

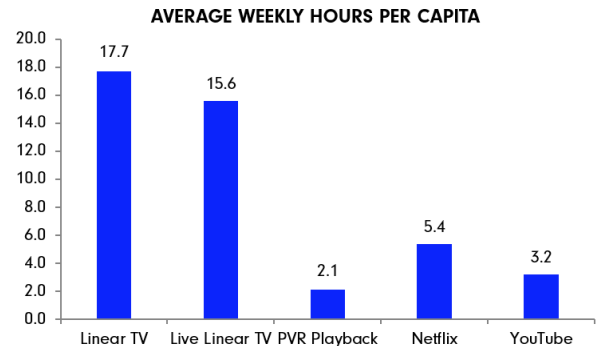
MILLENNIALS WATCH TV

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**

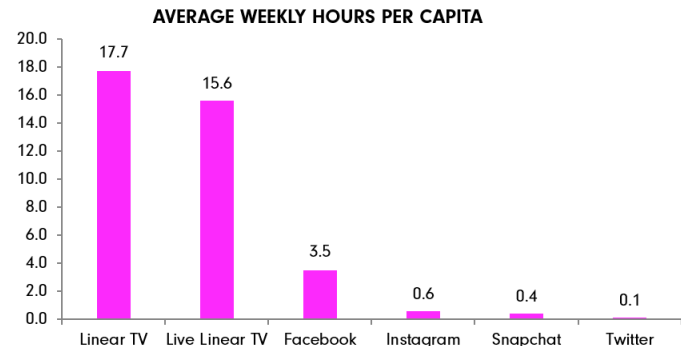
SCREEN TIME: VIDEO

Adults 18 – 34 spent far more time watching television than YouTube or Netflix.



SCREEN TIME: SOCIAL MEDIA

Adults 18 – 34 spent far more time watching television than with social media.



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 *.
- Facebook, Twitter, Instagram, Snapchat: 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