



CRTC approves acquisition of Évasion and Zeste specialty channels by TVA Group

Montreal, January 14, 2019 – Group welcomes the decision by the Canadian Radio-television and Telecommunications Commission (CRTC) to approve the addition of Évasion and Zeste to TVA Group’s stable of specialty channels. TVA Group expects to close the transaction within weeks, as soon as the conditions of approval have been satisfied.

In spring 2018, TVA Group reached an agreement with Serdy Média inc. to acquire the two specialty channels. The addition of Évasion and Zeste will further diversify TVA Group’s offering of television content for viewers and advertisers. TVA Group plans extensive efforts to increase their reach and grow their audiences on all content delivery platforms.

Évasion and Zeste join LCN, TVA Sports, addikTV, CASA, MOI ET CIE, Prise 2 and Yoopa, bringing TVA Group’s family of specialty services to nine channels.

Évasion went on the air in 2000 with a schedule of travel, tourism, adventure and food discovery programs. Zeste, launched in 2010, is the channel for people who love cooking, fine food and entertaining in style.

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