



[ETC.TV SIGNS ON WITH TQS]

October 01, 2008 | By Chris Powell

Etc.tv has expanded its Quebec footprint, signing a deal with broadcaster **TQS** that will see its advertising on-demand service deployed across the conventional network beginning Nov. 1.

The agreement brings etc.tv's Quebec broadcast partners to four, following earlier partnerships with **TVA** and the specialty channels **LCN** and **RDS**.

Ian MacLean, etc.tv's vice-president and general manager, said other agreements could be announced within the next month.

etc.tv's technology allows viewers to use their TV remote to click-through to long-form ads from a standard commercial. The service gives viewers the option to watch the long-form ad immediately or bookmark it for later viewing.

"Things are accelerating," said MacLean. "We're gaining critical mass and it's becoming an increasingly attractive platform, because most major television advertisers buy across the market on multiple networks."

TQS, which filed for bankruptcy protection last December before being acquired by Montreal television and film producer and distributor **Remstar Corporation** in March, recently announced a new fall schedule catering to the younger market—a group MacLean said is comfortable using etc.tv's interactive technology.

"They're focused very firmly on an adult 18-34 environment," said MacLean. "They've got a whole bunch of new programming coming on the air, some cutting-edge stuff [combined] with perennial favourites."

"TQS, with our rejuvenated fall programming schedule, has never been more committed to providing our advertisers with every advantage available to maximize the effectiveness of their TV campaigns," said **Guy Meunier**, vice-president of sales for TQS, in a release. "The Etc.tv solution leverages the Quebec TV viewers' growing use of video-on-demand services to allow advertisers to connect directly with interested consumers, and to do so in a highly measurable and accountable manner."

etc.tv clients have included GM, Dyson Canada and New Brunswick Tourism and Parks.

Originally published in Marketing Magazine, October 2008



The September 30th National Do Not Call List:



Latest Photos

May 29 | 08

Ovation Awards

More >>

Connecting brands with
their most profitable
consumers

FREE TargetMail®
sample. [Click here](#)

