



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

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

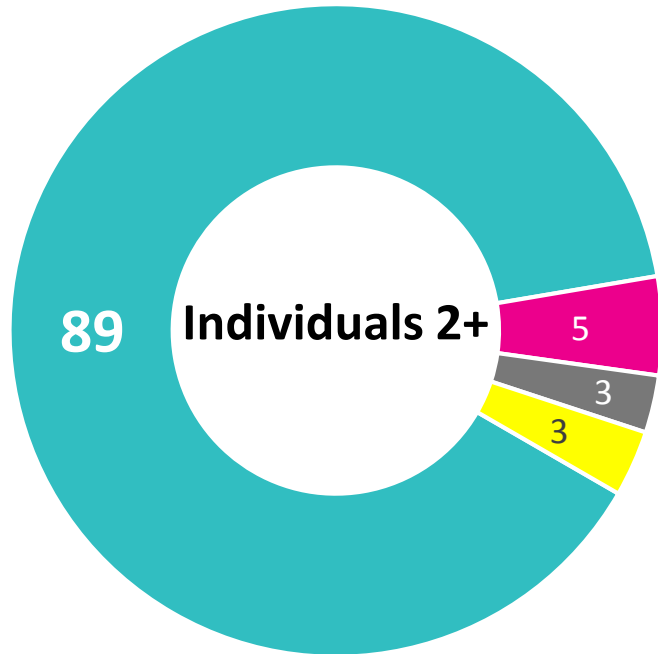
- 89% of all television viewing is **live**.
- and the 11% that is not viewed live? over 40% of it is viewed **on the same day** as the original broadcast, and 80% within two days.
- PVR household **penetration has plateaued** at 54.4%.

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

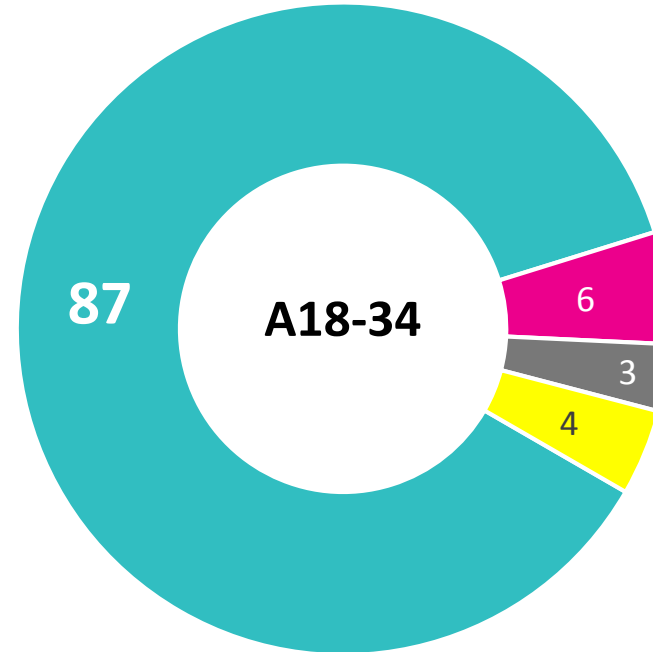
among millennials, 87% of TV viewing is live, 93% is live + same day playback

Live TV vs Playback

TOTAL CANADA
(% of Total TV Viewing)



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

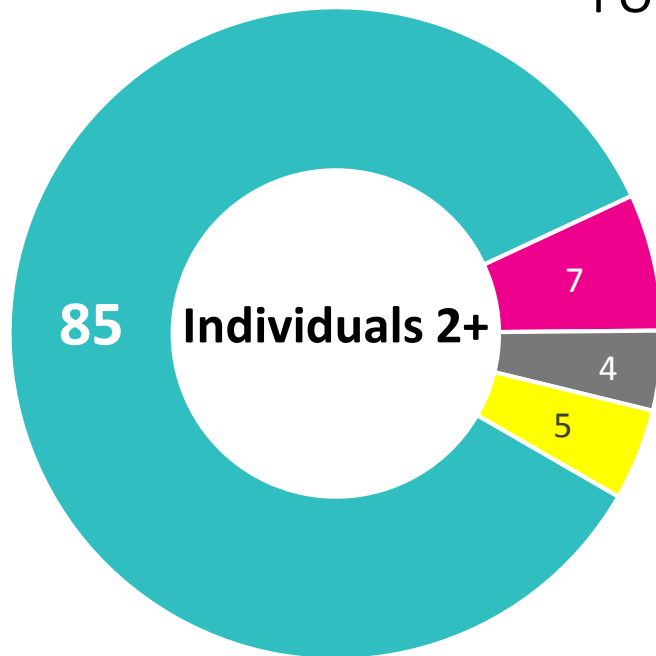


Source: Numeris PPM, Total Canada, Total TV, All Locations, M-Su 2a-2a, Fall 2017 (Sep. 11 – Dec 17), PB = Playback

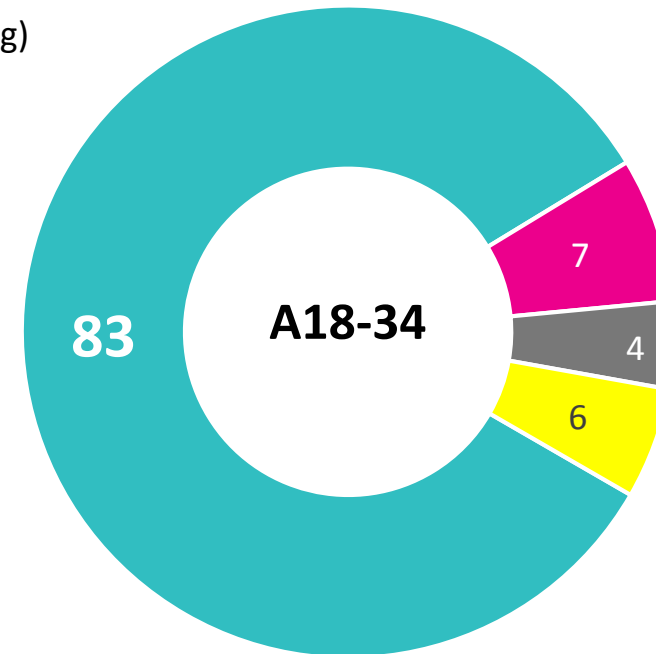
in PVR homes, similar story - 85% of viewing is **live**



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



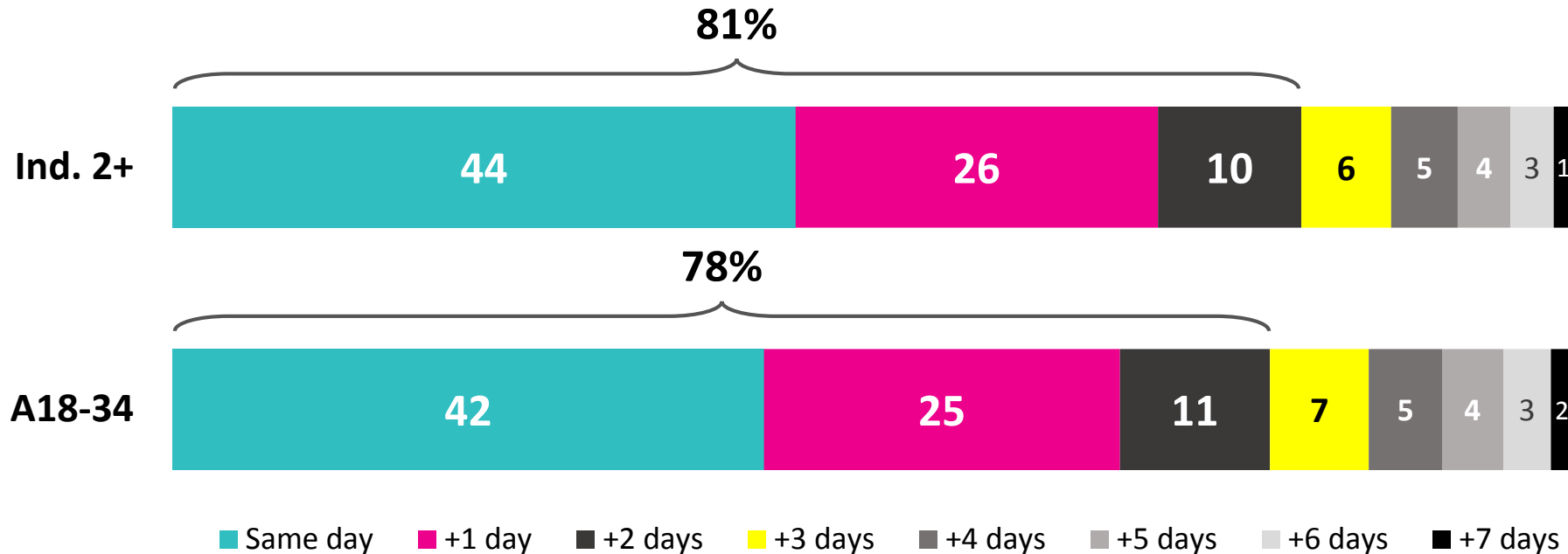
- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days



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

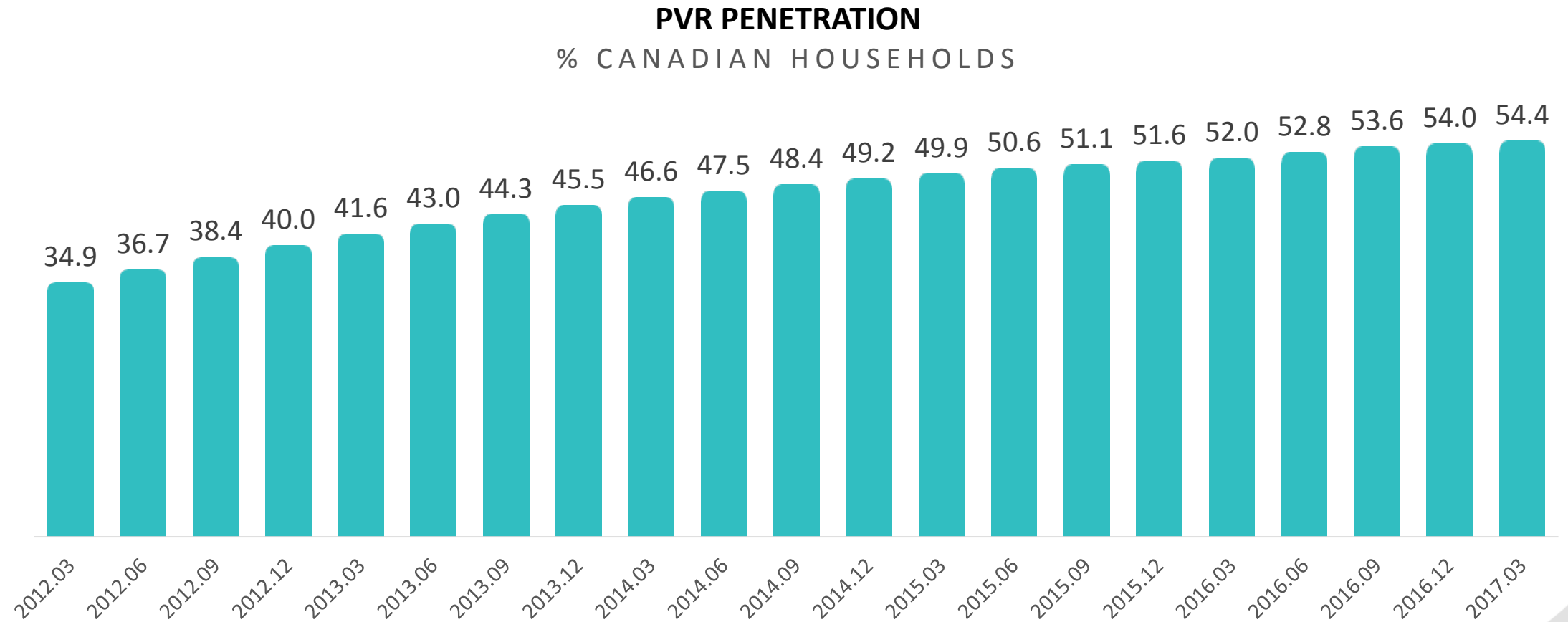
most PVR playback takes place **within 2 days**

% 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



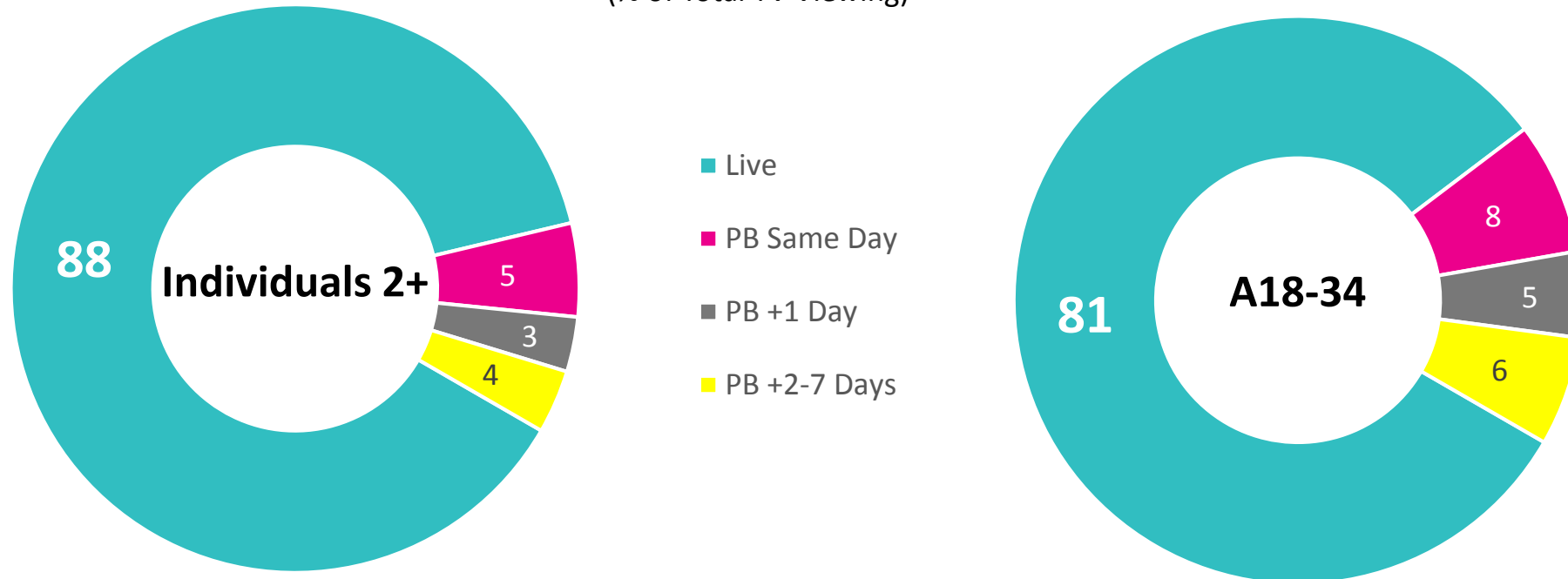
Source: Numeris

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)



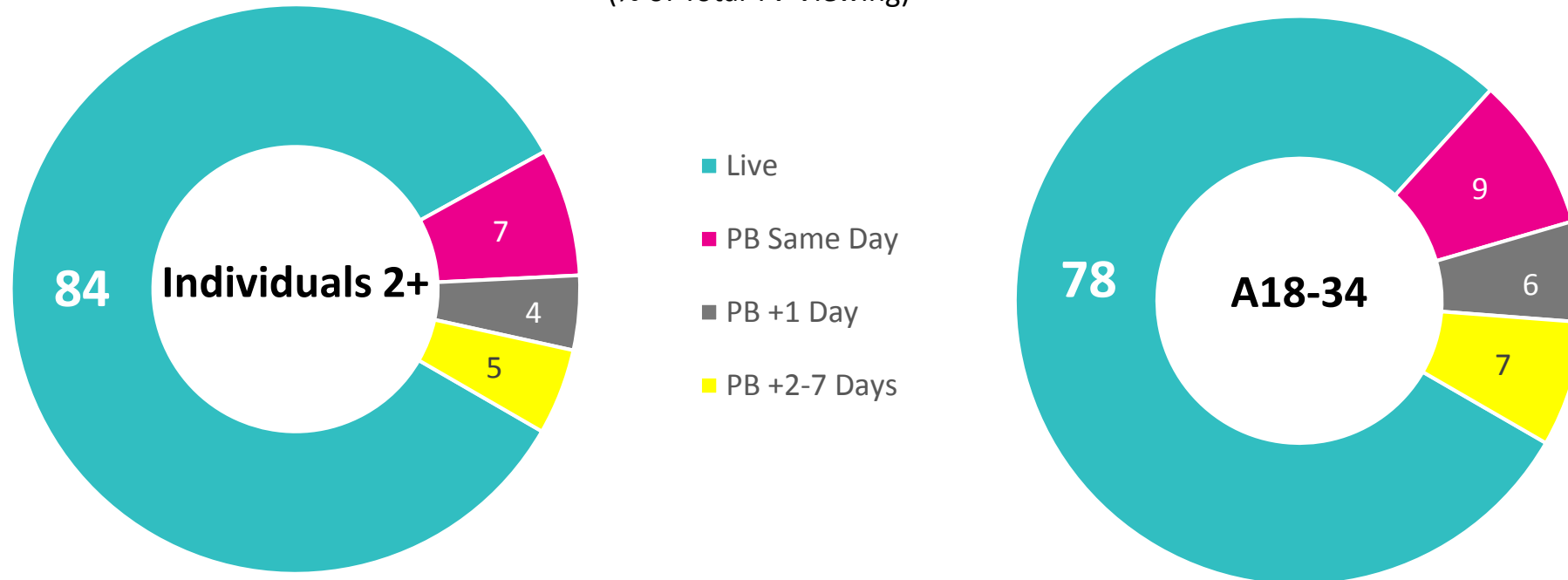
Source: Numeris PPM, Quebec Franco, Total TV, All Locations, M-Su 2a-2a, Fall 2017 (Sep. 11 – Dec. 17), PB = Playback

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

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

Live TV vs Playback

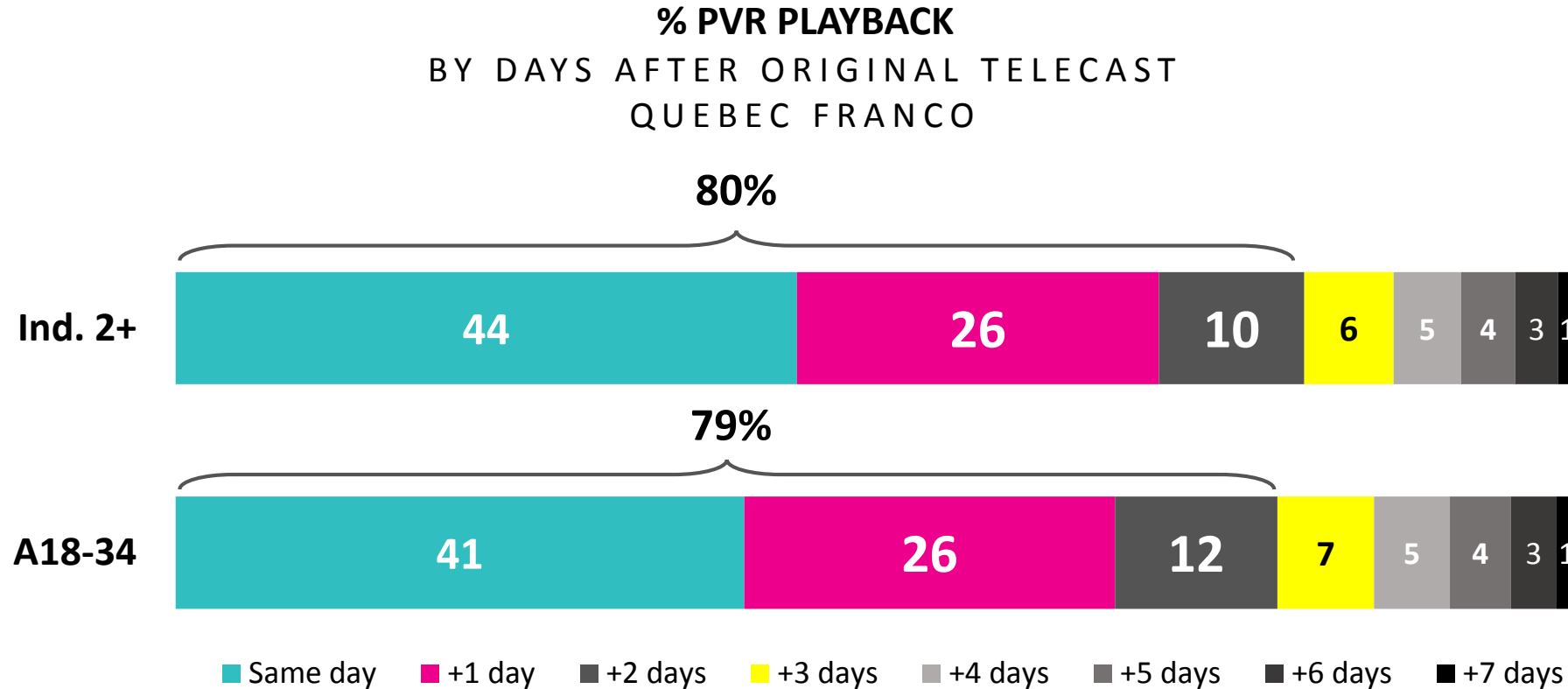
QUEBEC FRANCO | PVR HOMES
(% of Total TV Viewing)



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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power of **tv** ? **we'll come visit you!**



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