

# the truth about live viewing & PVR usage

Fall 2017

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

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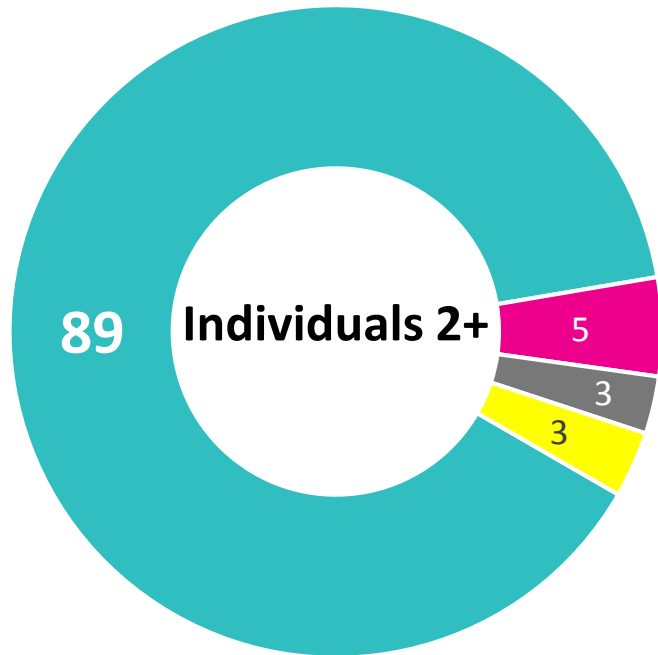
- 89% of all television viewing is **live**.
- and the 11% that is not viewed live? over 40% of it is viewed **on the same day** as the original broadcast, and 80% within two days.
- PVR household **penetration has plateaued** at 54.4%.

# 89% of **tv** viewing is **live**

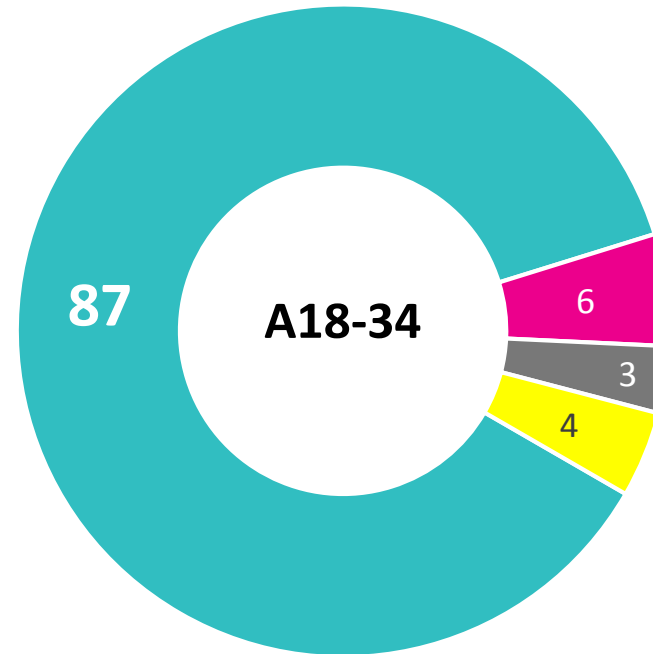
among millennials, 87% of TV viewing is live, 93% is live + same day playback

## Live TV vs Playback

TOTAL CANADA  
(% of Total TV Viewing)



- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days

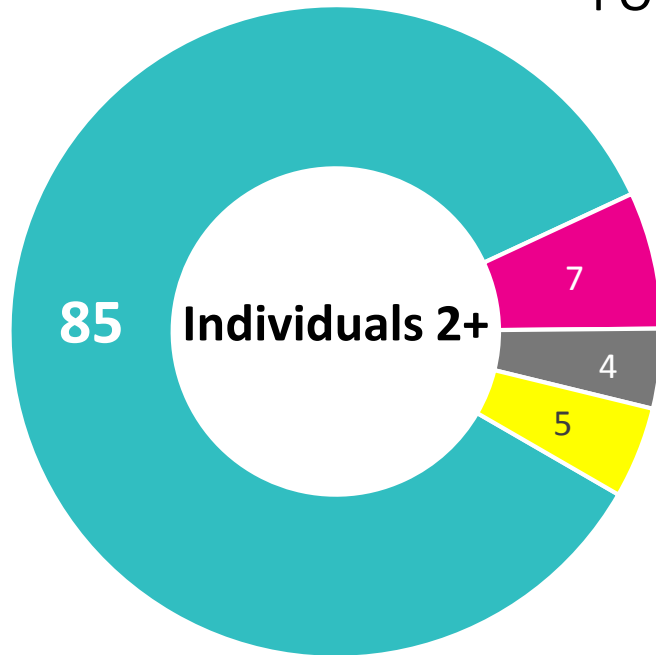


Source: Numeris PPM, Total Canada, Total TV, All Locations, M-Su 2a-2a, Fall 2017 (Sep. 11 – Dec 17), PB = Playback

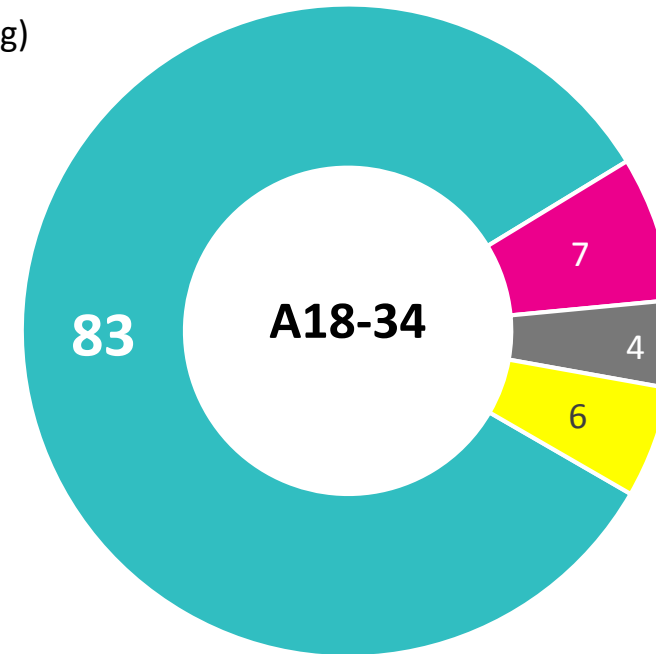
# in PVR homes, similar story - 85% of viewing is **live**



## Live TV vs Playback TOTAL CANADA | PVR HOMES (% of Total TV Viewing)



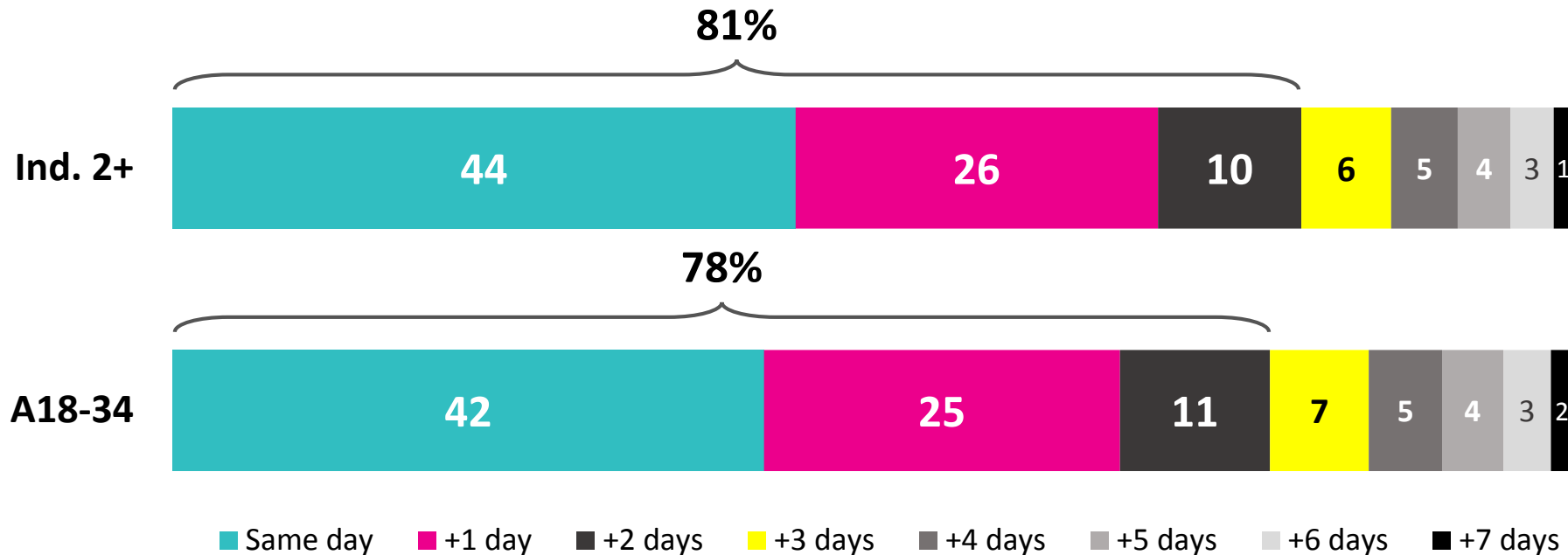
- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days



Source: Numeris PPM, Total Canada, Total TV, All Locations, Households with PVR, M-Su 2a-2a, Fall 2017 (Sep. 11 – Dec. 17)

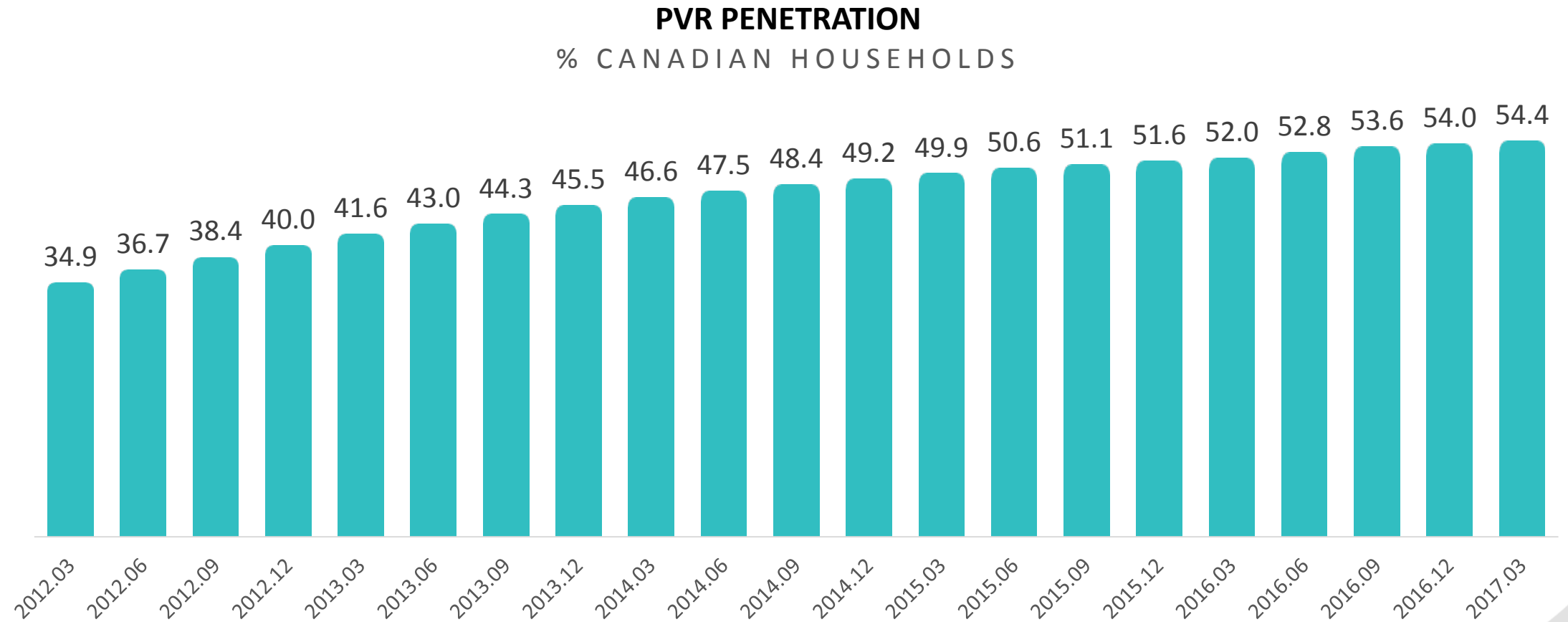
# most PVR playback takes place **within 2 days**

**% 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, Fall 2017 (Sep. 11 – Dec. 17)

# PVR penetration has plateaued



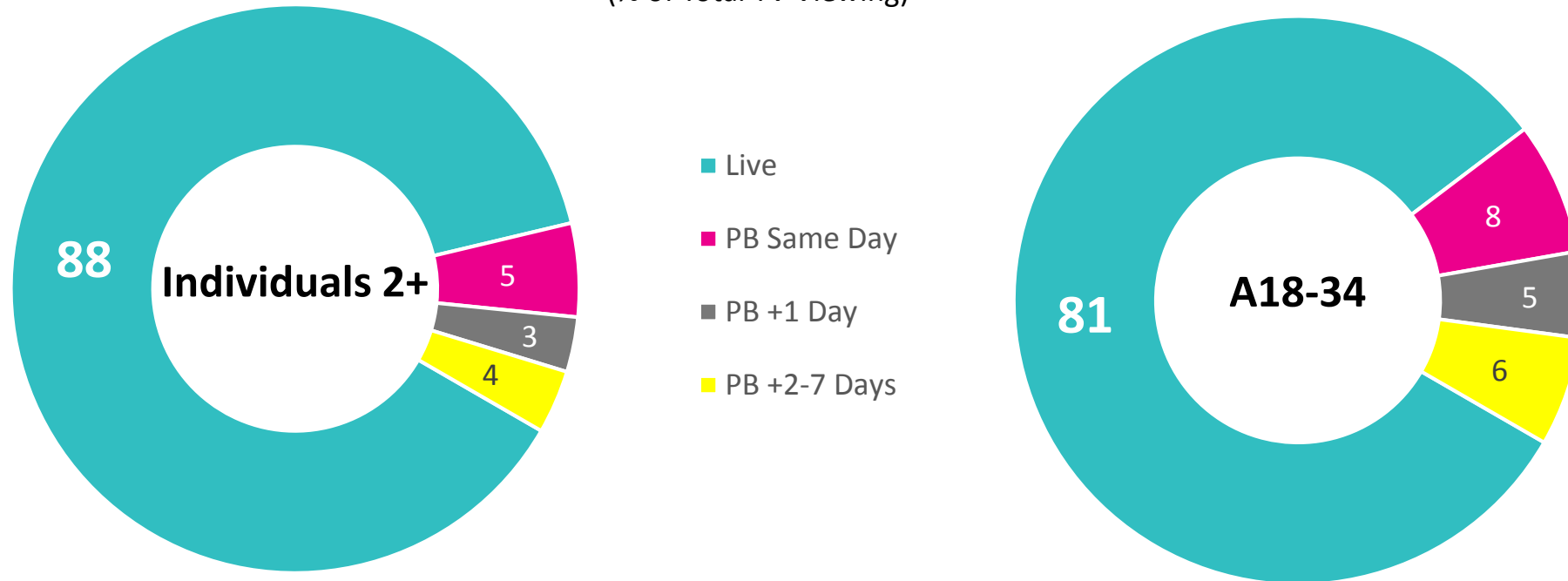
Source: Numeris

# Quebec Franco

# 88% of **tv** viewing is **live**

among millennials, 81% of viewing is live, 88% is live + same day playback

## Live TV vs Playback QUEBEC FRANCO (% of Total TV Viewing)



Source: Numeris PPM, Quebec Franco, Total TV, All Locations, M-Su 2a-2a, Fall 2017 (Sep. 11 – Dec. 17), PB = Playback



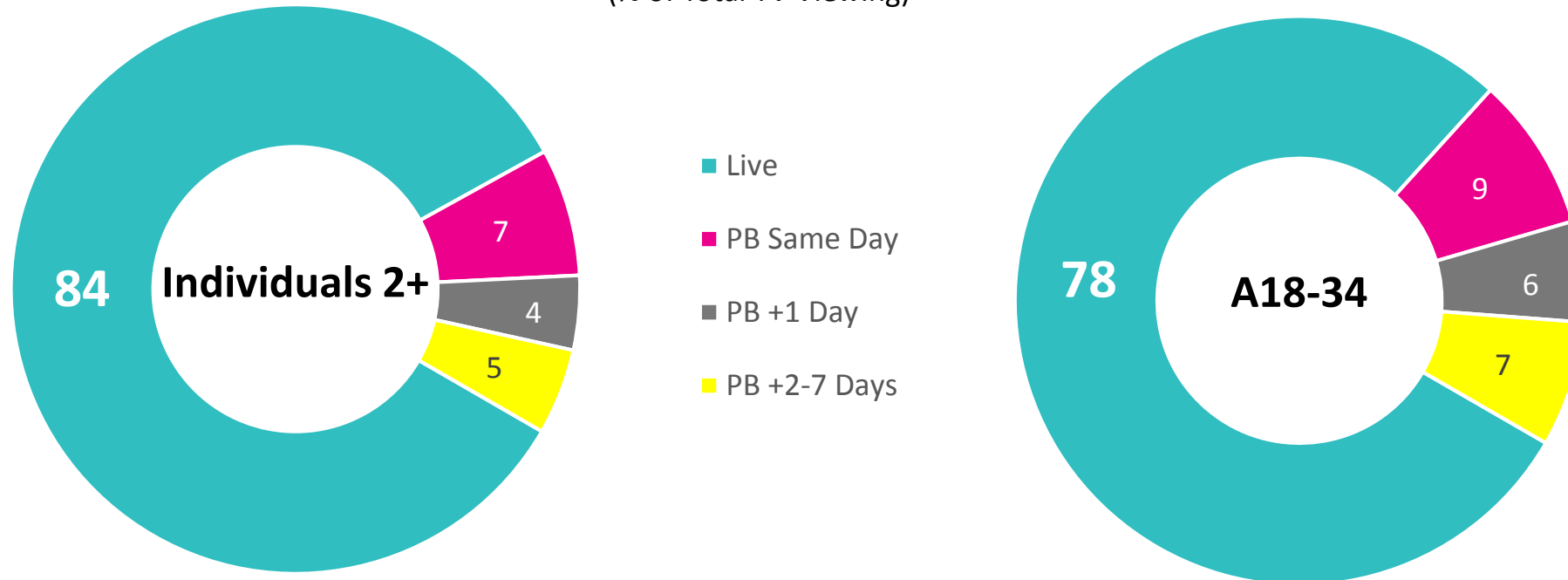
# in PVR homes, 84% of **tv** viewing is **live**

among millennials, 78% of TV viewing in PVR homes is live

## Live TV vs Playback

### QUEBEC FRANCO | PVR HOMES

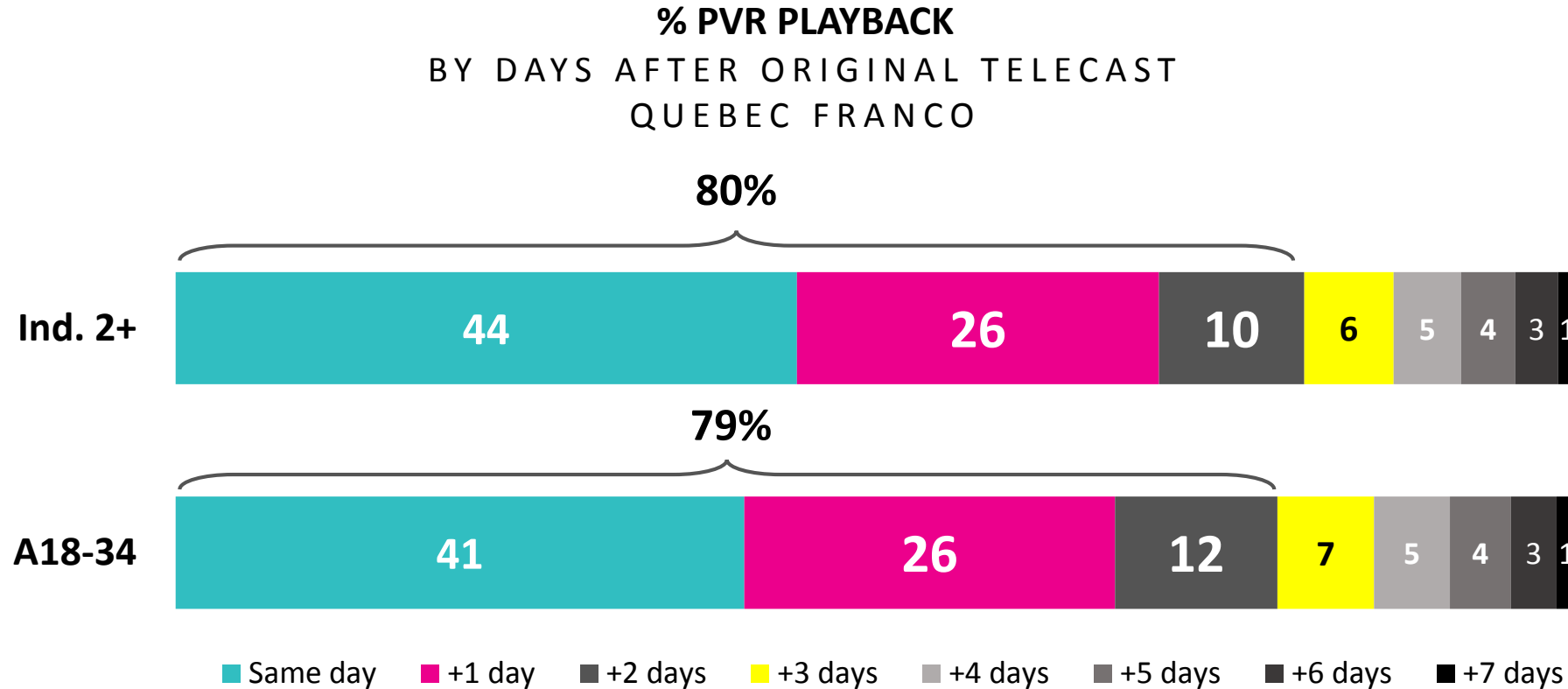
(% of Total TV Viewing)



Source: Numeris PPM, Quebec Franco, Total TV, All Locations, Households with PVRs, M-Su 2a-2a, Fall 2017 (Sep. 11 – Dec. 17), PB = Playback



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



Source: Numeris PPM, Quebec Franco, Total TV, All Locations, Households with PVRs, M-Su 2a-2a, Fall 2017 (Sep. 11 – Dec. 17), 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+	89%	5%	6%
C2-11	88%	5%	7%
T12-17	89%	5%	6%
A18+	89%	5%	6%
A18-24	88%	5%	6%
A18-34	87%	6%	8%
A18-49	86%	6%	8%
A25-54	86%	6%	8%
A55+	91%	4%	5%

## QUEBEC FRANCO

DEMOGRAPHIC	LIVE TV	SAME DAY PVR PB	PVR PB 1 to 7 DAYS
Ind.2+	88%	5%	7%
C2-11	88%	5%	7%
T12-17	86%	6%	8%
A18+	88%	5%	7%
A18-24	86%	7%	8%
A18-34	81%	8%	11%
A18-49	83%	7%	10%
A25-54	83%	7%	10%
A55+	91%	4%	5%

Source: Numeris PPM, Total TV, All Locations, M-Su 2a-2a, Fall 2017 (Sep. 11 to Dec. 17), PB = Playback

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