

# screen time

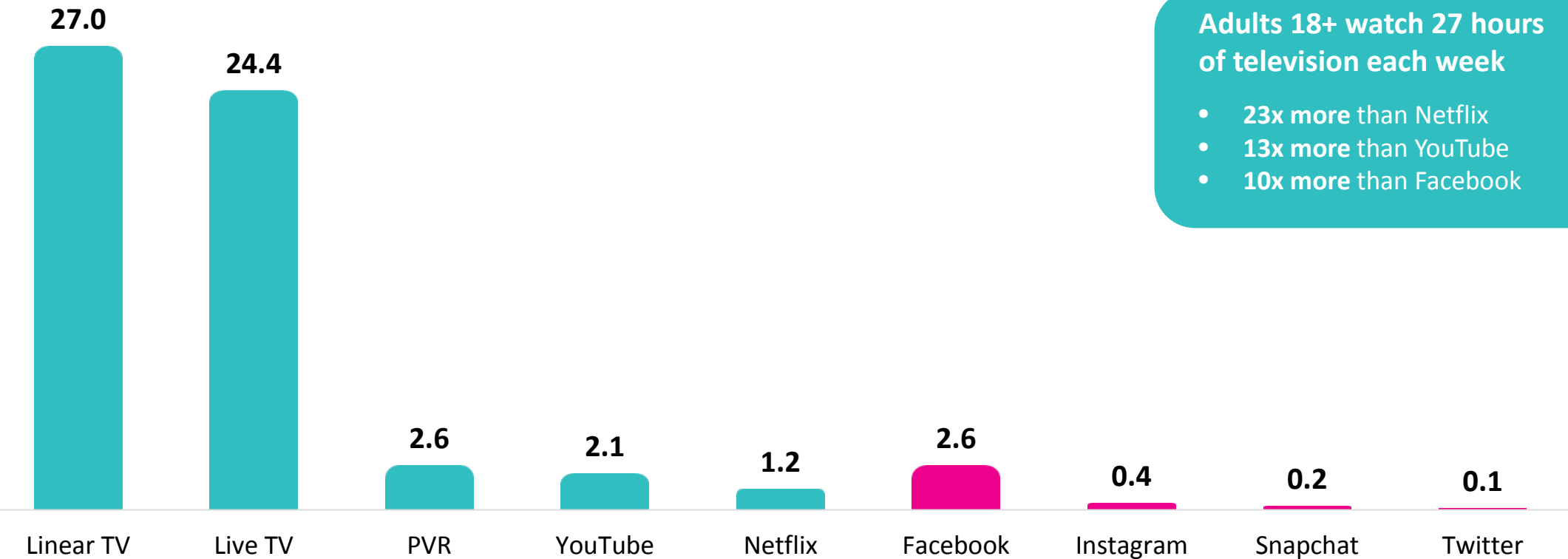
November 2017

# total canada

Adults/Men/Women

# tv dominates time spent – A18+

ADULTS 18+  
AVERAGE WEEKLY HOURS



Adults 18+ watch 27 hours of television each week

- 23x more than Netflix
- 13x more than YouTube
- 10x more than Facebook

Total Canada | Sept 2016 – May 2017

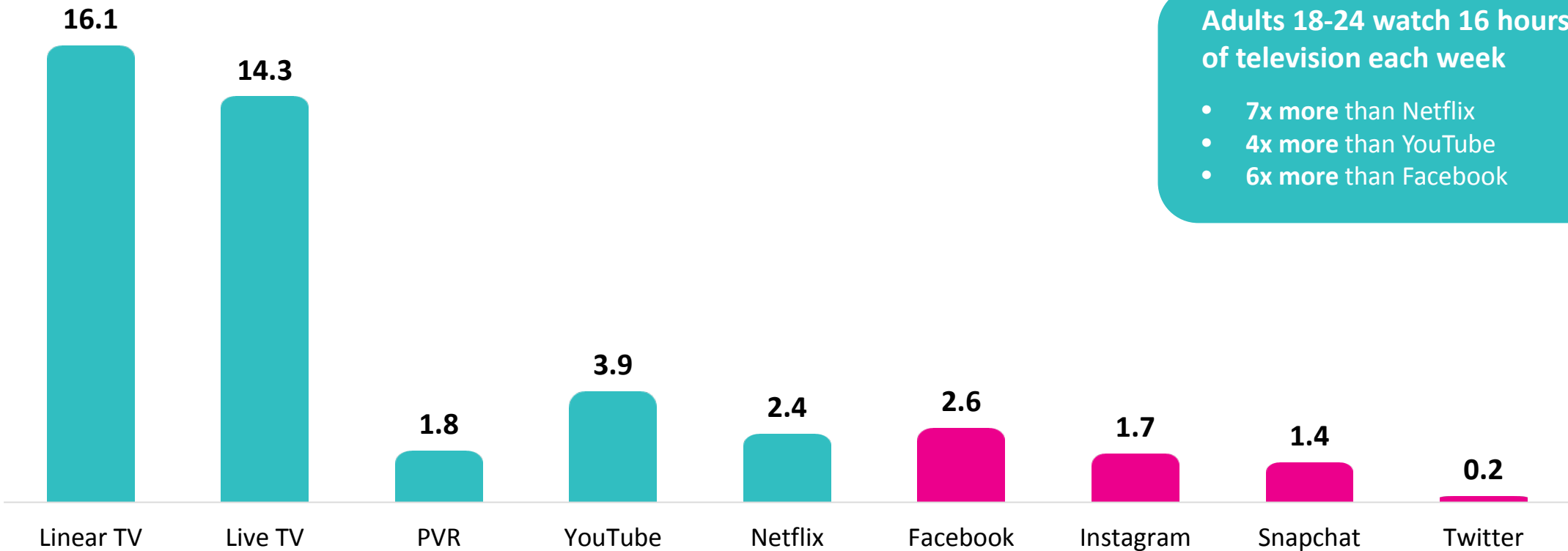
Source: Linear TV, Live TV, PVR: Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

# tv dominates time spent – A18-24

**ADULTS 18-24**  
AVERAGE WEEKLY HOURS

Adults 18-24 watch 16 hours of television each week

- 7x more than Netflix
- 4x more than YouTube
- 6x more than Facebook

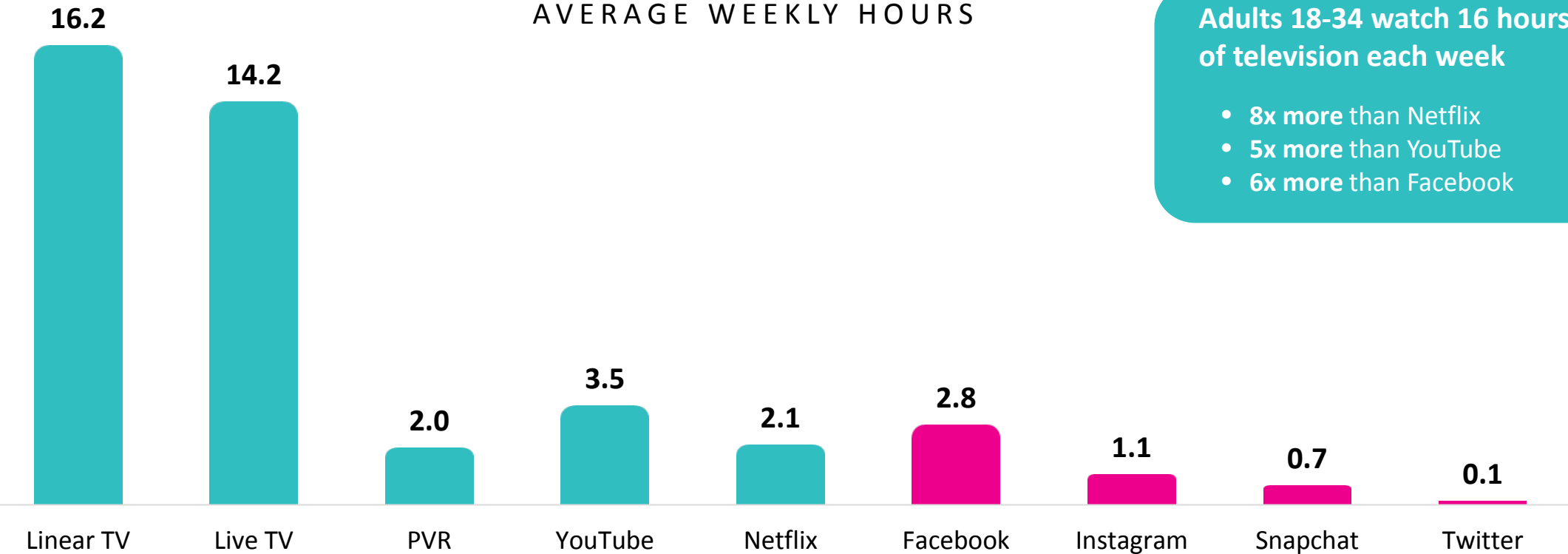


Total Canada | Sept 2016 – May 2017

Source: Linear TV, Live TV, PVR: Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

# tv dominates time spent – A18-34

**ADULTS 18-34**  
AVERAGE WEEKLY HOURS



Adults 18-34 watch 16 hours of television each week

- 8x more than Netflix
- 5x more than YouTube
- 6x more than Facebook

Total Canada | Sept 2016 – May 2017

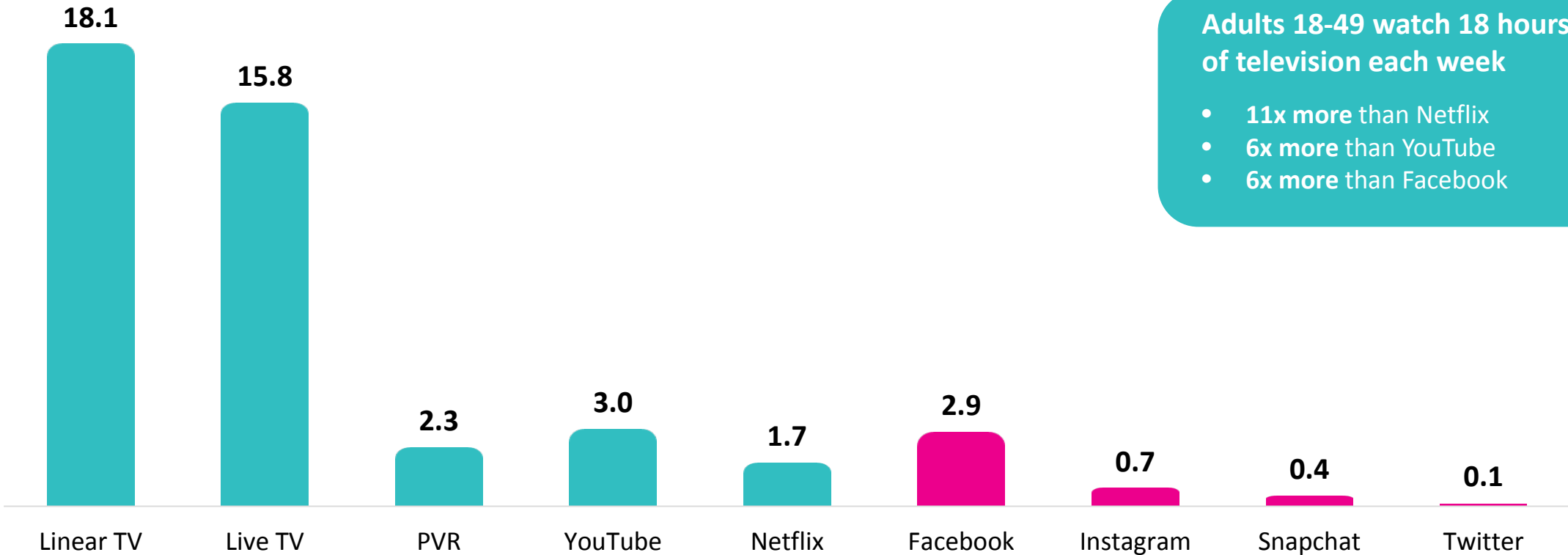
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# tv dominates time spent – A18-49

**ADULTS 18-49**  
AVERAGE WEEKLY HOURS

Adults 18-49 watch 18 hours of television each week

- 11x more than Netflix
- 6x more than YouTube
- 6x more than Facebook



Total Canada | Sept 2016 – May 2017

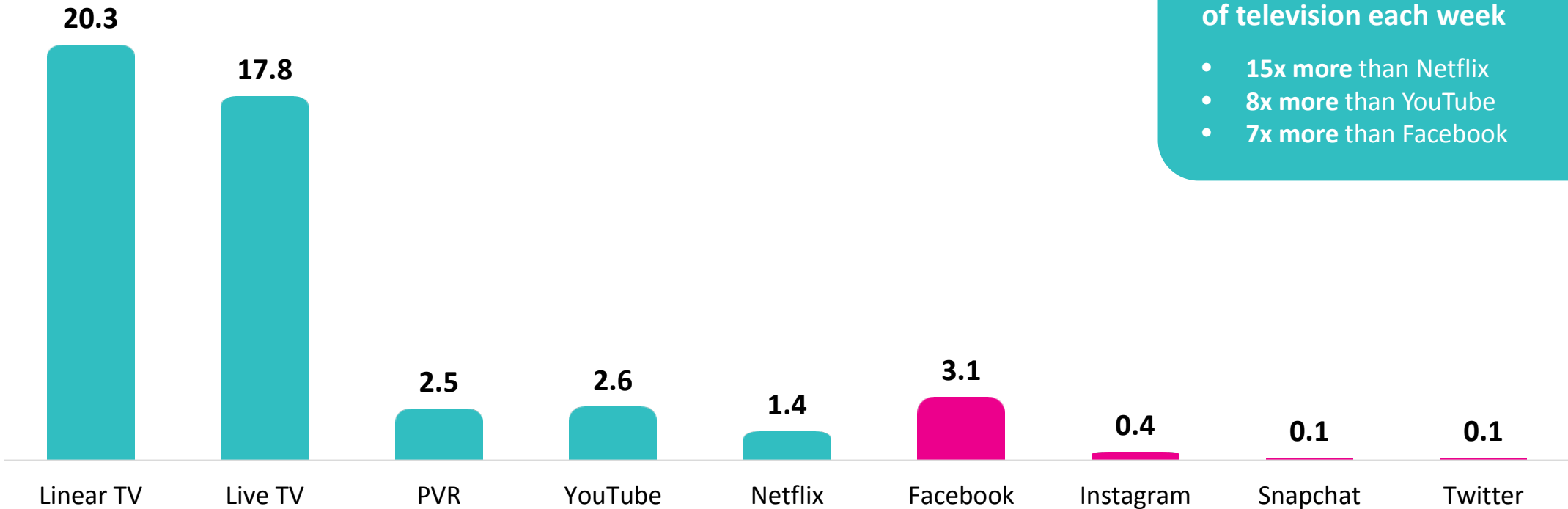
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# tv dominates time spent – A25-54

**ADULTS 25-54**  
AVERAGE WEEKLY HOURS

Adults 25-54 watch 20 hours of television each week

- 15x more than Netflix
- 8x more than YouTube
- 7x more than Facebook

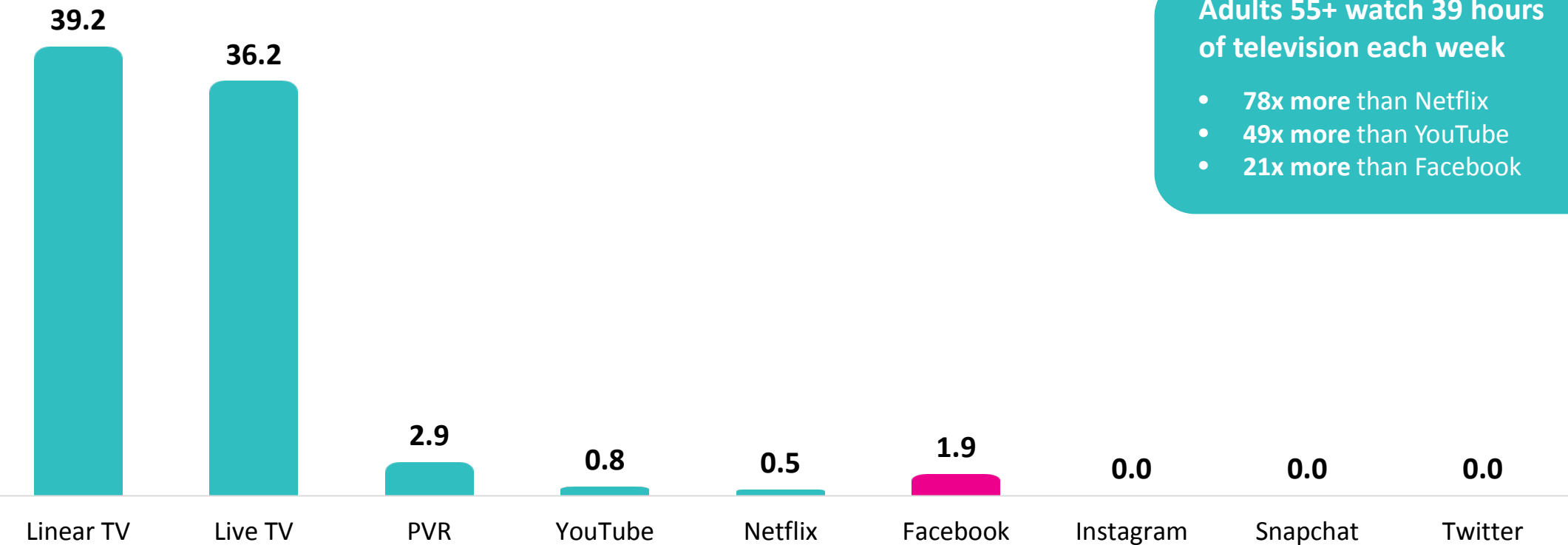


Total Canada | Sept 2016 – May 2017

Source: Linear TV, Live TV, PVR: Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

# tv dominates time spent – A55+

ADULTS 55+  
AVERAGE WEEKLY HOURS



Adults 55+ watch 39 hours of television each week

- 78x more than Netflix
- 49x more than YouTube
- 21x more than Facebook

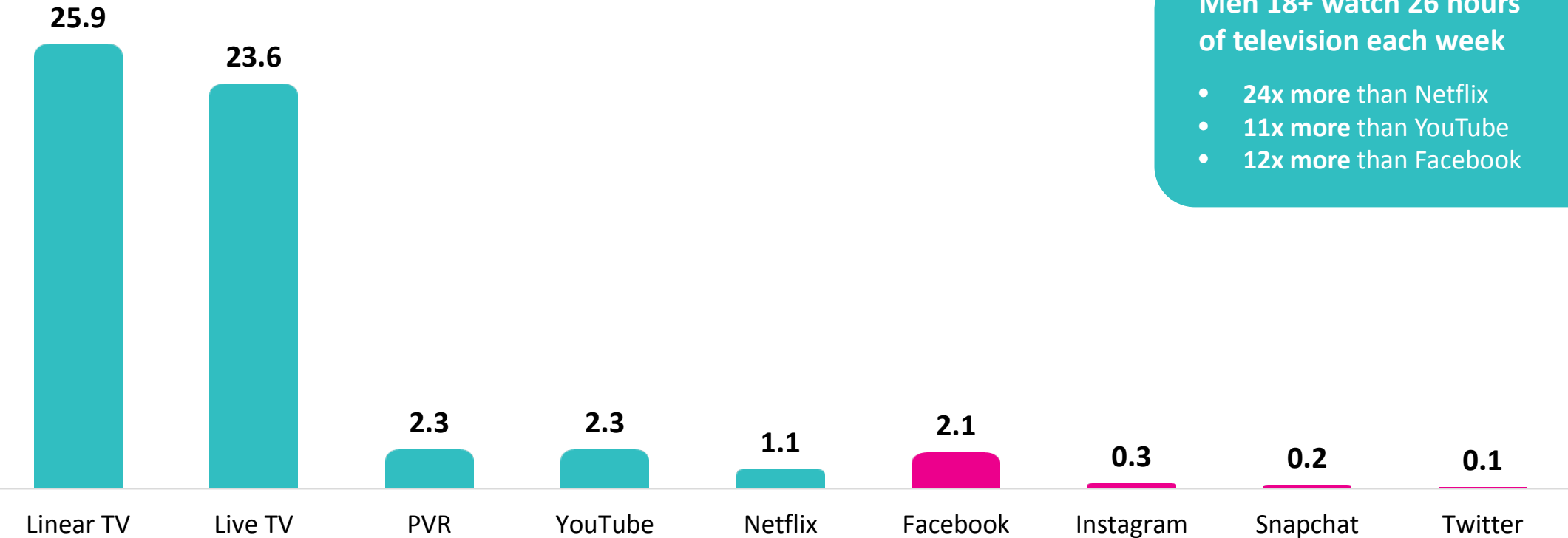
Total Canada | Sept 2016 – May 2017

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# tv dominates time spent – M18+

**MEN 18+**  
AVERAGE WEEKLY HOURS



**Men 18+ watch 26 hours of television each week**

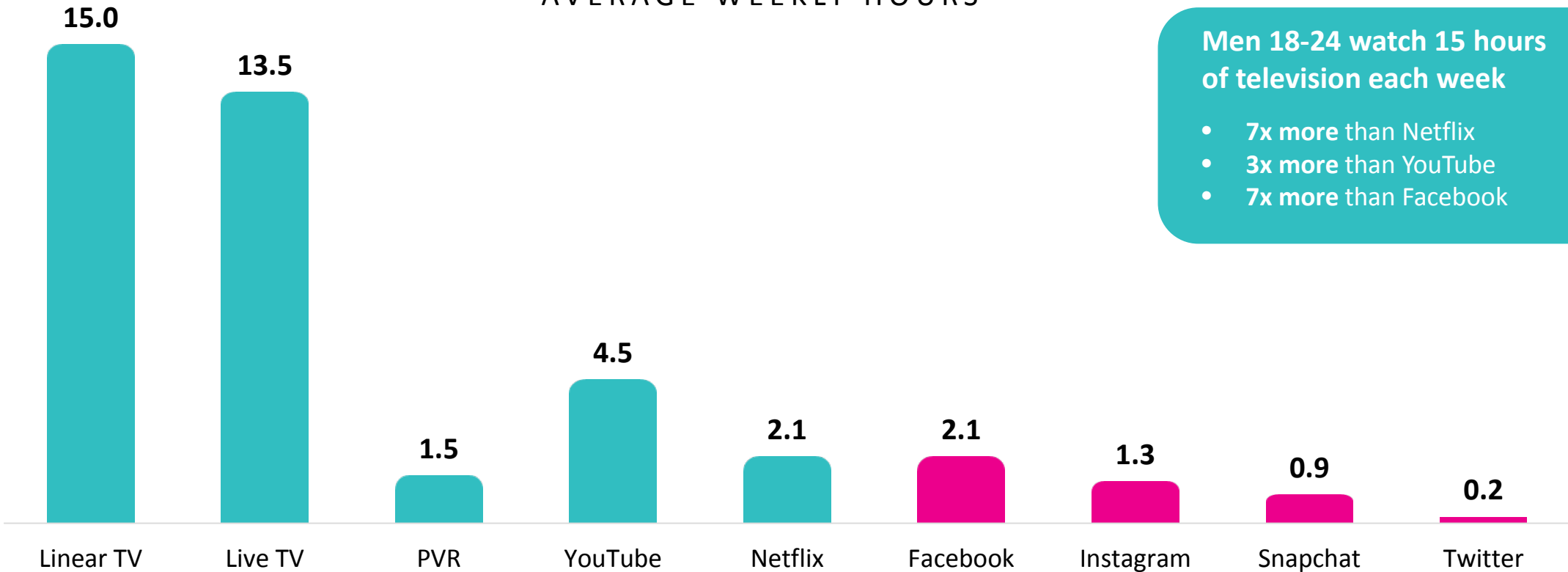
- 24x more than Netflix
- 11x more than YouTube
- 12x more than Facebook

Total Canada | Sept 2016 – May 2017

Source: Linear TV, Live TV, PVR: Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

# tv dominates time spent – M18-24

**MEN 18-24**  
AVERAGE WEEKLY HOURS



**Men 18-24 watch 15 hours of television each week**

- 7x more than Netflix
- 3x more than YouTube
- 7x more than Facebook

Total Canada | Sept 2016 – May 2017

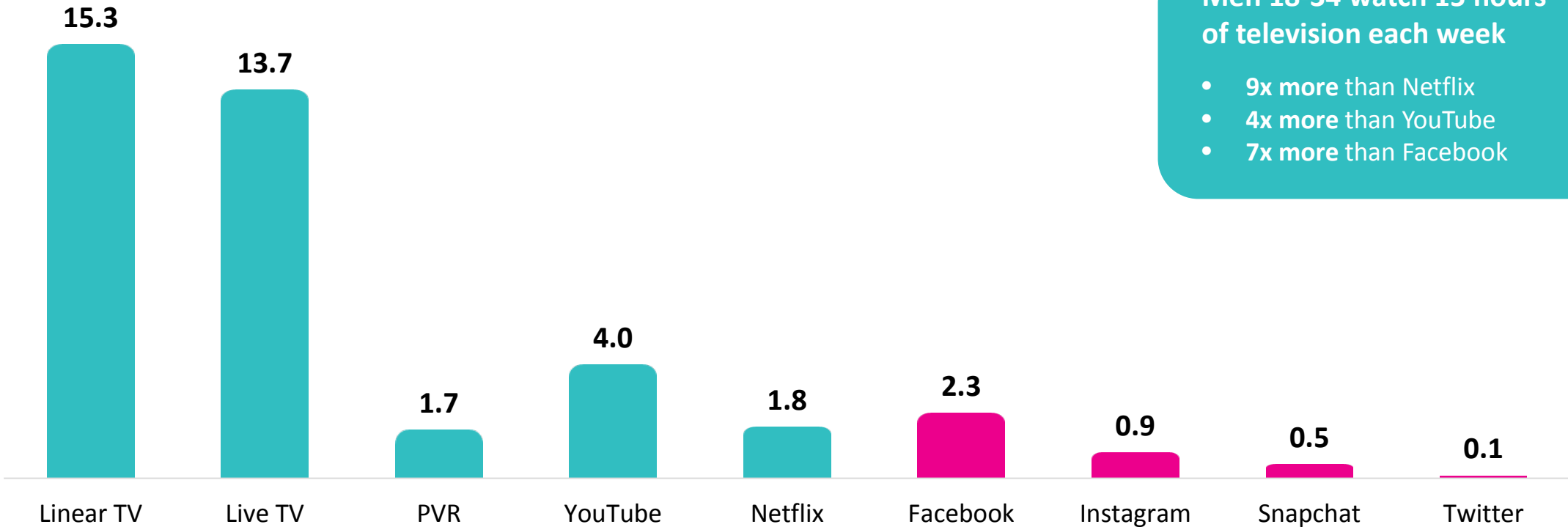
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# tv dominates time spent – M18-34

**MEN 18-34**  
AVERAGE WEEKLY HOURS

Men 18-34 watch 15 hours of television each week

- 9x more than Netflix
- 4x more than YouTube
- 7x more than Facebook

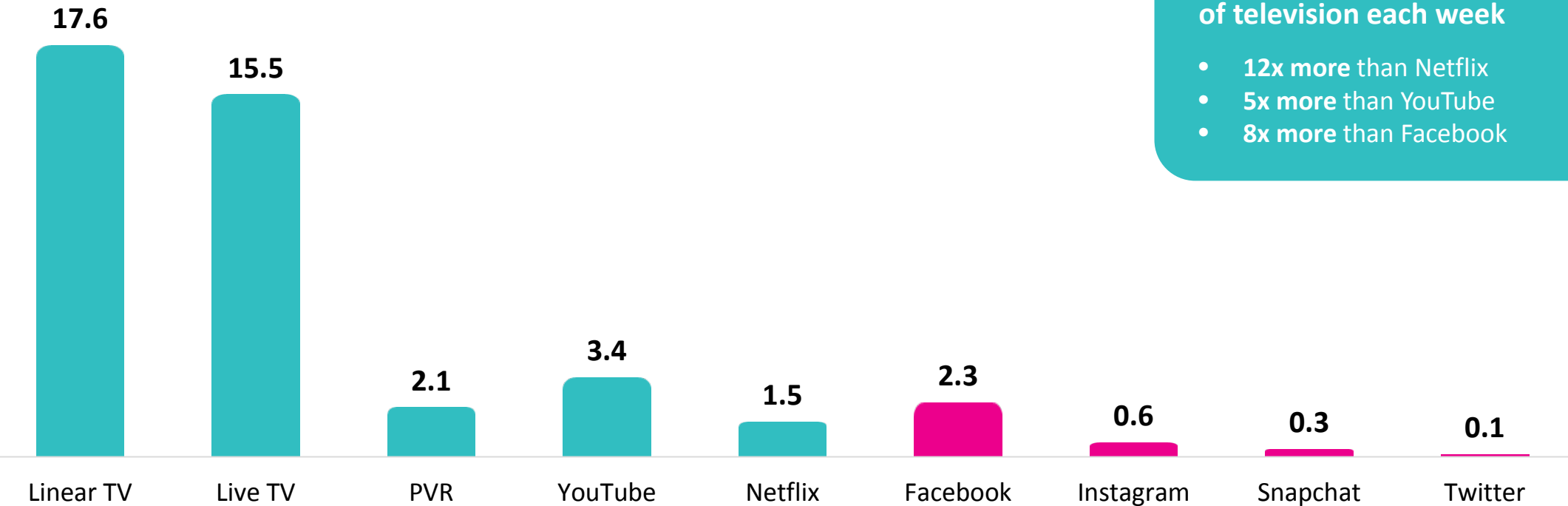


Total Canada | Sept 2016 – May 2017

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# tv dominates time spent – M18-49

**MEN 18-49**  
AVERAGE WEEKLY HOURS



**Men 18-49 watch 18 hours of television each week**

- 12x more than Netflix
- 5x more than YouTube
- 8x more than Facebook

Total Canada | Sept 2016 – May 2017

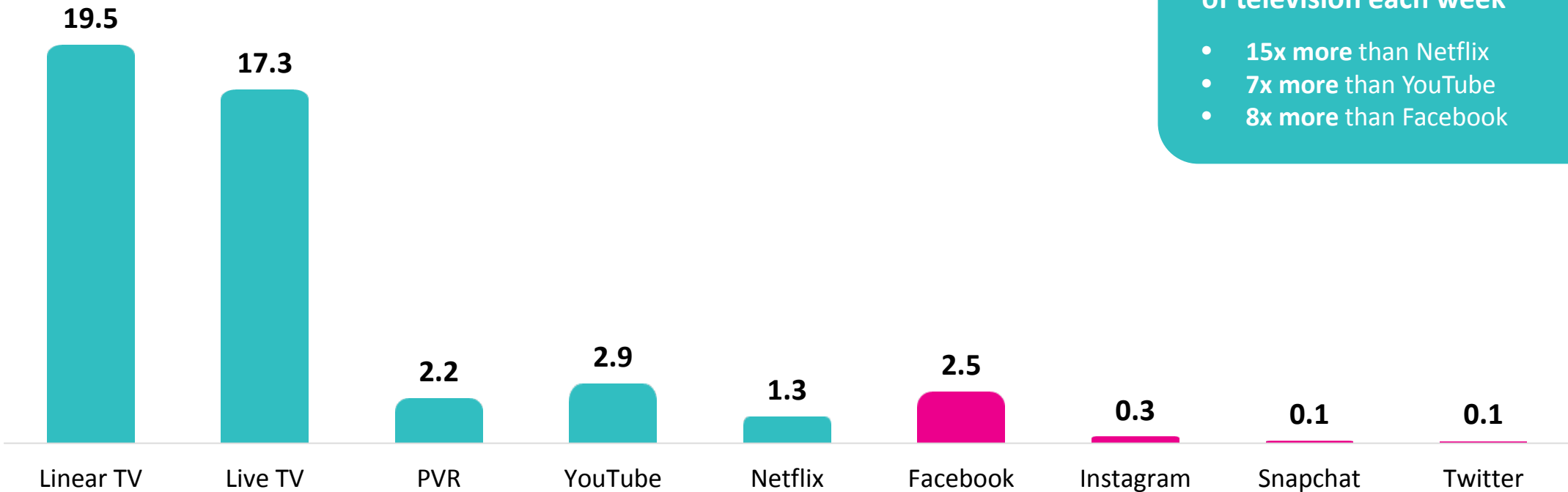
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# tv dominates time spent – M25-54

**MEN 25-54**  
AVERAGE WEEKLY HOURS

Men 25-54 watch 20 hours of television each week

- 15x more than Netflix
- 7x more than YouTube
- 8x more than Facebook



Total Canada | Sept 2016 – May 2017

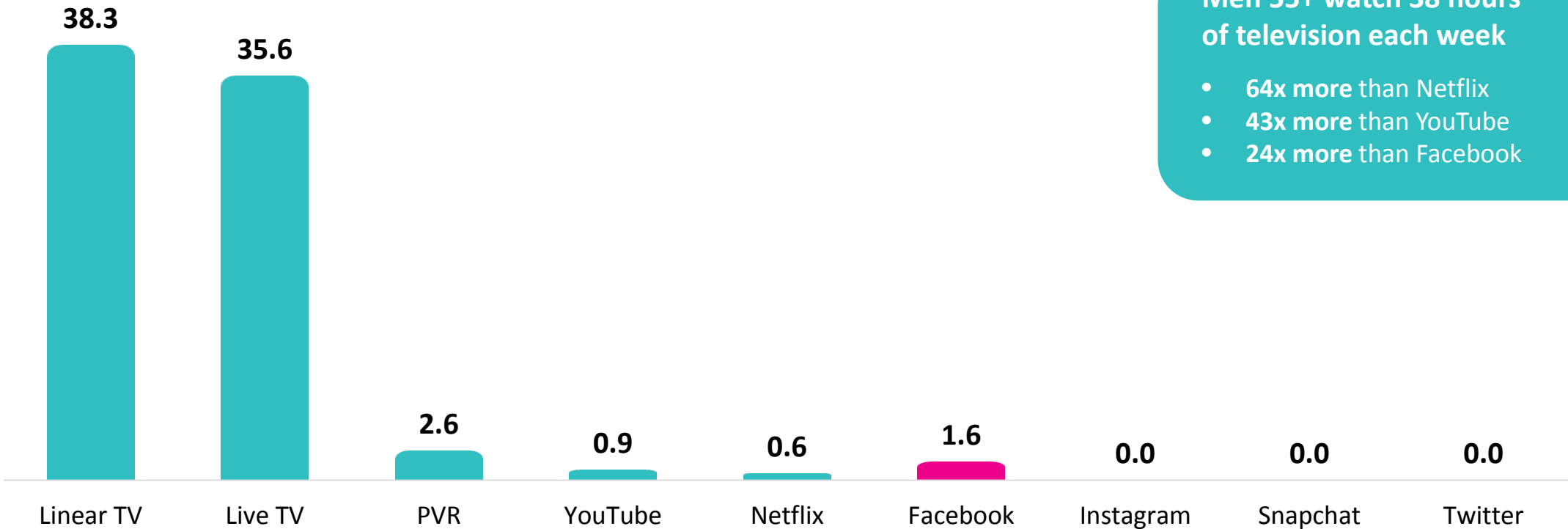
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# tv dominates time spent – M55+

**MEN 55+**  
AVERAGE WEEKLY HOURS

**Men 55+ watch 38 hours of television each week**

- 64x more than Netflix
- 43x more than YouTube
- 24x more than Facebook



Total Canada | Sept 2016 – May 2017

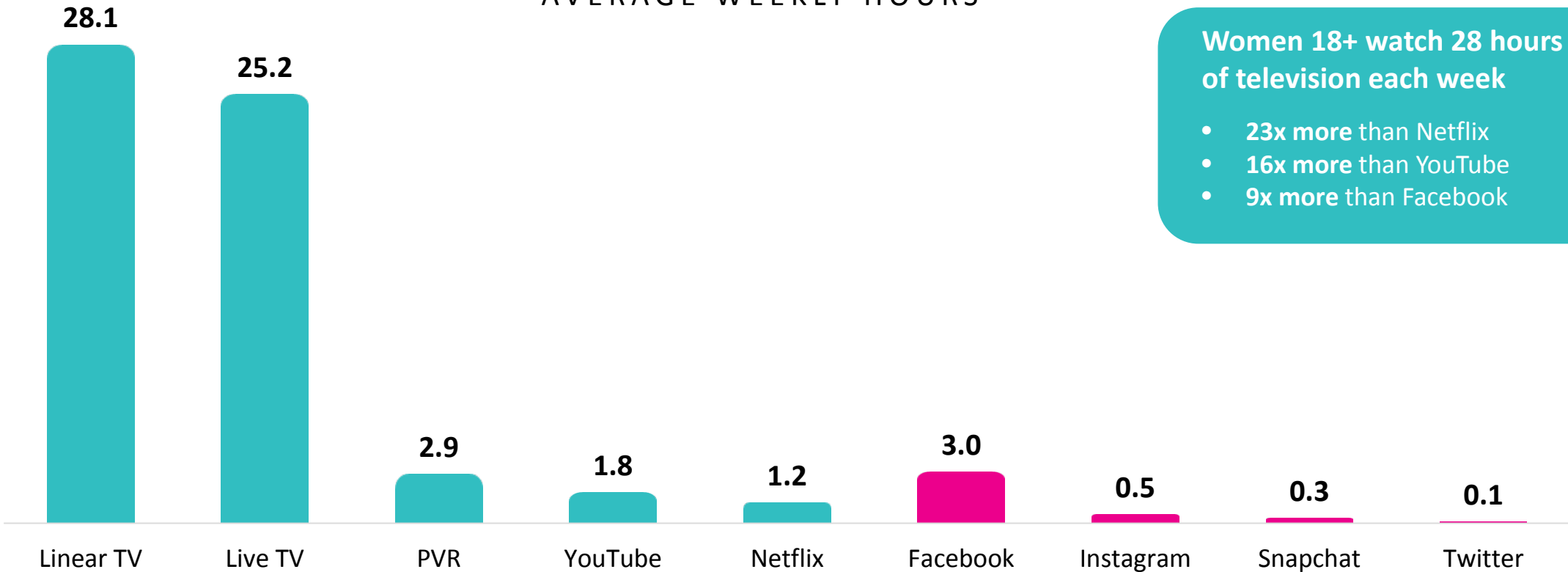
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# tv dominates time spent – W18+

**WOMEN 18+**  
AVERAGE WEEKLY HOURS

Women 18+ watch 28 hours of television each week

- 23x more than Netflix
- 16x more than YouTube
- 9x more than Facebook



Total Canada | Sept 2016 – May 2017

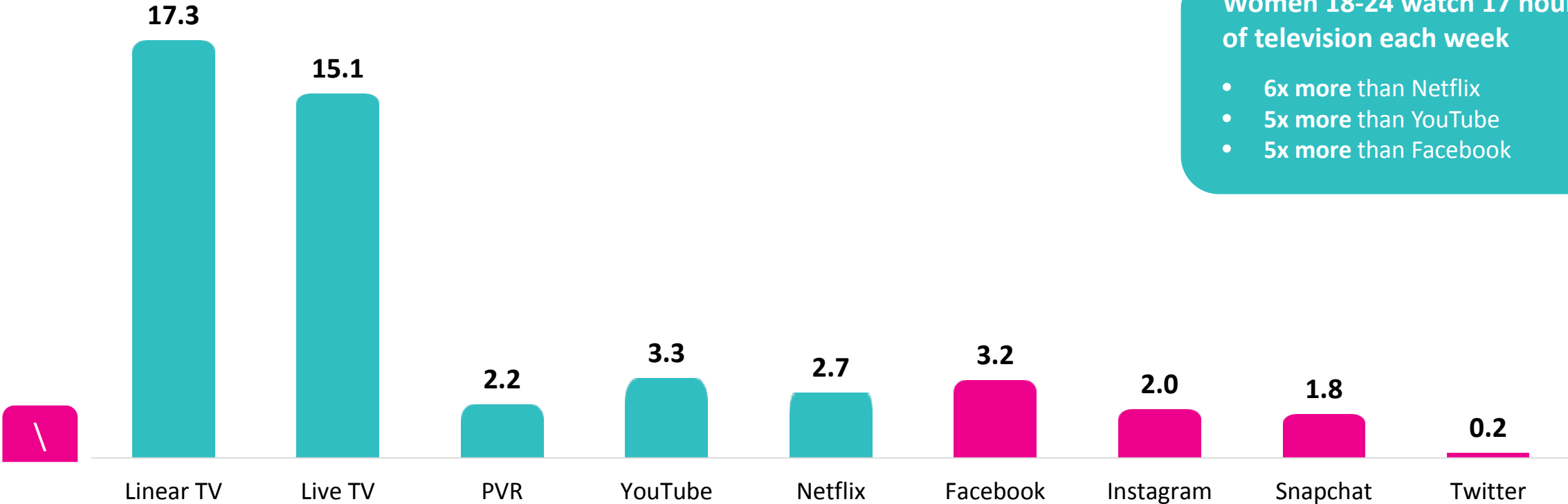
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# tv dominates time spent – W18-24

## WOMEN 18-24 AVERAGE WEEKLY HOURS

Women 18-24 watch 17 hours of television each week

- 6x more than Netflix
- 5x more than YouTube
- 5x more than Facebook



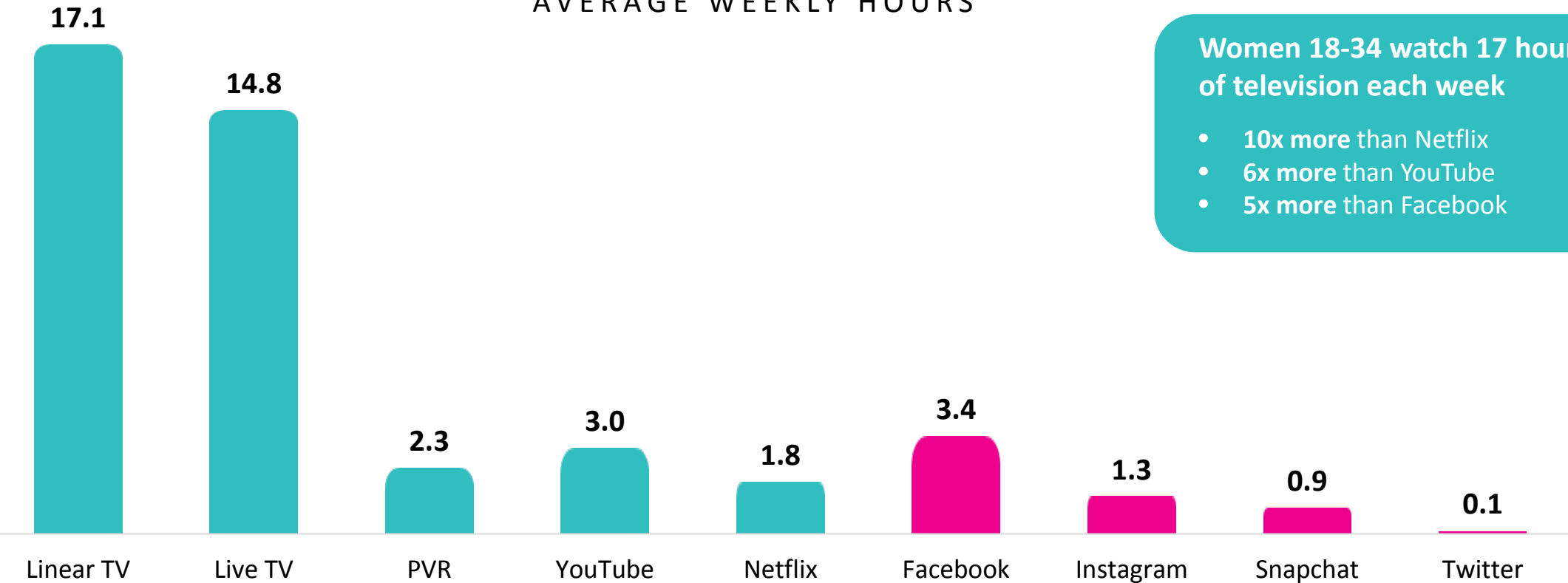
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# tv dominates time spent – W18-34

**WOMEN 18-34**  
AVERAGE WEEKLY HOURS



**Women 18-34 watch 17 hours of television each week**

- 10x more than Netflix
- 6x more than YouTube
- 5x more than Facebook

Total Canada | Sept 2016 – May 2017

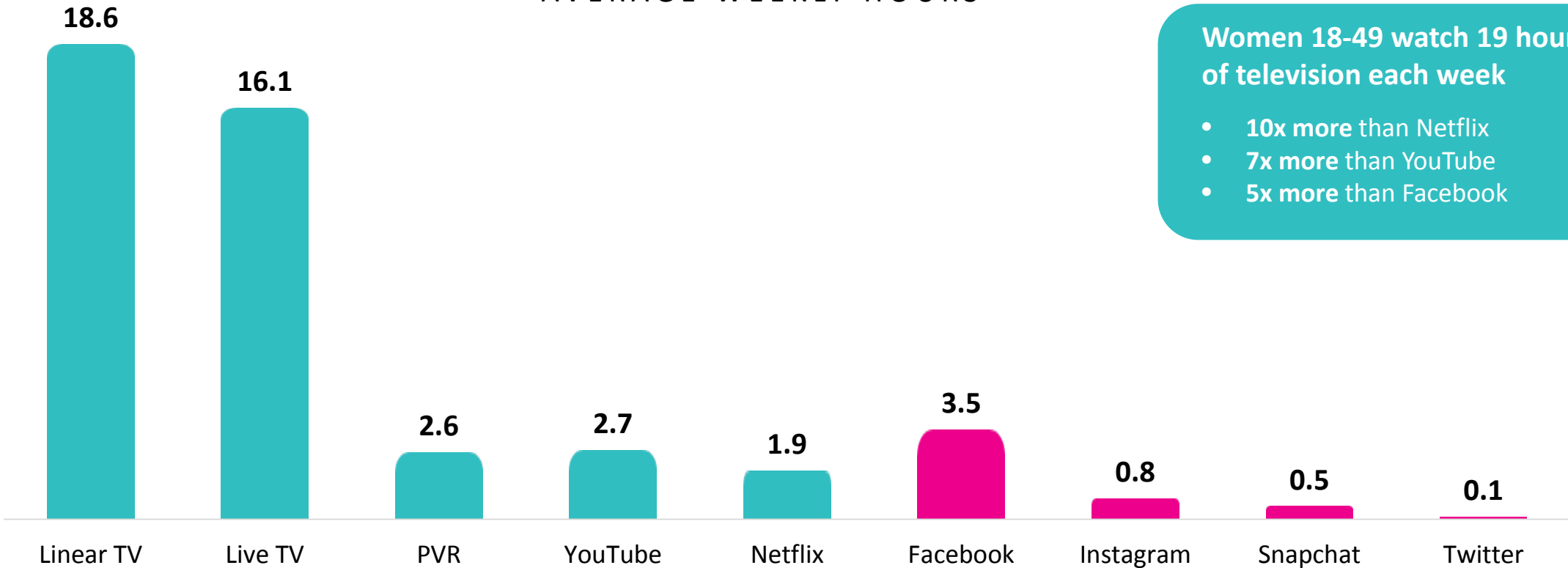
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# tv dominates time spent – W18-49

**WOMEN 18-49**  
AVERAGE WEEKLY HOURS

Women 18-49 watch 19 hours of television each week

- 10x more than Netflix
- 7x more than YouTube
- 5x more than Facebook



Total Canada | Sept 2016 – May 2017

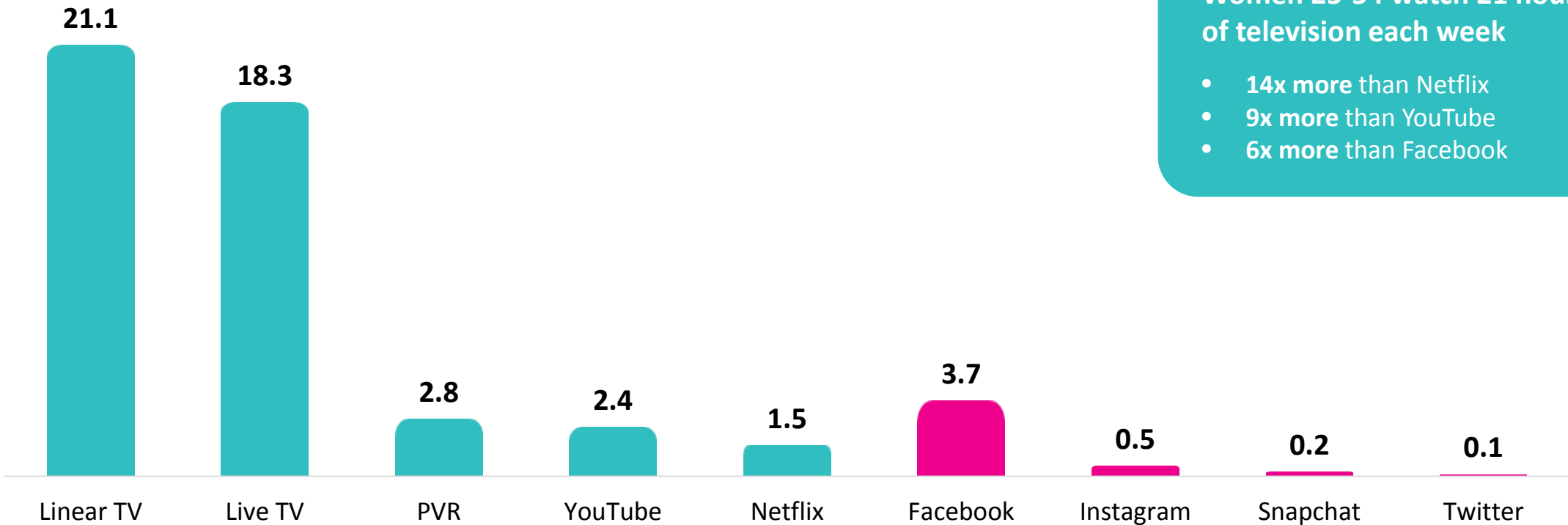
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# tv dominates time spent – W25-54

**WOMEN 25-54**  
AVERAGE WEEKLY HOURS

Women 25-54 watch 21 hours of television each week

- 14x more than Netflix
- 9x more than YouTube
- 6x more than Facebook



Total Canada | Sept 2016 – May 2017

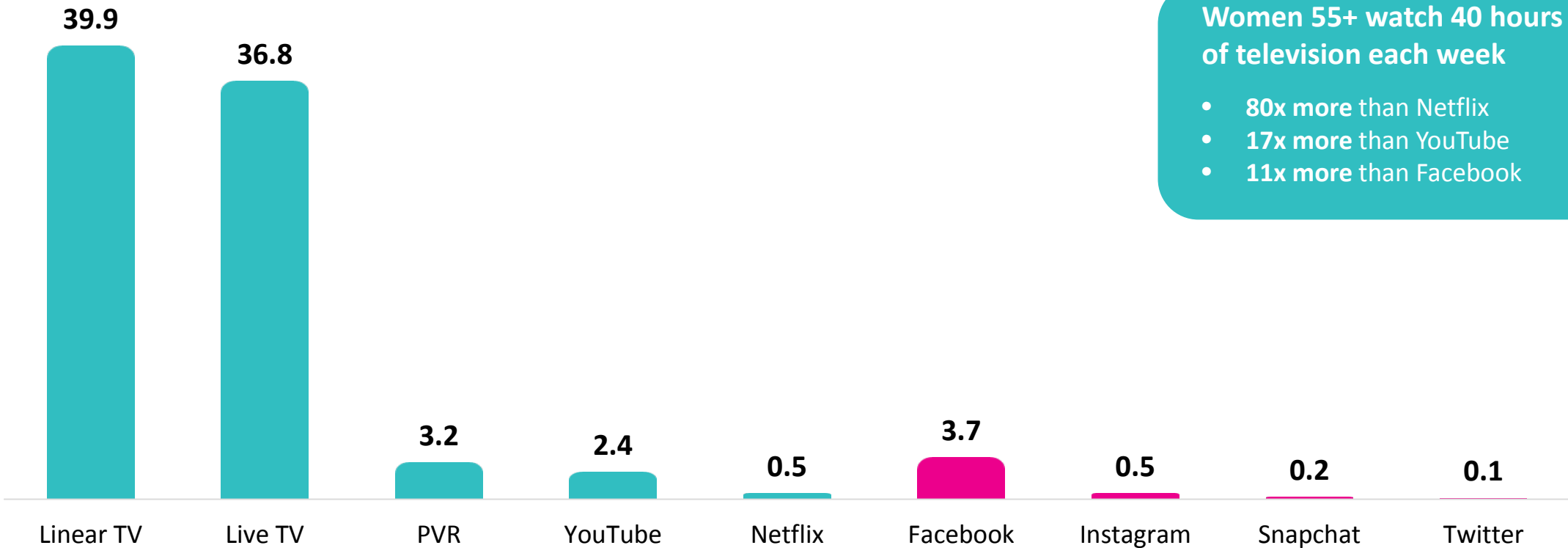
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# tv dominates time spent – W55+

**WOMEN 55+**  
AVERAGE WEEKLY HOURS

**Women 55+ watch 40 hours of television each week**

- 80x more than Netflix
- 17x more than YouTube
- 11x more than Facebook



Total Canada | Sept 2016 – May 2017

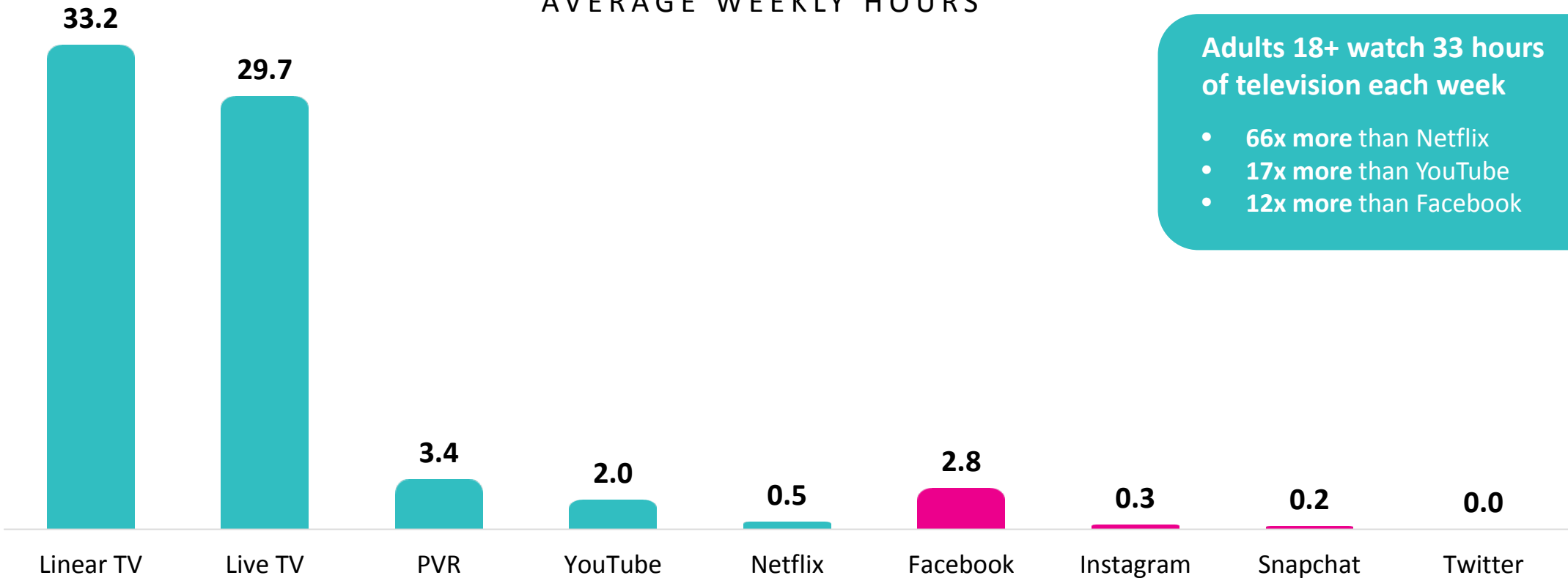
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# **French/Quebec Franco**

Adults/Men/Women

# tv dominates time spent – A18+

ADULTS 18+  
AVERAGE WEEKLY HOURS



Adults 18+ watch 33 hours of television each week

- 66x more than Netflix
- 17x more than YouTube
- 12x more than Facebook

Francophone | Sept 2016 – May 2017

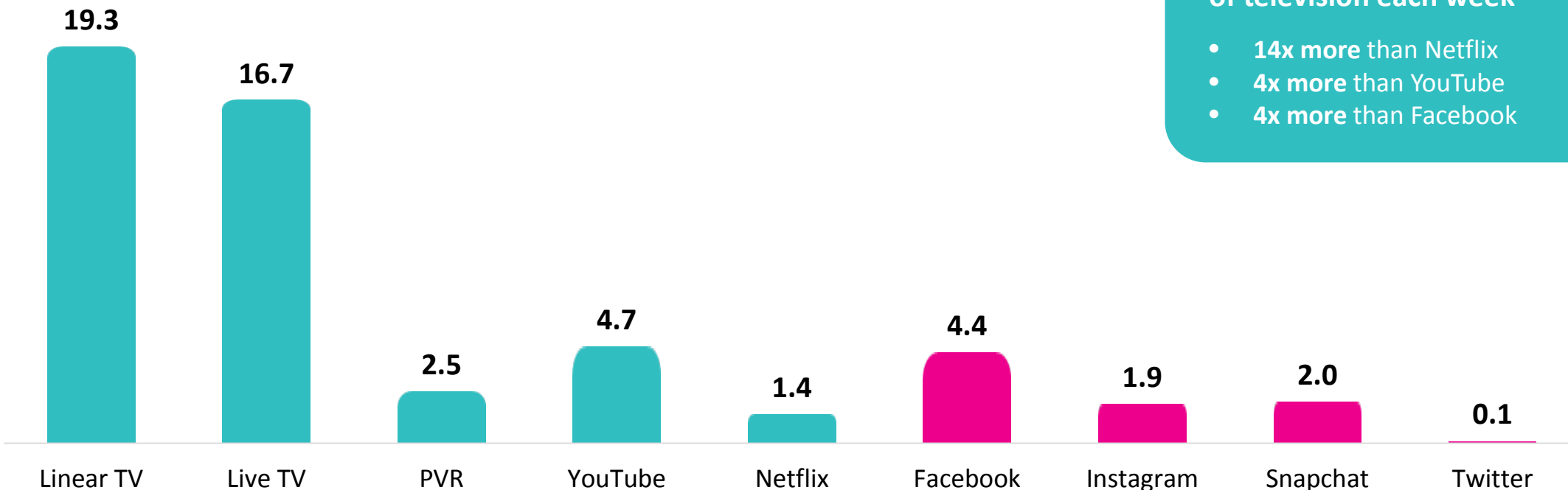
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# tv dominates time spent – A18-24

## ADULTS 18-24 AVERAGE WEEKLY HOURS

Adults 18-24 watch 19 hours of television each week

- 14x more than Netflix
- 4x more than YouTube
- 4x more than Facebook



Francophone | Sept 2016 – May 2017

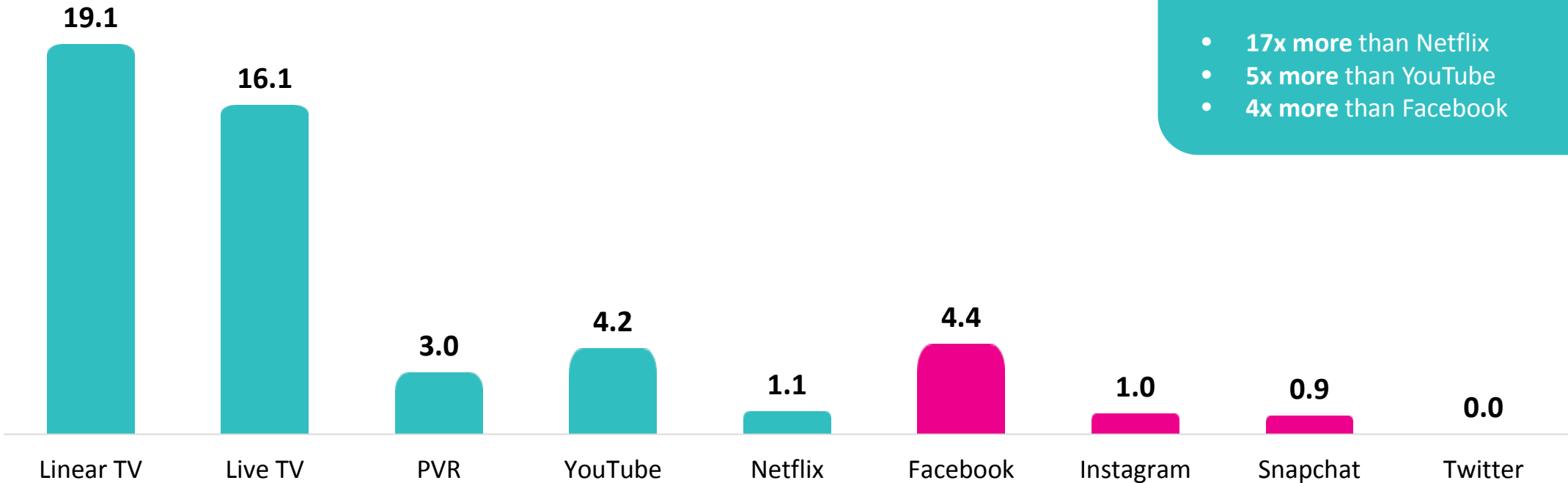
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# tv dominates time spent – A18-34

## ADULTS 18-34 AVERAGE WEEKLY HOURS

Adults 18-34 watch 19 hours of television each week

- 17x more than Netflix
- 5x more than YouTube
- 4x more than Facebook



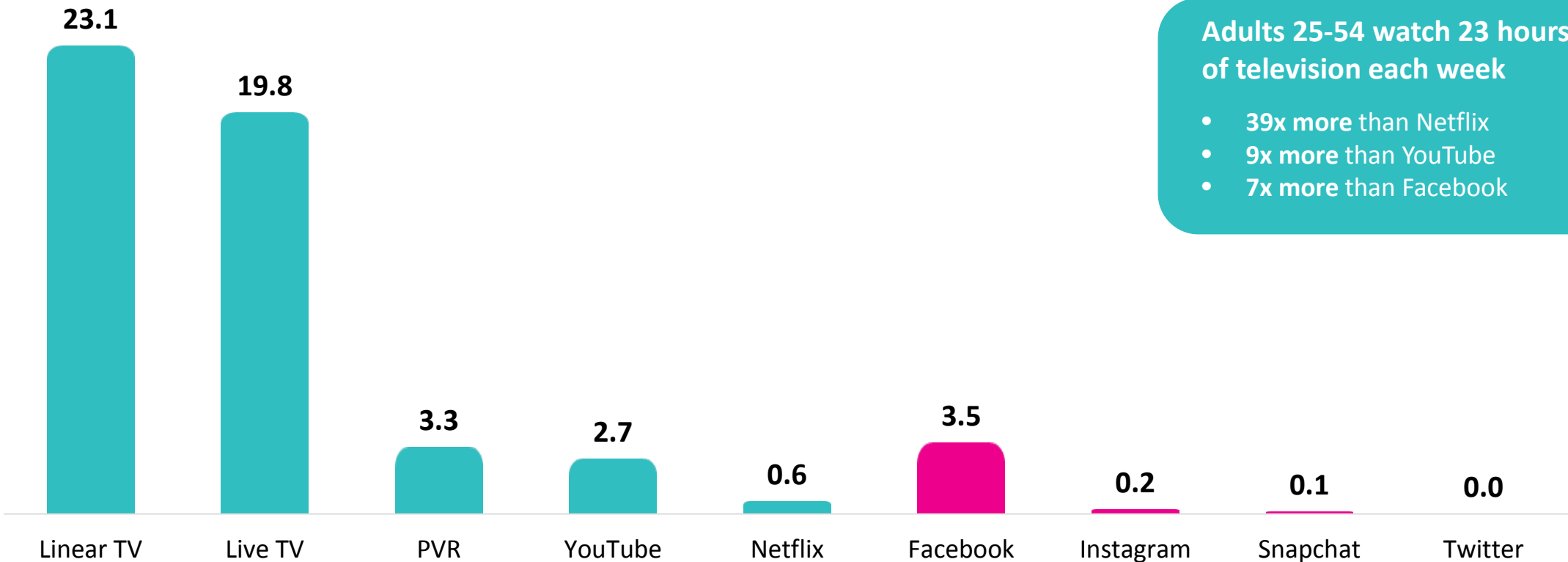
Francophone | Sept 2016 – May 2017

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# tv dominates time spent – A25-54

ADULTS 25-54  
AVERAGE WEEKLY HOURS



Adults 25-54 watch 23 hours of television each week

- 39x more than Netflix
- 9x more than YouTube
- 7x more than Facebook

Francophone | Sept 2016 – May 2017

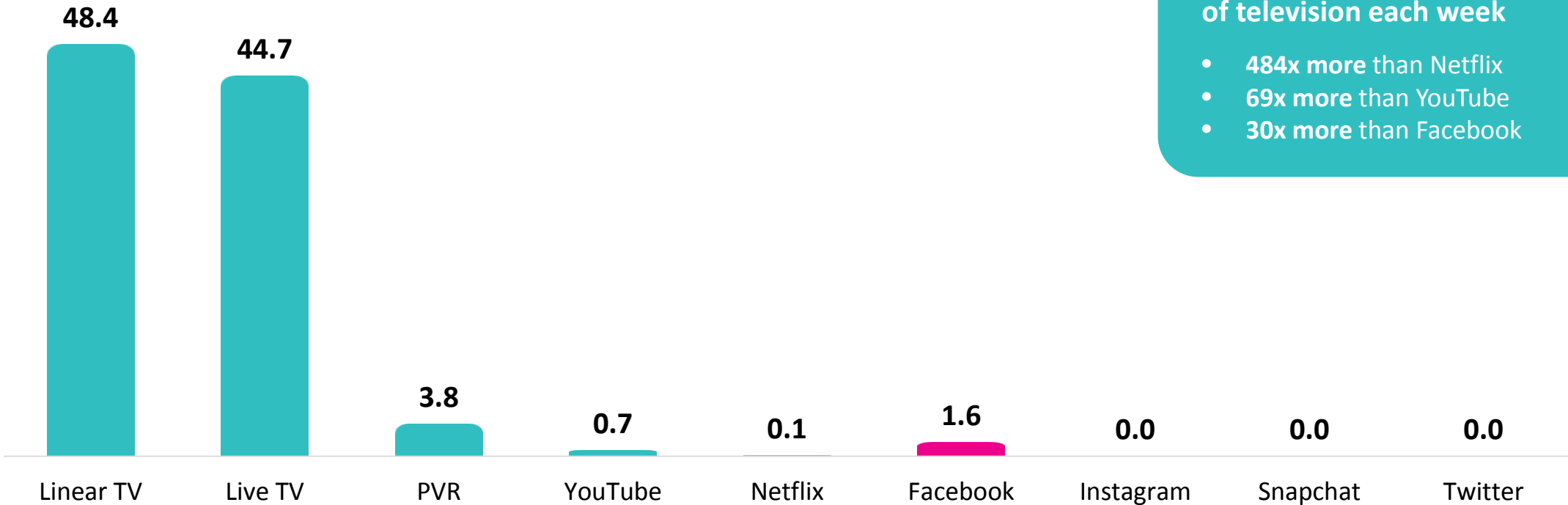
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# tv dominates time spent – A55+

ADULTS 55+  
AVERAGE WEEKLY HOURS

Adults 55+ watch 48 hours of television each week

- 484x more than Netflix
- 69x more than YouTube
- 30x more than Facebook



Francophone | Sept 2016 – May 2017

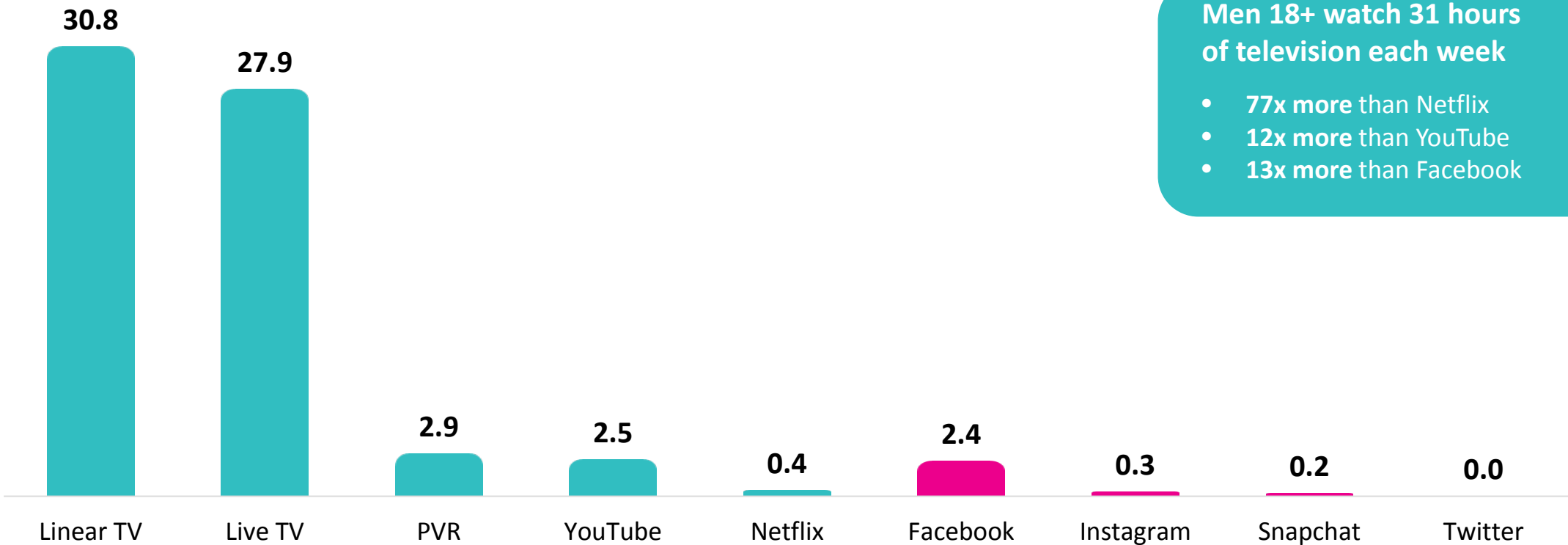
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# tv dominates time spent – M18+

**MEN 18+**  
AVERAGE WEEKLY HOURS

Men 18+ watch 31 hours of television each week

- 77x more than Netflix
- 12x more than YouTube
- 13x more than Facebook



Francophone | Sept 2016 – May 2017

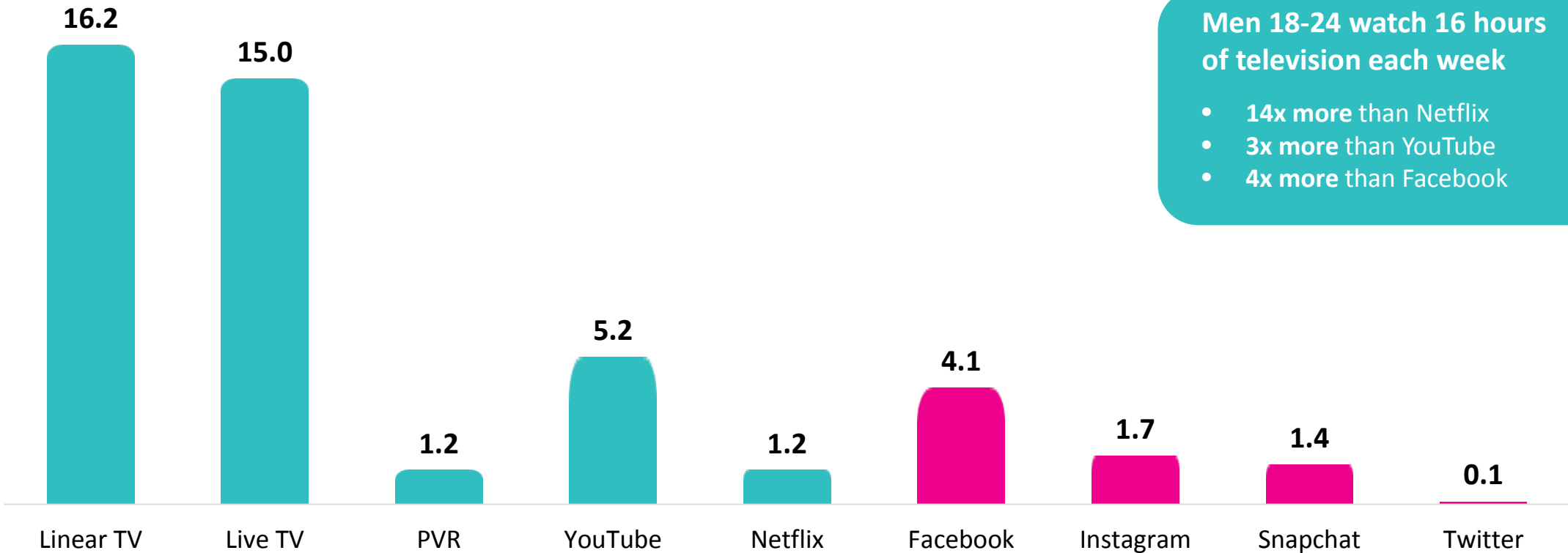
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# tv dominates time spent – M18-24

**MEN 18-24**  
 AVERAGE WEEKLY HOURS

Men 18-24 watch 16 hours of television each week

- 14x more than Netflix
- 3x more than YouTube
- 4x more than Facebook

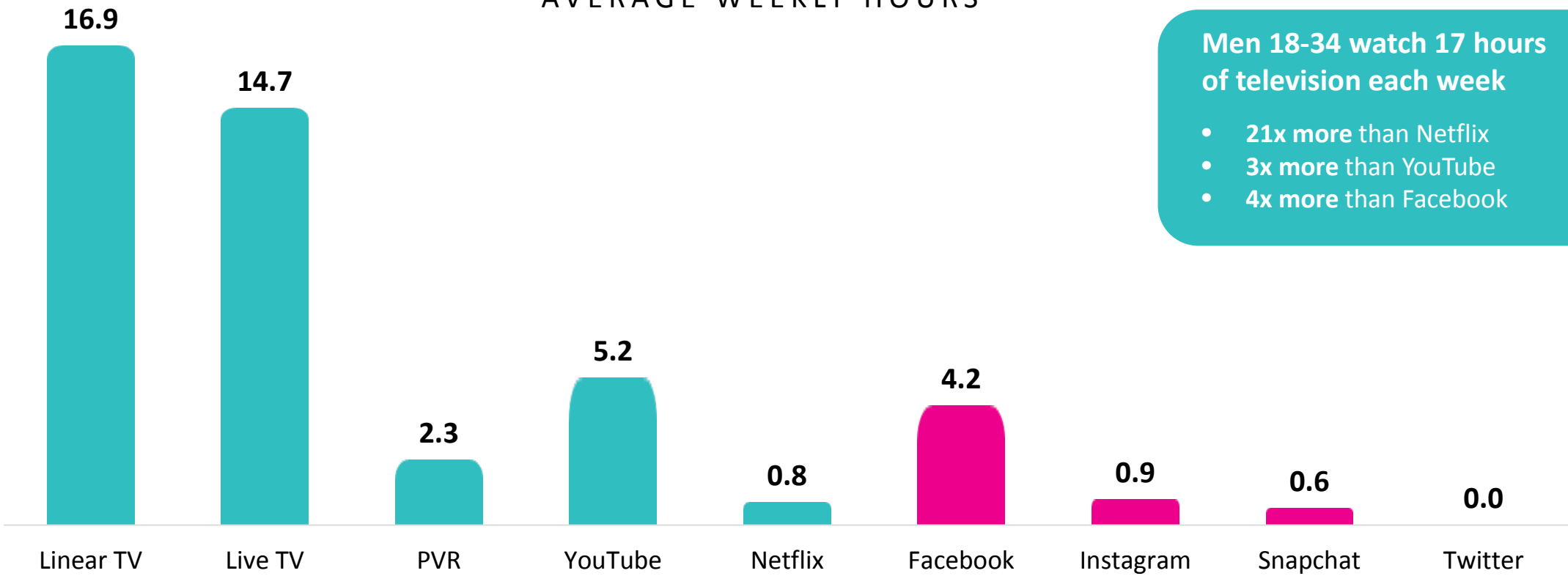


Francophone | Sept 2016 – May 2017

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# tv dominates time spent – M18-34

**MEN 18-34**  
AVERAGE WEEKLY HOURS



**Men 18-34 watch 17 hours of television each week**

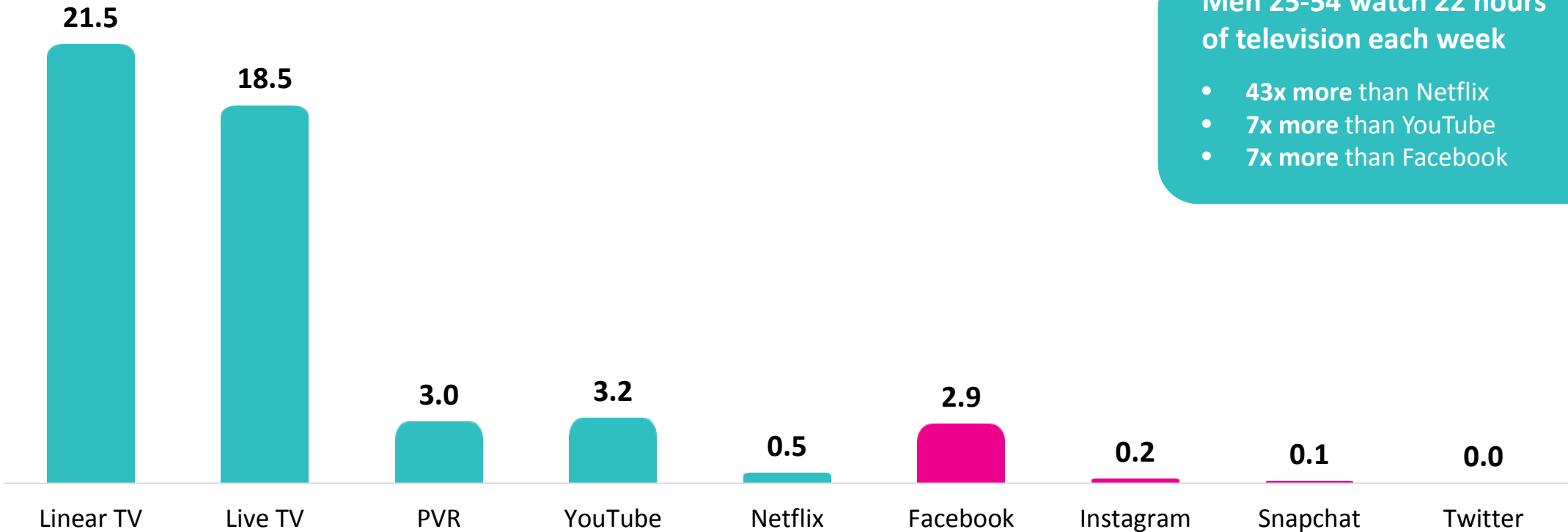
- 21x more than Netflix
- 3x more than YouTube
- 4x more than Facebook

Francophone | Sept 2016 – May 2017

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# tv dominates time spent – M25-54

MEN 25-54  
AVERAGE WEEKLY HOURS



Men 25-54 watch 22 hours of television each week

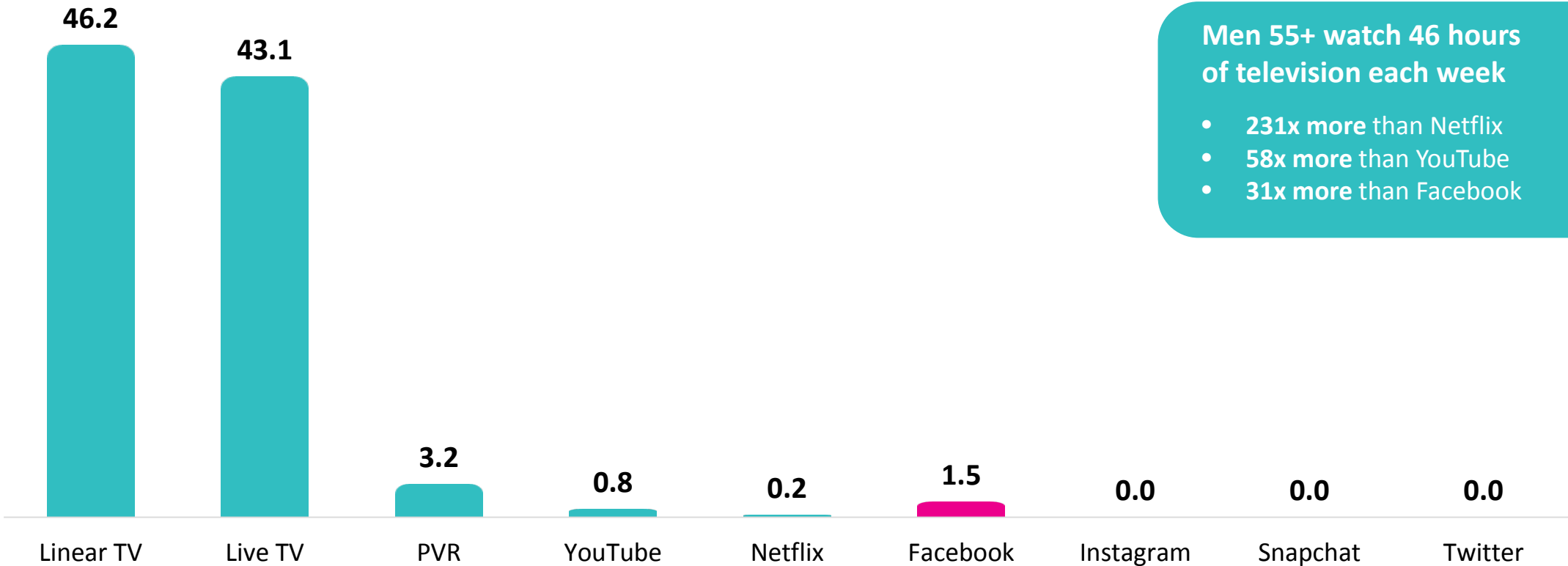
- 43x more than Netflix
- 7x more than YouTube
- 7x more than Facebook

Francophone | Sept 2016 – May 2017

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# tv dominates time spent – M55+

**MEN 55+**  
 AVERAGE WEEKLY HOURS



**Men 55+ watch 46 hours of television each week**

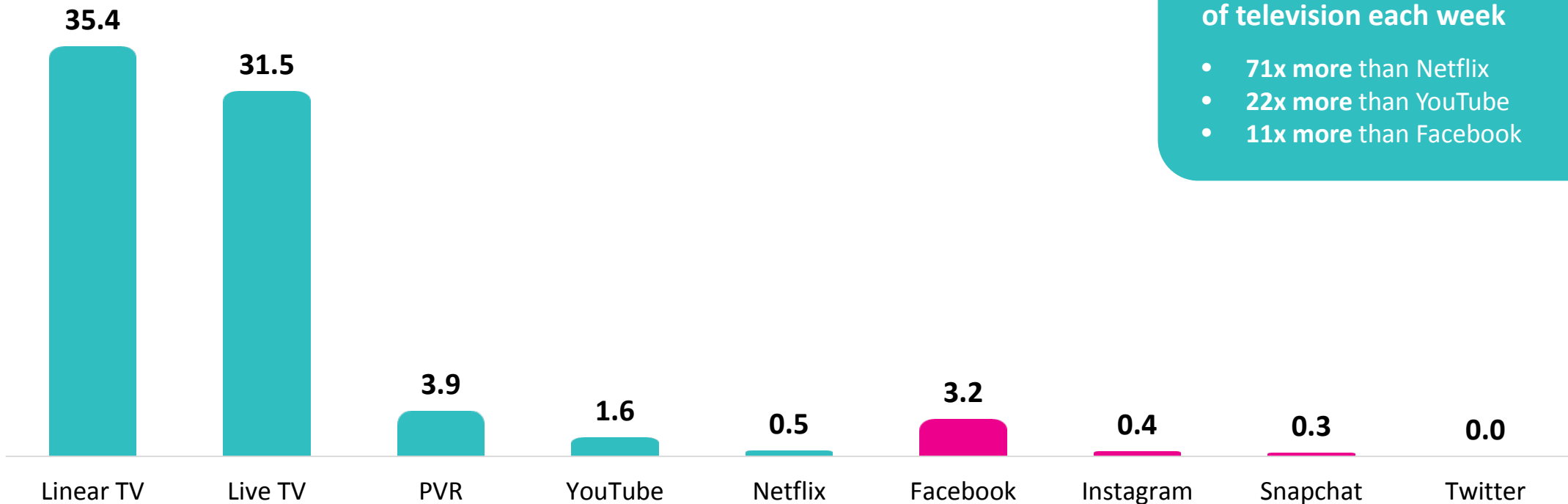
- 231x more than Netflix
- 58x more than YouTube
- 31x more than Facebook

Francophone | Sept 2016 – May 2017

Source: Linear TV, Live TV, PVR: Numeris, PPM, Quebec Franco, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

# tv dominates time spent – W18+

## WOMEN 18+ AVERAGE WEEKLY HOURS



Women 18+ watch 35 hours of television each week

- 71x more than Netflix
- 22x more than YouTube
- 11x more than Facebook

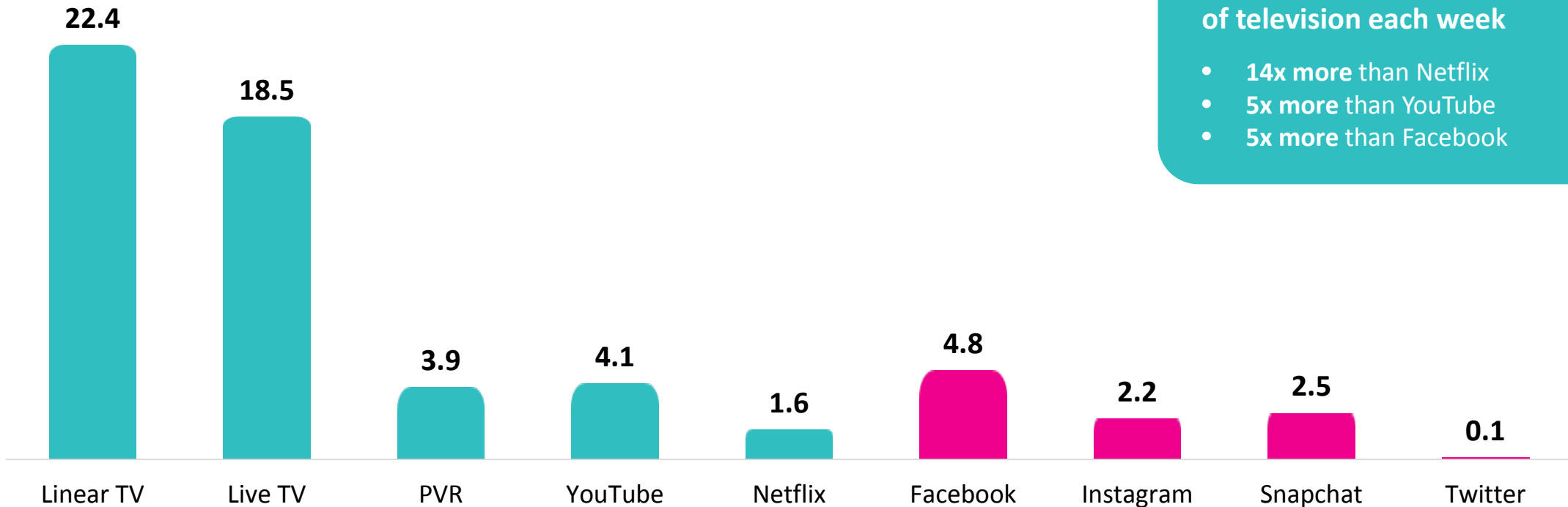
Francophone | Sept 2016 – May 2017

Source: Linear TV, Live TV, PVR: Numeris, PPM, Quebec Franco, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)



# tv dominates time spent – W18-24

## WOMEN 18-24 AVERAGE WEEKLY HOURS



Women 18-24 watch 22 hours of television each week

- 14x more than Netflix
- 5x more than YouTube
- 5x more than Facebook

Francophone | Sept 2016 – May 2017

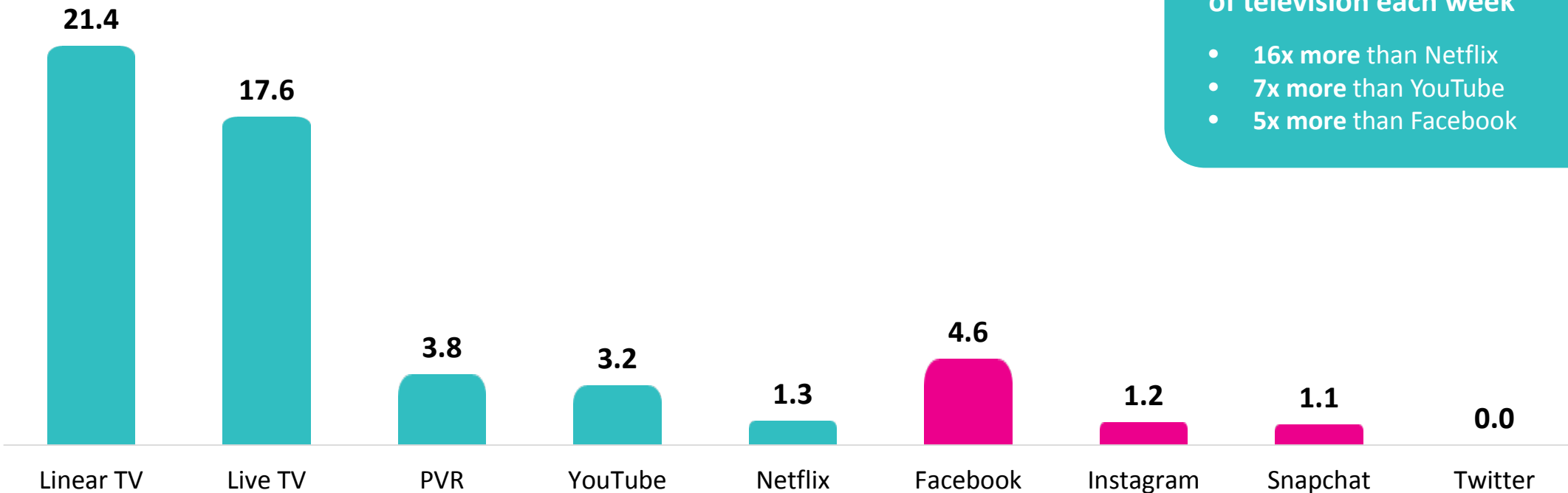
Source: Linear TV, Live TV, PVR: Numeris, PPM, Quebec Franco, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

# tv dominates time spent – W18-34

## WOMEN 18-34 AVERAGE WEEKLY HOURS

Women 18-34 watch 21 hours of television each week

- 16x more than Netflix
- 7x more than YouTube
- 5x more than Facebook



Francophone | Sept 2016 – May 2017

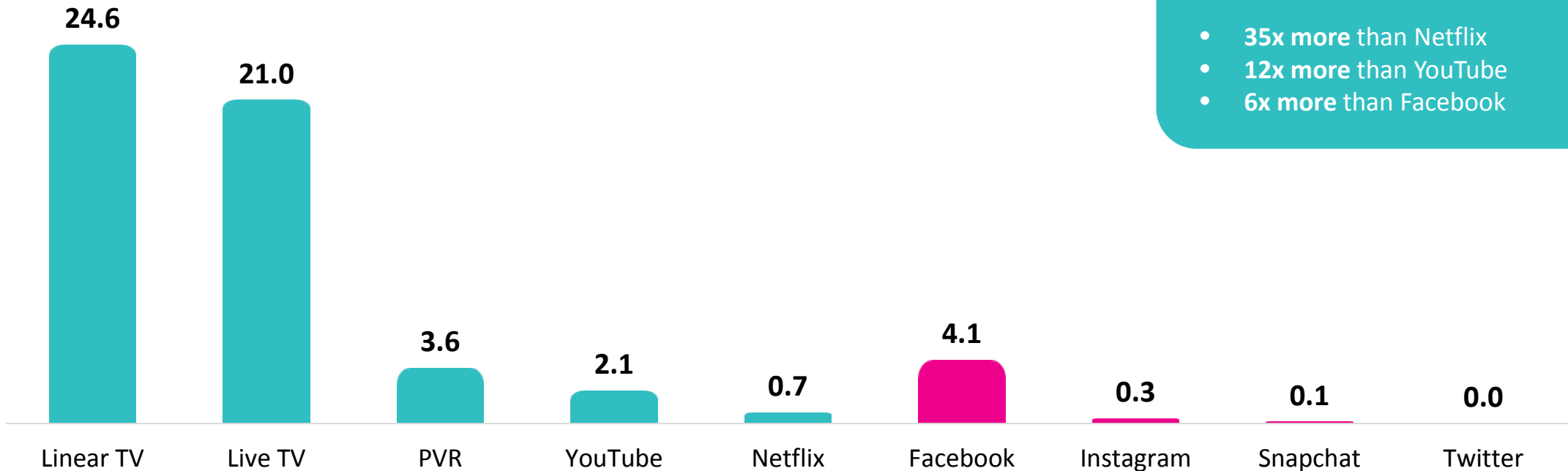
Source: Linear TV, Live TV, PVR: Numeris, PPM, Quebec Franco, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

# tv dominates time spent – W25-54

## WOMEN 25-54 AVERAGE WEEKLY HOURS

Women 25-54 watch 25 hours of television each week

- 35x more than Netflix
- 12x more than YouTube
- 6x more than Facebook

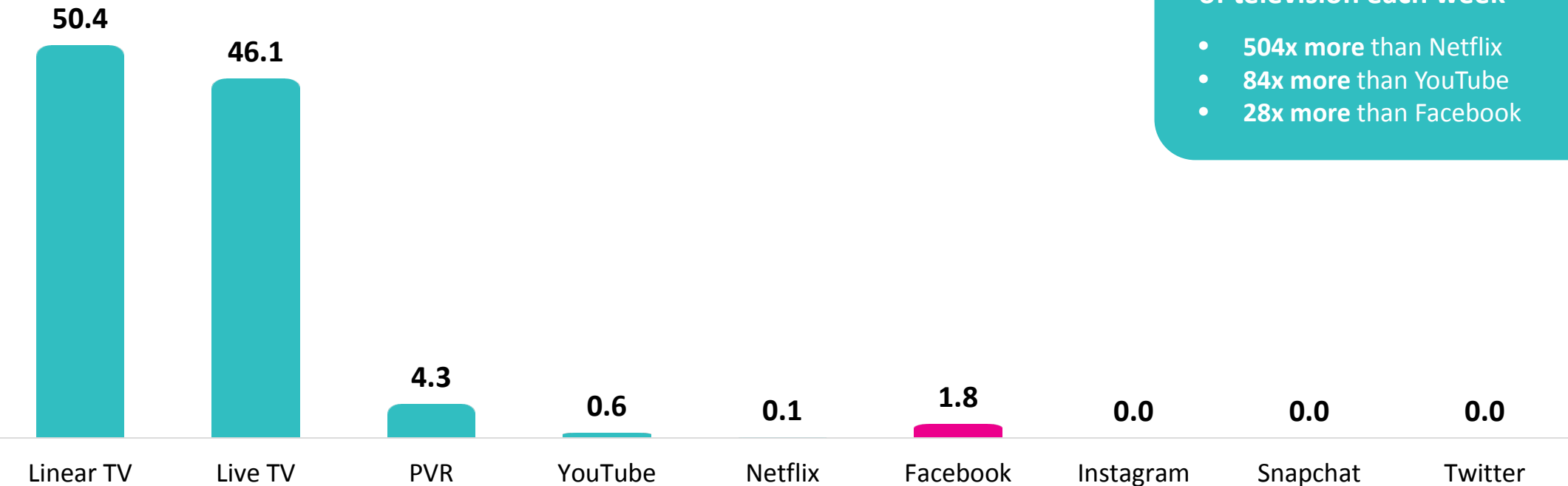


Francophone | Sept 2016 – May 2017

Source: Linear TV, Live TV, PVR: Numeris, PPM, Quebec Franco, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

# tv dominates time spent – W55+

## WOMEN 55+ AVERAGE WEEKLY HOURS



Women 55+ watch 50 hours of television each week

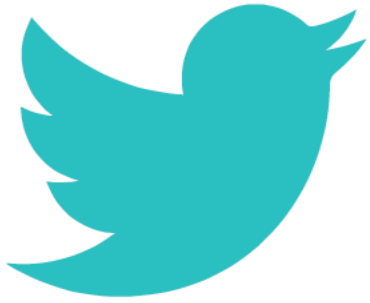
- 504x more than Netflix
- 84x more than YouTube
- 28x more than Facebook

Francophone | Sept 2016 – May 2017

Source: Linear TV, Live TV, PVR: Numeris, PPM, Quebec Franco, Consolidated, All Locations, Mo-Su 2a-2a, Aug 29, 2016 to May 28, 2017 (Weeks 1-39) | Digital: comScore Media Metrix Multi-Platform, Canada, Sep 2016 – May 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)



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