

QUEBECOR CONTENT ANNOUNCES ACQUISITION OF TV FORMAT RIGHTS FOR FIRST NORTH AMERICAN ADAPTATION OF HIT BOARD GAME *HITSTER*

Montreal, February 26, 2026 — **Quebecor Content** is thrilled to announce that it has acquired rights from **Fremantle** to the television format based on the globally acclaimed board game *HITSTER* from **Jumbo Group**. The Quebec adaptation, co-produced by **Attraction** and **Productions Déferlantes** in collaboration with **Quebecor Content**, will be the first in North America. The project reflects **Quebecor Content's** ongoing commitment to delivering fresh, engaging and widely appealing entertainment.

HITSTER is a high-energy musical board game where players race to recognize songs, date them and arrange them in chronological order. The game has taken Quebec by storm, accounting for the majority of its Canadian sales—a testament to its deep resonance with Quebec audiences. Now, its transition to television promises advertisers a unique opportunity to align with a dynamic, culturally relevant brand that captivates viewers.

"We're excited to pioneer the first North American television adaptation of *HITSTER*," said **Nadège Pouyez**, General Manager, Original Content, for **Quebecor Content**. "Every hit song carries a memory—a moment that unites us, makes us smile, sing and dance. Our teams have a proven track record of transforming major international formats into local successes that achieve some of the highest ratings in Canada. *HITSTER* will be no exception!"

"This acquisition underscores our dedication to expanding our entertainment offerings with formats that bridge generations," said **Nathalie Fabien**, General Manager, Linear & Digital Programming, for **TVA Group** and **illico+**. "The *HITSTER* board game has been an instant success in Quebec, and its upcoming TV adaptation is set to become a must-watch for music lovers and all fans of fun and lively entertainment."

"*HITSTER* is a format that perfectly captures the joy of music and the power it has to bring people together across generations — something that resonates strongly with audiences in Québec. We're delighted to be working alongside Attraction, Productions Déferlantes and our partners at Quebecor Content to bring this vibrant, play-along entertainment experience to viewers, celebrating the songs, memories and shared moments that connect us all," said **Michela Di Mondo**, Executive Vice President Distribution, Canada, International, for **Fremantle** which holds international distribution and production rights to the format.

Following the announcement of adaptations in Germany and The Netherlands, *HITSTER* is coming to Quebec in 2027 and will be filmed at MELS Studios. Full production and broadcasting details will be announced at a later date.

About Quebecor Content

Quebecor Content, a wholly owned business unit of Quebecor Media Inc., creates, develops, acquires, distributes and exports distinctive, high-quality audio-visual content, providing consumers with a multi-platform experience via Videotron and TVA Group services and promoting Quebec artists at home and abroad.