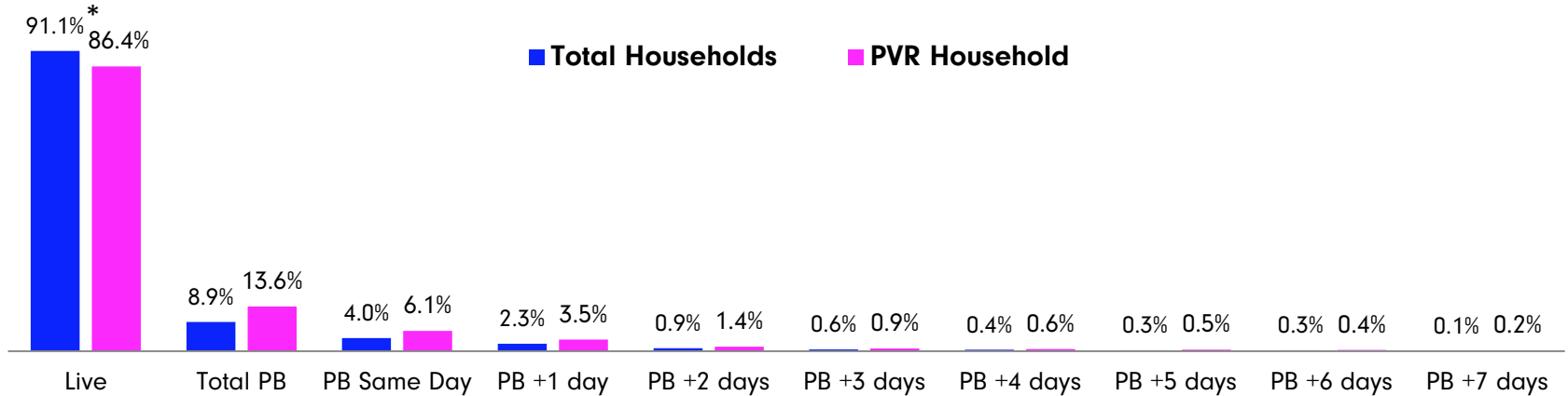


think tv

PVR USAGE

September 2016

Even in PVR households, majority of TV viewing is live

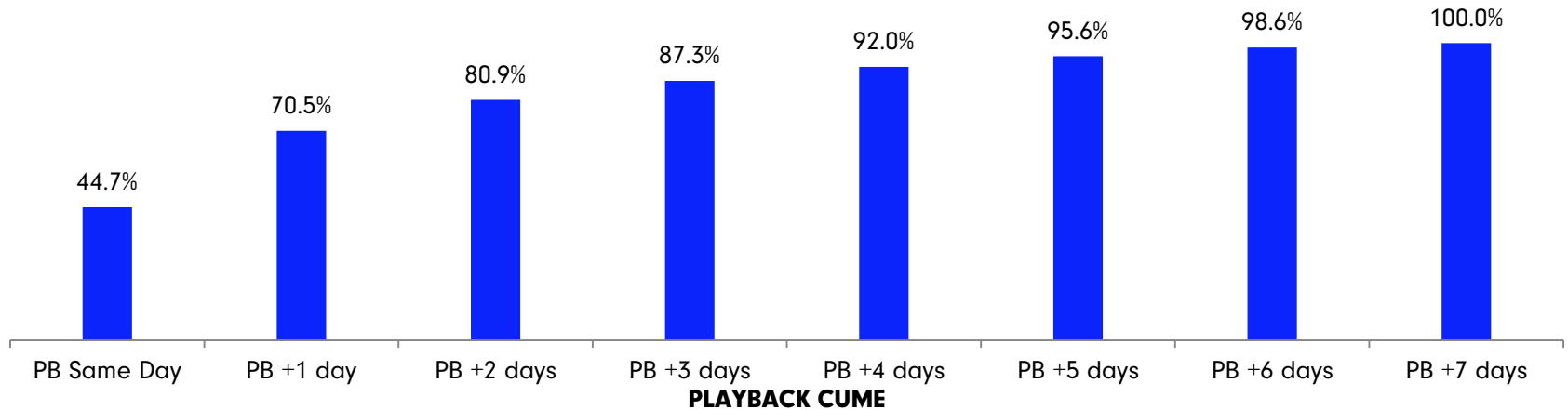


Sources:

- Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, All Locations, BY 2015-16 (Aug. 31, 2015 – Aug. 28, 2016) PB = Playback.
- * Read as: In 2015-16, Live Television viewing accounted for 91.1% of Total TV viewing in Canada (Ind2+).

Majority of playback occurs within 24 hours

- 86% of all viewing is done live.
- PVR household penetration is 58%.



Sources:

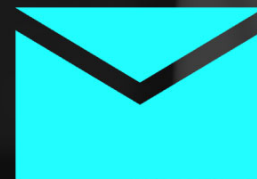
- Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, All Locations, BY 2015-16 (Aug. 31, 2015 – Aug. 28, 2016) PB = Playback.
- * Read as: In 2015-16, 44.7% of all PVR playback occurred on the same day as the original telecast (Ind 2+).



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



**FOLLOW US
ON TWITTER**



**SIGN UP FOR
OUR NEWSLETTER**