



ANNUAL VIEWING TRENDS

TOTAL CANADA, ENGLISH, AND FRENCH
ADULTS 18-34, BY DAYPART

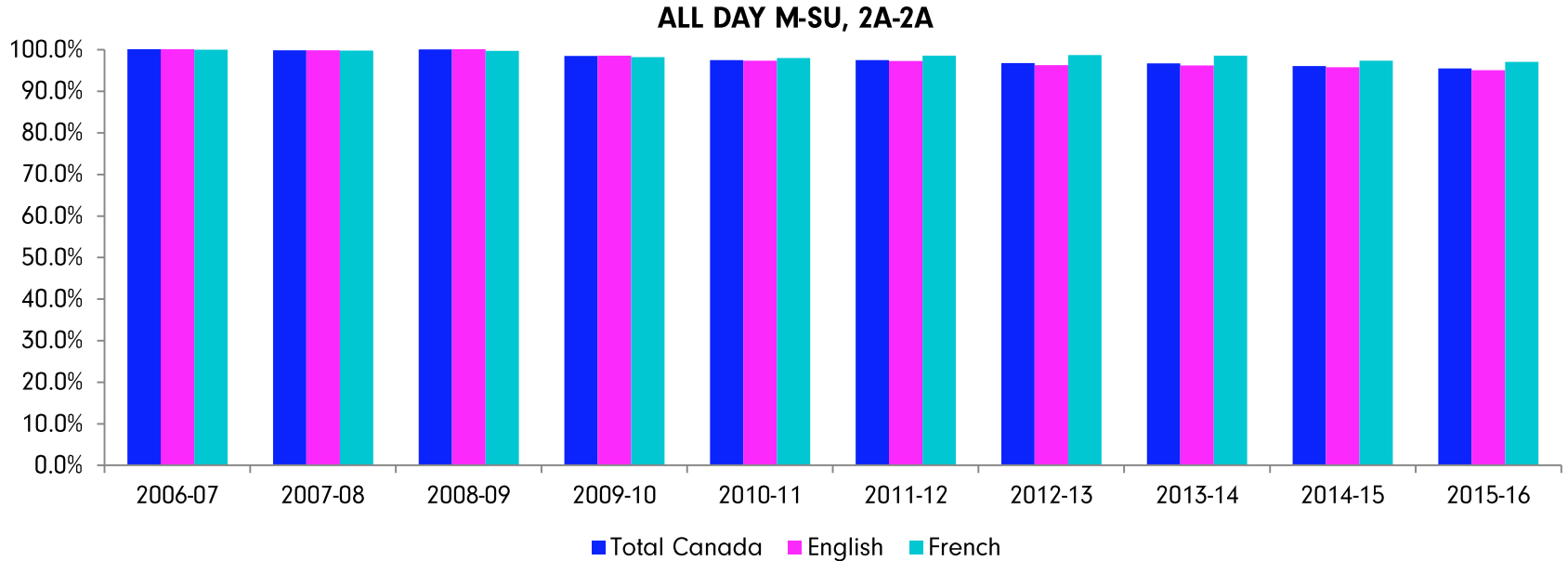
Average Weekly Reach (%), Average Weekly Hours Viewed per Capita &
Average Minute Audience (000)

AVERAGE WEEKLY REACH

TOTAL CANADA, ENGLISH, AND FRENCH

AVERAGE WEEKLY REACH

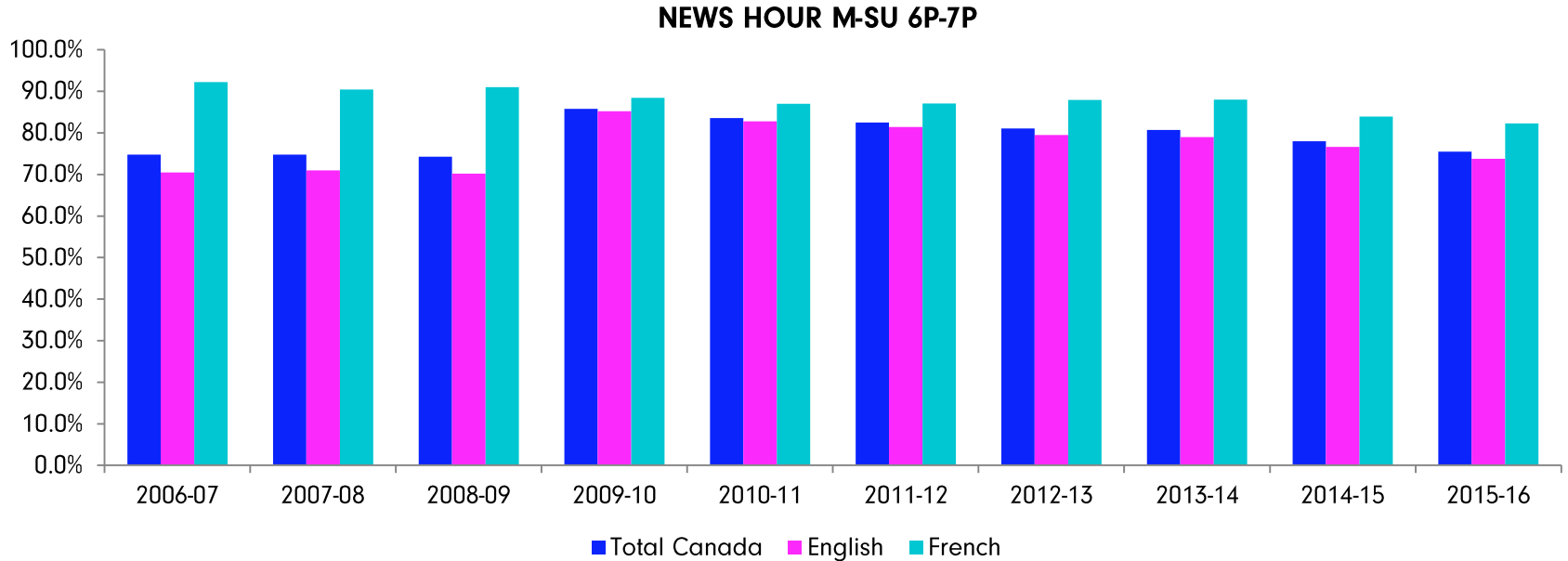
Adults 18-34



Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE WEEKLY REACH

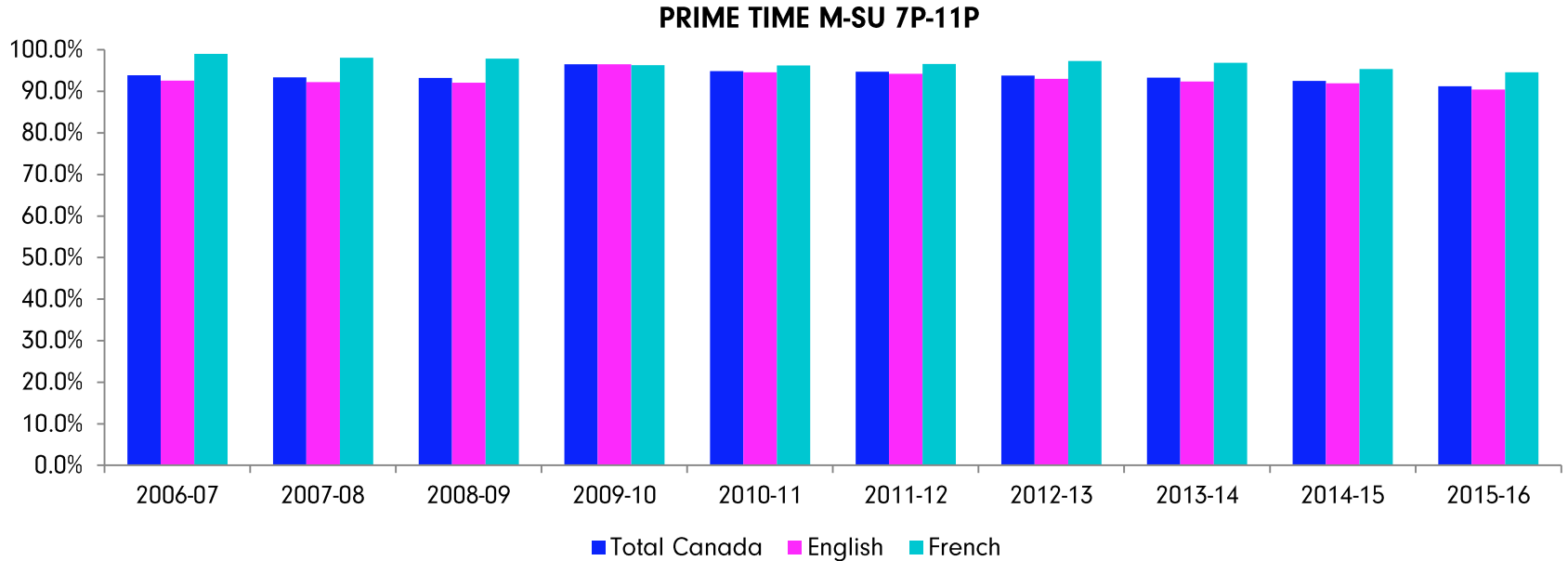
Adults 18-34



Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE WEEKLY REACH

Adults 18-34



Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

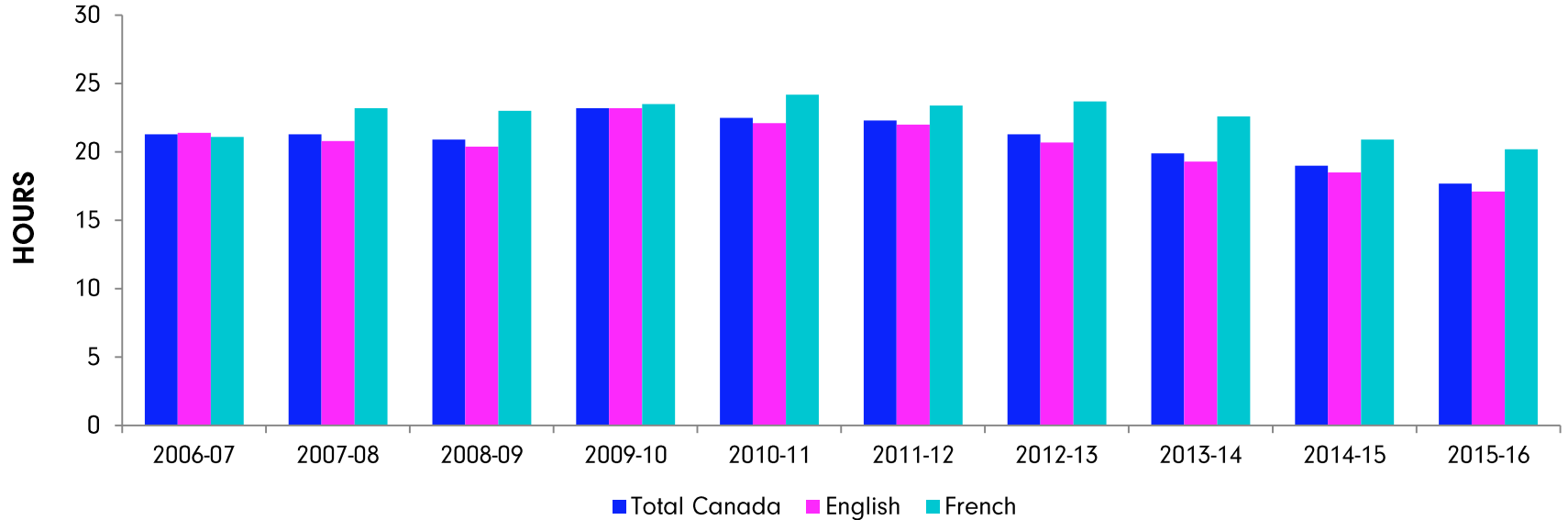
AVERAGE HOURS VIEWED

TOTAL CANADA, ENGLISH, AND FRENCH
(PER WEEK, PER CAPITA)

AVERAGE HOURS VIEWED PER WEEK

Adults 18-34

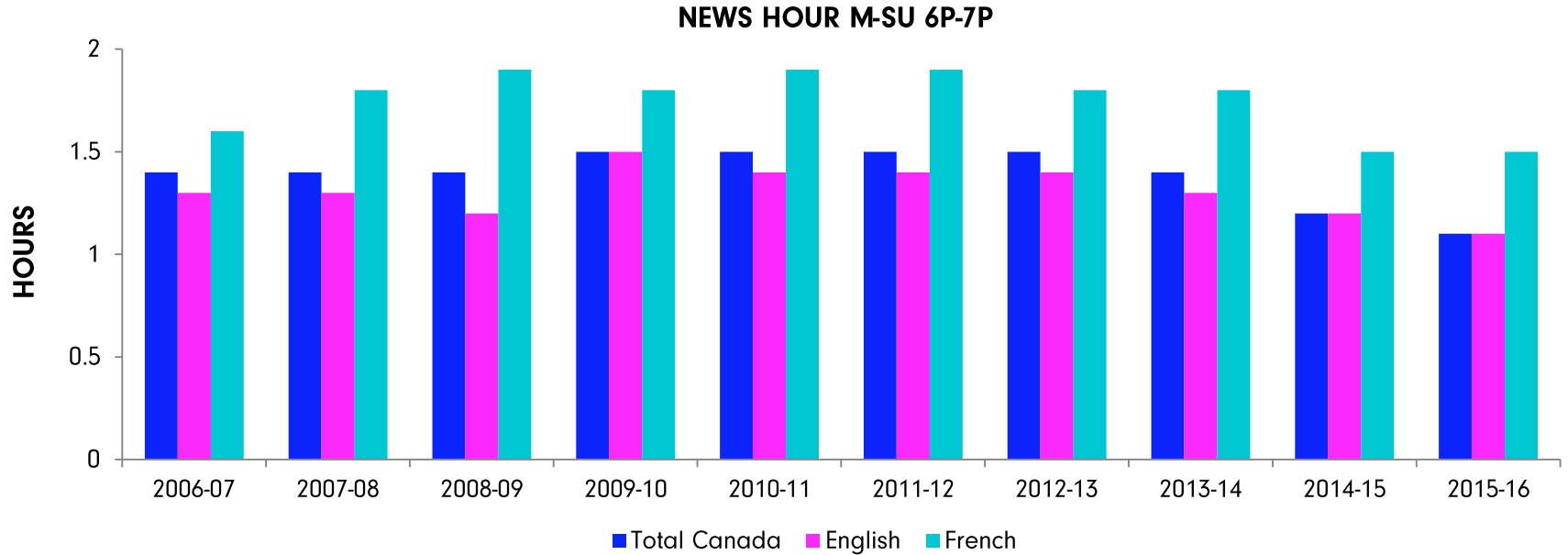
ALL DAY M-SU, 2A-2A



Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE HOURS VIEWED PER WEEK

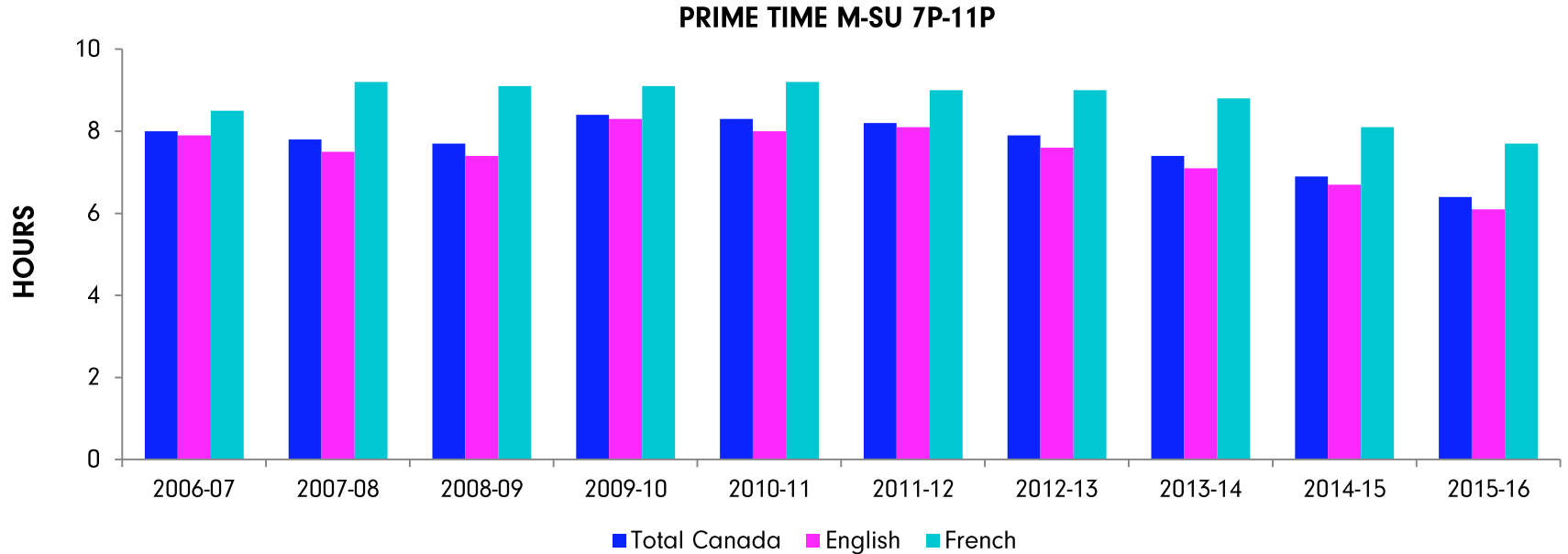
Adults 18-34



Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE HOURS VIEWED PER WEEK

Adults 18-34

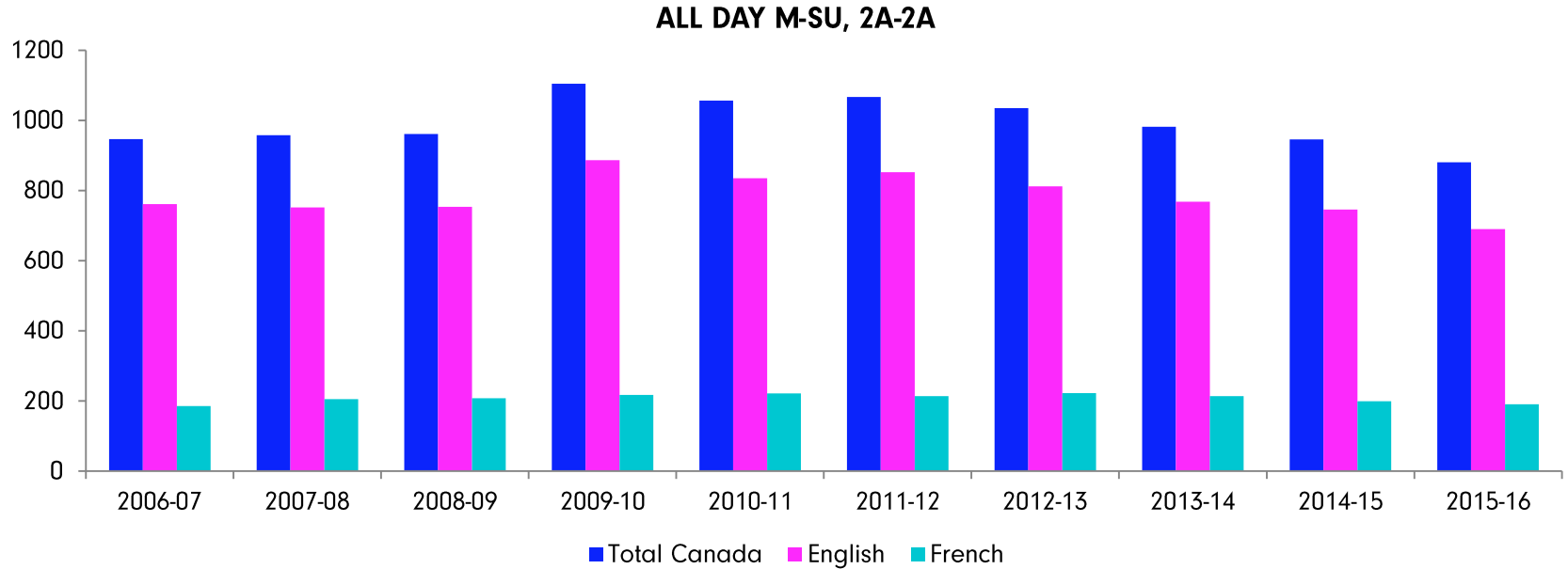


Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August), Average Hours Viewed Per Capita.

AVERAGE MINUTE AUDIENCE

AVERAGE MINUTE AUDIENCE (000)

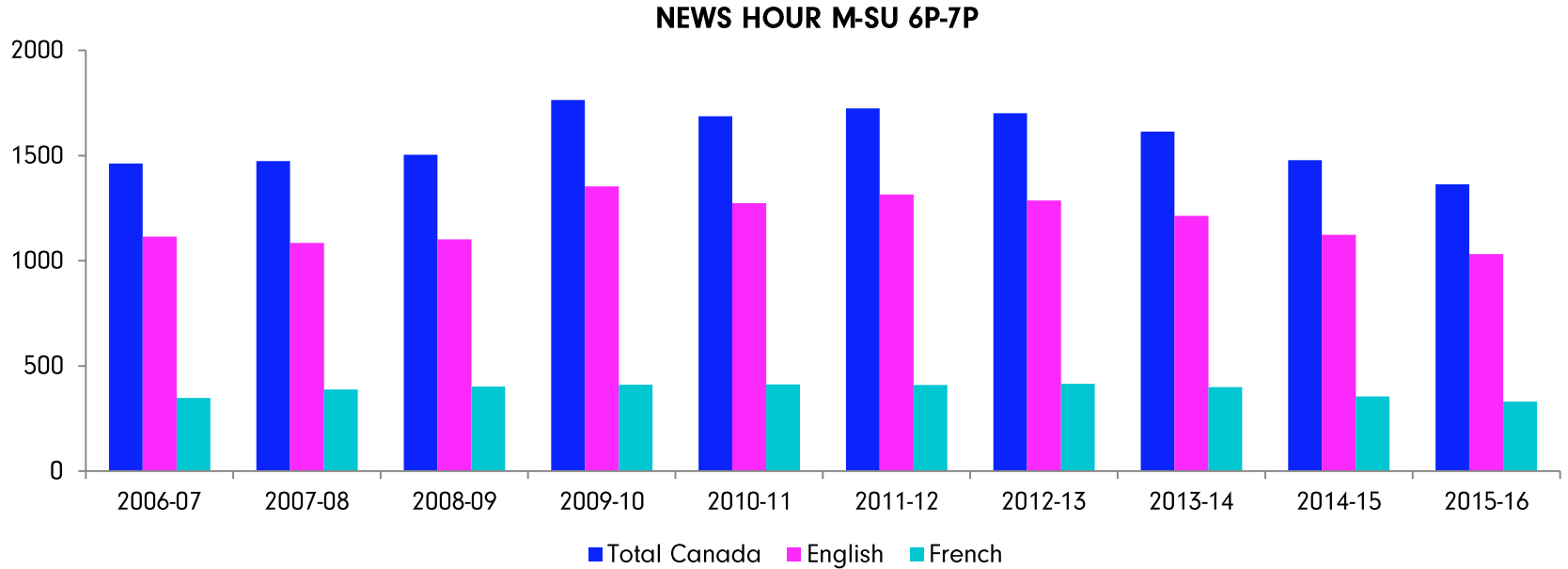
Adults 18-34



Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE MINUTE AUDIENCE (000)

Adults 18-34

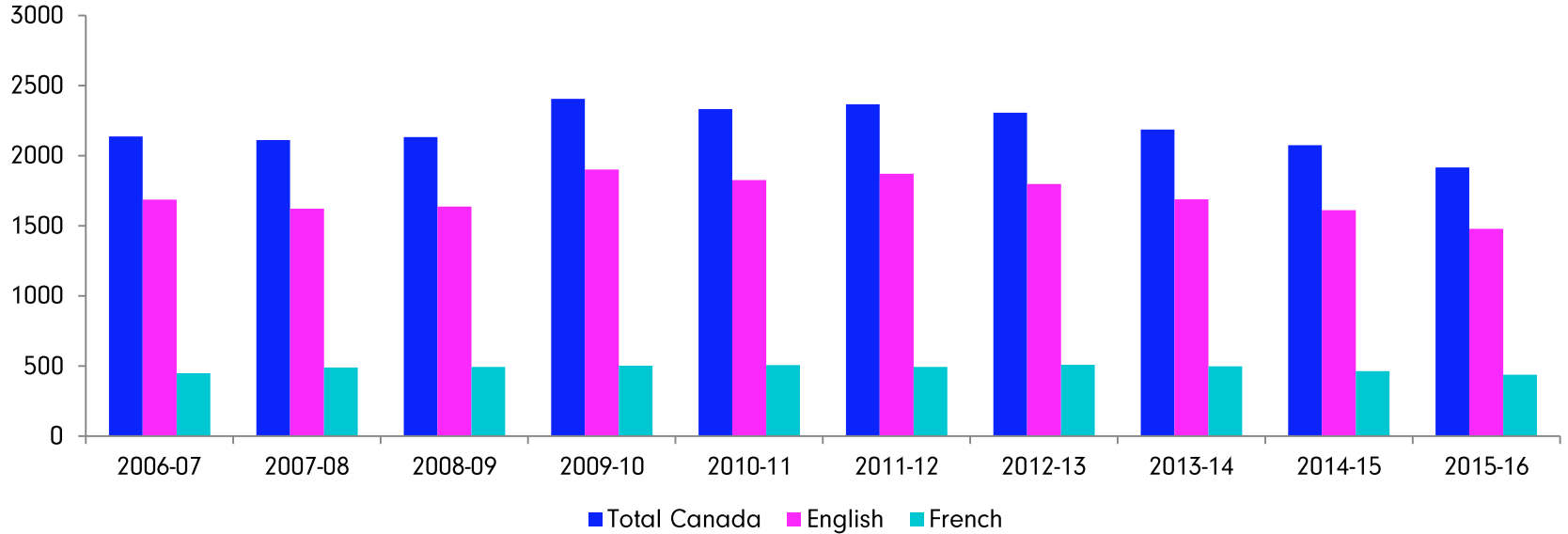


Sources:
 • Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)

AVERAGE MINUTE AUDIENCE (000)

Adults 18-34

PRIME TIME M-SU 7P-11P



Sources: Numeris, PPM, Total TV, Consolidated, All Locations - Broadcast Years (September - August)



**VISIT [THINKTV.CA](http://thinktv.ca)
FOR MORE INFO**



**FOLLOW US
ON TWITTER**



**SIGN UP FOR
OUR NEWSLETTER**