

# Quebecor introduces QUB radio: Radio Reinvented



**MONTREAL, Thursday, October 4, 2018** – Today, Quebecor announces the launch of a brand-new media platform that's daring, accessible, different and forward-thinking: **QUB radio**. It will be available online or via a user-friendly app, with a selection of live radio shows as well as an impressive podcast library. QUB radio is an innovative audio project that positions Quebecor as a digital media leader in Canada.

**"Today marks the dawn of a new era for Quebecor,"** explains Pierre Karl Péladeau, President and Chief Executive Officer of Quebecor. **"The introduction of our first digital radio service allows us to maximize our convergence strategy – just like we did 10 years ago with mobile services – as we launch an additional media platform to broadcast our high-quality content. We're proud to offer Quebecers customized programming with the best local talent in a wide range of fields."**

**"Digital audio is a growing part of the Quebec media landscape,"** adds Mathieu Turbide, Vice President, Digital Content, Quebecor. **"Quebecers are changing their news and entertainment consumption habits, and we have to stay on top of these technological innovations. That's why we're introducing this digital radio offering, along with a podcast production and broadcasting platform, all designed to leverage our team's strengths and diversify our audiences."**

## Talk Radio Focusing on Public Affairs

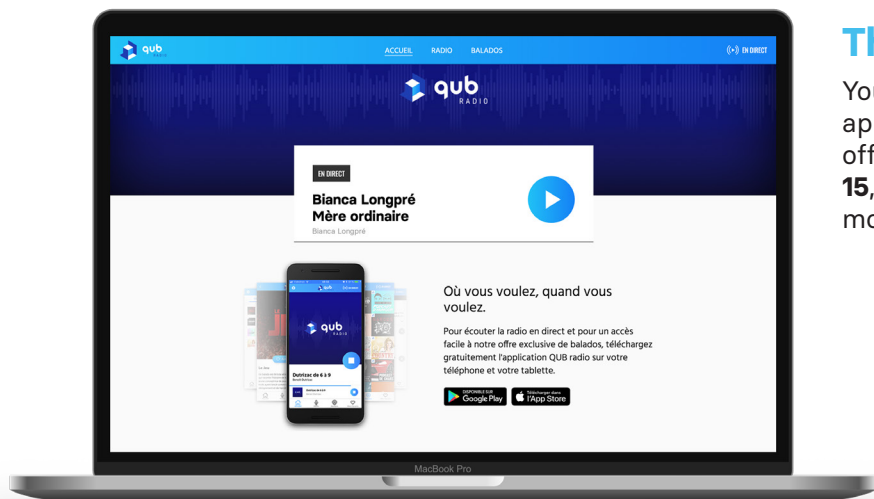
To launch this major project, Quebecor has recruited popular media personalities who can attract Quebec audiences to the new radio platform. In the talk-radio format, QUB radio welcomes Mario Dumont, Benoit Dutrizac, Richard Martineau and Sophie Durocher back to the airwaves, along with a multitude of new, insightful voices offering diverse opinions, including Bianca Longpré, Geneviève Pettersen and Vanessa Destiné.

## QUB Podcasts: Expect the Unexpected

In terms of podcasts, QUB will launch with a dozen offerings from various genres, all characterized by their originality and daring. The service will also include podcasts from up-and-coming local production companies *Magnéto* and *Transistor Media*. In addition, listeners will have access to on-demand streaming of all radio shows, featured interviews, and program highlights.

## Anywhere, Anytime Listening

QUB radio will be entirely accessible online – via its own website: [qub.radio](http://qub.radio), as well as the *Journal de Montréal*, *Journal de Québec* and *TVA Nouvelles* websites – and through the QUB radio, *TVA Nouvelles* and *J5* apps. Listeners can also tune in via popular platforms such as *TuneIn*, *MyTuner Canada* and others. The QUB radio environment will allow users to customize their experience by proposing and updating content based on their specific interests. With digital radio and podcasts, this new media offers listeners from across Quebec an intimate connection to their favourite hosts and content, anywhere, anytime.



## The Countdown Is On

You can now download the QUB radio app to catch all the excitement of the official launch on Monday, **October 15**, starting at 6 a.m. with the morning show *Dutrzac de 6 à 9*.

### Information and Interview Requests:

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## About Quebecor

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor's subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

Quebecor (TSX: QBR.A, QBR.B) is headquartered in Québec and employs more than 10,000 people in Canada.

A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports more than 400 organizations working in the vital fields of culture, health, education, the environment and entrepreneurship.

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