

A graphic consisting of several concentric circles in a light gray color, centered on the left side of the page. The circles vary in size and are spaced out, creating a ripple effect.

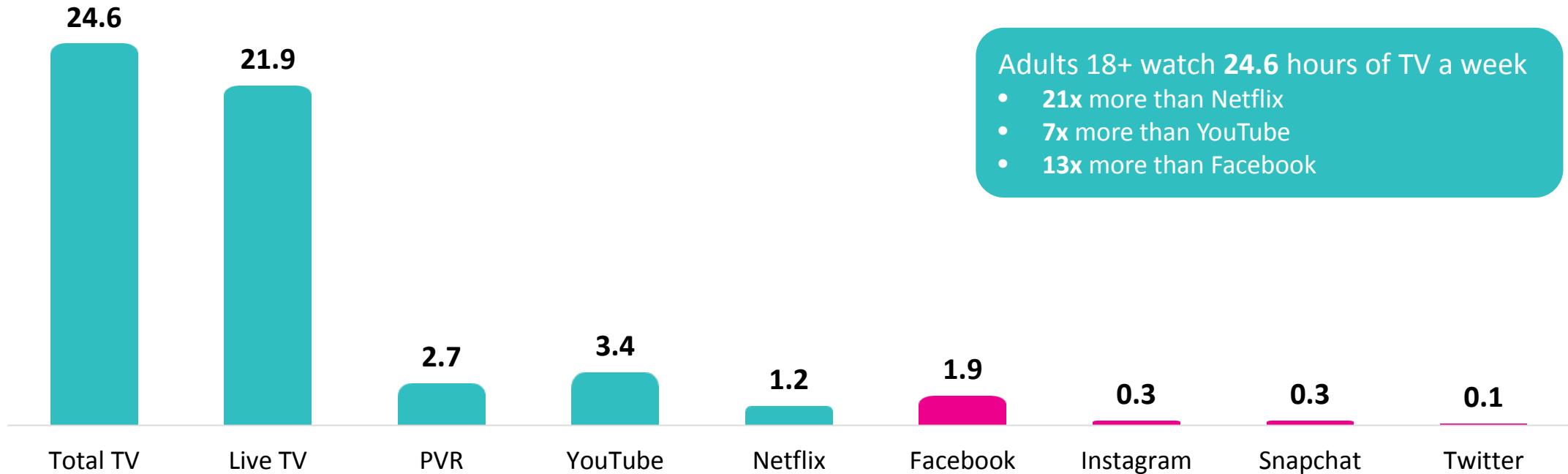
screen time

total Canada

Adults/Men/Women

tv dominates time spent – A18+

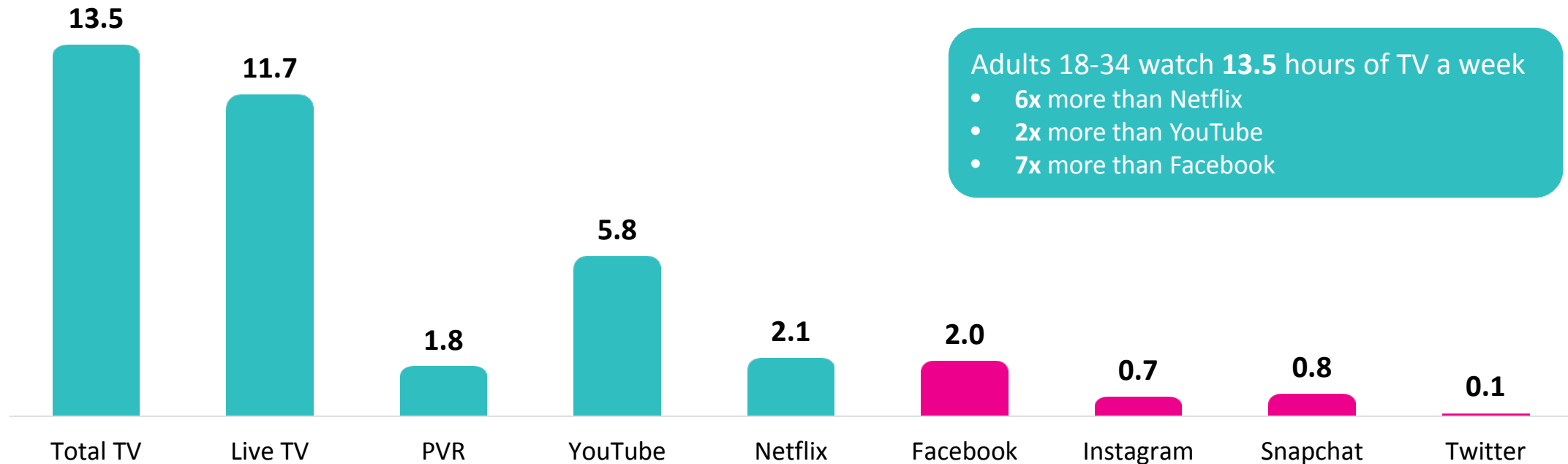
ADULTS 18+ AVERAGE WEEKLY HOURS



Source: **Total TV, Live TV, PVR:** Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept – Nov 2017 | **Netflix:** Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – A18-34

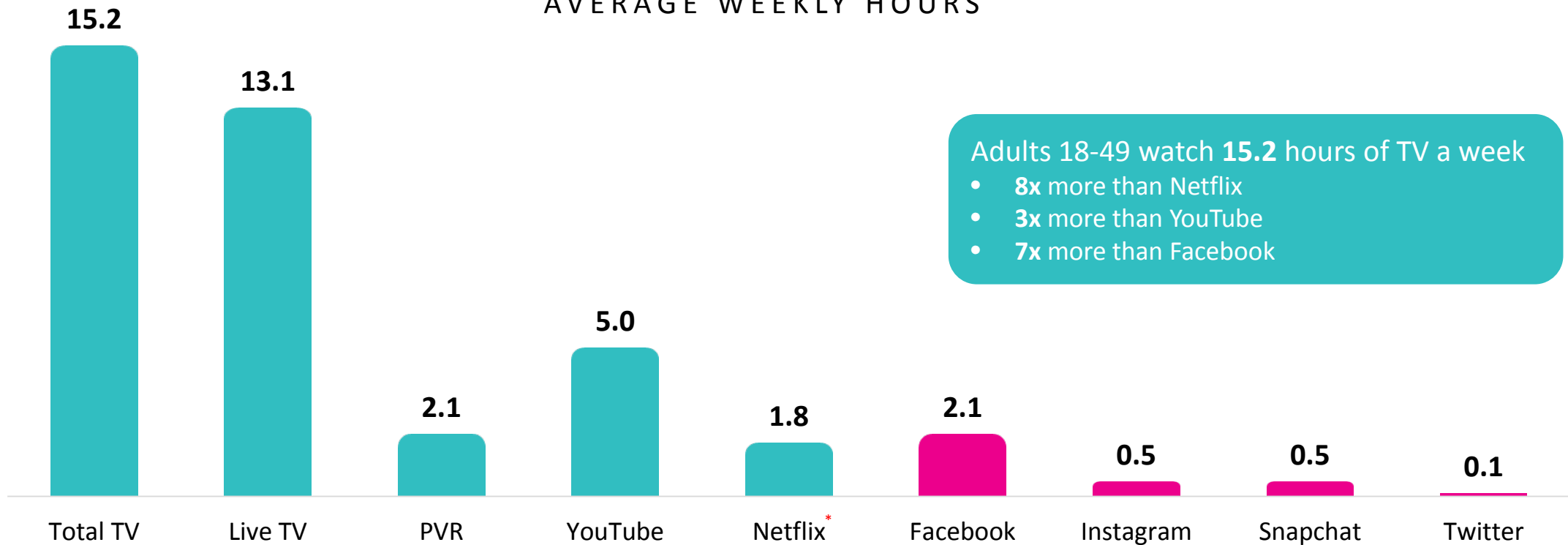
ADULTS 18-34 AVERAGE WEEKLY HOURS



Source: **Total TV, Live TV, PVR:** Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept – Nov 2017 | **Netflix:** Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – A18-49

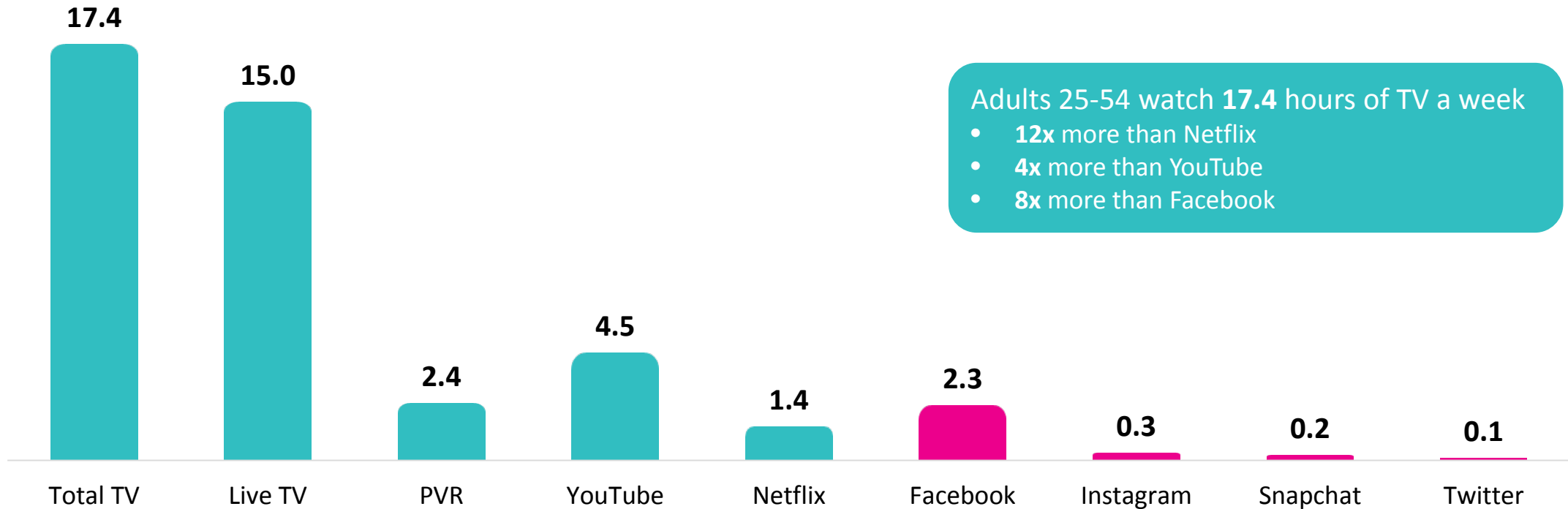
ADULTS 18-49
AVERAGE WEEKLY HOURS



Source: **Total TV, Live TV, PVR:** Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | **YouTube:** comScore Media Metrix Multi-Platform, Canada, Total Video, Sept – Nov 2017 (MMX x1.2, as VMX unavailable in this demo) | **Netflix:** Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – A25-54

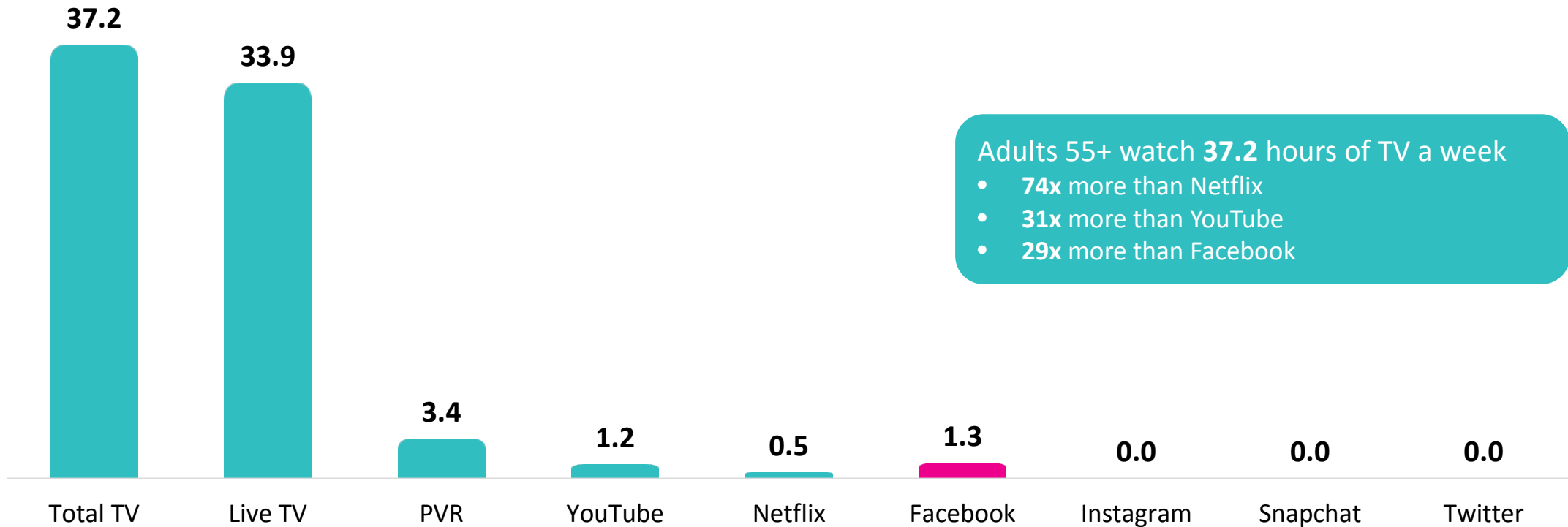
ADULTS 25-54
AVERAGE WEEKLY HOURS



Source: **Total TV, Live TV, PVR:** Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept – Nov 2017 | **Netflix:** Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – A55+

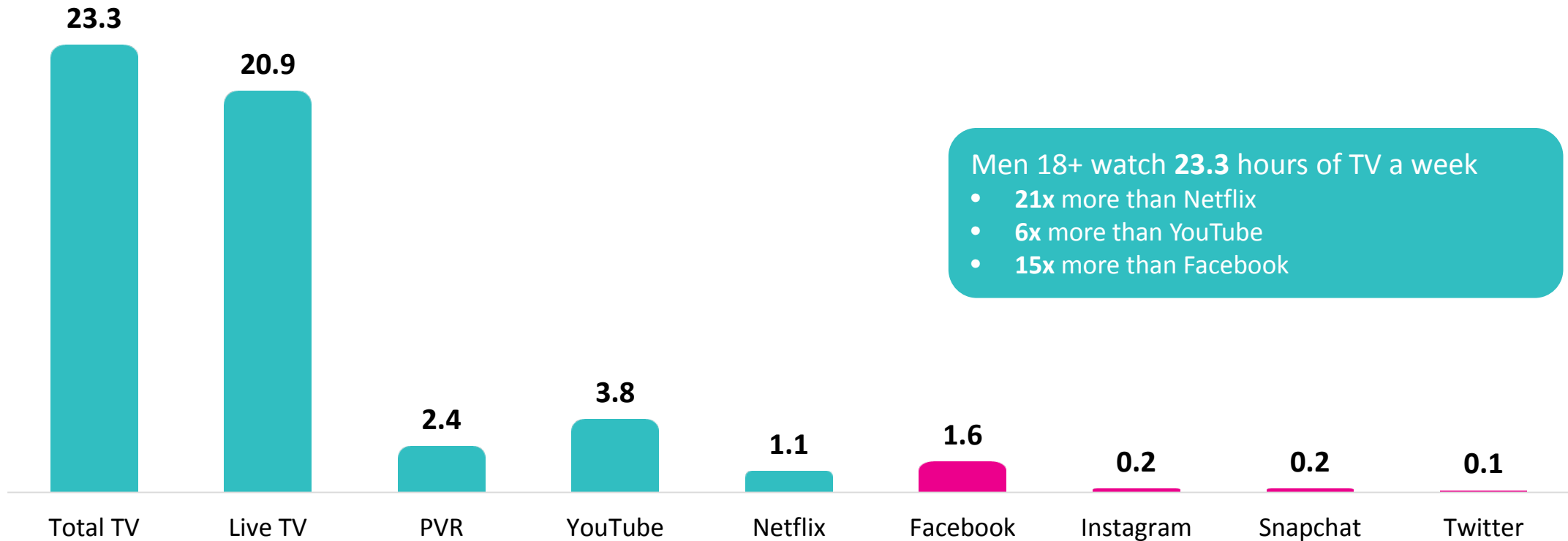
ADULTS 55+
AVERAGE WEEKLY HOURS



Source: **Total TV, Live TV, PVR:** Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept – Nov 2017 | **Netflix:** Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – M18+

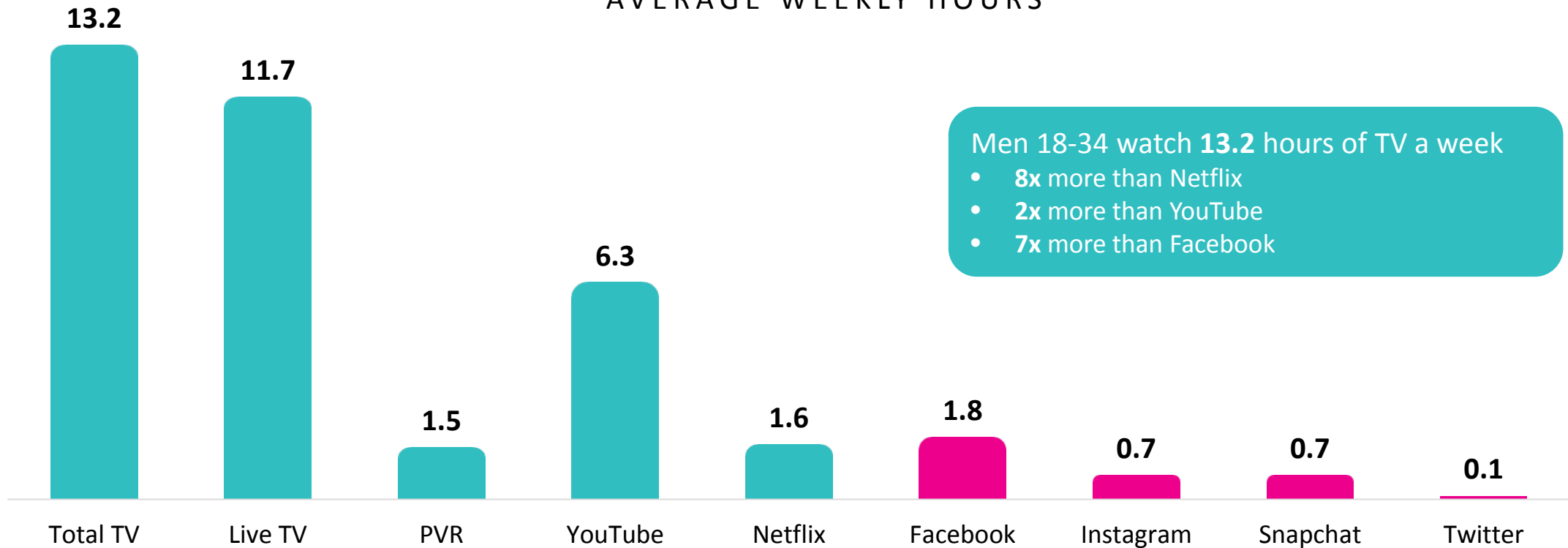
M18+
AVERAGE WEEKLY HOURS



Source: **Total TV, Live TV, PVR:** Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept – Nov 2017 | **Netflix:** Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – M18-34

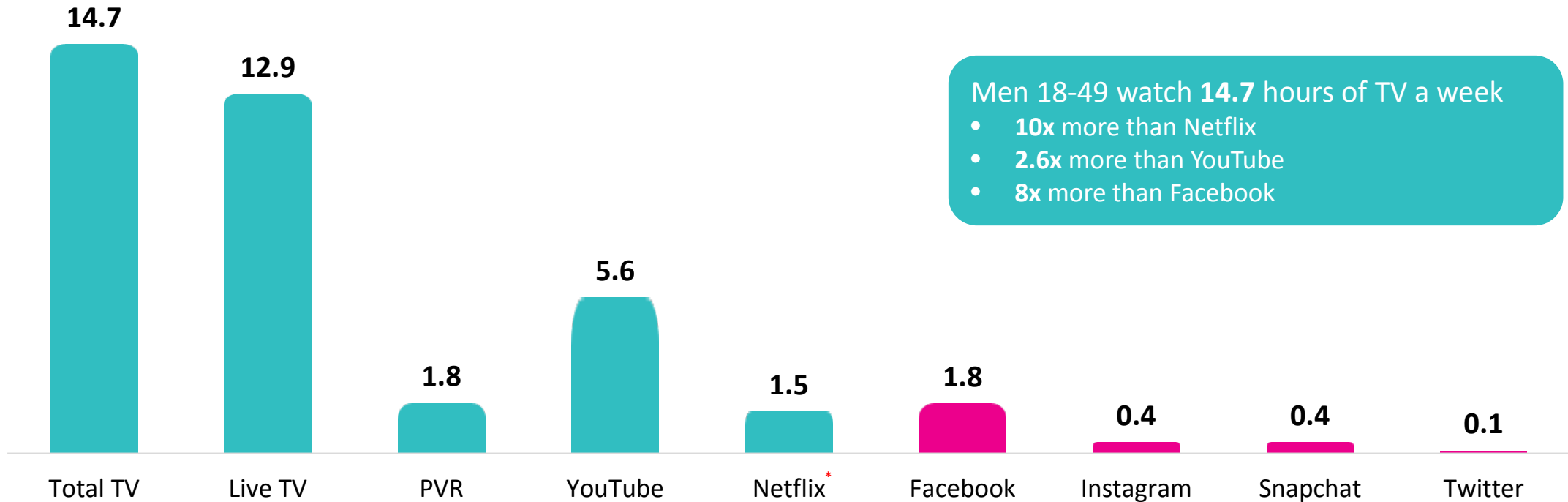
M18-34
AVERAGE WEEKLY HOURS



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tv dominates time spent – M18-49

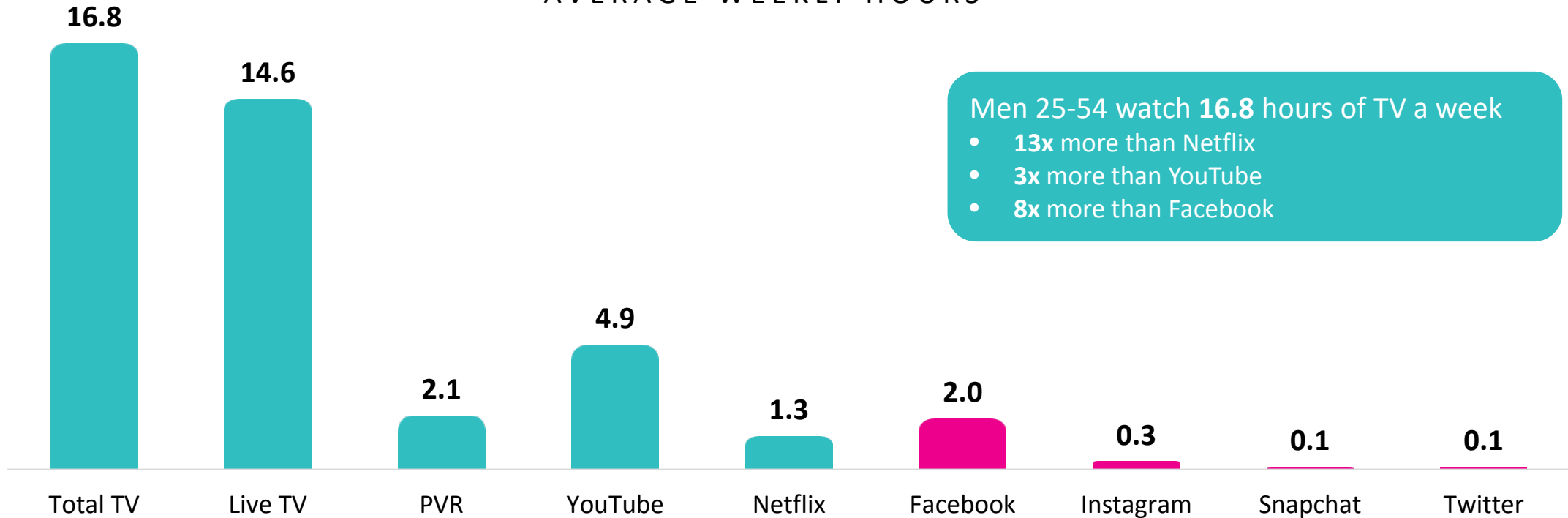
M18-49
AVERAGE WEEKLY HOURS



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tv dominates time spent – M25-54

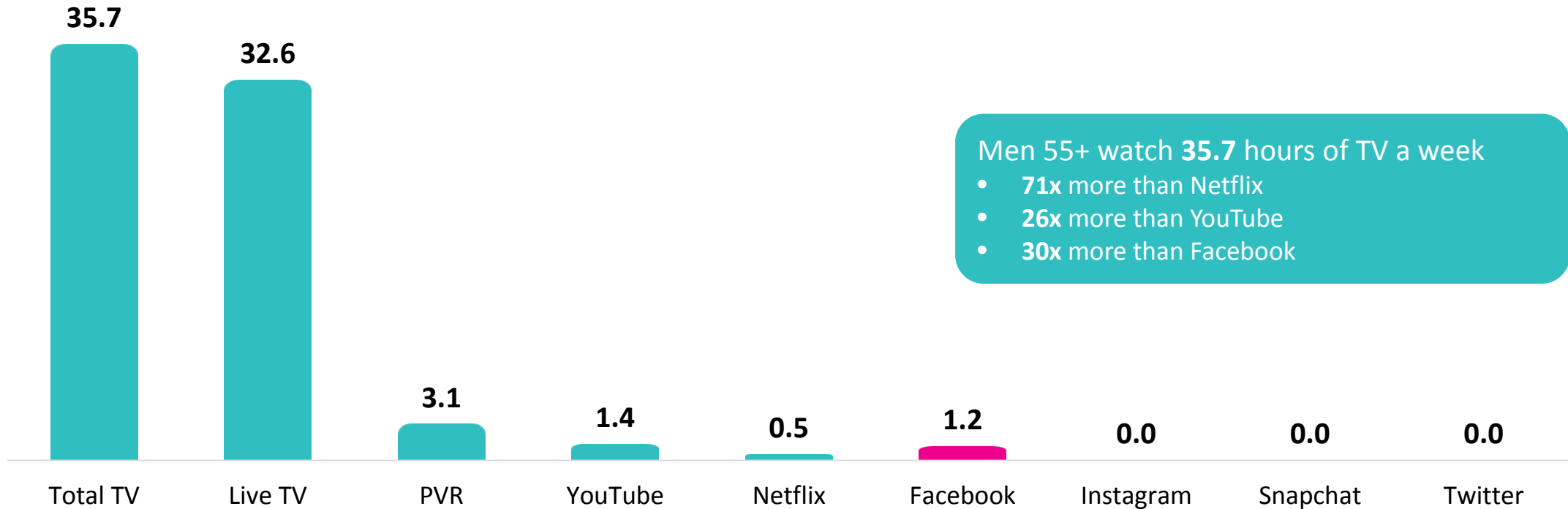
M25-54
AVERAGE WEEKLY HOURS



Source: **Total TV, Live TV, PVR:** Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept – Nov 2017 | **Netflix:** Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – M55+

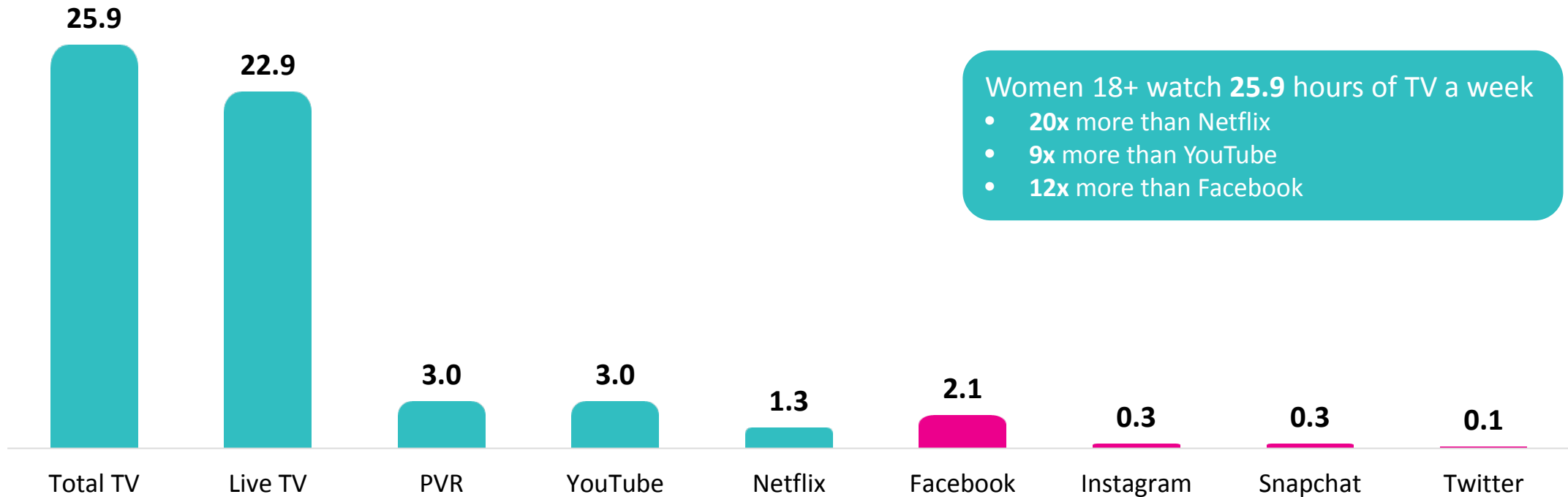
M55+
AVERAGE WEEKLY HOURS



Source: **Total TV, Live TV, PVR:** Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept – Nov 2017 | **Netflix:** Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – W18+

W18+
AVERAGE WEEKLY HOURS



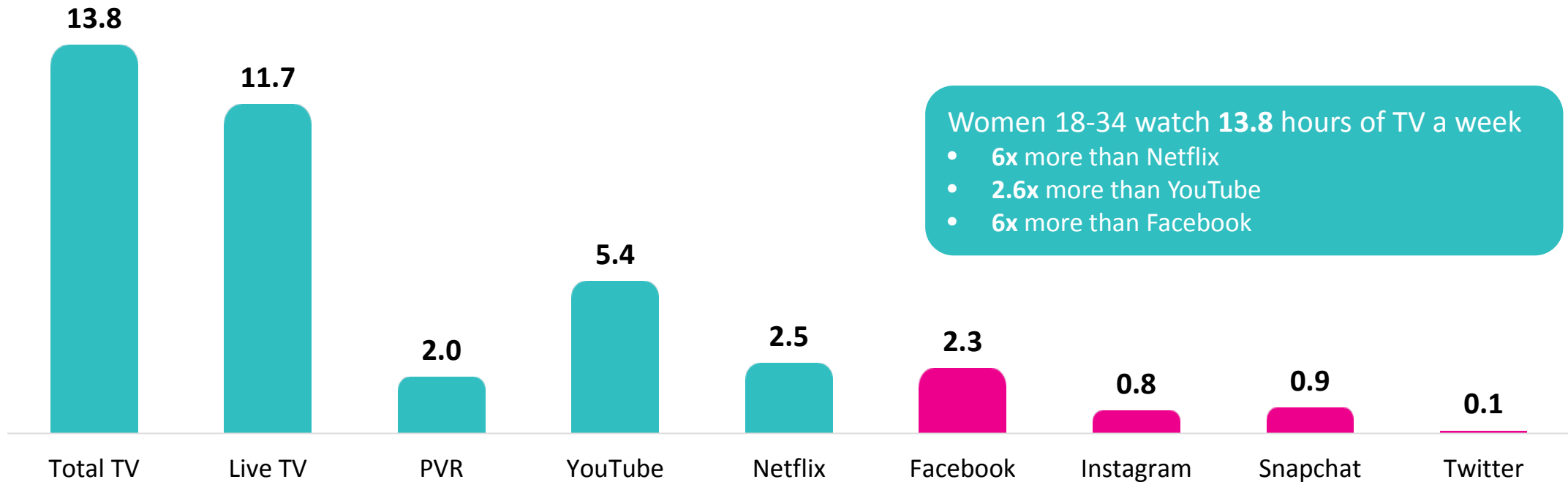
Women 18+ watch 25.9 hours of TV a week

- 20x more than Netflix
- 9x more than YouTube
- 12x more than Facebook

Source: **Total TV, Live TV, PVR:** Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept – Nov 2017 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept – Nov 2017 | **Netflix:** Numeris Diary, Total Canada, Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – W18-34

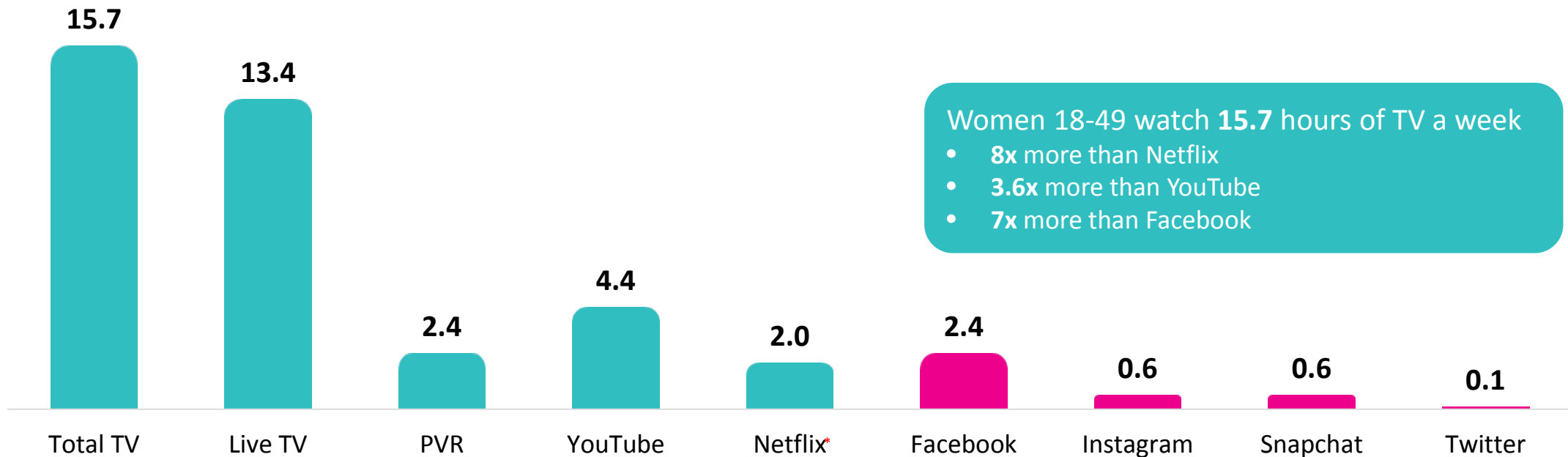
W18-34
AVERAGE WEEKLY HOURS



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tv dominates time spent – W18-49

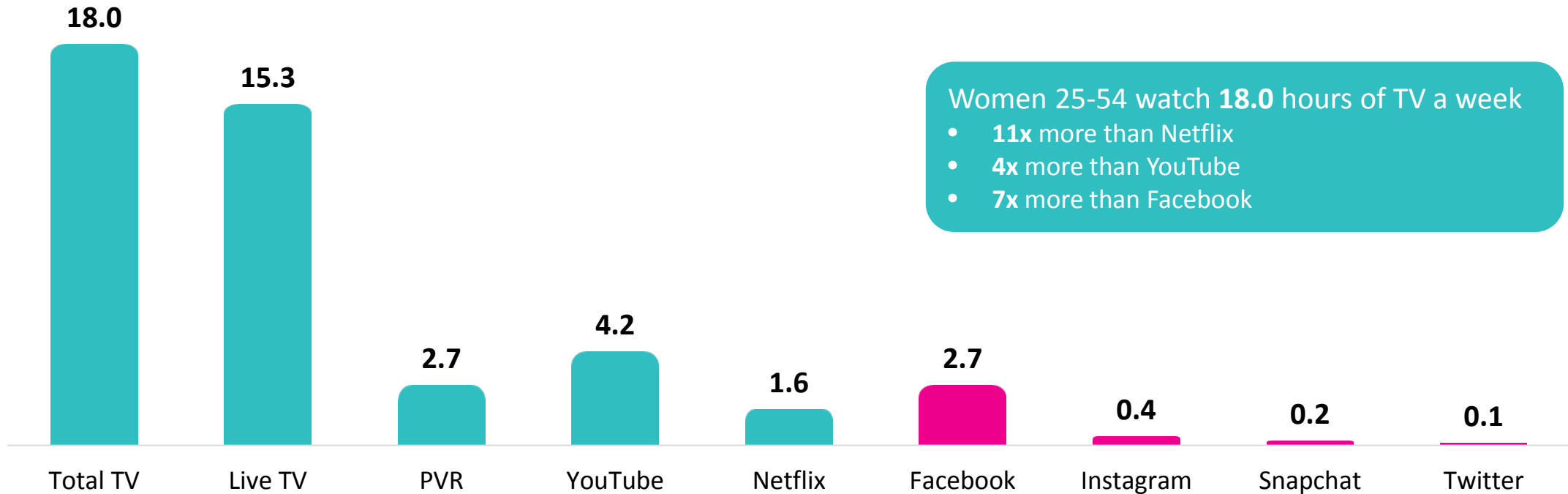
W18-49
AVERAGE WEEKLY HOURS



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tv dominates time spent – W25-54

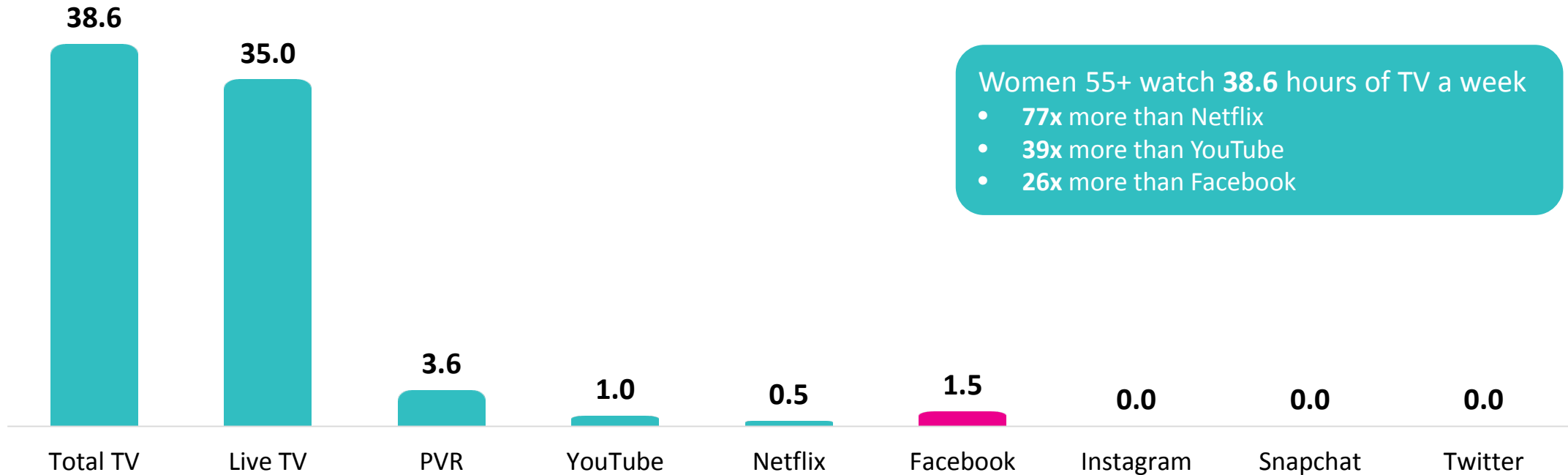
W25-54
AVERAGE WEEKLY HOURS



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tv dominates time spent – W55+

W55+
AVERAGE WEEKLY HOURS



Women 55+ watch **38.6** hours of TV a week

- **77x** more than Netflix
- **39x** more than YouTube
- **26x** more than Facebook

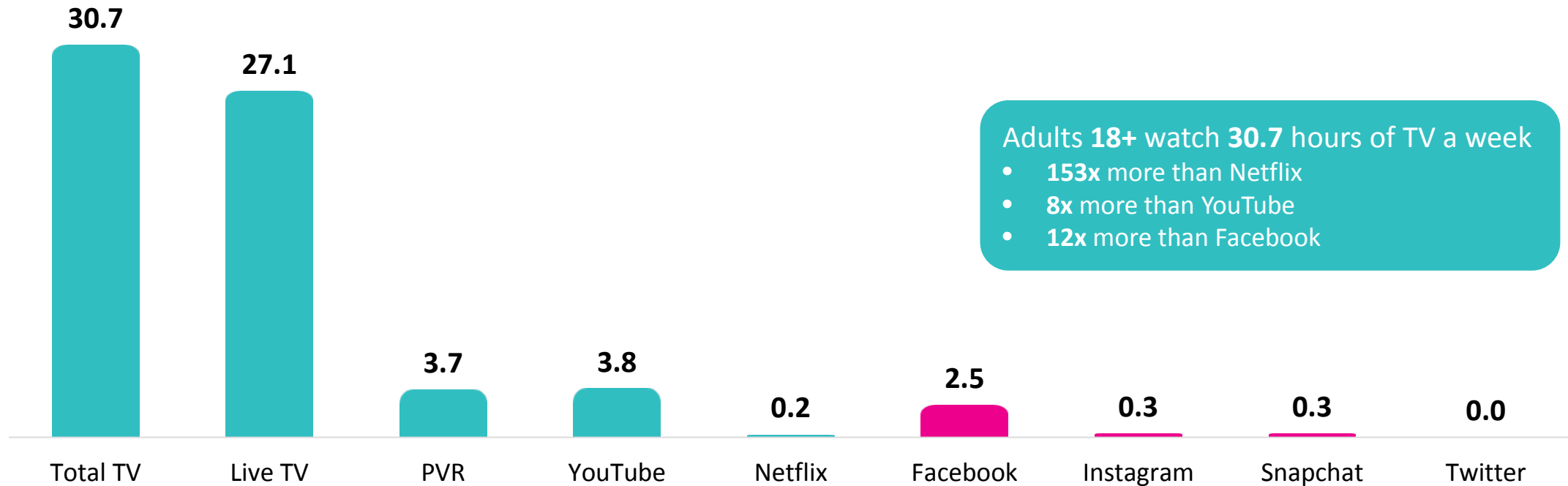
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French/Quebec Franco

Adults/Men/Women

tv dominates time spent – A18+

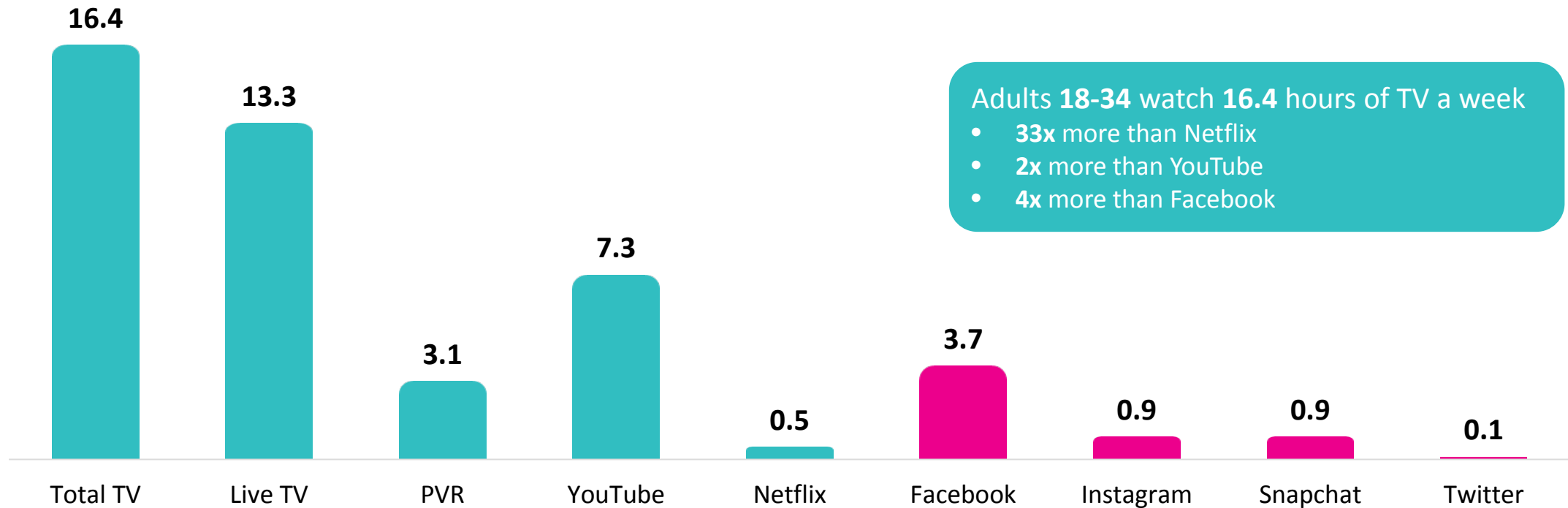
A18+
 AVERAGE WEEKLY HOURS



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tv dominates time spent – A18-34

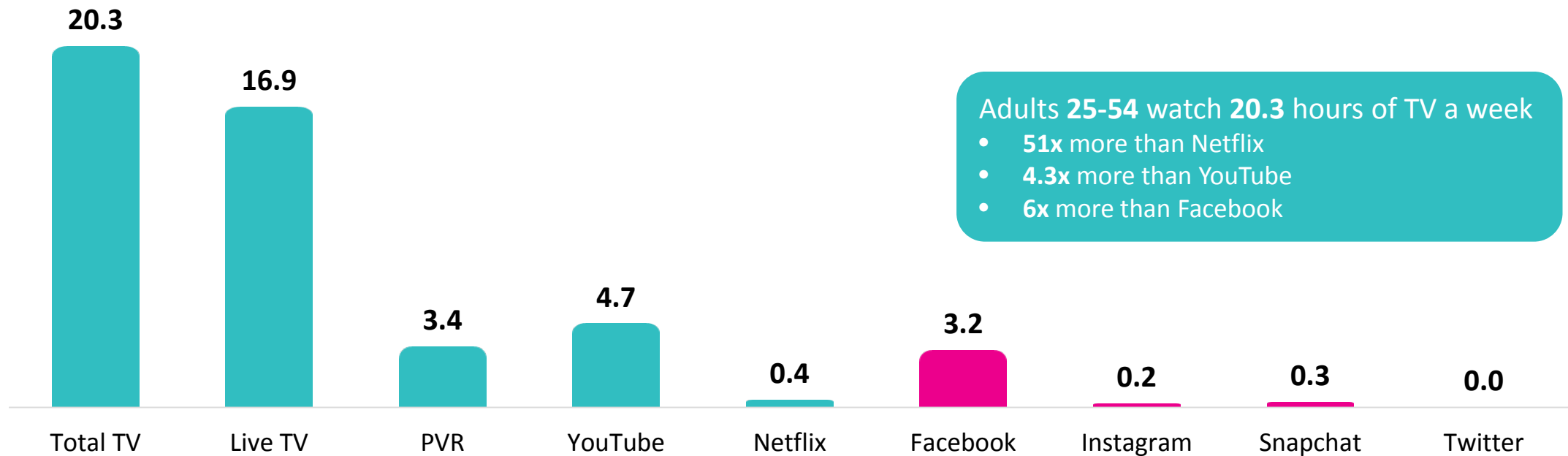
A18-34
 AVERAGE WEEKLY HOURS



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tv dominates time spent – A25-54

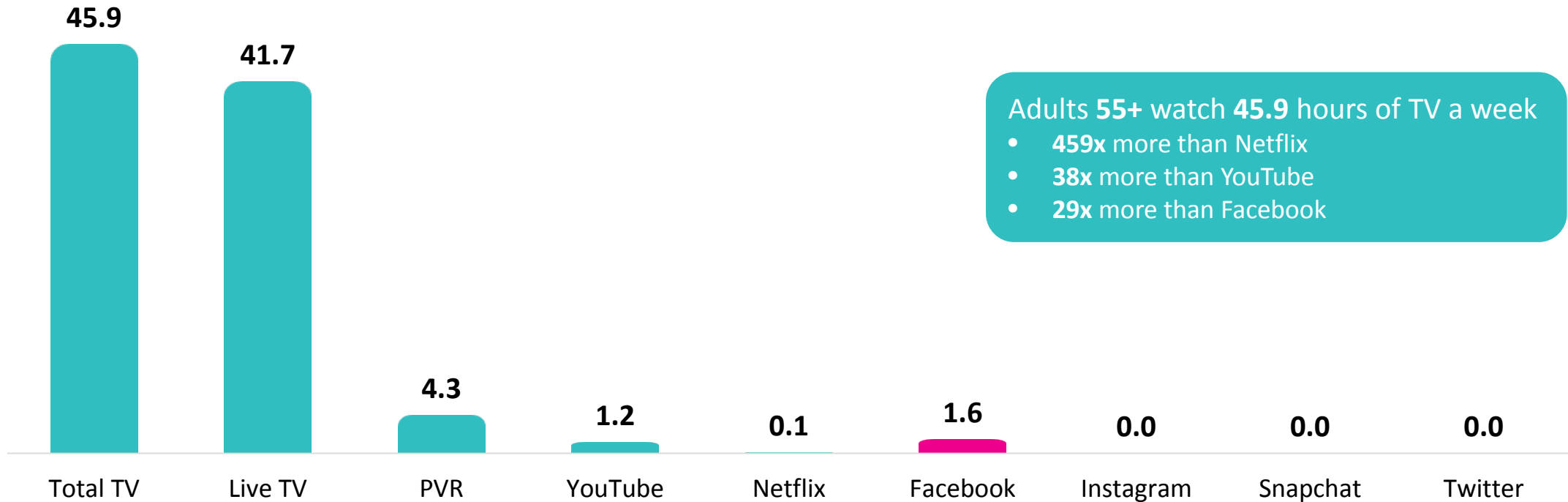
A25-54
 AVERAGE WEEKLY HOURS



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tv dominates time spent – A55+

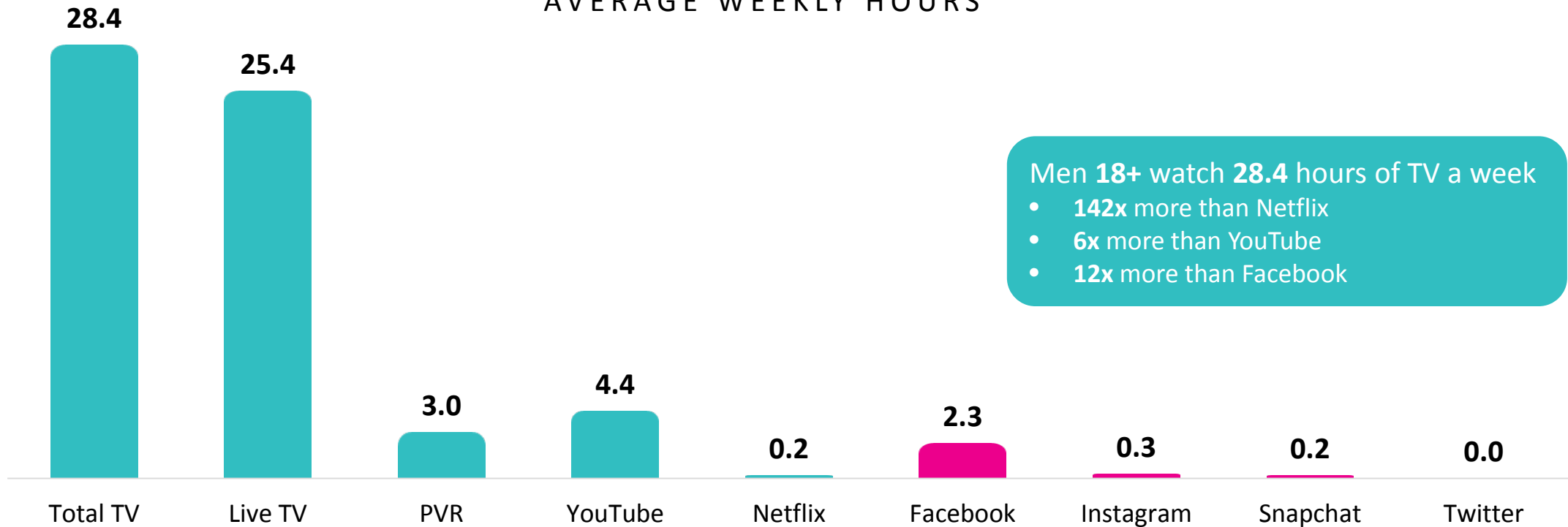
A55+
 AVERAGE WEEKLY HOURS



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tv dominates time spent – M18+

M18+
 AVERAGE WEEKLY HOURS



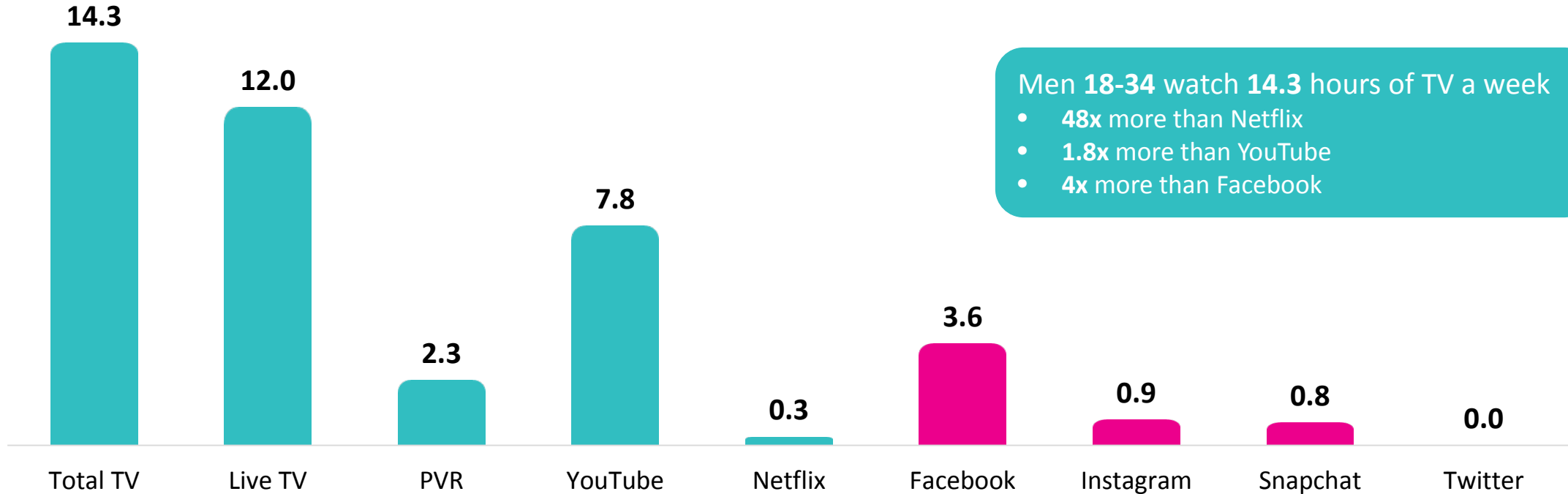
Men 18+ watch 28.4 hours of TV a week

- 142x more than Netflix
- 6x more than YouTube
- 12x more than Facebook

Source: Linear TV, Live TV, PVR: Numeris, PPM, Quebec Franco, Consolidated, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.: comScore Media Metrix Multi-Platform, French Language Canadians, Sept – Nov 2017 | YouTube: comScore Media Metrix Multi-Platform, French Language Canadians, Sept – Nov 2017, (MMX x1.2, as VMX unavailable regionally) | Netflix: Numeris Diary, French Canada (Official Language – French), Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – M18-34

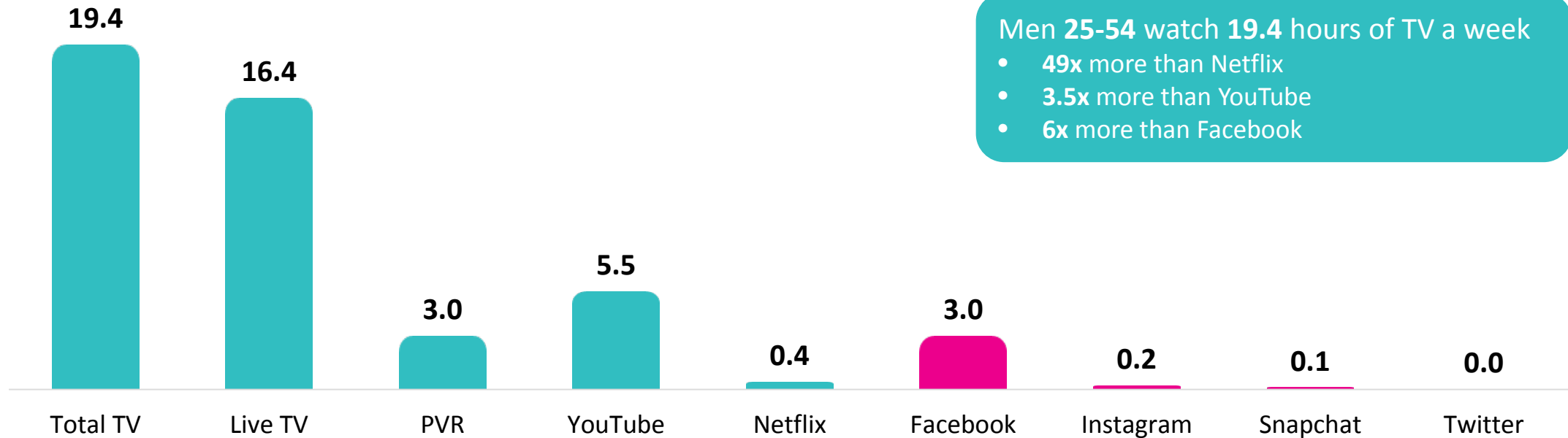
M18-34
 AVERAGE WEEKLY HOURS



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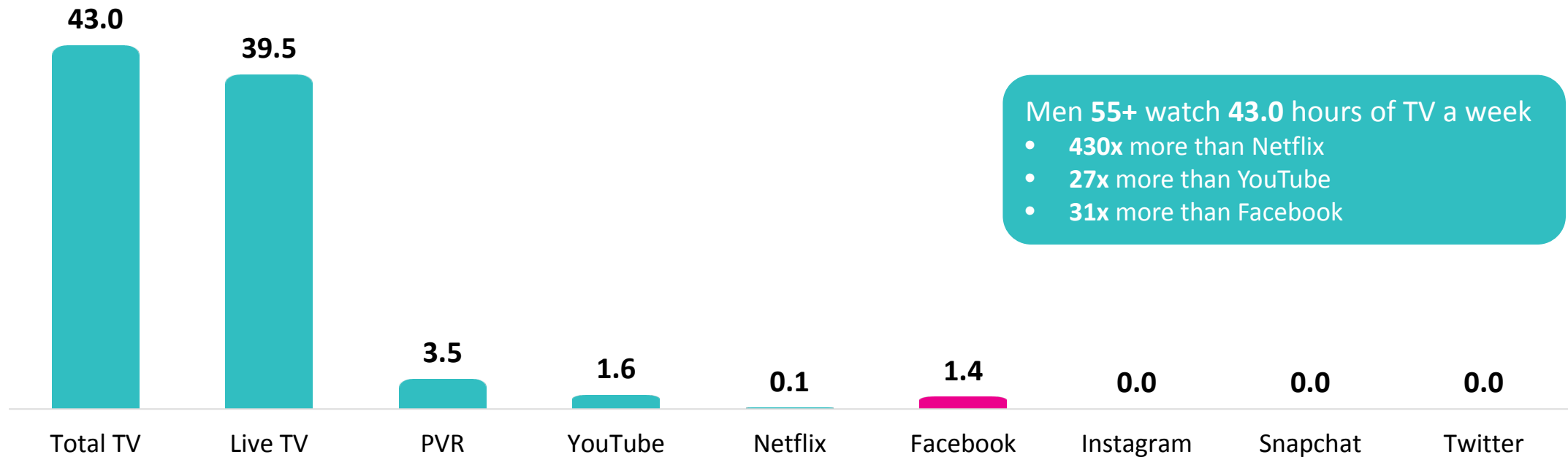
tv dominates time spent – M25-54

M25-54
 AVERAGE WEEKLY HOURS



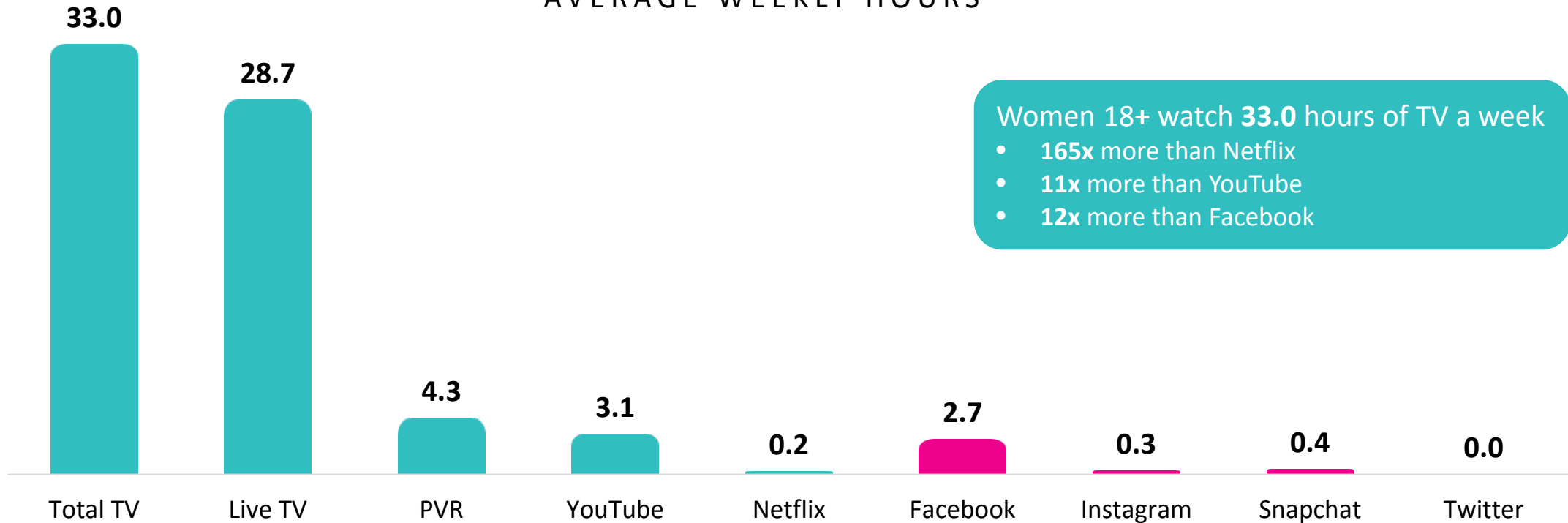
tv dominates time spent – M55+

M55+
 AVERAGE WEEKLY HOURS



tv dominates time spent – W18+

W18+
 AVERAGE WEEKLY HOURS



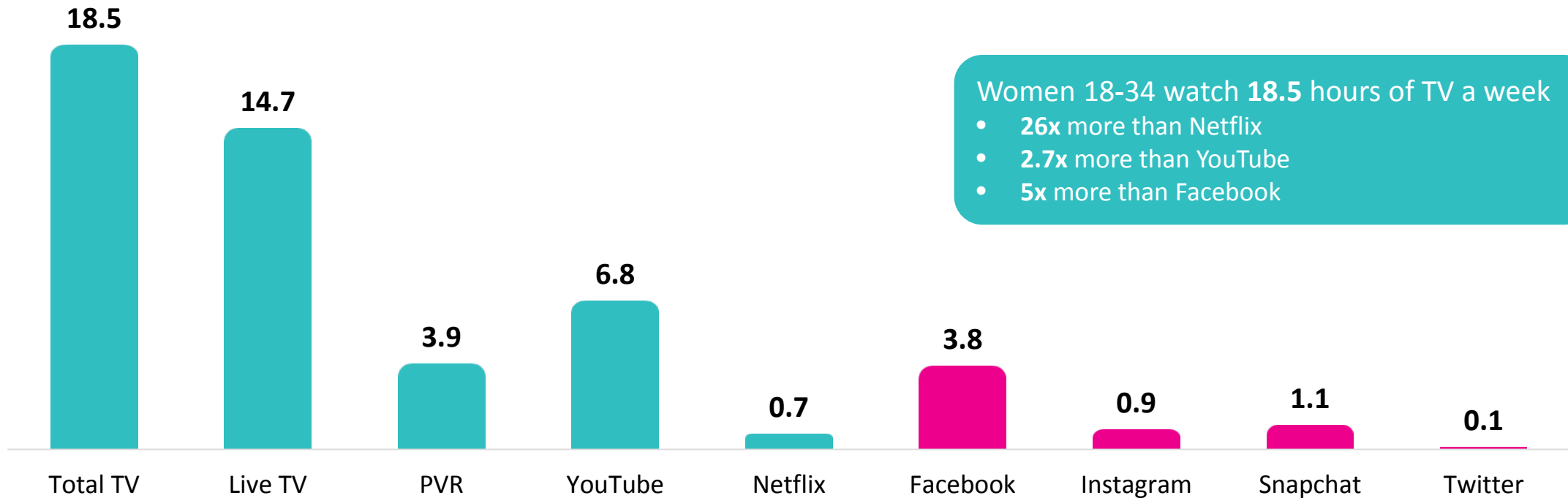
Women 18+ watch **33.0** hours of TV a week

- 165x more than Netflix
- 11x more than YouTube
- 12x more than Facebook

Source: Linear TV, Live TV, PVR: Numeris, PPM, Quebec Franco, Consolidated, All Locations, Mo-Su 2a-2a, Sept 11, 2017 to Dec 17, 2017 (Weeks 3-16) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.: comScore Media Metrix Multi-Platform, French Language Canadians, Sept – Nov 2017 | YouTube: comScore Media Metrix Multi-Platform, French Language Canadians, Sept – Nov 2017, (MMX x1.2, as VMX unavailable regionally) | Netflix: Numeris Diary, French Canada (Official Language – French), Fall 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – W18-34

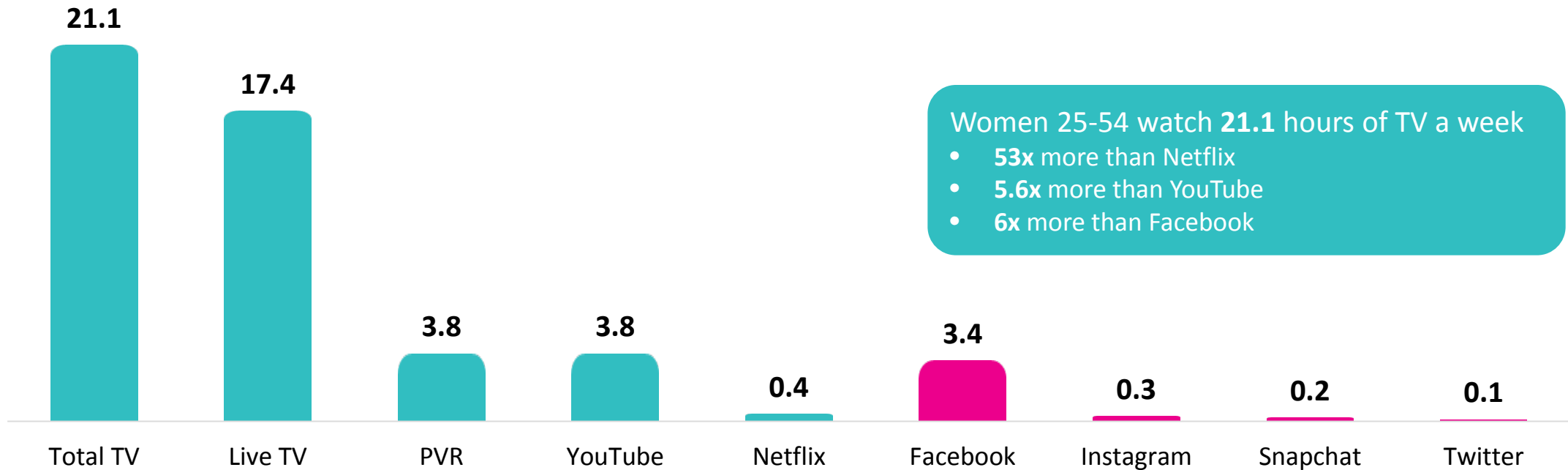
W18-34
 AVERAGE WEEKLY HOURS



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tv dominates time spent – W25-54

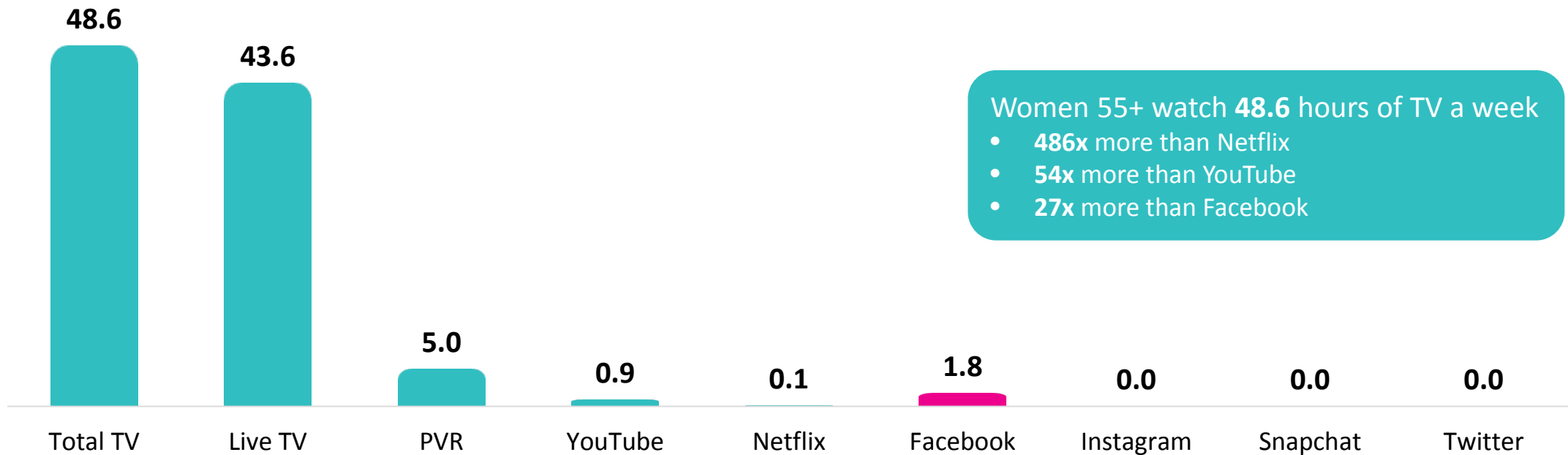
W25-54
 AVERAGE WEEKLY HOURS



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tv dominates time spent – W55+

W55+ AVERAGE WEEKLY HOURS



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