



**the truth about
live viewing & PVR usage**

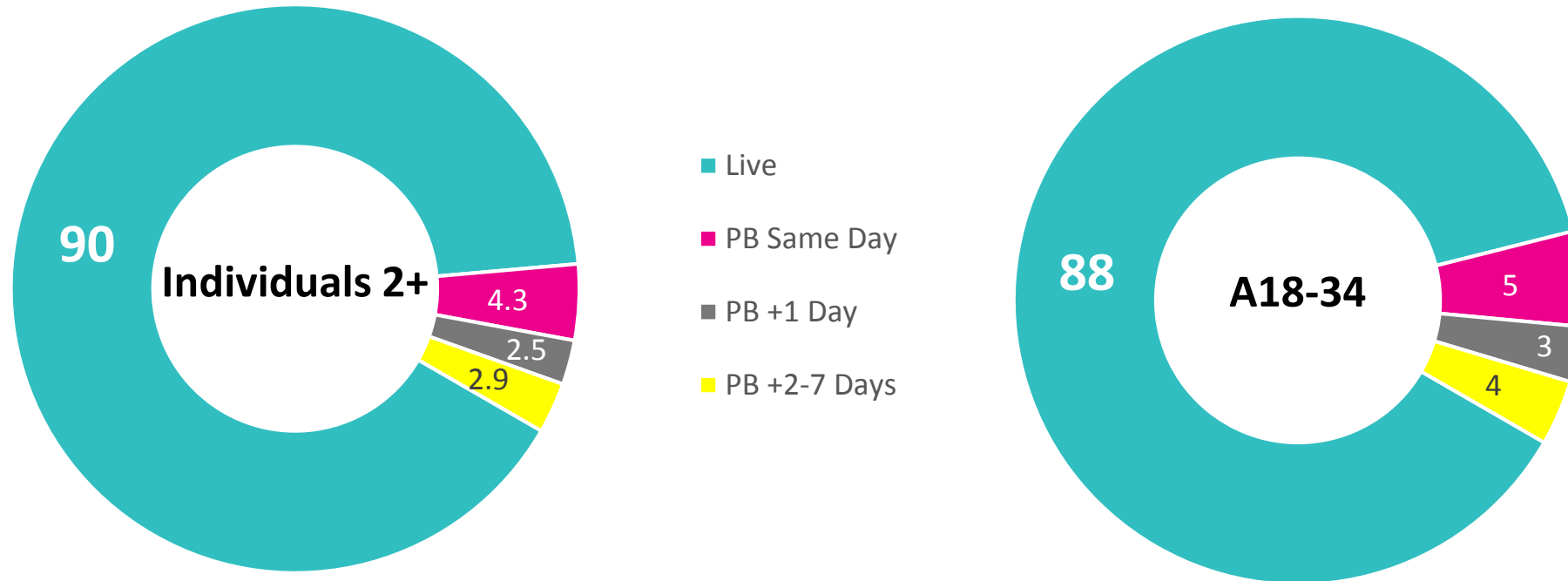
truth: the bulk of **tv** viewing is live

- **90%** of all linear television viewing is **live**.
- and the 10% that is not viewed live? over 40% of it is viewed **on the same day** as the original broadcast, and 80% within two days.
- PVR household **penetration has plateaued** at 54.4%.

90% of **tv** viewing is **live**

among millennials, 88% of TV viewing is live, 93% is live + same day playback

Live TV vs PVR Playback TOTAL CANADA



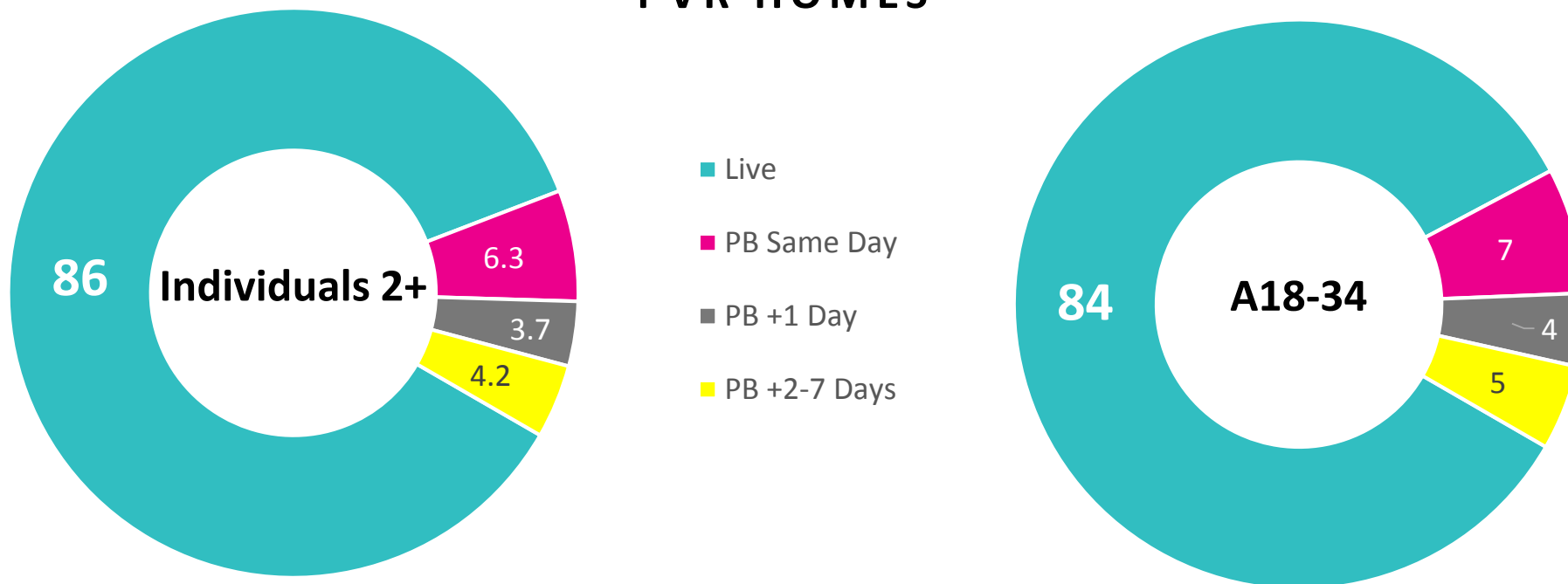
Source: Numeris PPM, Total Canada, Total TV, All Locations, Ind. 2+, M-Su 2a-2a, Aug. 29, 2016 – May 28, 2017, PB = Playback

in PVR homes, similar story - 86% of viewing is **live**



Live TV vs PVR Playback

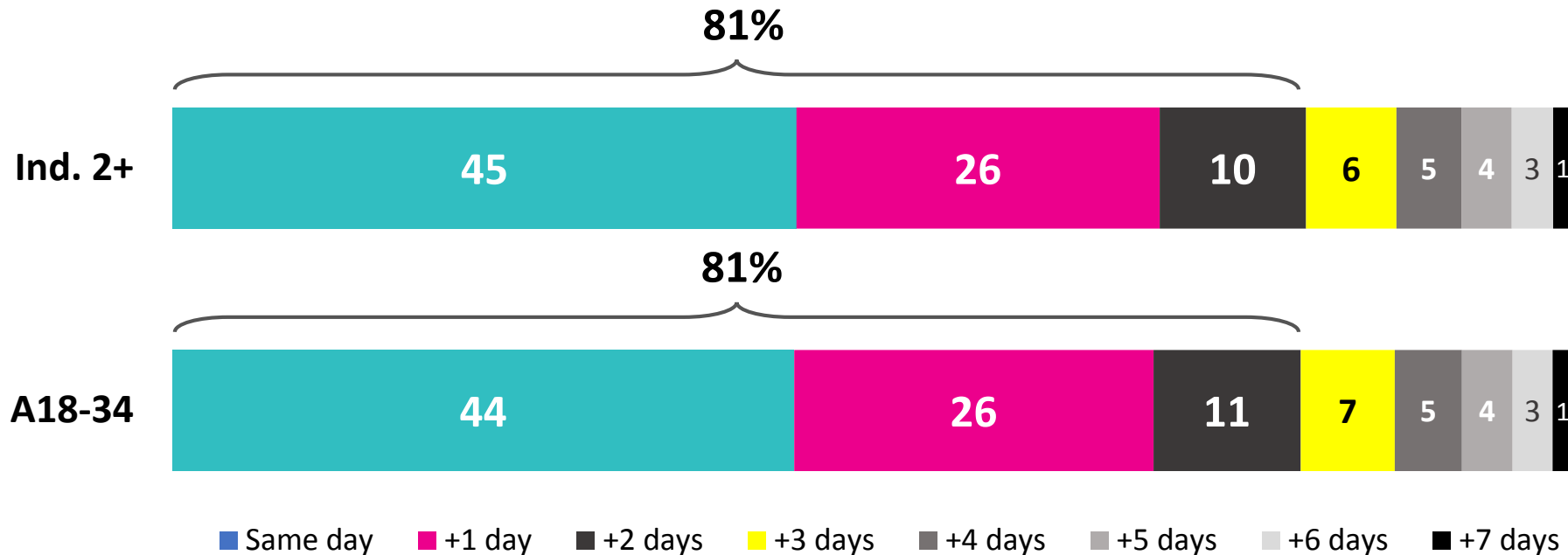
TOTAL CANADA
PVR HOMES



Source: Numeris PPM, Total Canada, Total TV, All Locations, Ind. 2+, M-Su 2a-2a, Aug. 29, 2016 – May 28, 2017, PB = Playback

most PVR playback takes place **within 2 days**

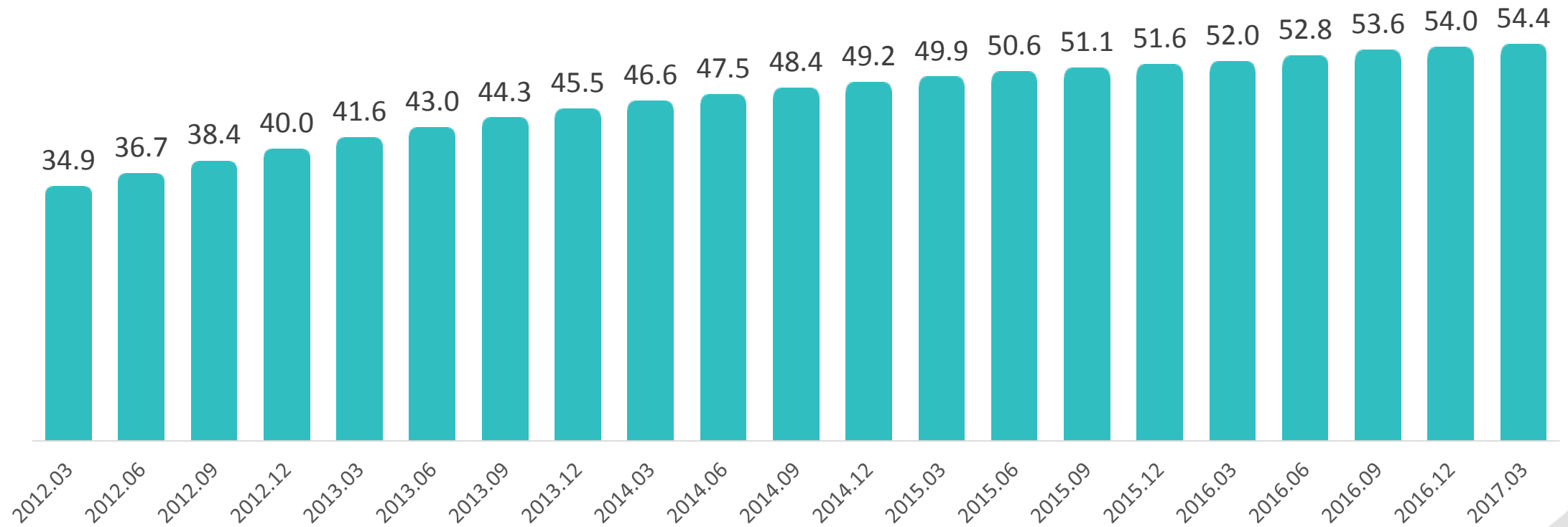
% PVR PLAYBACK
BY DAYS AFTER ORIGINAL TELECAST
TOTAL CANADA



Source: Numeris PPM, Total Canada, Total TV, All Locations, Households with PVR, M-Su 2a-2a, Aug. 29, 2016 – May 28, 2017

PVR penetration has plateaued

PVR PENETRATION
% CANADIAN HOUSEHOLDS



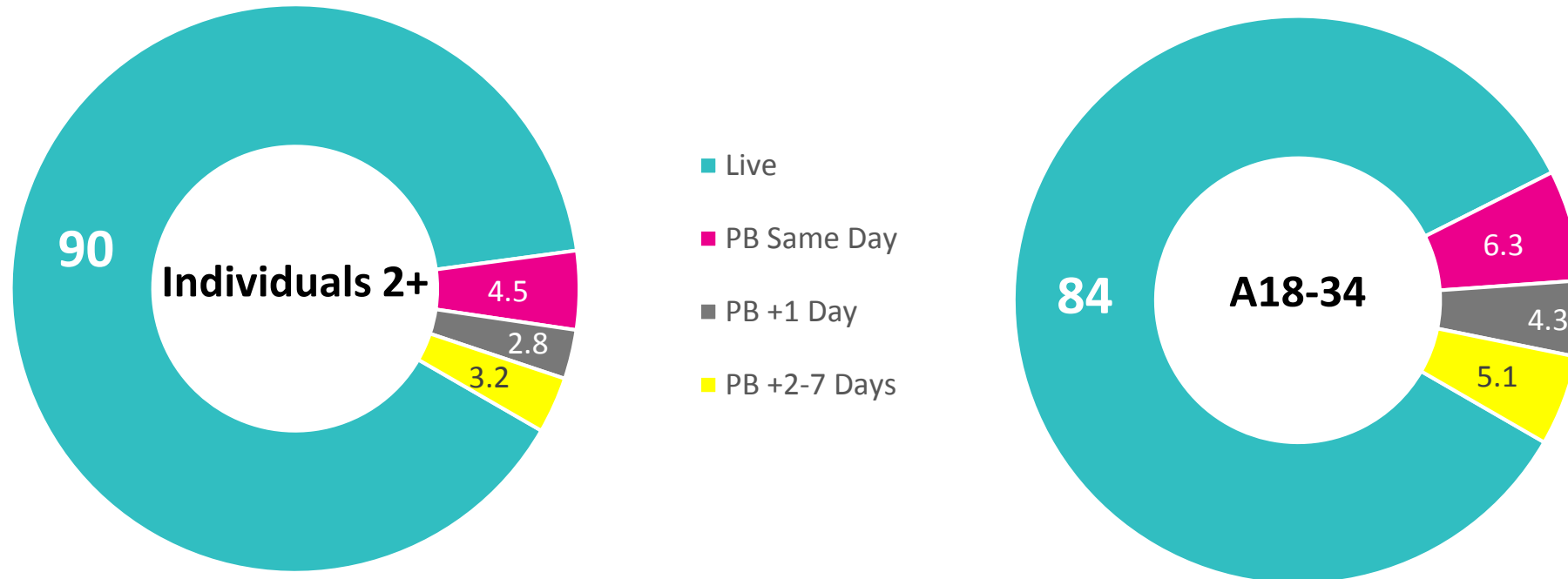
Source: Numeris 2017-18

Quebec Franco

90% of **tv** viewing is **live**

among millennials, 84% of viewing is live, 90% is live + same day playback

Live TV vs PVR Playback QUEBEC FRANCO



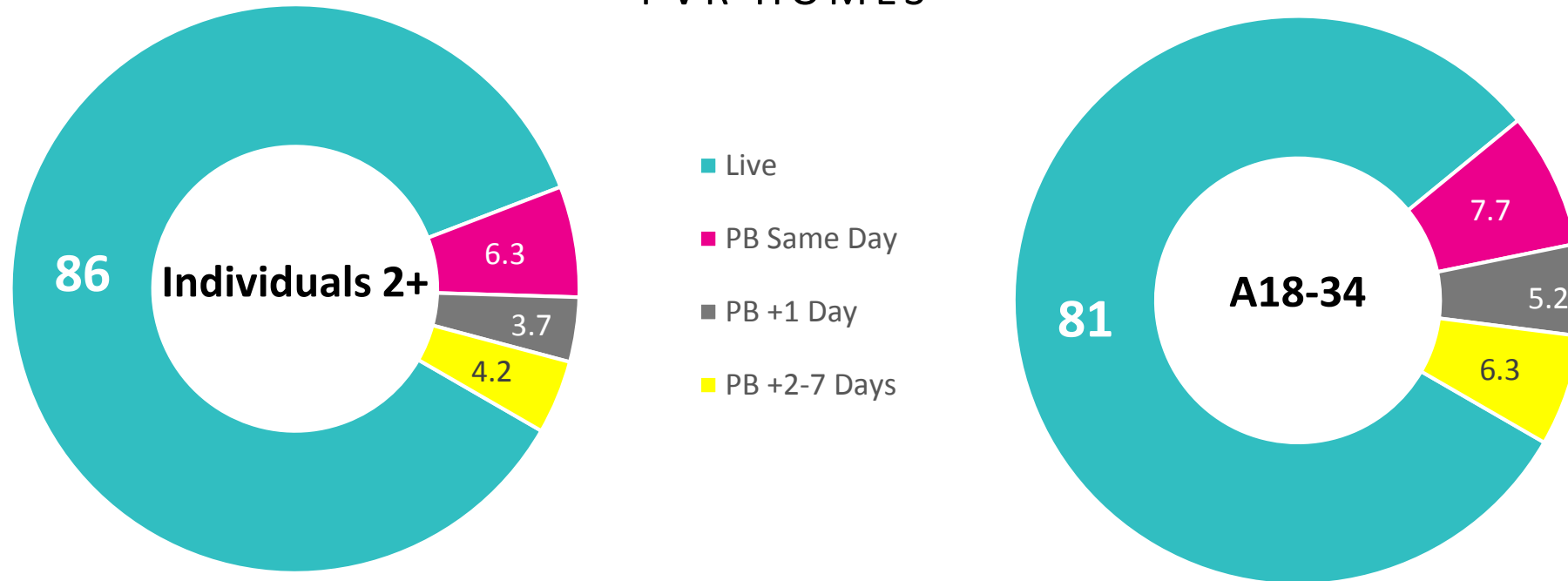
Source: Numeris PPM, Quebec Franco, Total TV, All Locations, Ind. 2+, M-Su 2a-2a, Aug. 29, 2016 – May 28, 2017, PB = Playback

in PVR homes, 86% of **tv** viewing is **live**

among millennials, 81% of TV viewing in PVR homes is live

Live TV vs PVR Playback

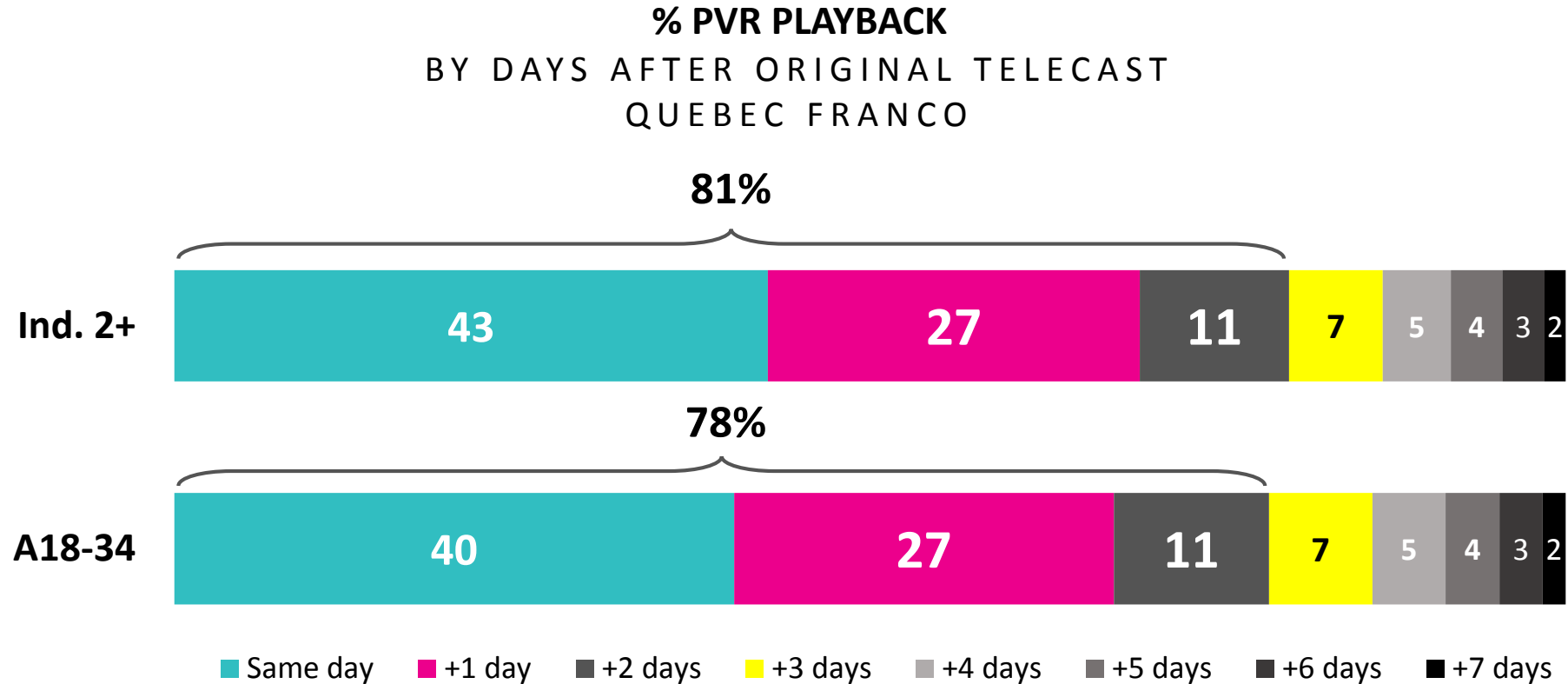
QUEBEC FRANCO
PVR HOMES



Source: Numeris PPM, Quebec Franco, Total TV, All Locations, Ind. 2+, M-Su 2a-2a, Aug. 29, 2016 – May 28, 2017, PB = Playback



most PVR playback takes place **within 2 days**



Source: Numeris PPM, Quebec Franco, Total TV, All Locations, Households with PVR, M-Su 2a-2a, Aug. 29, 2016 – May 28, 2017, PB = Playback

across all demos, the majority of viewing is live

TOTAL CANADA

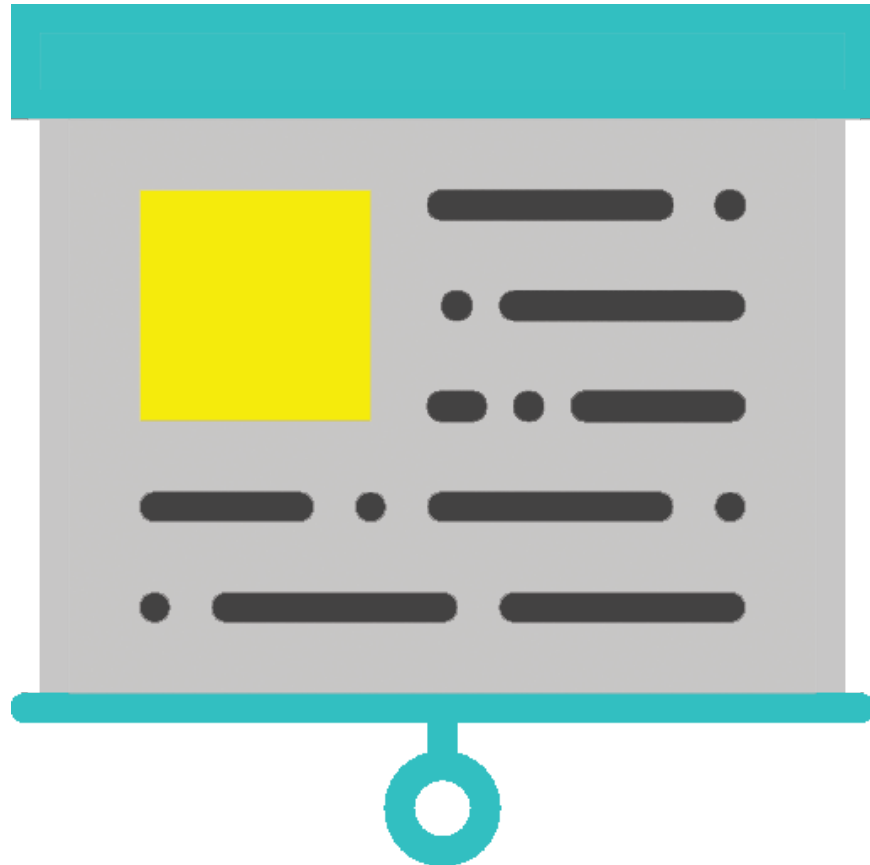
DEMOGRAPHIC	LIVE TV	SAME DAY PVR PB	PVR PB 1 to 7 DAYS
Ind.2+	90%	5%	5%
C2-11	89%	4%	6%
T12-17	91%	5%	5%
A18+	90%	5%	5%
A18-24	89%	4%	6%
A18-34	88%	3%	7%
A18-49	87%	3%	7%
A25-54	88%	3%	7%
A55+	92%	6%	4%

QUEBEC FRANCO

DEMOGRAPHIC	LIVE TV	SAME DAY PVR PB	PVR PB 1 to 7 DAYS
Ind.2+	90%	4%	6%
C2-11	88%	3%	7%
T12-17	88%	3%	7%
A18+	90%	4%	6%
A18-24	87%	2%	8%
A18-34	84%	1%	9%
A18-49	85%	1%	9%
A25-54	86%	2%	8%
A55+	92%	6%	4%

Source: Numeris PPM, Total TV, All Locations, M-Su 2a-2a, Aug. 29, 2016 – May 28, 2017, PB = Playback

want to learn more about the **unparalleled**
power of **tv** ? **we'll come visit you!**



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