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**PRESS RELEASE**

***For immediate release***

## **20 million orders in 2006**

### **Popularity of *illico* on Demand reaches new heights**

**Montréal, February 9, 2007** — The approximately 600,000 subscribers to *illico* Digital TV ordered 20 million films and television programs through *illico* on Demand in 2006, a 100% increase over 2005. The numbers confirm that consumers in Videotron's service area are embracing the new way to enjoy television and entertainment content.

#### **Phenomenal growth**

Since *illico* Digital TV was launched in April 2003, the customer base, the catalogue of Video on Demand (VoD) titles, and the number of VoD orders have all registered exponential growth.

"The phenomenal growth of *illico* on Demand is clearly part of a global trend driven by consumer desire to watch what they want, when they want in terms of entertainment content," said Manon Brouillette, Senior Vice President, Marketing, Content and Product Development at Videotron. "Video on Demand has quickly become part of people's viewing habits because, like the Internet, it lets consumers play a more active role and take control of their entertainment choices."

#### **Showcase for Québec culture**

The most popular titles ordered by *illico* Digital TV customers in 2006 included the series *Le Coeur a ses raisons II*, *Un Homme Mort*, *Lance et compte – La revanche*, and *Occupation double*, all original Québec productions first aired on TVA. The series *Lance et compte* I, II and III were also among the top 20 orders.

*Les Boys IV* was the top movie order. Several other Québec films were also among the most popular choices, including *Horloge biologique*, *Idole instantanée* and *Aurore*.

"It is noteworthy that the vast majority of *illico* on Demand orders were for original Canadian content," said Ms. Brouillette. "More than ever, our *illico* Digital TV VoD service is a leading showcase for Canadian and Québec culture. We intend to offer more and more exclusive original content. In fact, Videotron has been a trailblazer in this respect: we helped fund the production of *Nos Étés II* and *Négociateur* in order to bring them to the screen sooner."

#### **Unique two-way technology**

*illico* on Demand offers its customers an extensive catalogue of more than 1,000 titles, including movies, concerts and television programs. Because of its partnership with TVA, Videotron is also able to give consumers a second chance to watch most of the top-rated shows on Québec television.

“Increasingly, people are watching television series on DVD,” said Ms. Brouillette. “So viewers have welcomed *illico* on Demand, which offers them another way to watch what they want when they want in the comfort of their own homes.”

The *illico* on Demand service is made possible by the unique two-way technology which sets Videotron apart from the competition. No other telecom provider in Videotron's service area offers equivalent technology.

### ***illico* on Demand**

All subscribers to *illico* Digital TV have access to *illico* on Demand. When they order a film, television program or show, they can use their set-top box to pause, rewind, fast forward, or stop the program and continue watching it at any time within a 24-hour period. Videotron customers can place an order simply by going to channel 900 and following the on-screen instructions, or they can visit [videotron.com](http://videotron.com) for more information.

Videotron is the only Video on Demand provider in its service area, with a VoD catalogue of over 1,000 titles.

**Videotron Ltd.** ([www.videotron.com](http://www.videotron.com)), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access services, residential telephone service and now wireless telephone service. Videotron is a leader in new technologies with its *illico* interactive television system and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of September 30, 2006, Videotron was serving 1,553,000 cable television customers in Québec; including 585,000 *illico* subscribers. Videotron is also the Québec leader in high-speed Internet access, with 769,000 subscribers to its cable modem and dial-up services. As of January 15, 2007, Videotron was providing residential telephone service to more than 400,000 Québec households. Videotron has been offering wireless telephone service since August 2006.