



SCREEN TIME:
TV, VIDEO AND SOCIAL

Full Year 2015 - 2016
(September 2015 - August 2016)

Canadian adults spend 28 hours per week watching television.

That compares to only:

- **1.8** hours / week with YouTube
- **2.9** hours / week with Netflix
- **2.9** hours with Facebook
- **24** minutes / week on Instagram, Snapchat and Twitter combined.



Millennials also spend more time with TV than with any other entertainment medium

Millennials spend 18 hours watching TV each week:

- **5.5x** more than they spend on YouTube
- **3.3x** more than they spend with Netflix
- **3.8x** more than they spend on Facebook, Instagram, Snapchat, and Twitter **combined**

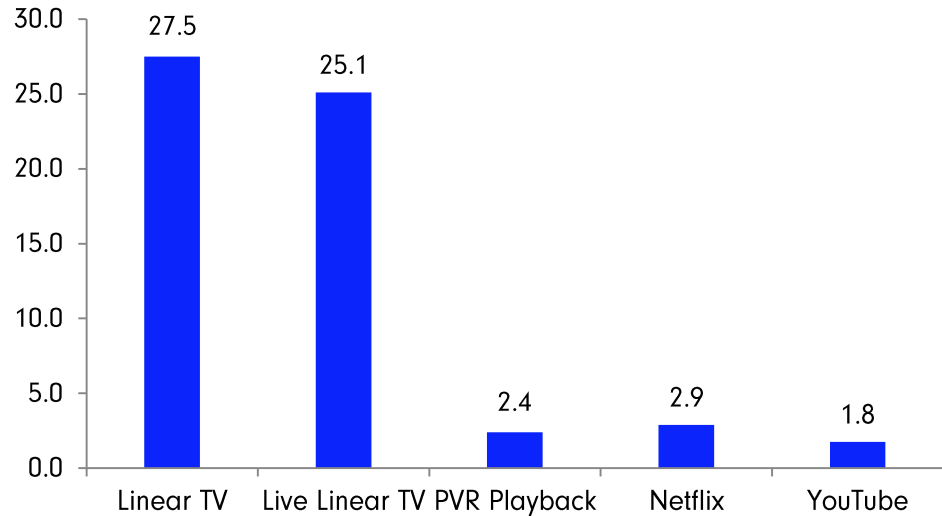


SCREEN TIME: VIDEO

SCREEN TIME: VIDEO

ADULTS 18+

AVERAGE WEEKLY HOURS PER CAPITA



Sources:

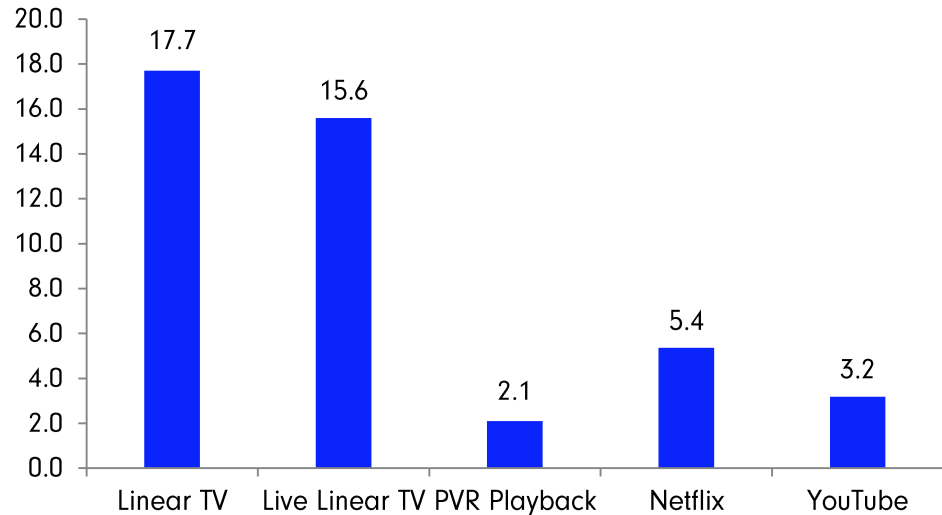
- Television: Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, Consolidated, All Locations, BY 2015-16 (Aug. 31, 2015 – Aug. 28, 2016).
- Netflix: Media Technology Monitor, National, Spring 2016.
- YouTube: comScore Media Metrix, Multi-Platform, Sep 2015 - Jul 2016 *.

* Note: Numeris population estimates for each demographic group used to calculate average weekly hours per capita

SCREEN TIME: VIDEO

ADULTS 18 – 34

AVERAGE WEEKLY HOURS PER CAPITA



Sources:

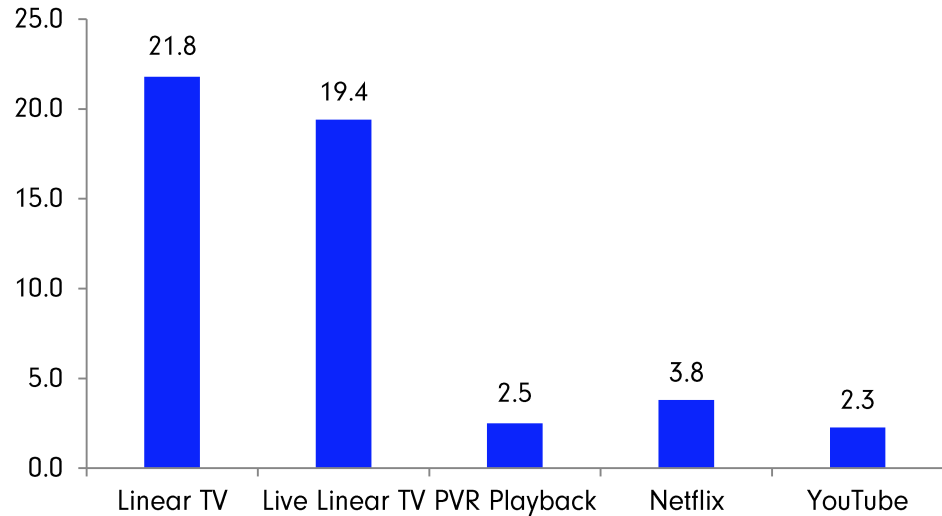
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SCREEN TIME: VIDEO

ADULTS 25 – 54

AVERAGE WEEKLY HOURS PER CAPITA



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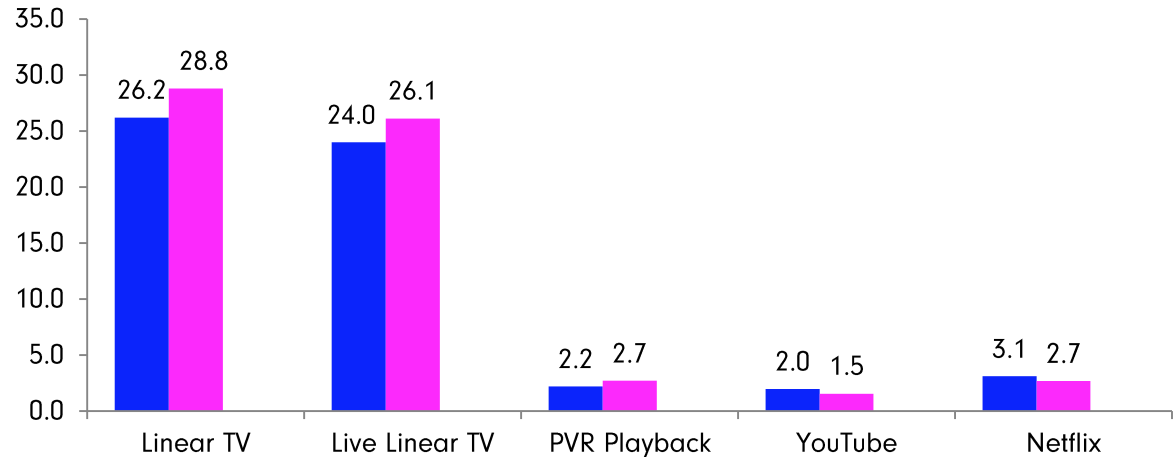
SCREEN TIME: VIDEO

MALES vs FEMALES 18+

Women watch more live TV than men, but spend less time on YouTube.

AVERAGE WEEKLY HOURS PER CAPITA

■ Males ■ Females



Sources:

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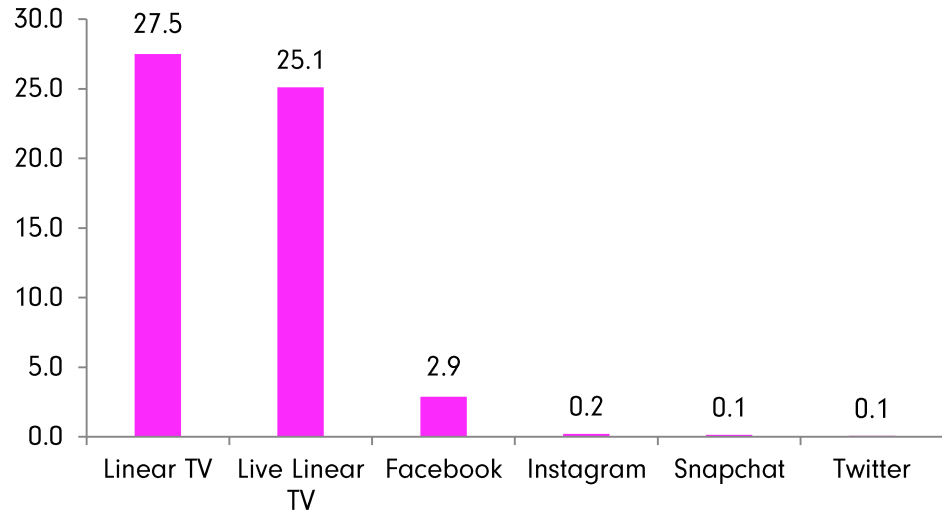
A man with a beard and curly hair is sitting in a dark armchair, looking at a smartphone in his left hand. He has a thoughtful expression, with his right hand resting on his forehead. The image is in grayscale, except for a vertical bar on the left side that is split into yellow and cyan sections. The text 'SCREEN TIME: TV vs SOCIAL MEDIA' is overlaid in the upper right quadrant in a bold, white, sans-serif font.

SCREEN TIME: TV vs SOCIAL MEDIA

SCREEN TIME: TV vs SOCIAL MEDIA

ADULTS 18+

AVERAGE WEEKLY HOURS PER CAPITA



Sources:

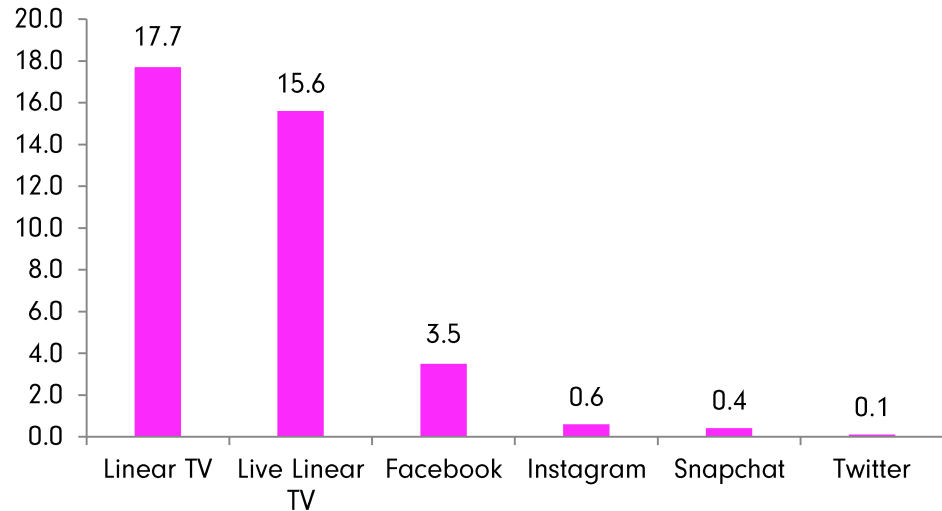
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ADULTS 18 – 34

AVERAGE WEEKLY HOURS PER CAPITA



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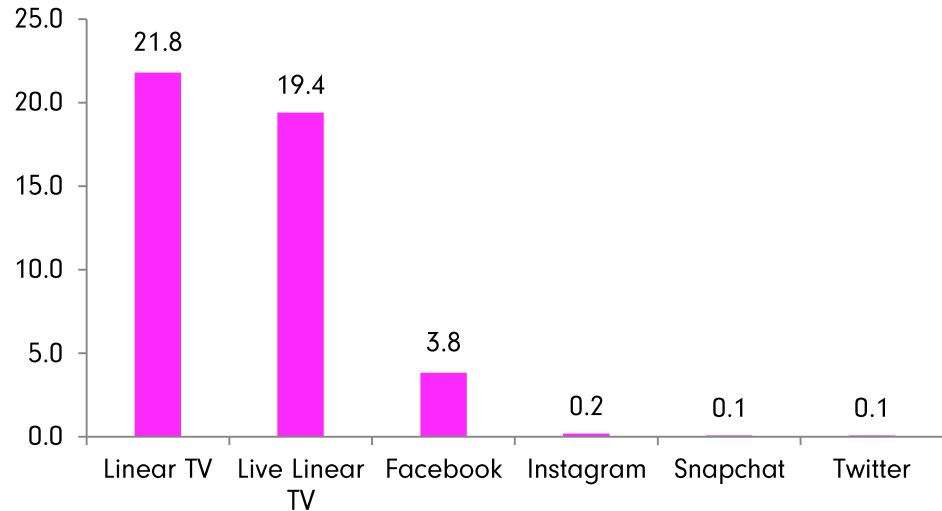
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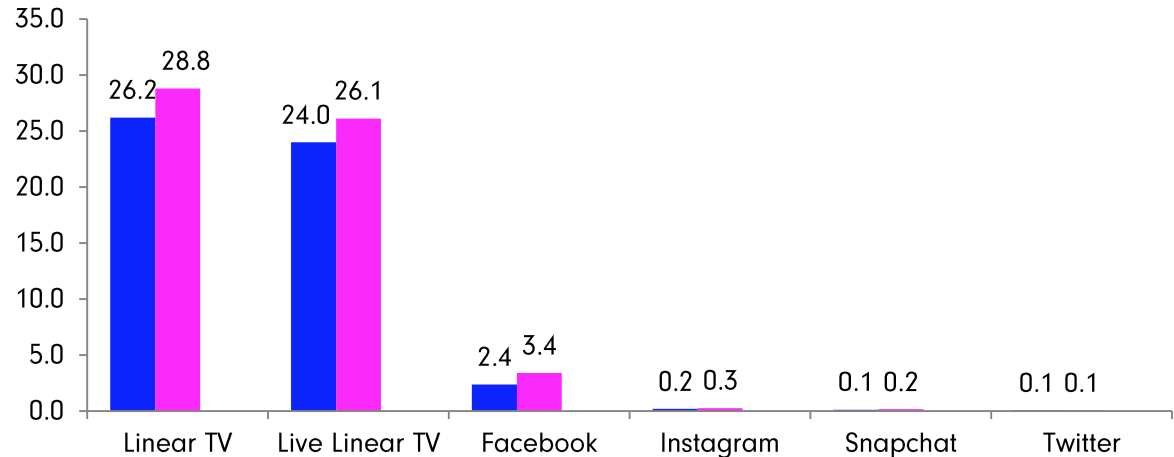
SCREEN TIME: TV vs SOCIAL MEDIA

AVERAGE WEEKLY HOURS PER CAPITA

■ Males ■ Females

MALES vs FEMALES 18+

Women spend 42% more time on Facebook, Instagram and Twitter (1 hour/week) than men.



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