

A series of concentric circles in a light gray color, centered on the left side of the slide, creating a ripple effect that fades out towards the right.

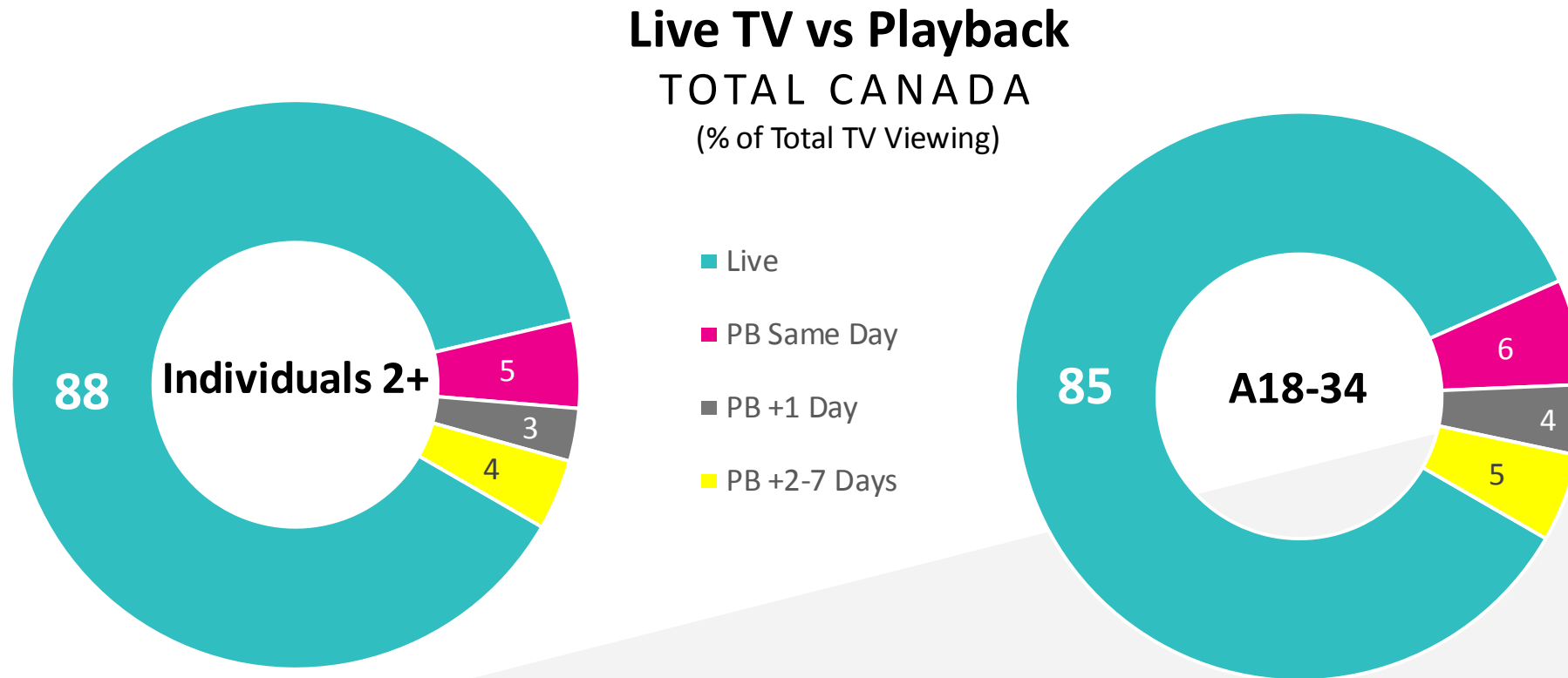
live viewing & PVR usage

truth: the bulk of viewing is live

- **88%** of all television viewing is **live**.
- and the 12% that is not viewed live? More than 45% of it is viewed **on the same day** as the original broadcast, and 81% within two days.
- PVR household **penetration has plateaued** at 55%.

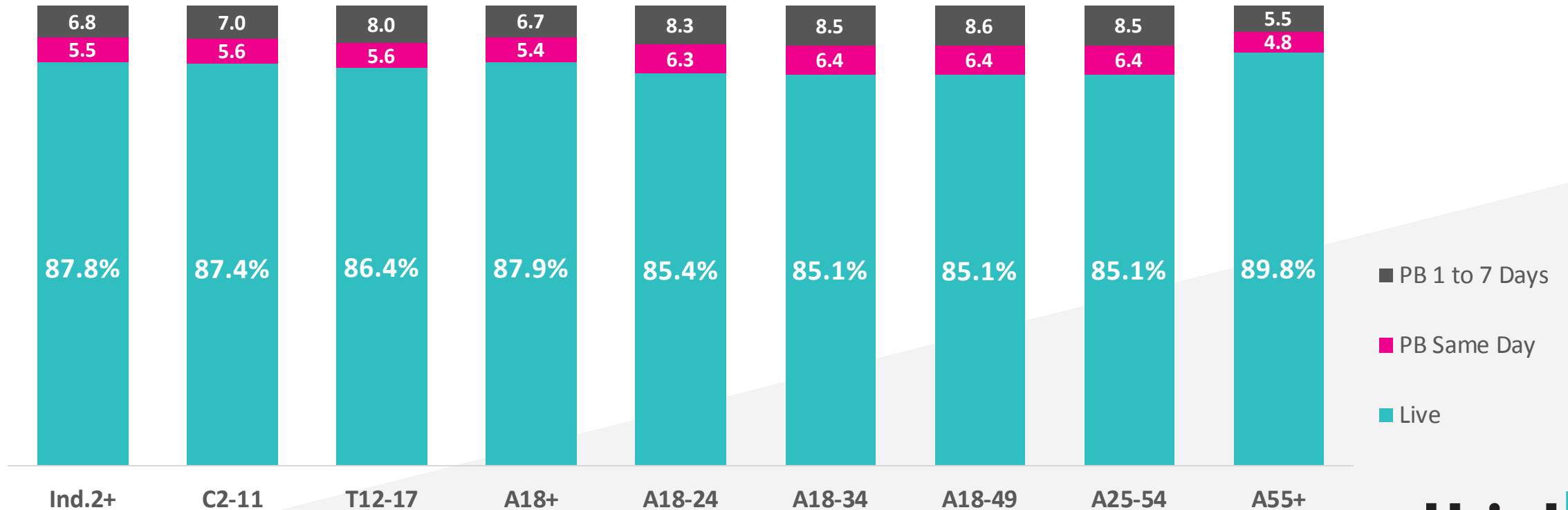
88% of **tv** viewing is live

among young adults, 85% of TV viewing is live, 91% is live + same day playback

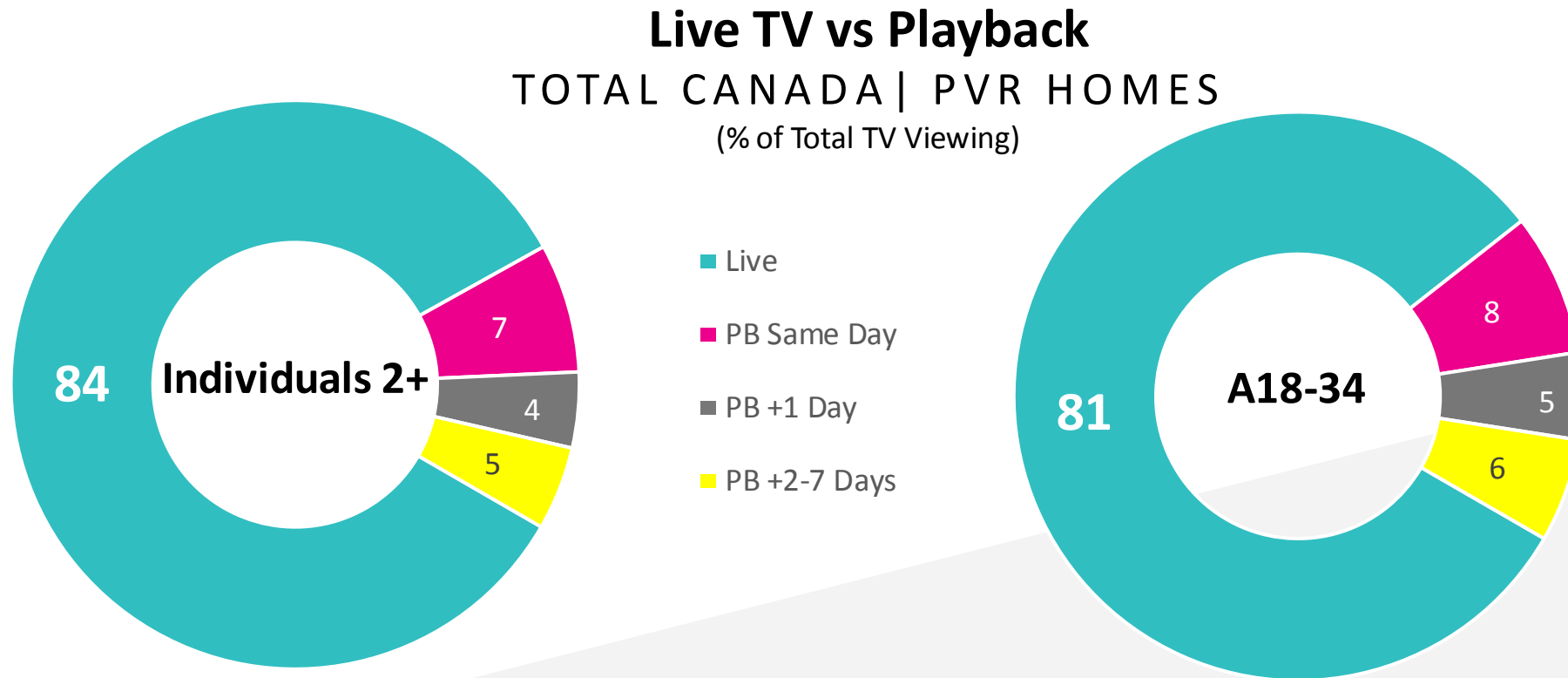


across all demos, the majority of **tv** viewing is live

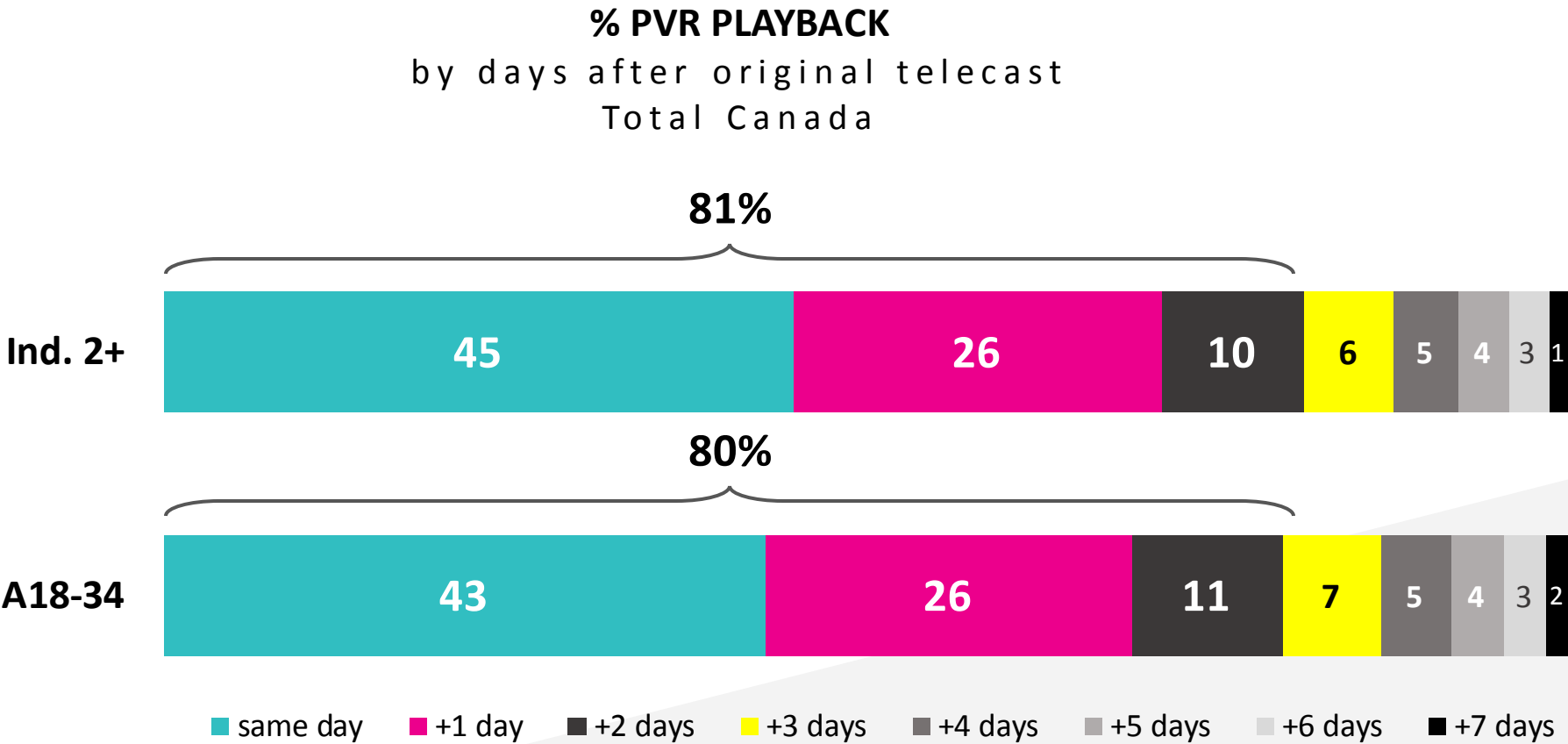
% OF TV VIEWING – TOTAL CANADA



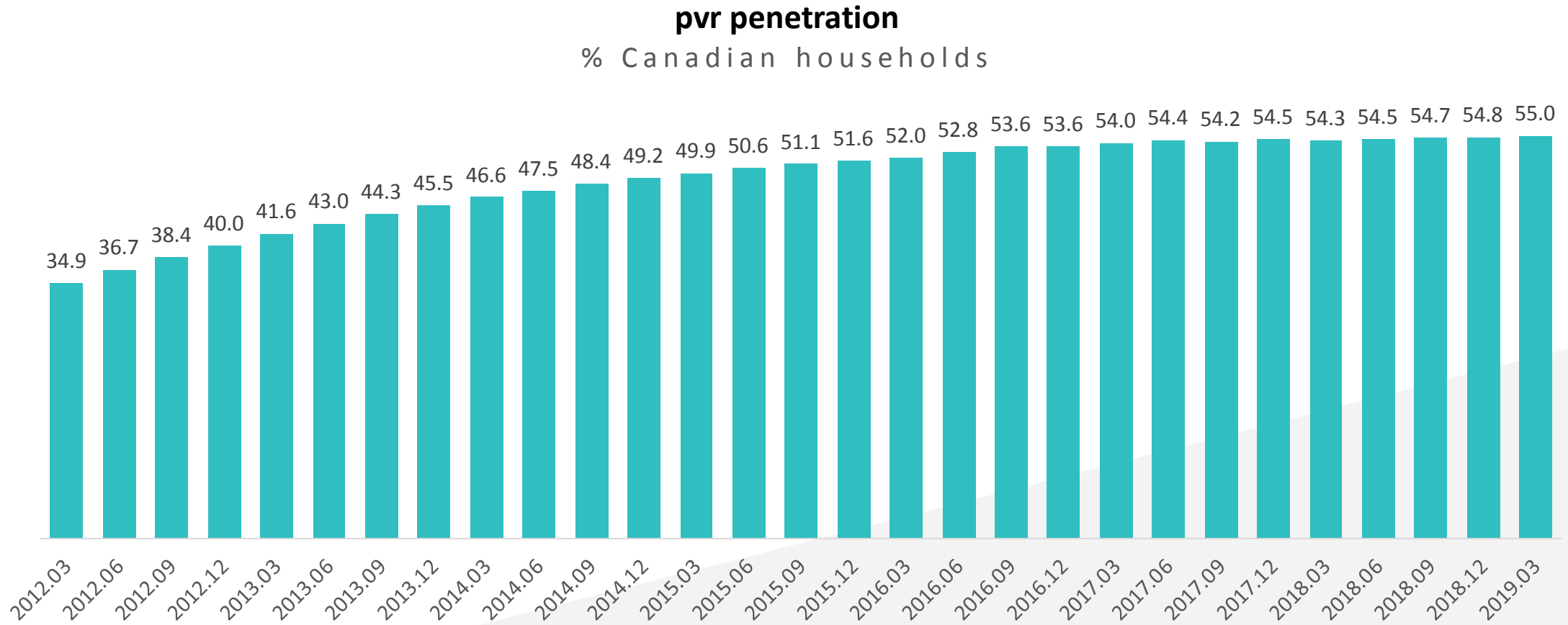
in PVR homes, 84% of **tv** viewing is **live**



most PVR playback takes place within 2 days



PVR penetration has plateaued



A series of concentric circles in a light gray color, centered on the left side of the image, creating a ripple effect.

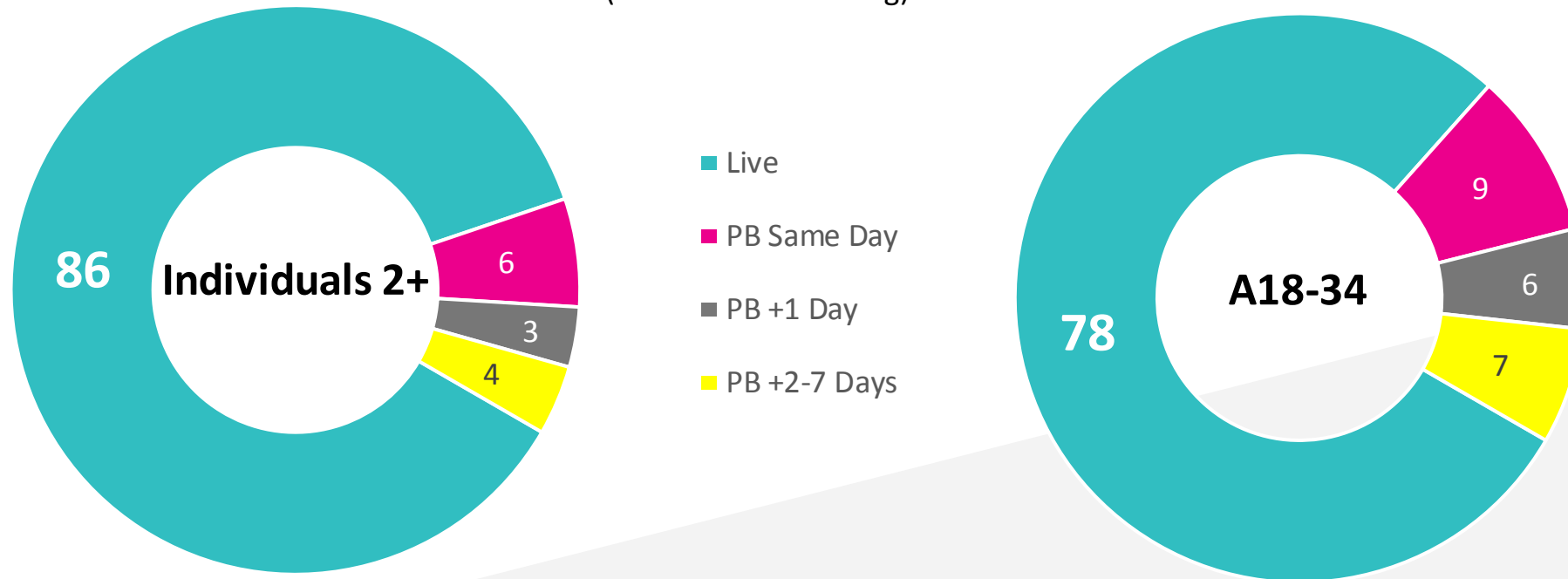
Quebec Franco

86% of **tv** viewing is **live**

among young adults, 78% of viewing is live, 87% is live + same day playback



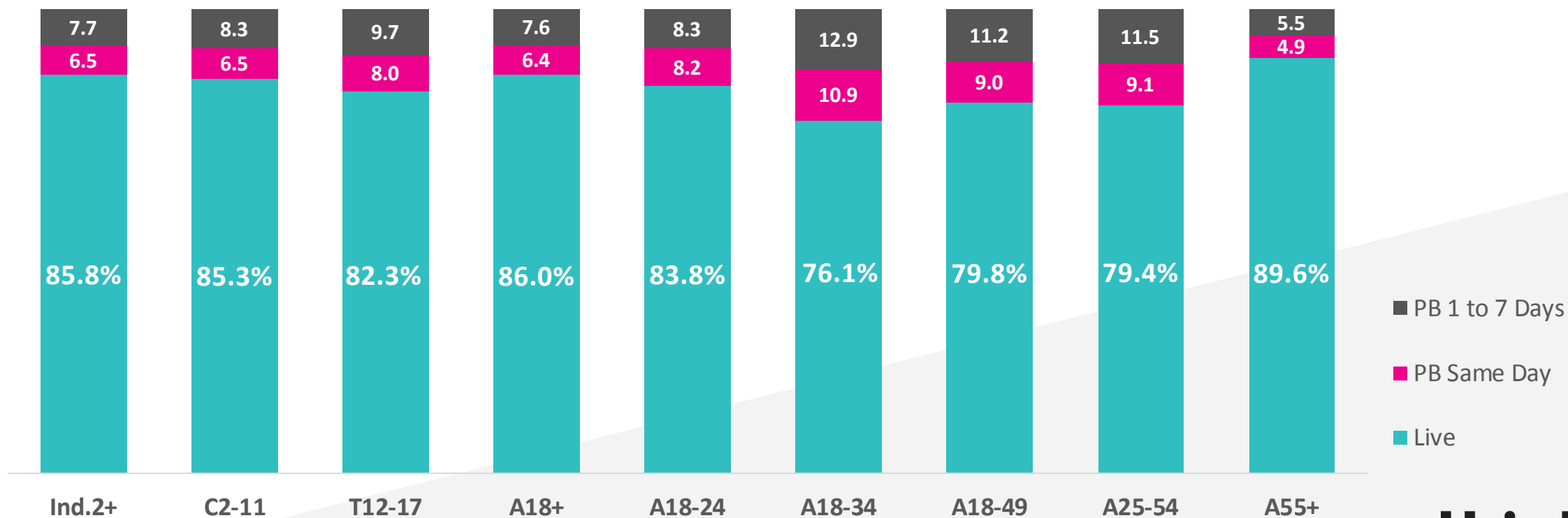
Live TV vs Playback QUEBEC FRANCO (% of Total TV Viewing)



across all demos, the majority of **tv** viewing is live



% OF TV VIEWING – QUEBEC FRANCO



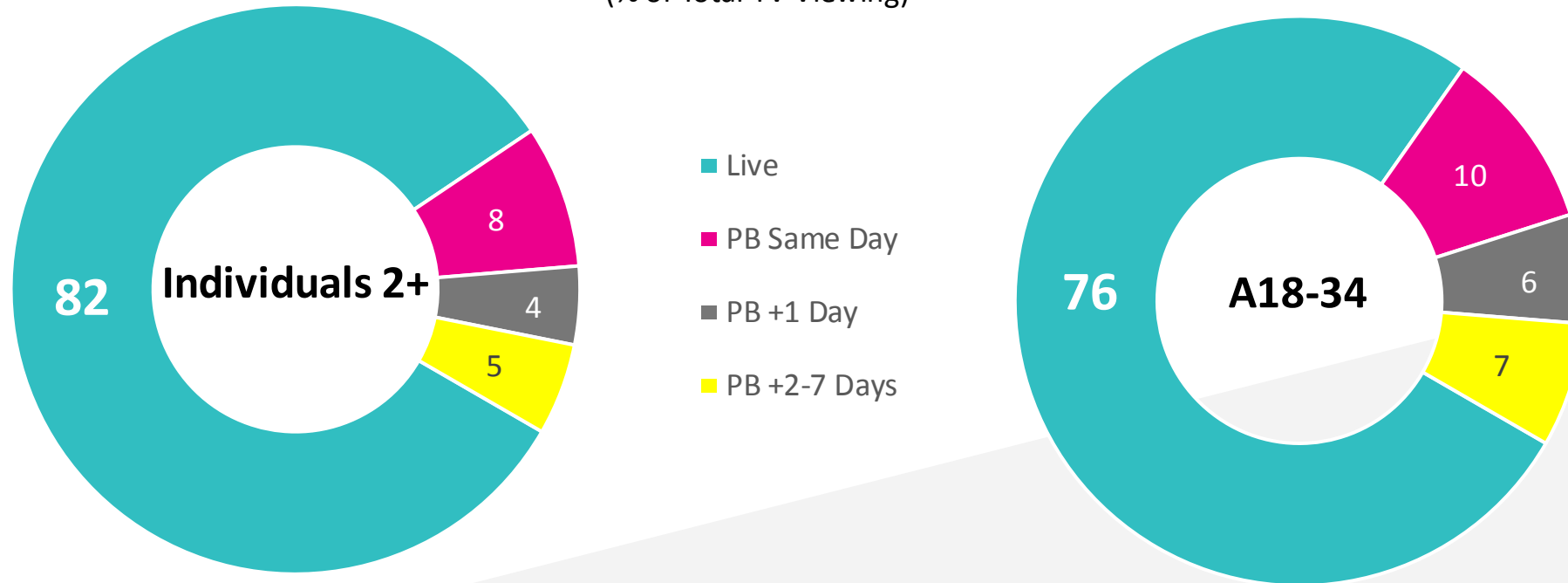
think **tv**

in PVR homes, 82% of **tv** viewing is **live**

among young adults, 76% of TV viewing in PVR homes is live

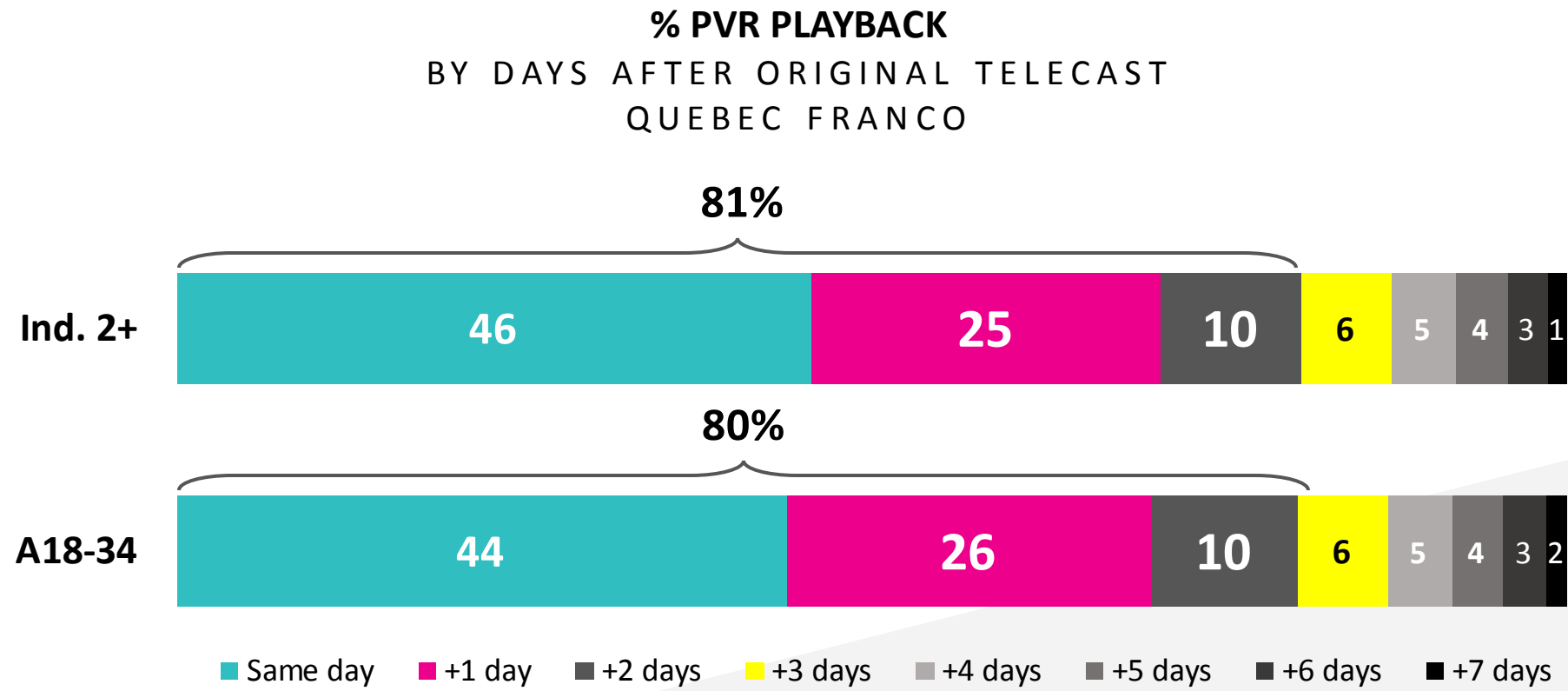


Live TV vs Playback QUEBEC FRANCO | PVR HOMES (% of Total TV Viewing)



thinktv

most PVR playback takes place within 2 days



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



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