attraction	2009	82	79
Alfa Rococo	Plus rien à faire	2007	81	77
Lapointe, Éric	Les malheureux	2008	67	64
Ryan, Kate	Ella, Elle l'a	2008	67	27
Indochine	Little Dolls	2008	64	88

Table 10

Whereas in 2015 the reverse happens when CKOI-FM plays CKMF-FM's top five titles more often with the exception of Louis-Jean Cormier "Si tu reviens" which CKMF-FM played virtually as an exclusive in the market.

Artist	Title	Year	CKMF	CKOI
Leloup, Jean	Paradis City	2015	96	98
Moffatt, Ariane	Debout	2015	95	101
Folk, Sally	Les heures de visite	2015	93	93
Bégin, Claude	Avant de disparaître	2015	92	95
Cormier, Louis-Jean	Si tu reviens	2015	80	0

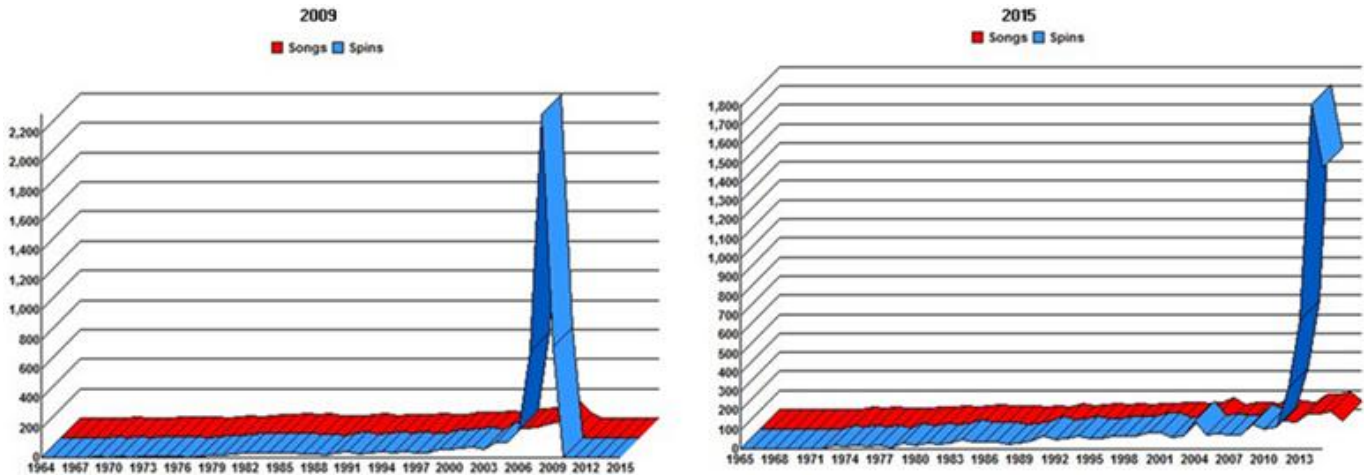
Table 11

**CKOI-FM** is Cogeco's powerhouse Contemporary music station heading the franchise heard across Quebec. The French-language active library increases over the two studies while the gold repertoire sees more airplay. There is a more even distribution of the airplay across the dayparts.

LIBRARY	2009		2015	
	CKOI	CKOI	CKOI	CKOI
TITLES		388		490
SPINS		2,528		3,065
AGE		2002		2008
	Spins	Titles	Spins	Titles
CURRENT	64.2%	17.3%	45.0%	8.8%
RECURRENT	18.8%	11.1%	14.5%	5.3%
GOLD	17.0%	71.6%	40.6%	85.9%
DAYPARTS		Spins		Spins
6A- 10A		17.8%		16.5%
10A - 3P		14.6%		20.1%
3P - 7P		5.1%		9.6%
7P - MID		62.5%		53.8%
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	4	7	4	10
MEDIUM (>2-1)	2	47	2	37
LOW >1	>1	334	>1	443

Table 12

Graphic 5 of the Era maps show little change over the six year period other than the retention of material from 2004 to 2012 that would now be considered Gold.



Graphic 5

In 2009 CKOI-FM’s top five spun titles sees Les Cowboy Fringant ‘s multi-format hit played twice as much as at CKMF-FM also Ariane Moffatt’s track sees more commitment at CKOI-FM.

Artist	Title	Year	CKOI	CKMF
Les Cowboys Fringants	La tête haute	2008	<b>107</b>	55
Indochine	Little Dolls	2008	<b>88</b>	64
Marie-Mai	Dangereuse attraction	2009	<b>79</b>	82
Alfa Rococo	Plus rien à faire	2007	<b>77</b>	81
Moffatt, Ariane	Jeudi 17 mai	2008	<b>72</b>	17

Table 13

The 2015 list of top spun titles indicates CKOI-FM plays these songs more frequently than CKMF-FM. All but the Simon Boudreau entry are cross-format hits played at other stations in the market. This could reflect a broadening of target for the brand.

Artist	Title	Year	CKOI	CKMF
Boudreau, Simon	La trotteuse	2015	<b>116</b>	53
Moffatt, Ariane	Debout	2015	<b>101</b>	95
Nevsky, Alex	Fanny	2015	<b>100</b>	75
Leloup, Jean	Paradis City	2015	<b>98</b>	96
Bégin, Claude	Avant de Disparaître	2015	<b>95</b>	92

Table 14

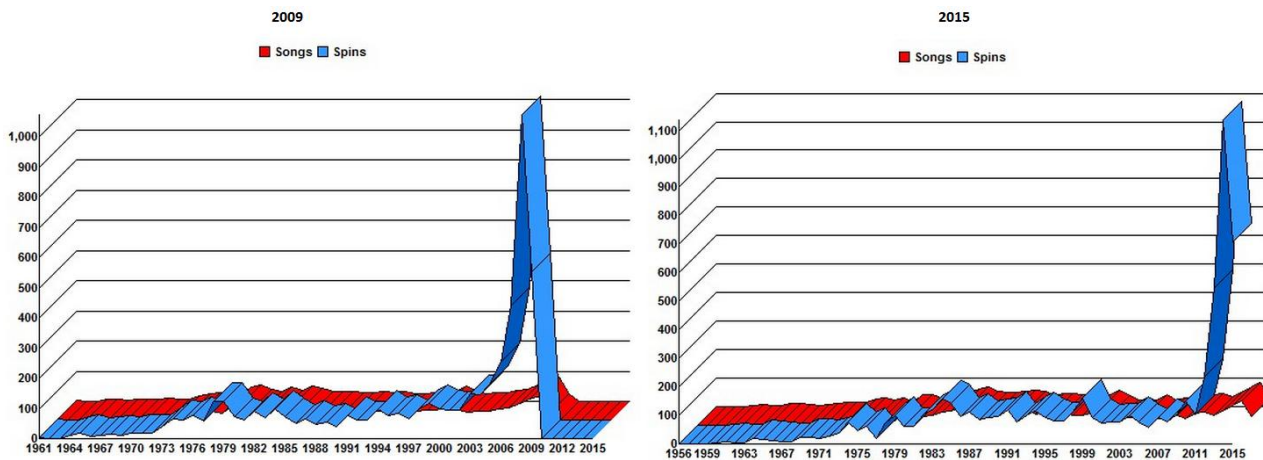
**CFGL-FM** is Cogeco’s market leading music station branded Rythme FM implementing an Adult Contemporary format. The bulk of the library and airplay comes from the Gold repertoire with Current material receiving less frequent exposure. As with CKOI-FM its Contemporary stable-mate, the library has grown over the two study periods.



LIBRARY	2009		2015	
	CFGL		CFGL	
TITLES		628		834
SPINS		3,363		3,403
AGE		1996		2002
	Spins	Titles	Spins	Titles
CURRENT	36.2%	12.1%	27.4%	6.4%
RECURRENT	10.7%	7.2%	15.3%	4.4%
GOLD	53.1%	80.7%	57.3%	89.1%
DAYPARTS		Spins		Spins
6A- 10A		18.1%		20.4%
10A - 3P		23.1%		21.0%
3P - 7P		10.9%		9.6%
7P - MID		47.8%		49.1%
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	2	4	2	1
MEDIUM (>2-1)	1	56	2	2
LOW >1	>1	568	>1	831

Table 15

Graphic 6 of the Era map shows a move away from late 70s – early 80s Gold replaced with titles from the 90s and early millennium.



Graphic 6

The top five spun titles from 2009 at CFGL-FM demonstrate the station's tactic of playing the French-language hits more frequently than its chief competitor:

Artist	Title	Year	CFGL	CITE
Villeneuve, Annie	Ce soir	2009	61	59
Reno, Ginette	Fais-moi la tendresse	2009	61	46
Ima	Drôle de vie	2009	57	45
Carmen, Marie	L'île au Trésor	2009	49	29
Deschamps, Martin	Ma petite douceur	2008	36	30

Table 16

The same results can be seen in 2015.

Artist	Title	Year	CFGL	CITE
Arthur, Marie-Pierre	Rien à faire	2015	<b>63</b>	31
Étienne Drapeau	Marie-moi	2014	<b>46</b>	27
Hudson, Dominique	Comme d'habitude	2015	<b>44</b>	23
Michaud, Patrice	Mécaniques Générales	2013	<b>43</b>	23
Marie-Ève Janvier et Jean-Francois	Tu deviendras	2015	<b>40</b>	15
McNicoll, Stephane	Un peu de soleil	2015	<b>39</b>	15

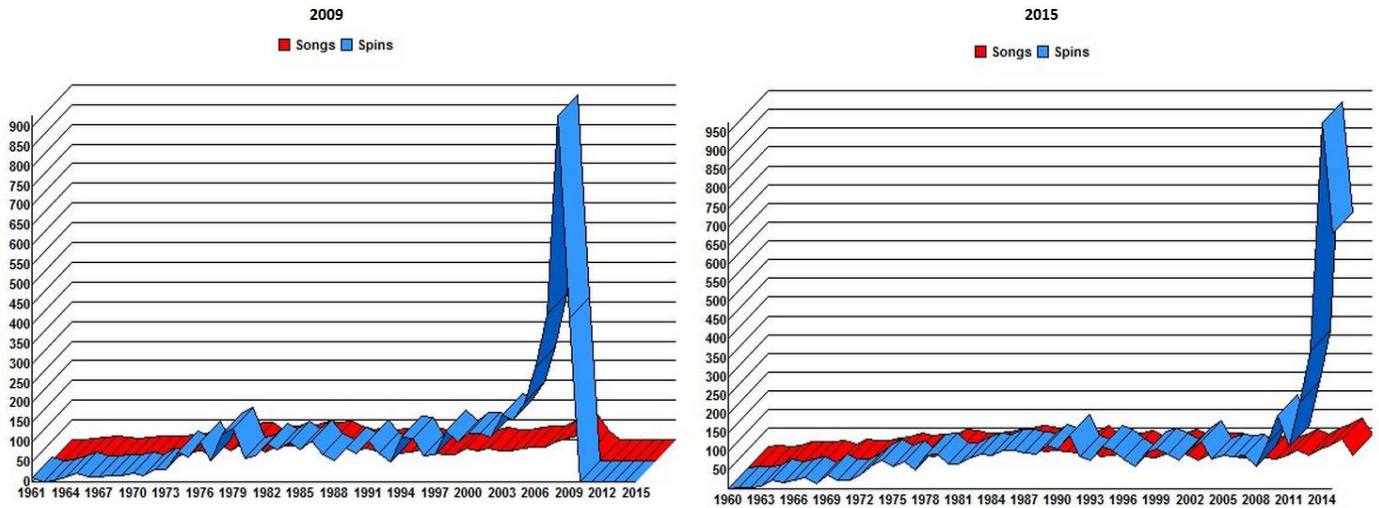
Table 17

**CITE-FM** is the flagship of Bell Media's Rouge FM network in Quebec. In 2009 CITE-FM is owned by Astral Media is branded as "Rock Detente". The station has been operating in the Adult Contemporary format since the early 90s. True to the format, the Current repertoire has less importance and is rotated at fewer than one spin per day.

LIBRARY	2009		2015	
	CITE		CITE	
TITLES	606		735	
SPINS	3,497		3,578	
AGE	1995		2001	
	Spins	Titles	Spins	Titles
CURRENT	29.2%	10.2%	22.8%	5.9%
RECURRENT	8.8%	5.6%	12.5%	5.6%
GOLD	62.1%	84.2%	64.7%	88.6%
DAYPARTS	Spins		Spins	
6A- 10A	15.9%		17.9%	
10A - 3P	24.0%		20.3%	
3P - 7P	11.6%		15.1%	
7P - MID	48.5%		46.7%	
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	0		2	1
MEDIUM (>2-1)	2	6	2	1
LOW >1	>1	600	>1	733

Table 18

As is the case for most stations in this format the reliance on Gold from the 70s has moved to the early 90s.



Graphic 7

As seen with the Contemporary Hit Montreal French-language stations the format competitors vary on the top ranked titles. In 2009 CFGL-FM gives more play to three titles and only one play to Dany Bédar's song.

Artist	Title	CITE	CFGL
Villeneuve, Annie	Ce soir	59	61
Watters, Andrée & Sylvain Cossette	À distance	58	30
Reno, Ginette	Fais-moi la tendresse	46	61
Bédar, Dany	Je n'attends plus ton retour	46	1
Ima	Drôle de vie	45	57

Table 19

In 2015, CITE-FM shows more ownership of its top played titles including exclusive exposure for Les Handclaps.

Artist	Title	CITE	CFGL
Bégin, Claude	Avant de disparaître	67	30
Nevsky, Alex	Fanny	44	27
Folk, Sally	Les heures de visite	41	29
Moffatt, Ariane	Debout	35	28
Les Handclaps	Je pense encore à toi	35	0

Table 20

The three stations studied in **Quebec City** reflect the impact of ownership changes and resultant brand re-alignment between 2009 and 2015.

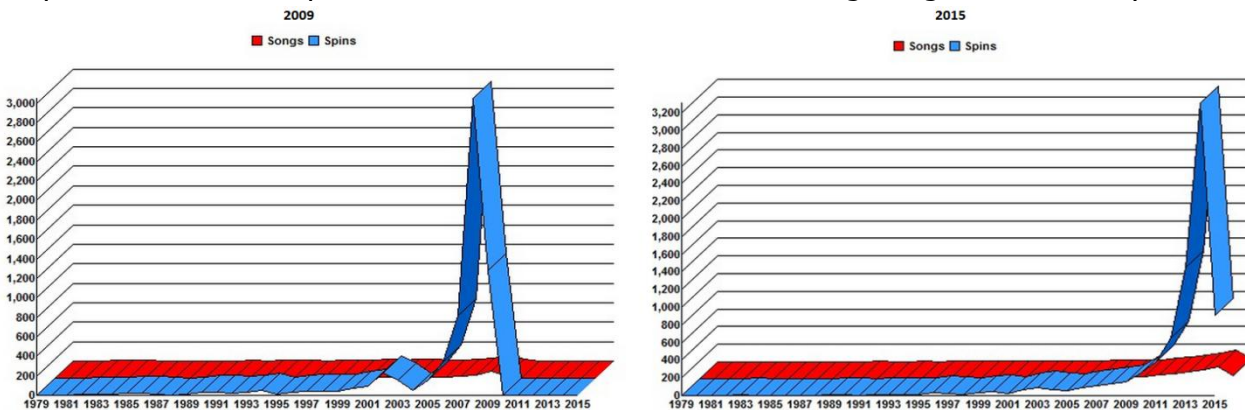
**CFEL-FM** is a Contemporary Hit station owned by Corus in 2009 continuing with the Émotion Rock brand. After being acquired by Cogeco, in the Fall of 2009 CFEL-FM was sold to Leclerc Communications who operates the station under the CKOI-FM brand. In 2009 as Émotion Rock the Current rotation was more frequent with a dozen titles airing more than four times per day.

	2009		2015	
	CFEL		CFEL	
LIBRARY				
TITLES		101		161
SPINS		2,720		3,145
AGE		2005		2012
	Spins	Titles	Spins	Titles
CURRENT	56.1%	24.8%	26.1%	17.4%
RECURRENT	13.9%	9.9%	29.5%	19.3%
GOLD	29.6%	65.3%	44.4%	63.4%
DAYPARTS		Spins		Spins
6A- 10A		17.7%		20.1%
10A - 3P		18.5%		17.6%
3P - 7P		12.1%		11.6%
7P - MID		51.7%		50.7%
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	4	12		0
MEDIUM (>2-1)	2	37	2	14
LOW >1	>1	52	>1	147

Table 21

CFEL-FM today does not mirror the CKOI-FM brand seen in Montreal. The playlist is smaller and more exposure is given to the Current titles, but the frequency of play is less with no tracks registering more than two spins per day.

Graphic 8 of the Era map shows the consolidation of recent titles gaining more inventory and airplay.



Graphic 8

Three of CFEL-FM's top five spun titles, "Celle qu'il te faut," "Quoi que tu dises" and "L'amour est un tricheur," in 2009 are exclusive to the station and the frequency of airplay is higher than seen in 2015.

Artist	Title	Spins
Kenza Farah Feat. Nina Sky	Celle qu'il te faut	133
M, Melissa	Quoi que tu dises	124
Bédar, Dany	Je n'attends plus ton retour	115
Landry, Maxime	L'envie	110
Caracol	L'amour est un tricheur	107

Table 22

The 2015 top spun titles show half the turnover compared to 2009 and two titles by Andie Duquette and Marie-Mai are exclusive to CFEL-FM.

Artist	Title	Spins
Duquette, Andie	On n'se dit pas qu'on s'aime	51
Sorel	Mes yeux noirs	50
Tremblay	Aime/Pardonne	50
Marie-Mai	À bout portant	49
Misteur Valaire Feat. Karim Ouellet	L'amour est un monstre	49

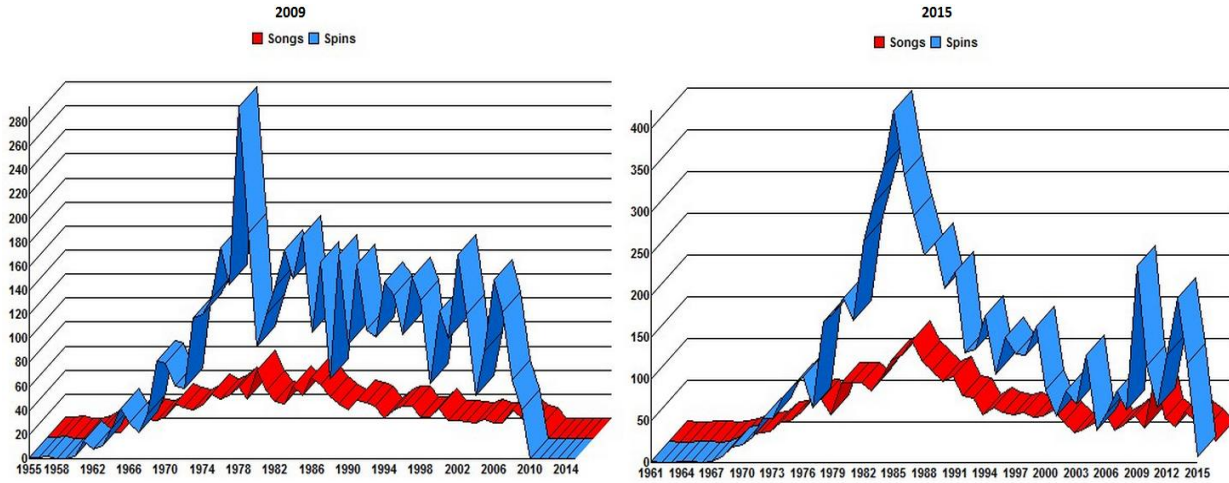
Table 23

**CFOM-FM** is a Classic AC Hits station formerly owned by Corus. In 2009, the station is branded "Souvenirs Garantis". Acquired in 2011 by Cogeco the format and branding are revised to "M FM".

LIBRARY	2009		2015	
	CFOM		CFOM	
TITLES		529		853
SPINS		2,981		3,488
AGE		1985		1998
	Spins	Titles	Spins	Titles
CURRENT	0.5%	1.9%	0.7%	0.6%
RECURRENT	2.7%	1.9%	2.9%	1.3%
GOLD	96.7%	96.2%	96.4%	98.1%
DAYPARTS		Spins		Spins
6A- 10A		18.4%		22.8%
10A - 3P		21.5%		19.6%
3P - 7P		9.2%		16.2%
7P - MID		50.9%		41.5%
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)		0		0
MEDIUM (>2-1)	2	78		0
LOW >1	>1	451	>1	853

Table 24

As under the previous Gold-based incarnation CFOM-FM plays few Current songs. In 2015 CFOM-FM rotates the increased inventory at less than one play per day. The impact of a more music less talk tactic is obvious with an increase in airplay cross the day particularly in the Morning and Afternoon Drive dayparts.



Graphic 9

Graphic 9 maps shows less 50s and 60s airplay and movement from a peak play in the 70s to mid-80s in 2015 driving the library average year to 1998.

The top spun titles from 2009 demonstrate the depth of the format sonically and era-wise.

Artist	Title	Year	Spins
Renaud, Mélanie	J'men veux	2002	37
Seff, Daniel	Repartons à zéro	1983	37
Offenbach	Mes blues passent pu dans porte	1978	35
Daniel, Cindy	Sous une pluie d'étoiles	2006	33
Richard, Zachary	La ballade de Jean Batailleur	1997	32

Table 25

In 2015 the top played titles show a slower rotation and more contemporary stance.

Artist	Title	Year	Spins
Michaud, Patrice	Mécaniques Générales	2013	18
Nevsky, Alex	On leur a fait croire	2013	18
Ouellet, Karim	L'amour	2012	18
Dubmatique	Soul pleureur	2002	17
Dupré, Marc	Aimons-nous (Sans Attendre)	2014	16
Hudson, Dominique	Danza	2013	16
Nodeja	Quelque chose about you	1999	16

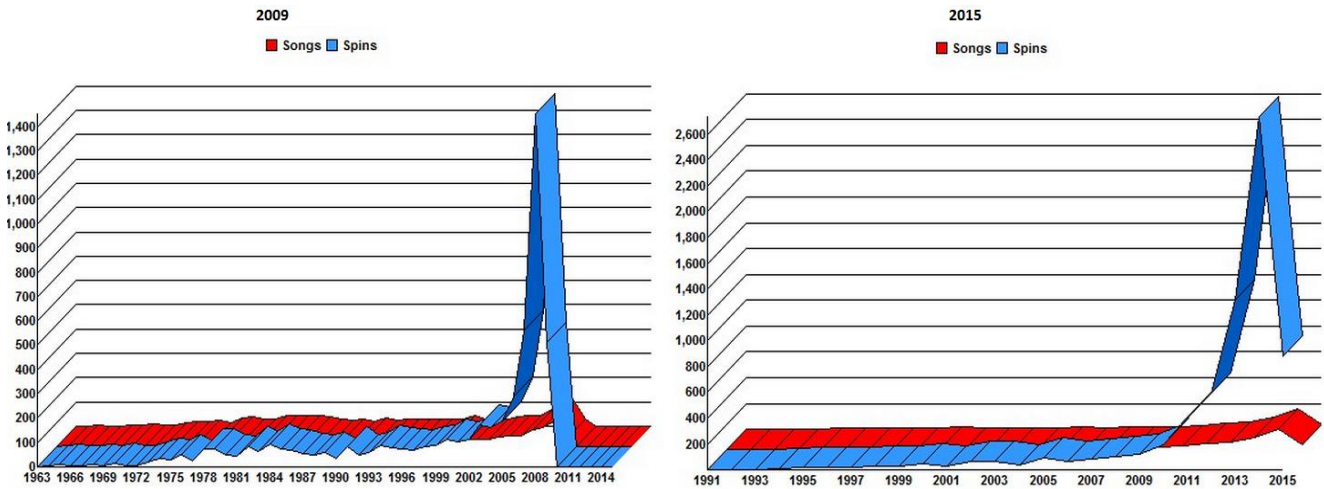
Table 26

**CJEC-FM** is operated in 2009 by Corus Entertainment as Rythme FM. The station was subsequently reacquired by Cogeco and sold in 2012 to Leclerc Communications. CJEC-FM is branded as WKND FM as a Triple A, it is the only French-language station using this format.

	2009		2015	
	CJEC		CJEC	
LIBRARY				
TITLES		652		152
SPINS		3,440		3,059
AGE		1996		2012
	Spins	Titles	Spins	Titles
CURRENT	38.6%	13.3%	29.2%	21.7%
RECURRENT	12.1%	7.7%	29.0%	22.4%
GOLD	49.3%	79.0%	41.8%	55.9%
DAYPARTS		Spins		Spins
6A- 10A		19.9%		16.7%
10A - 3P		21.7%		18.8%
3P - 7P		11.7%		6.6%
7P - MID		46.7%		57.9%
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	2	1		0
MEDIUM (>2-1)	1	58	2	16
LOW >1	>1	593	>1	136

Table 27

The transformation is evident with a smaller universe scheduled more evenly across the dayparts. As is the case with the format CJEC-FM exposes titles less than twice per day.



Graphic 10

The change to a concentration of titles from 1991 onwards shown in Graphic 10 is in keeping with the Triple A format.

The top spun songs of 2009 are exclusive to the station excepting the multi-format hit "Ce soir" by Annie Villeneuve:

<b>Artist</b>	<b>Title</b>	<b>Spins</b>
Villeneuve, Annie	Ce soir	62
Ima	Drôle de vie	55
Reno, Ginette	Fais-moi la tendresse	53
Rose	La liste	38
Alfa Rococo	Plus rien à faire	35

Table 28

CJEC-FM's 2015 most played titles are all shared with AC CFEL-FM.

<b>Artist</b>	<b>Title</b>	<b>Spins</b>
Bégin, Claude	Avant de Disparaître	58
Misteur Valaire Feat. Karim Ouellet	L'amour est un monstre	57
Bloom, Fanny	Piscine	52
Les Handclaps	Je pense encore à toi	52
Tremblay	Aime/Pardonne	51

Table 29



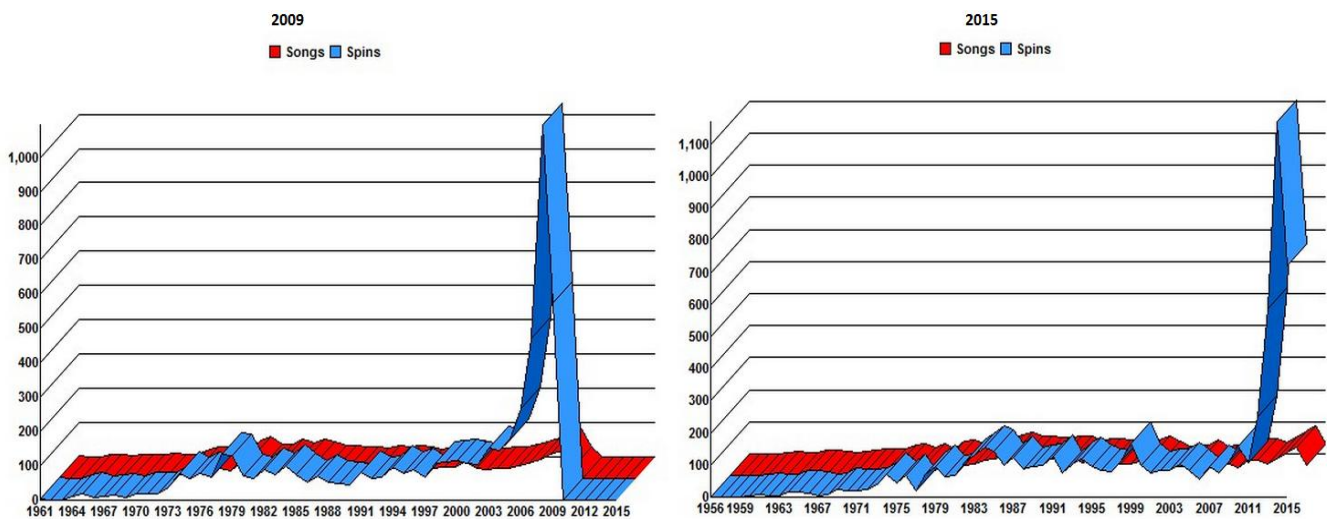
**Trois-Rivières** sees local variants of flagship formats at Bell Media’s CIGB-FM and CHEY-FM with Rouge-FM and NRJ respectively and Cogeco’s Rythme FM at CJEB-FM.

**CJEB-FM** was launched by Cogeco in 2003 and continues to operate as in the Adult Contemporary format. There is slight change in terms of increased library and Gold airplay, but overall the profile reflects its common musical lineage with CFGL-FM.

	2009		2015	
	CJEB		CJEB	
LIBRARY				
TITLES		634		844
SPINS		3,511		3,493
AGE		1996		2003
STATIONS S/T	Spins	Titles	Spins	Titles
CURRENT	35.6%	12.3%	27.1%	6.5%
RECURRENT	11.0%	7.1%	15.3%	4.7%
GOLD	53.4%	80.6%	57.5%	88.7%
DAYPARTS	Spins		Spins	
6A- 10A	19.9%		20.9%	
10A - 3P	21.4%		21.5%	
3P - 7P	12.8%		9.7%	
7P - MID	45.9%		47.9%	
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	2	1	2	1
MEDIUM (>2-1)	1	49	1	51
LOW >1	>1	584	>1	792

Table 30

The evolution of the Rythme brand is consistent in terms of the Gold era shift from the 70s to the mid 80s and an overall library age of 2002 at CJEB-FM.



Graphic 11

In 2009, the top five titles for the month of April on CJED-FM are identical to Rythme FM Montreal.

Artist	Title	Year	Spins
Villeneuve, Annie	Ce soir	2009	63
Reno, Ginette	Fais-moi la tendresse	2009	57
Ima	Drôle de vie	2009	55
Carmen, Marie	L'île au trésor	2009	52
Deschamps, Martin	Ma petite douceur	2008	39

Table 31

The same is true of the top five spun titles in 2015 as they mirror CFGL-FM's list.

Artist	Title	Year	Spins
Arthur, Marie-Pierre	Rien à faire	2015	63
Étienne Drapeau	Marie-moi	2014	46
Michaud, Patrice	Mécaniques Générales	2013	43
Hudson, Dominique	Comme d'habitude	2015	43
Dion, Olivier	Presque une chanson d'amour	2014	38

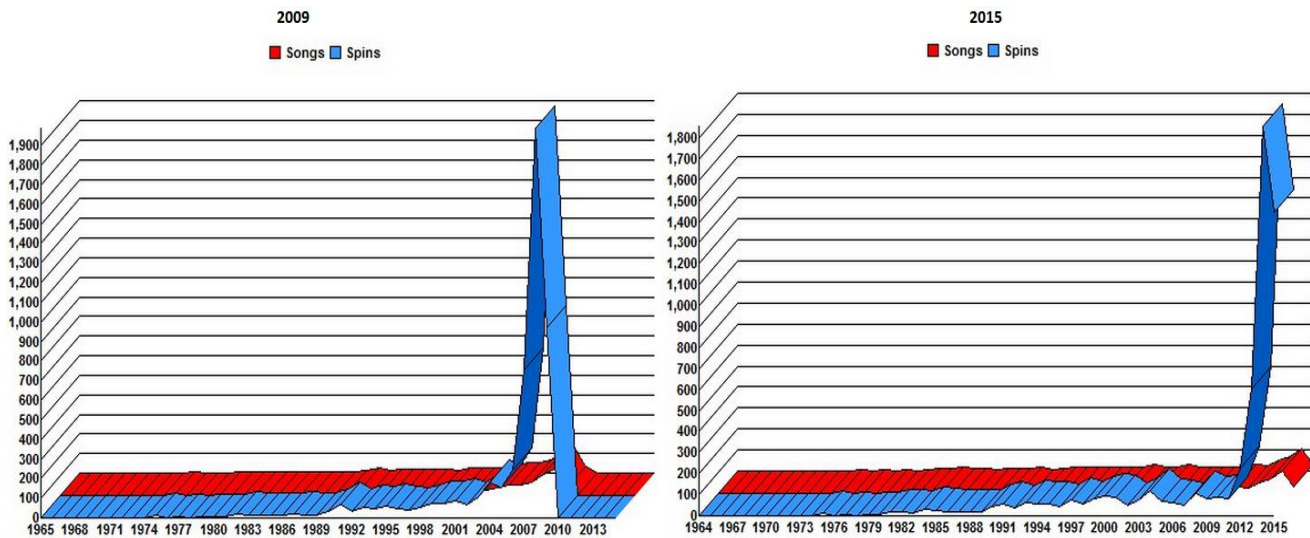
Table 32

**CIGB-FM** owes its Contemporary Hit heritage in part to ownership by Radiomutuel Inc. prior to Astral Media's 2000 acquisition and branding as Energie-FM. In 2013 Bell Media acquired the station and re-branded as NRJ.

	2009		2015	
	CIGB		CIGB	
LIBRARY				
TITLES		317		298
SPINS		2,828		3,313
AGE		2004		2009
STATIONS S/T	Spins	Titles	Spins	Titles
CURRENT	59.7%	28.4%	50.8%	13.8%
RECURRENT	16.8%	18.0%	14.3%	12.1%
GOLD	23.5%	53.6%	34.9%	74.2%
DAYPARTS		Spins		Spins
6A- 10A		15.9%		18.4%
10A - 3P		22.9%		22.5%
3P - 7P		8.1%		9.1%
7P - MID		52.8%		50.0%
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	2	5	3	14
MEDIUM (>2-1)	1	50	1	41
LOW >1	>1	262	>1	243

Table 33

The transition to NRJ and the alignment with flagship CKMF-FM Montreal is apparent in both the profile and Era maps in 2009 and 2015 of Graphic 12.



Graphic 12

The top played titles in 2009 shows “Dangereuse,” “Les malheureux” and “Little Dolls” played exclusively in the market by Energie with the top three echoing CKMF-FM’s top titles.

Artist	Title	Year	Spins
Marie-Mai	Dangereuse attraction	2009	83
Alfa Rococo	Plus rien à faire	2007	76
Madcon	Beggin'	2007	70
Lapointe, Éric	Les malheureux	2008	67
Indochine	Little Dolls	2008	64

Table 34

Of the top five most played titles at CIGB-FM in 2015 the first four songs also appear in the top positions at CKMF-FM, but with varying levels of airplay. Les BB and Jean-Marc Couture enjoy exclusive play in Trois-Rivières at NRJ.

Artist	Title	Year	Spins
Folk, Sally	Les heures de visite	2015	98
Moffatt, Ariane	Debout	2015	94
Leloup, Jean	Paradis City	2015	93
Bégin, Claude	Avant de disparaître	2015	87
Les BB & Jean-Marc Couture	Snob	2015	80

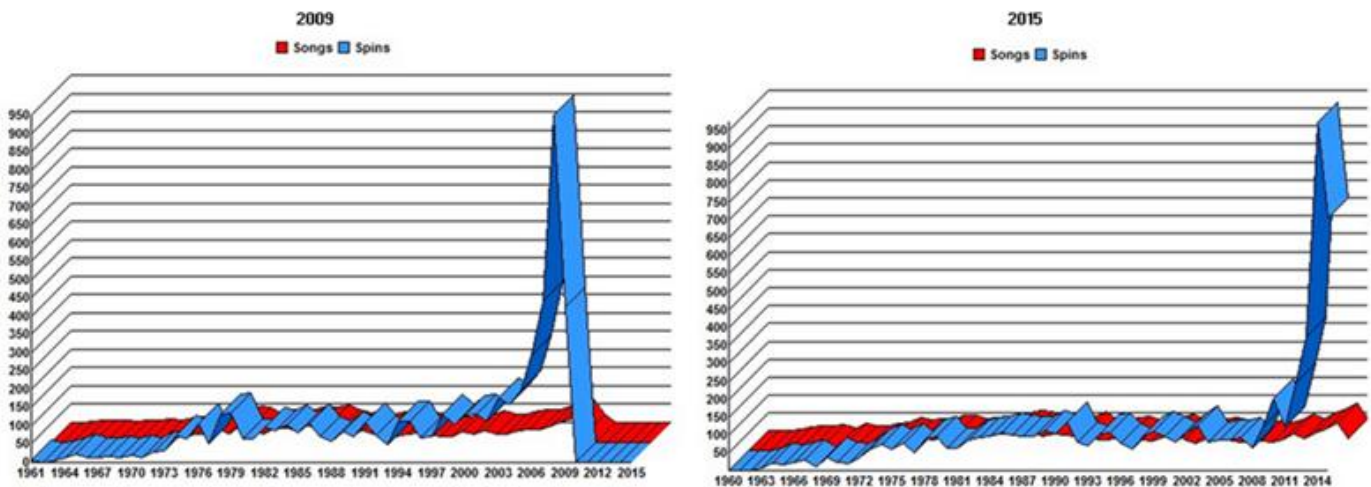
Table 35

Bell Media’s **CHEY-FM** is branded Rouge-FM and like the Montreal flagship CITE-FM draws its Adult Contemporary formatting from Rock-Détente introduced by Telemedia in the 90s.

LIBRARY	2009		2015	
	CHEY		CHEY	
TITLES		603		732
SPINS		3,581		3,630
AGE		1995		2002
STATIONS S/T	Spins	Titles	Spins	Titles
CURRENT	29.3%	10.4%	23.1%	6.0%
RECURRENT	9.0%	6.0%	12.6%	4.5%
GOLD	61.7%	83.6%	64.2%	89.5%
DAYPARTS		Spins		Spins
6A- 10A		18.1%		17.9%
10A - 3P		23.0%		21.2%
3P - 7P		11.5%		14.9%
7P - MID		47.4%		46.0%
ROTATION/DAY	Spins	Titles	Spins	Titles
HIGH (+2)	2	1	2	1
MEDIUM (>2-1)	1	46	1	51
LOW >1	>1	556	>1	680

Table 36

As is the case with its format competitor, CJEB-FM, Rouge-FM borrows heavily from the Montreal operation. Both of the 2009 and 2015 profiles show the branding of the day Rock-Détente and Rouge-FM. Similarly Graphic 13 of the era maps demonstrate the change in the AC format with regard to contemporizing the Gold repertoire.



Graphic 13

Of the top five titles in 2009, all are shared with CJEB-FM. Notably Marc-Andre Fortin's "Rosie" did not receive top five play at Montreal's Rouge-FM and airplay for Dany Bedar's song was significantly owned by CHEY-FM.

<b>Artist</b>	<b>Title</b>	<b>Year</b>	<b>CHEY</b>	<b>CJEB</b>
Villeneuve, Annie	Ce soir	2009	<b>62</b>	63
Watters, Andrée & Sylvain Cossette	À distance	2008	<b>57</b>	32
Reno, Ginette	Fais-moi la tendresse	2009	<b>46</b>	57
Marc-André Fortin	Rosie	2008	<b>45</b>	33
Bédard, Dany	Je n'attends plus ton retour	2008	<b>44</b>	1

Table 37

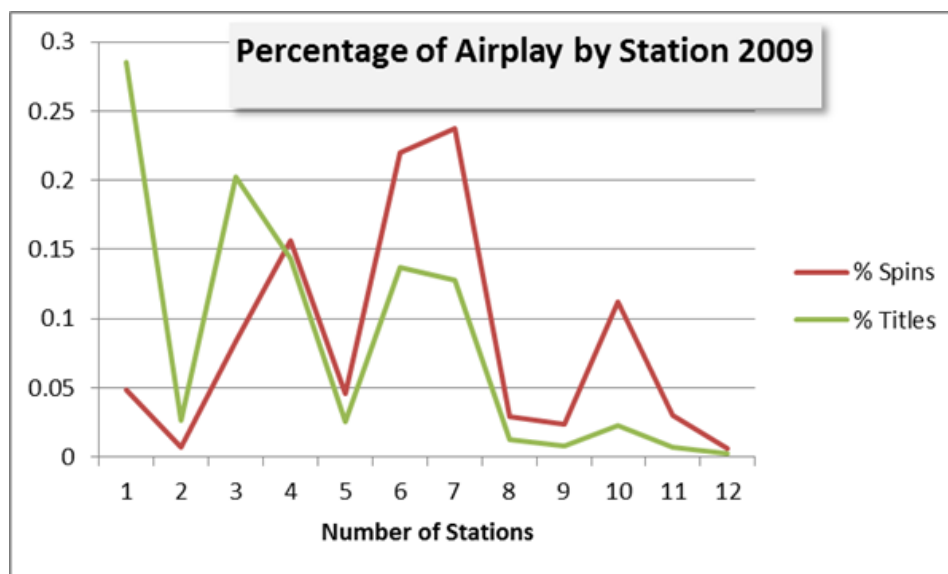
In 2015 CHEY-FM shares all of its top five titles with CJEB-FM and four of the set with Rouge-FM in Montreal. Marie-Pierre Arthur's "Rien à faire," number nine at CITE-FM, cracks the top five at Rouge-FM Trois-Rivières.

<b>Artist</b>	<b>Title</b>	<b>Year</b>	<b>CHEY</b>	<b>CJEB</b>
Bégin, Claude	Avant de disparaître	2015	<b>67</b>	31
Nevsky, Alex	Fanny	2015	<b>45</b>	27
Folk, Sally	Les heures de visite	2015	<b>42</b>	31
Moffatt, Ariane	Debout	2015	<b>38</b>	26
Arthur, Marie-Pierre	Rien à faire	2015	<b>32</b>	63

Table 38

## VI. Duplication

Combined station airplay and duplication for each year is shown for 2009 and 2015 on the following graphs. The number of titles played across the entire panel in either year is limited. The nature of the primary formats, while Pop-based, places limitations on songs even within the genre.



Graphic 14

Graphic 14 shows the concentration of airplay in 2009 around titles played at 6 to 7 stations. The volume of exclusive titles, songs played at only one station: 29% of all songs make up 5% of all airplay. Conversely, consensus airplay at all stations generates less than 1% of overall airplay from 0.2% of the active library.

The top ten spun titles deliver a big share of French-language airplay in 2009. The top ten most played titles did not play across all 12 stations, but played on an average of 7.6 stations each or 63% of the panel contributing to 10% of the total airplay.

Artist	Title	Year	Spins	Stns	Stn%
Villeneuve, Annie	Ce soir	2009	573	10	83%
Les Cowboys Fringants	La tête haute	2008	406	10	83%
Star Académie	1000 coeurs debout	2009	394	10	83%
Alfa Rococo	Plus rien à faire	2007	392	7	58%
Indochine	Little Dolls	2008	370	5	42%
Les Cowboys Fringants	Tant qu'on aura de l'amour	2008	327	10	83%
Marie-Mai	Dangereuse attraction	2009	323	4	33%
Ryan, Kate	Ella, Elle l'a	2008	322	7	58%
Reno, Ginette	Fais-moi la tendresse	2009	319	7	58%
Ima	Drôle de vie	2009	300	6	50%

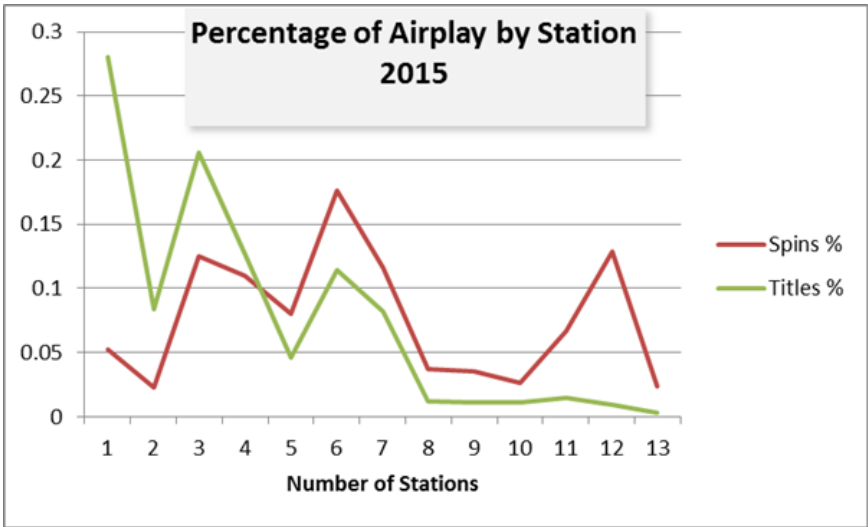
Table 39

Three titles played at all stations in the 2009 study delivering 244 spins or 0.7% of the combined airplay: Dany Bédar "Faire La paix avec l'amour," La Chicane "Tu m'manques" and Mylène Farmer "Désenchantée". Adding titles that played on eleven stations, their combined airplay is at 4% of the total airplay, significantly lower than the top ten spun songs noted above. It is notable that Les Colocs have four titles on this list underscoring their broad appeal. The band is shut out at Quebec's CJEC-FM.

Artist	Title	Year	Spins	Stns	Stn%
Bédar, Dany	Faire la paix avec l'amour	2002	106	12	100%
La Chicane	Tu m'manques	2001	102	12	100%
Farmer, Mylène	Désenchantée	1991	36	12	100%
Kaolin	Partons vite	2007	209	11	92%
Moffatt, Ariane	Je veux tout	2008	177	11	92%
Beland, Marie-Luce	Pleine lune	2007	175	11	92%
Dupré, Marc	Si pour te plaire	2008	165	11	92%
Mes Aïeux	Dégénération	2005	99	11	92%
Les Colocs	La rue Principale	1994	88	11	92%
Les Colocs	Tassez-vous de d'là	1998	70	11	92%
Les Colocs	Julie	1992	55	11	92%
Les Colocs	Bon yeu	1995	46	11	92%
Les Frères à Ch'Val	Mon voisin	1997	33	11	92%

Table 40

In 2015 the same concentration of shared airplay around 6 to 7 stations is shown on Graphic 15. Titles played on 6 to 7 stations generated 29% of all airplay from 20% of all titles played. As in 2009 exclusive titles, songs played at only one station make up 29% all titles, but only 5% of airplay. Consensus airplay at all 13 stations generates 2.3% of airplay, double 2009, from 0.3% of the active library.



Graphic 15

In 2015 the top ten spun titles deliver 12% of the total airplay and appear on an average of 86% or eleven of the 13 of the stations. Gold-based CFOM-FM played only Patrice Michaud's 2013 release from among the top ten titles.

Artist	Title	Spins	Stns	Stn%
Bégin, Claude	Avant de disparaître	740	12	92%
Folk, Sally	Les heures de visite	679	12	92%
Moffatt, Ariane	Debout	626	12	92%
Nevsky, Alex	Fanny	586	12	92%
Dupré, Marc	Là dans ma tête	493	12	92%
Leloup, Jean	Paradis City	487	11	85%
Coeur De Pirate	Carry On/Oublie-Moi	389	12	92%
Arthur, Marie-Pierre	Rien à faire	362	8	62%
Alfa Rococo	Le sexe des anges	361	9	69%
Michaud, Patrice	Mécaniques Générales	360	12	92%

Table 41

In 2015, six titles from Alex Nevsky "On leur a fait croire" and "Les coloriés," Karim Ouellet "L'amour," Marc Dupré "Nous sommes les mêmes," Ariane Moffatt "Montréal" and Kain "Mexico" were played at all panel stations. Adding the titles played at 12 of the 13 stations provides a list of 25 titles generating over 6,600 spins for 16% of all airplay. This shows more concentration of airplay across more stations. Additionally, the number of artists with several titles in this list played on 94% of the stations narrows diversity from that perspective. The following artists have more than one title comprising this list: Ariane Moffat - four titles; Alex Nevsky and Karim Ouellet - three titles; and two titles each for Coeur De Pirate, Marc Dupré, Kain (both Gold).

Artist	Title	Year	Spins	Stns	Stn%
Nevsky, Alex	On leur a fait croire	2013	237	13	100%
Ouellet, Karim	L'amour	2012	229	13	100%
Nevsky, Alex	Les coloriés	2013	228	13	100%
Dupré, Marc	Nous sommes les mêmes	2013	174	13	100%
Moffatt, Ariane	Montréal	2005	84	13	100%
Kain	Mexico	2006	66	13	100%
Bégin, Claude	Avant de disparaître	2015	740	12	92%
Folk, Sally	Les heures de visite	2015	679	12	92%
Moffatt, Ariane	Debout	2015	626	12	92%
Nevsky, Alex	Fanny	2015	586	12	92%
Dupré, Marc	Là dans ma tête	2014	493	12	92%
Coeur De Pirate	Carry On/Oublie-Moi	2015	389	12	92%
Michaud, Patrice	Mécaniques Générales	2013	360	12	92%
Misteur Valaire Ft. K.Ouellet	L'amour est un monstre	2014	359	12	92%
Ouellet, Karim	Rien ne sert de courir	2014	261	12	92%
Poulin, Alexandre	Comme des enfants en cavale	2014	244	12	92%
Cormier, Louis-Jean	Tout le monde en même temps	2012	233	12	92%
Moffatt, Ariane	Réverbère	2008	97	12	92%
Vallières, Vincent	On va s'aimer encore	2010	96	12	92%
Deslauriers, William	Je lève mon verre	2010	95	12	92%
Coeur De Pirate	Adieu	2011	92	12	92%
Kain	Embarque ma belle	2005	83	12	92%



Leloup, Jean	I Lost My Baby	1996	71	12	92%
Moffatt, Ariane	Je veux tout	2008	60	12	92%
Bélangier, Daniel	En mon bonheur (Tout toi me manque)	1999	56	12	92%

Table 42

A comparison of the top 20 artist airplay ranking and title depth is an indicator of diversity and a progressive direction for French-language music on these stations. Of 2009's top 20 artists, 25% remain in the top 20 in 2015: Ariane Moffatt, Kain, Les Cowboys Fringants, Celine Dion and Eric Lapointe. With exception of Ariane Moffatt, the ranking may be lower for the returning artists. In all cases these artists have more catalogue songs playing in 2015 than in 2009. Similarly, 25% of the artists on the 2015 top 20 are new and do not receive airplay in 2009. This indicates equilibrium.

TOP 20 ARTISTS RANK COMPARISON 2009 - 2015									
2009				2015				2009	
Rank	Artist	Spins	Songs	Rank	Artist	Spins	Songs	Rank	Titles
1	Dion, Céline	972	46	1	Nevsky, Alex	1168	5	n/a	0
2	Les Cowboys Fringants	961	12	2	Dupré, Marc	977	12	32	7
3	Lapointe, Éric	899	22	3	Moffatt, Ariane	952	10	7	10
4	Bédar, Dany	896	11	4	Folk, Sally	949	6	n/a	0
5	Kain	860	12	5	Vallières, Vincent	930	13	65	6
6	Villeneuve, Annie	781	6	6	Leloup, Jean	827	23	37	16
7	Moffatt, Ariane	728	10	7	Bégin, Claude	740	1	n/a	0
8	Cabrel, Francis	671	25	8	Marie-Mai	739	22	23	8
9	Alfa Rococo	639	5	9	Michaud, Patrice	734	5	n/a	0
10	Toupin, Marie-Chantal	613	13	10	Kain	622	16	5	12
11	Ciccione, Nicola	584	12	11	Ouellet, Karim	617	5	n/a	0
12	Mes Aïeux	566	7	12	Cœur de pirate	607	8	67	2
13	Boulay, Isabelle	547	17	13	Les Cowboys Fringants	602	25	2	12
14	Parent, Kevin	532	15	14	Cormier, Louis-Jean	599	5	n/a	0
15	Ima	523	7	15	Boisjoli, Brigitte	549	7	99	1
16	Cossette, Sylvain	501	23	16	Dion, Céline	539	50	1	46
17	D'Amour, France	465	20	17	Lapointe, Éric	539	29	3	22
18	Reno, Ginette	462	15	18	Arthur, Marie-Pierre	523	5	42	1
19	Jalbert, Laurence	448	17	19	Painchaud, Jonathan	487	12	24	6
20	Pelchat, Mario	448	15	20	Couture, Jérôme	469	4	n/a	0

Table 43

## VII. Conclusion

The study data indicates the French-language library at the panel stations is an evolving entity that is expanding immersed with new artists adding to, but not displacing older performers.

It is difficult to make a determination as many factors vary from market to market and format to format however, consolidation of airplay does impact diversity. Data demonstrates this concentration is trending upwards.

The format networks deliver a music product that is in most cases very similar to that of the corporate flagship station. The Brands are consistent market to market.

There are two exceptions particularly where the brand is licensed to a secondary party as is the case in Gatineau and Quebec City.

There are three primary formats in this study; Contemporary Hit, Adult Contemporary and Hot Adult Contemporary. The Branding we see is NRJ-FM, Rouge-FM and Rythme FM respectively.

Within the core formats such as Adult Contemporary as an example, there are variations in frequency of play before selection of titles that differentiates stations.

Overall, the French-language inventory of songs and their airplay is higher in 2015 than 2009 with these exceptions:

- The inventory of titles dropped at NRJ-FM in Gatineau, Trois-Rivières and Montreal.
- WKND-FM in Quebec City drops inventory and airplay with a format change to Triple A.
- Rythme FM Trois-Rivières CJEB-FM airs marginally less music than in 2009.

## Appendix 1 – Emerging Artists 2009

Alfa Rococo  
Dupré, Marc  
Marc-André Fortin  
Béland, Marie-Luce  
Jalbert, David  
Arthur, Marie-Pierre  
Étienne Drapeau  
Jean, Anik  
Caracol  
Fiona, Mélanie  
Landry, Maxime  
The New Cities  
SENS  
Coeur De Pirate  
Amylie  
Blanchard, Annie  
Burke, Alexandra  
BETA  
Chinatown  
Boisjoli, Brigitte  
Dupuis  
Numéro  
Poulin, Alexandre  
72 Rivière Rouge  
Jaune  
Samian  
Lapointe, Stéphanie  
Mad'MoiZèle Giraf  
Xavier Caféine  
Gage  
André  
Kamakazi  
Thalie, Lynda  
L'assemblée  
Janvier, Marie-Ève  
Martin Giroux  
Montigny, Audrey De  
Belyzel, Najoua  
Theory Of A Deadman  
D'Astous-Paquet, Carolanne  
Lindsay, Andréa  
Crash Parallel  
Emi Bond  
Picard, Pascale  
Marie-Ève Côté  
Chenail, Flavie  
La Brassée  
Les Dales Hawerchuk  
Marabu

Bernadette  
Deesses, Les  
Gagnon, Audrey  
Lost Fingers  
Lacombe, Sébastien  
Brown, Divine  
Champion, DJ  
Gosselin, Nancy  
Villeneuve, Suzie  
Peya  
Lacroix, Stage  
L'assemblée Feat. Dupuis  
Misstress Barbara  
Samian & Loco Locass  
Jonas  
Avila, Eva  
Lajoie, Pamela  
Desrosiers, Tiffany  
Frazer, Pat  
Dalpe, Jipe  
Angers, Marc  
Beast  
Bonjour Brumaire  
Polo Et Les Méchants Moinos  
Thibert, Marie Éline Feat. Boom Desjardins  
3 Gars Su'l Sofa  
Accrophone  
Qbanito  
Pépé  
El Motor  
Les 500 Choristes W/Daniel Lavoie  
Les Frères Cheminaud  
Umany  
Cea  
Meggie  
Trini-T  
Jervais  
Fiori, Serge  
Francois, Alain  
Jason Lang  
Jérôme-Philippe  
Hello Operator  
Les Porn Flakes  
Robitaille, Damien

## Appendix 2 – Emerging Artists 2015

Isabelle Boulay, Marc Dupré, Éric Lapointe, Pierre Lapointe

Ble & Les BB

Bégin, Claude

Arthur, Marie-Pierre

Couture, Jérôme

Dion, Olivier

Boudreau, Simon

Duquette, Andie

Tremblay

McNicoll, Stéphane

Lachance, Francois

M.T.L.

King Melrose

Jonas & The Massive Attraction

Caravane

Pelletier, Sophie

Wilkin, Renée

Couturier

Bloom, Fanny

Lacas, Simon

SoShy

Gazoline

Gasse, David

Andée

Beauregard, Guillaume

2Freres

Dargenti, Lola

May, Julien

McGraw, Maxime

Couture, Jean-Marc

Mordicus

Bleu Jeans Bleu

Bazinet, Kevin

Brach, Philippe

Cardin-Goyer, Charlotte

Yoan avec Isabelle Boulay

Hotel Morphée

Rémi Chasse

Robichaud, Michel

Alter Ego

Roy, Jonathan

Automat

Bellwoods

Yates, Francesco

Sabrina Et Stéphanie Barabé

Borduas, Vanessa

Lessard, Pierre-Luc

Sea, Michael

Malette, Andréanne A.

Ble  
Maia-Leia  
Estelle, Camille Feat. M.T.L. Band  
Cloutier, William  
Kiesza  
Gallant, Francis  
iSH Feat. Daniel Richter  
Machines Géantes  
Les Appendices  
Doloréanne  
Proulx, Maxime  
Mercury City  
Arioli, Susie Feat. Jordan Officer  
Barr Brothers  
Les Académiciens De Star Académie 2012  
Les Fous De La Reine  
Manx. Harry  
Franklin Electric  
Gilbert, Francis  
Seasons  
LeBlanc, Lisa  
Mae, Christophe  
Avener Feat. Adam Cohen  
Marie-Pier Perreault Avec William Deslauriers  
Milman, Sophie  
Bédard, Melissa  
Gaudreault, Alexe  
Hell, Coleman  
Picard, Pascale  
Barber, Jill  
Crochetière, Julie  
Egan, Coral  
Elsiane  
Helman, Scott  
Janie  
Paquin, Laurent  
Roxanne Potvin  
Susie Arioli Band  
Uke, Lucky  
Leclerc, Salome  
M.A.P. Feat. Jonas  
Marième  
Talevski, Dan  
BET.E & Stef  
La Bronze  
Marc Mysterio & Teo Moss Feat. Yardi Don  
Midaz & Ellie  
Pépé Goes Francais  
Pessoa, Julia