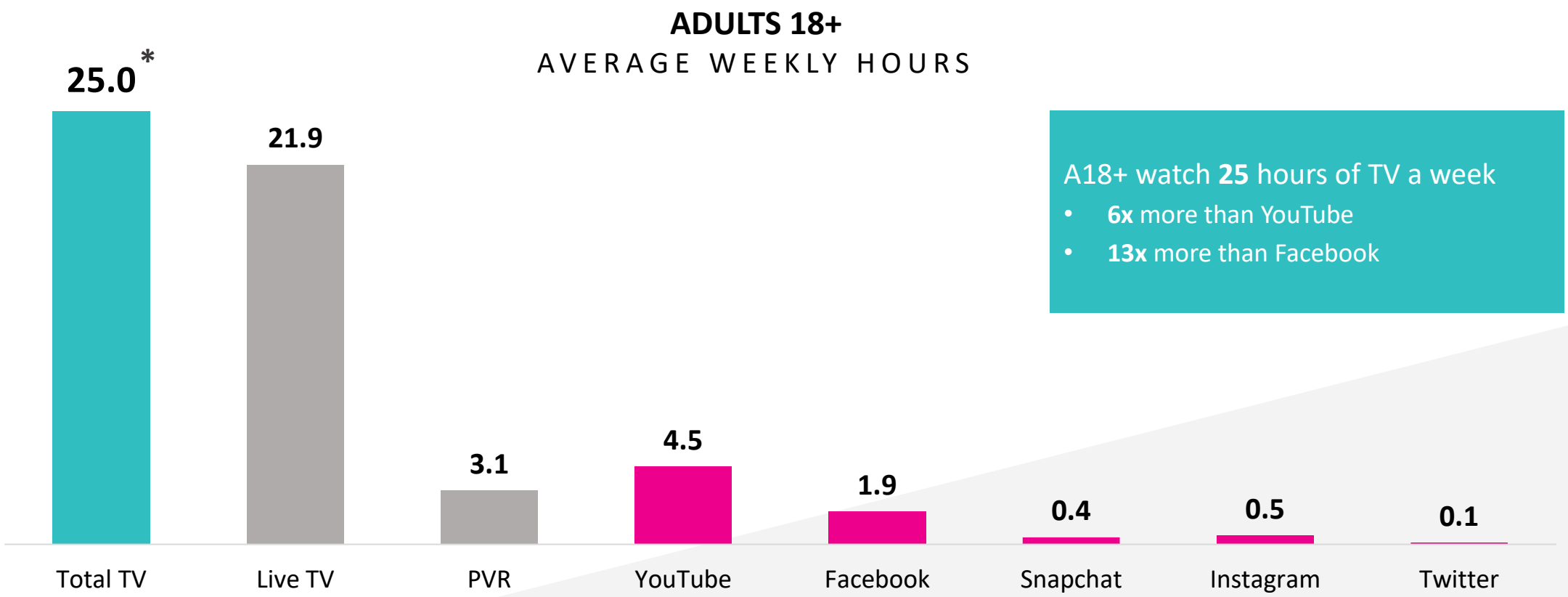
screen time

total Canada

Adults/Men/Women

tv dominates time spent – **A18+**



A18+ watch **25** hours of TV a week

- **6x** more than YouTube
- **13x** more than Facebook

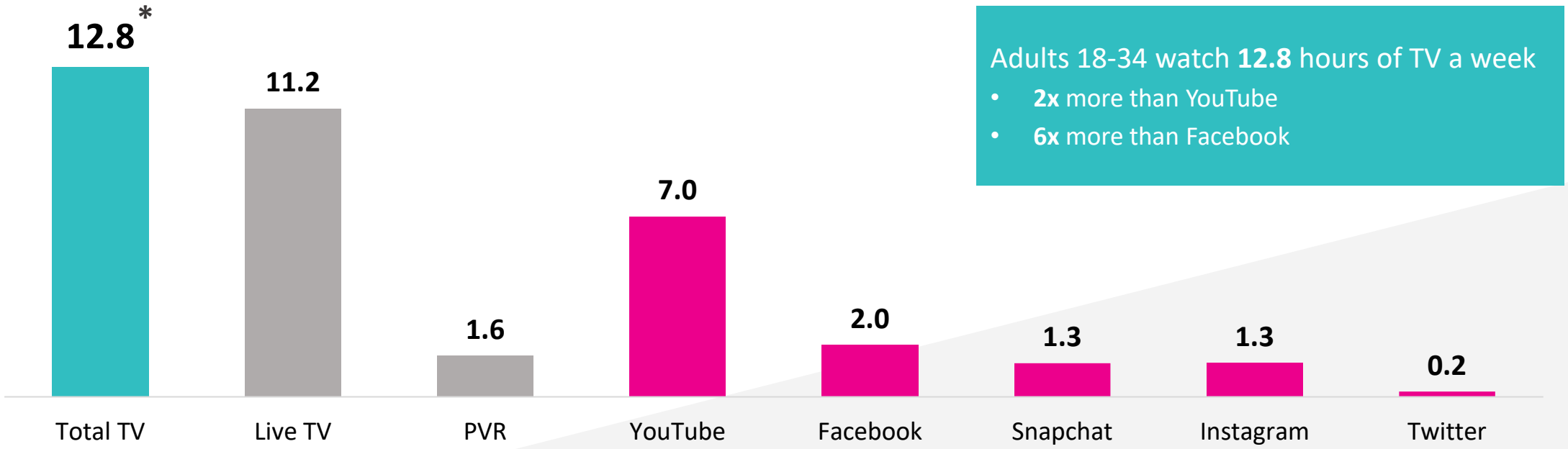
*** 88% of A18+ TV viewing is LIVE**

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (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 **12.8** hours of TV a week

- **2x** more than YouTube
- **6x** more than Facebook

*** 87% of A18-34 TV viewing is LIVE**

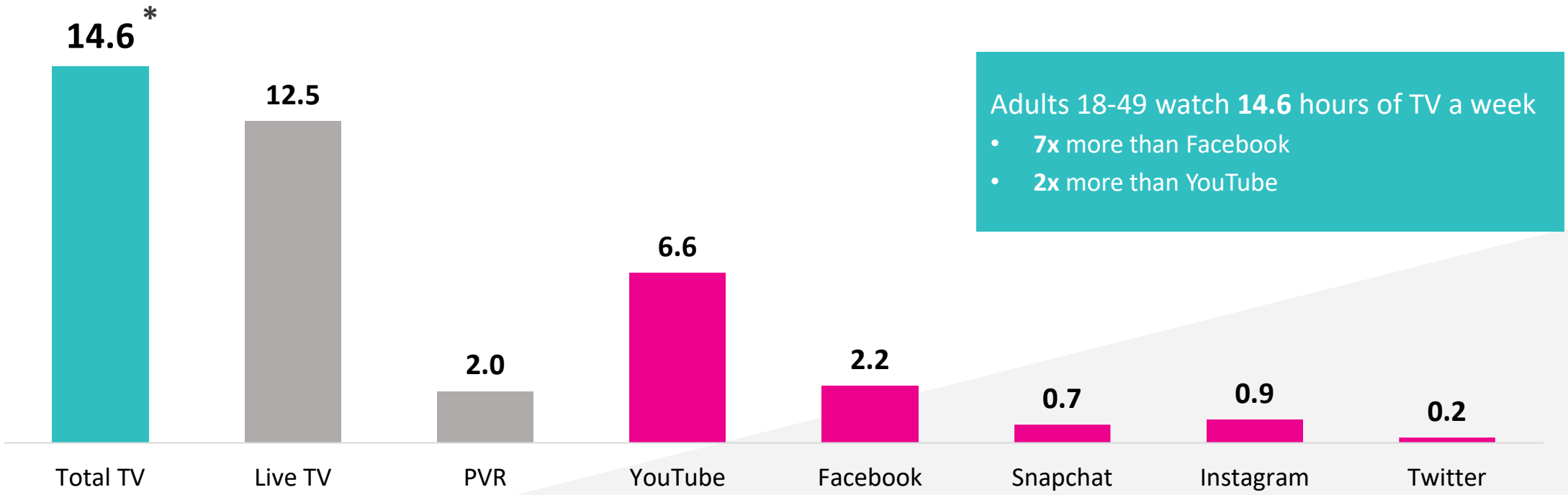
think tv

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (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



Adults 18-49 watch **14.6** hours of TV a week

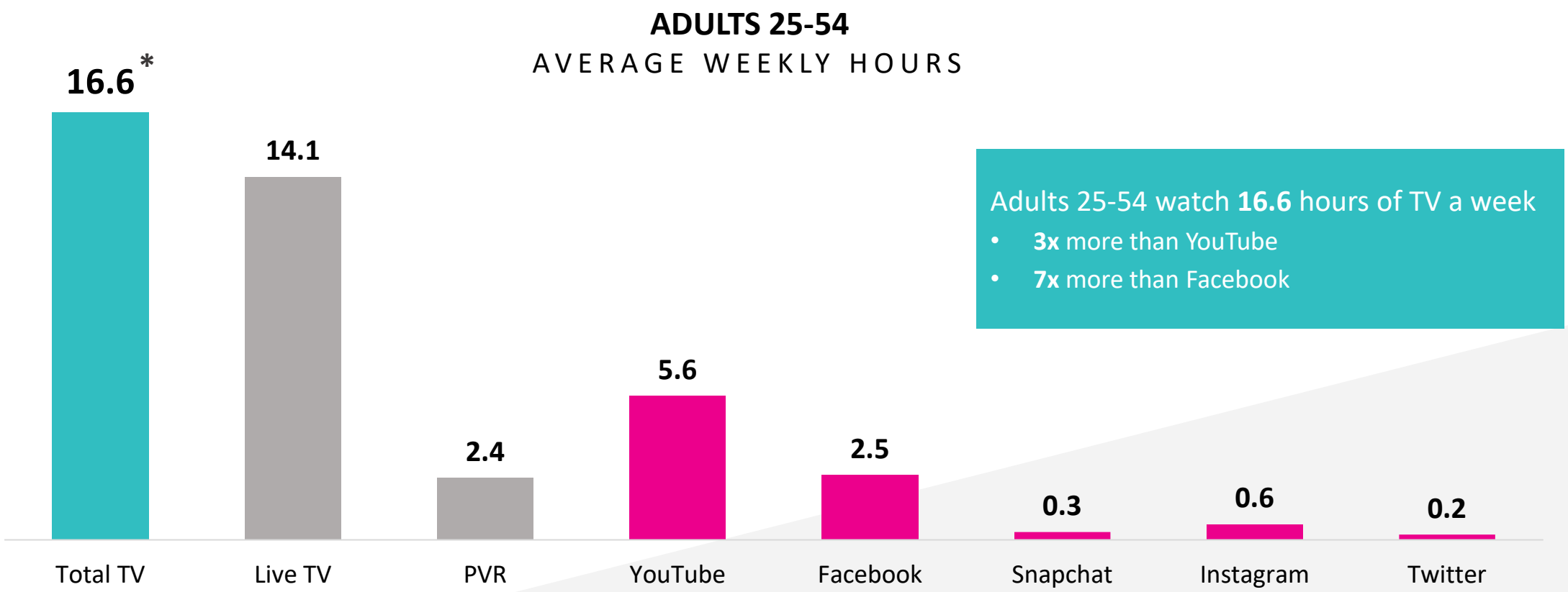
- **7x** more than Facebook
- **2x** more than YouTube

*** 86% of A18-49 TV viewing is LIVE**

think tv

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Media Metrix Multi-Platform, Total Quebec, Sep 2019 – Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – **A25-54**



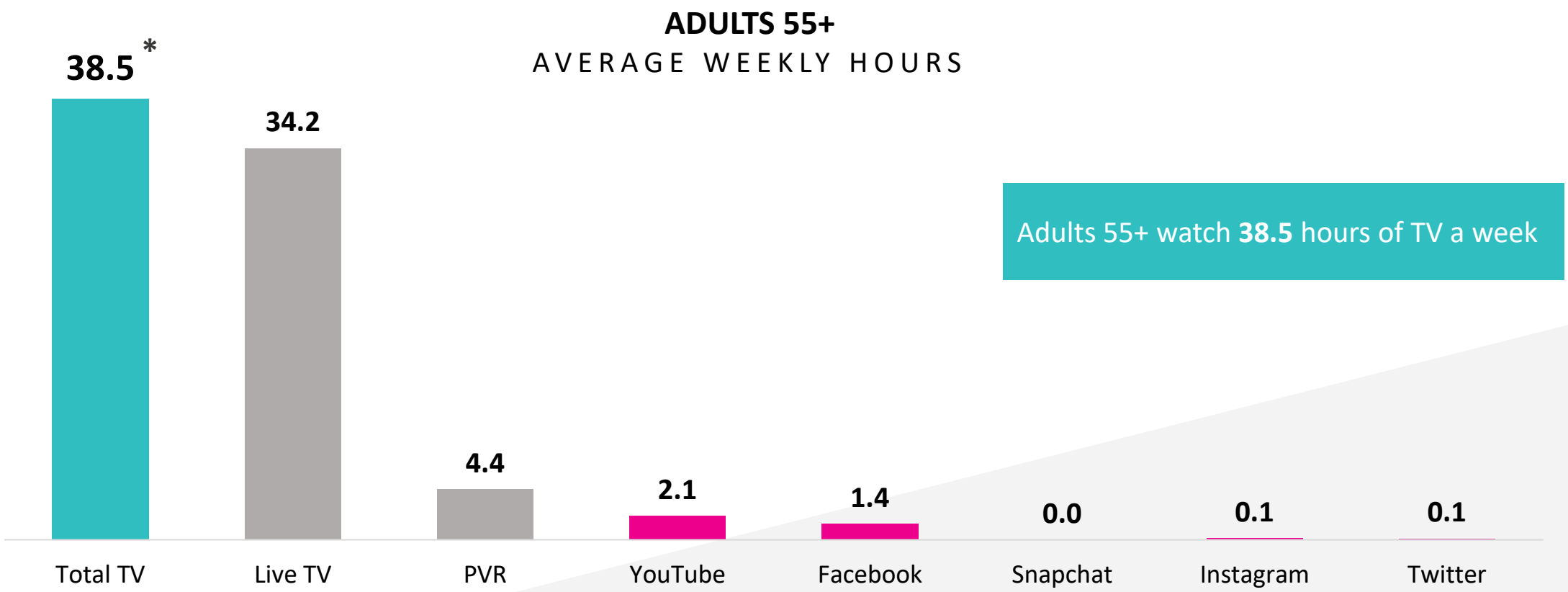
Adults 25-54 watch **16.6** hours of TV a week

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

*** 85% of A25-54 TV viewing is LIVE**

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – **A55+**

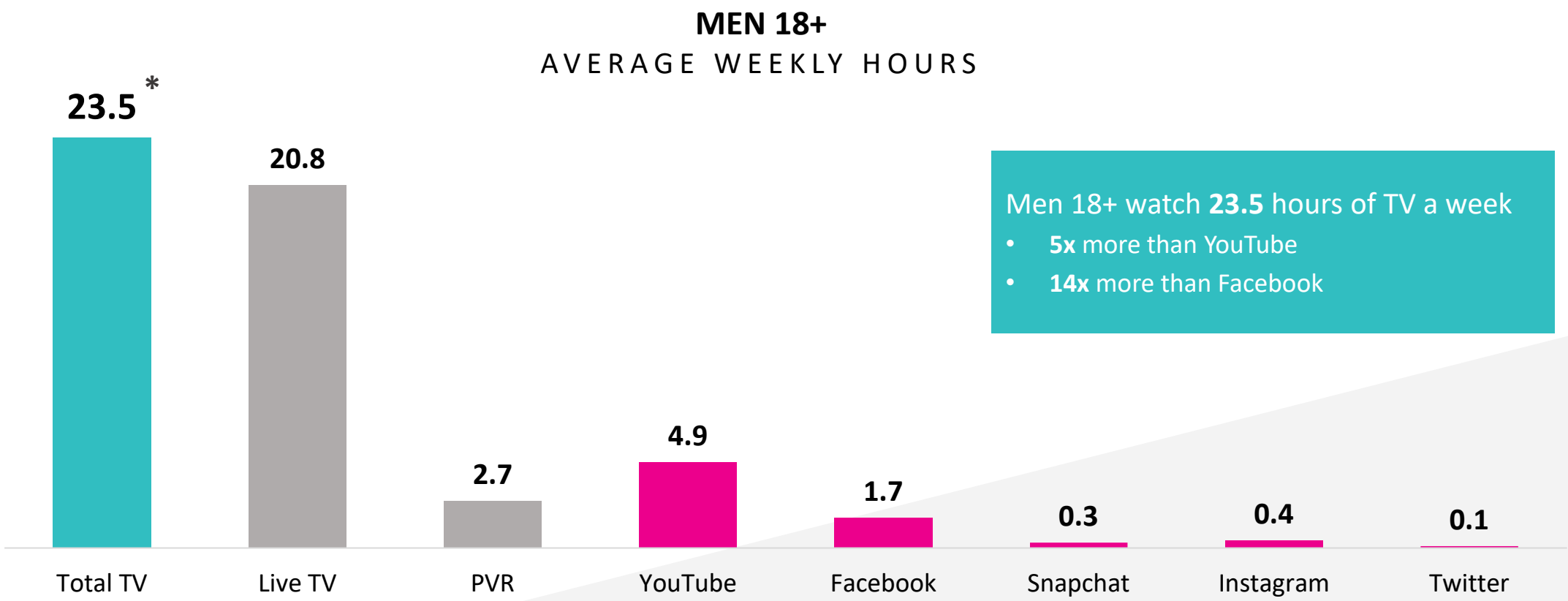


Adults 55+ watch **38.5** hours of TV a week

*** 89% of A55+ TV viewing is LIVE**

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – **M18+**



Men 18+ watch **23.5** hours of TV a week

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

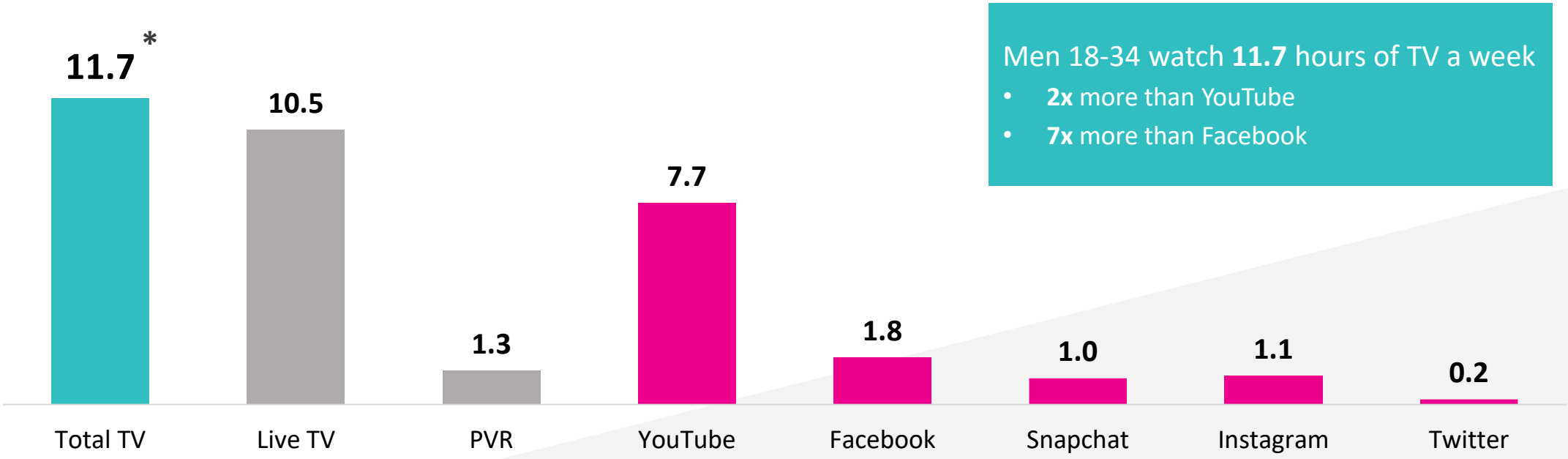
*** 89% of M18+ TV viewing is LIVE**

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – **M18-34**

MEN 18-34

AVERAGE WEEKLY HOURS



Men 18-34 watch **11.7** hours of TV a week

- **2x** more than YouTube
- **7x** more than Facebook

*** 90% of M18-34 TV viewing is LIVE**

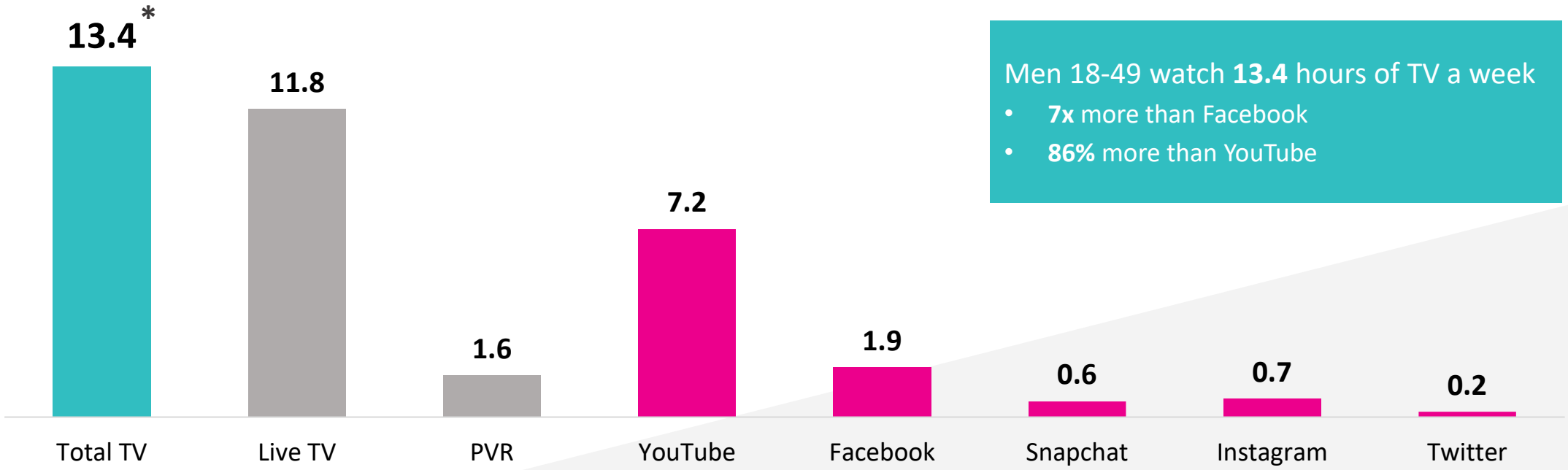
think tv

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – **M18-49**

MEN 18-49

AVERAGE WEEKLY HOURS



Men 18-49 watch **13.4** hours of TV a week

- **7x** more than Facebook
- **86%** more than YouTube

*** 88% of M18-49 TV viewing is LIVE**

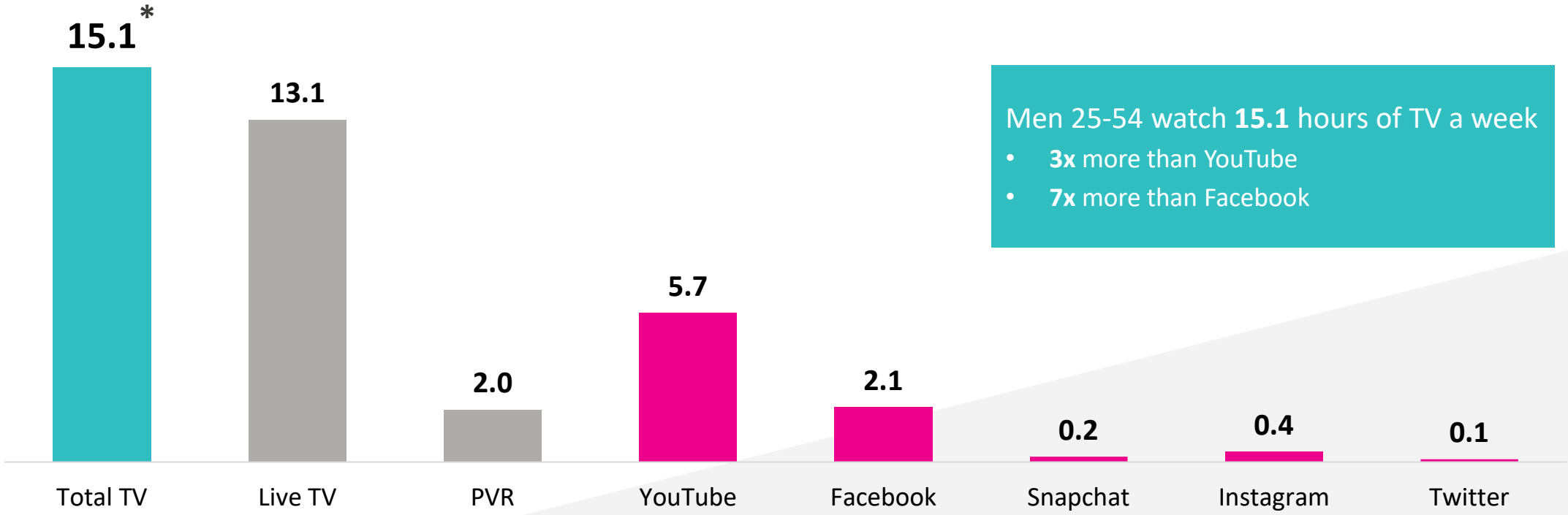
think tv

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Media Metrix Multi-Platform, Total Quebec, Sep 2019 – Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – **M25-54**

MEN 25-54

AVERAGE WEEKLY HOURS



Men 25-54 watch **15.1** hours of TV a week

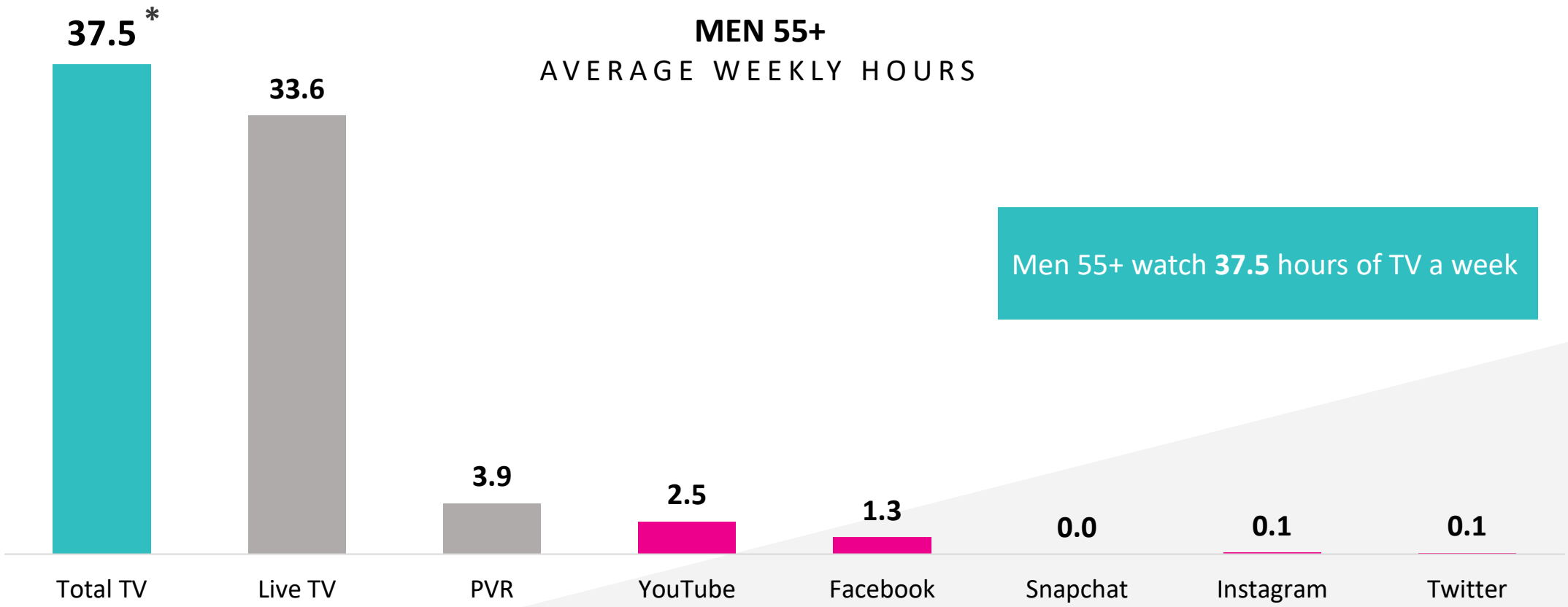
- **3x** more than YouTube
- **7x** more than Facebook

*** 87% of M25-54 TV viewing is LIVE**

think tv

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – **M55+**



Men 55+ watch **37.5** hours of TV a week

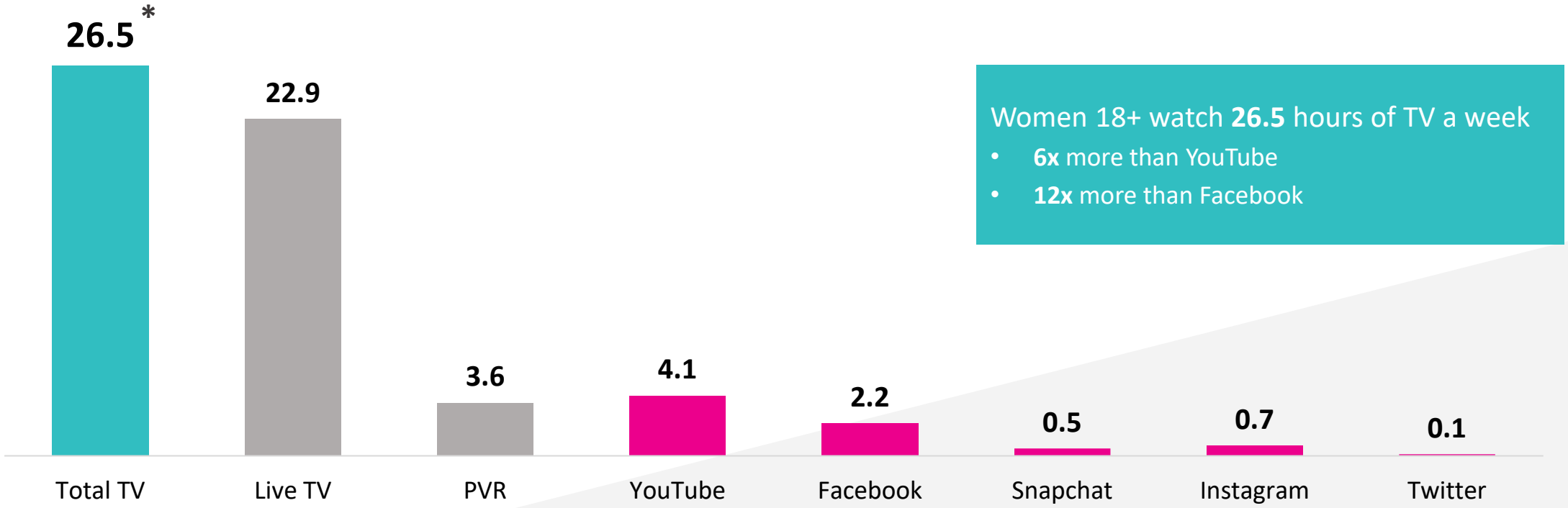
*** 90% of M55+ TV viewing is LIVE**

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (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 **26.5** hours of TV a week

- **6x** more than YouTube
- **12x** more than Facebook

*** 86% of W18+ TV viewing is LIVE**

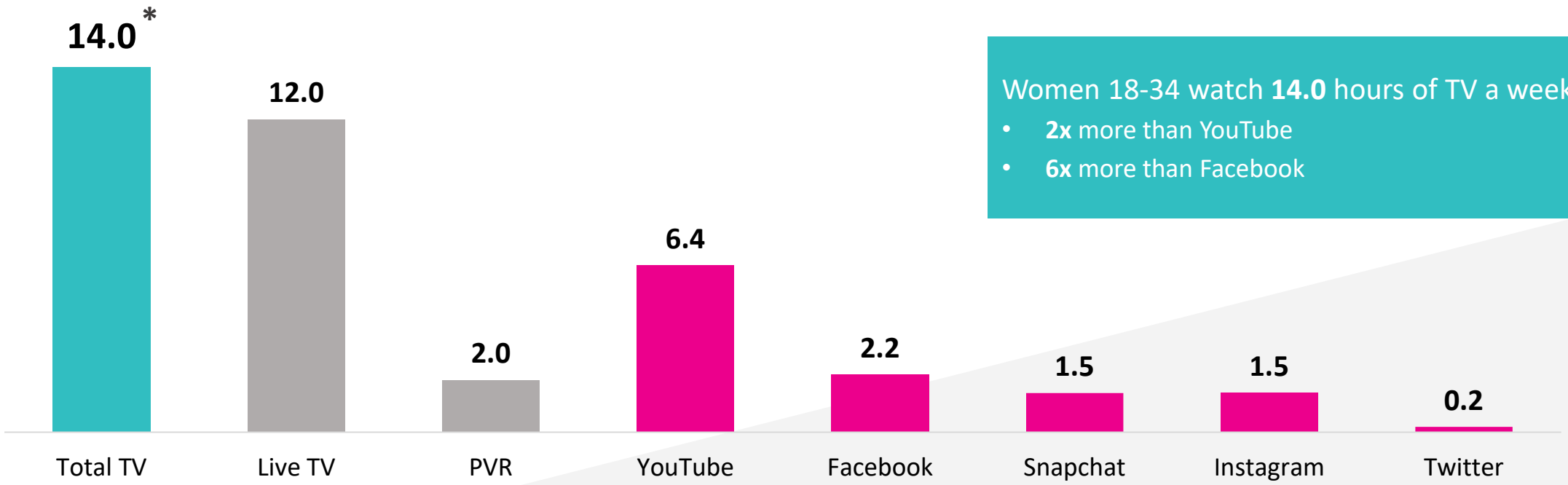
think tv

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (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 **14.0** hours of TV a week

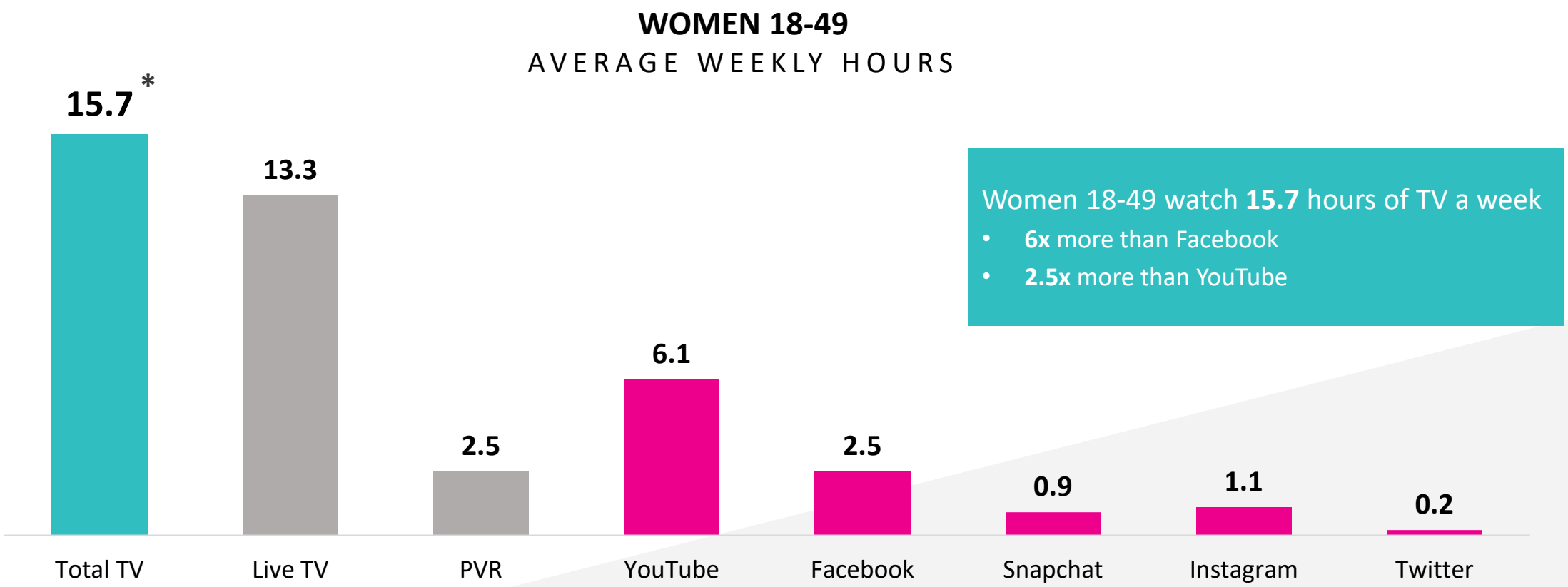
- **2x** more than YouTube
- **6x** more than Facebook

*** 86% of W18-34 TV viewing is LIVE**

think tv

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – **W18-49**



Women 18-49 watch **15.7** hours of TV a week

- **6x** more than Facebook
- **2.5x** more than YouTube

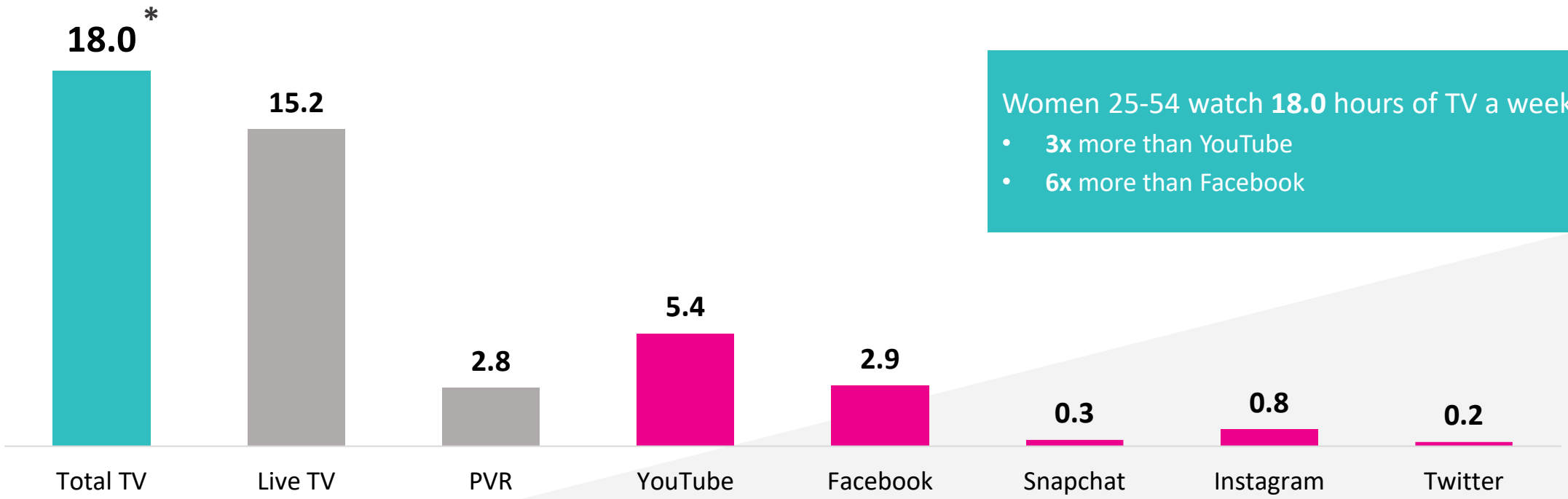
*** 85% of W18-49 TV viewing is LIVE**

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Media Metrix Multi-Platform, Total Quebec, Sep 2019 – Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (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 **18.0** hours of TV a week

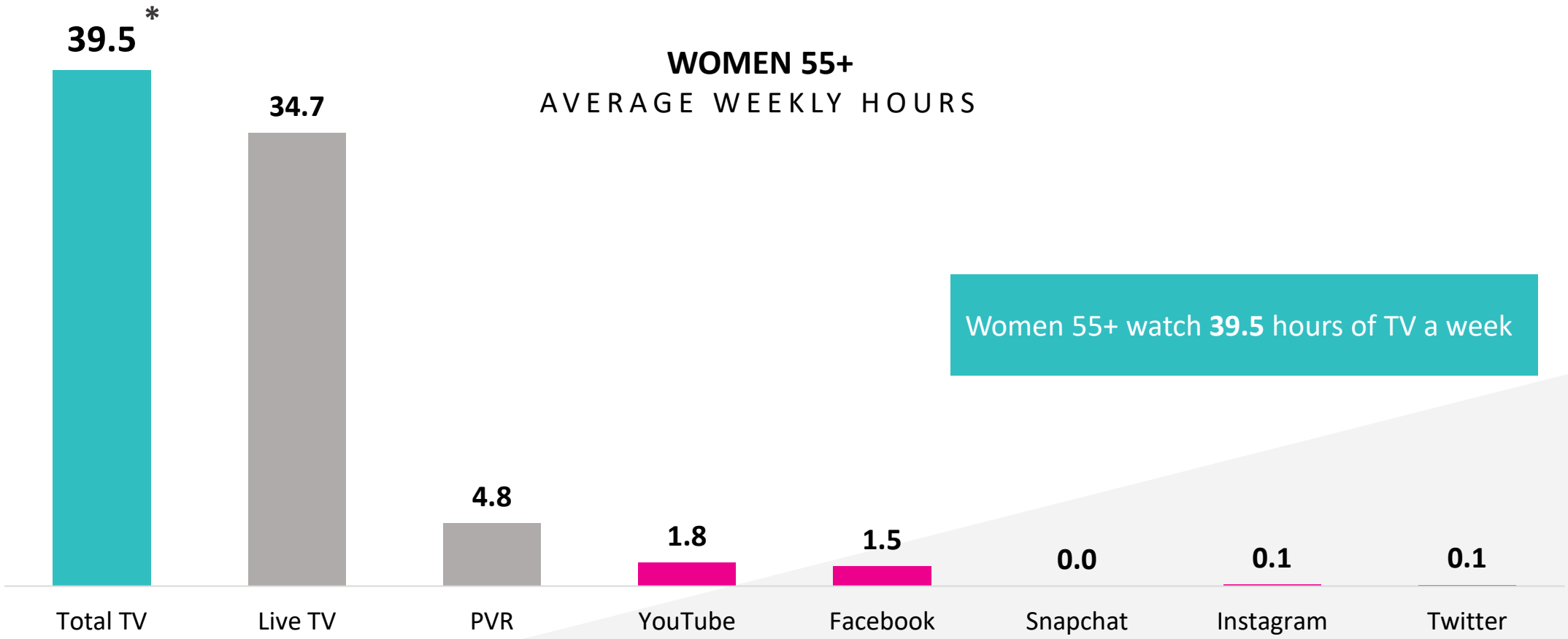
- **3x** more than YouTube
- **6x** more than Facebook

*** 84% of W25-54 TV viewing is LIVE**

think tv

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent – **W55+**



Women 55+ watch **39.5** hours of TV a week

*** 88% of W55+ TV viewing is LIVE**

Source: **Total TV, Live TV, PVR**: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | **Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc.:** comScore Media Metrix Multi-Platform, Canada, Sept 2019-April 2020 | **YouTube:** comScore Video Metrix Multi-Platform, Canada, Total Video, Sept 2019 - Apr 2020 | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

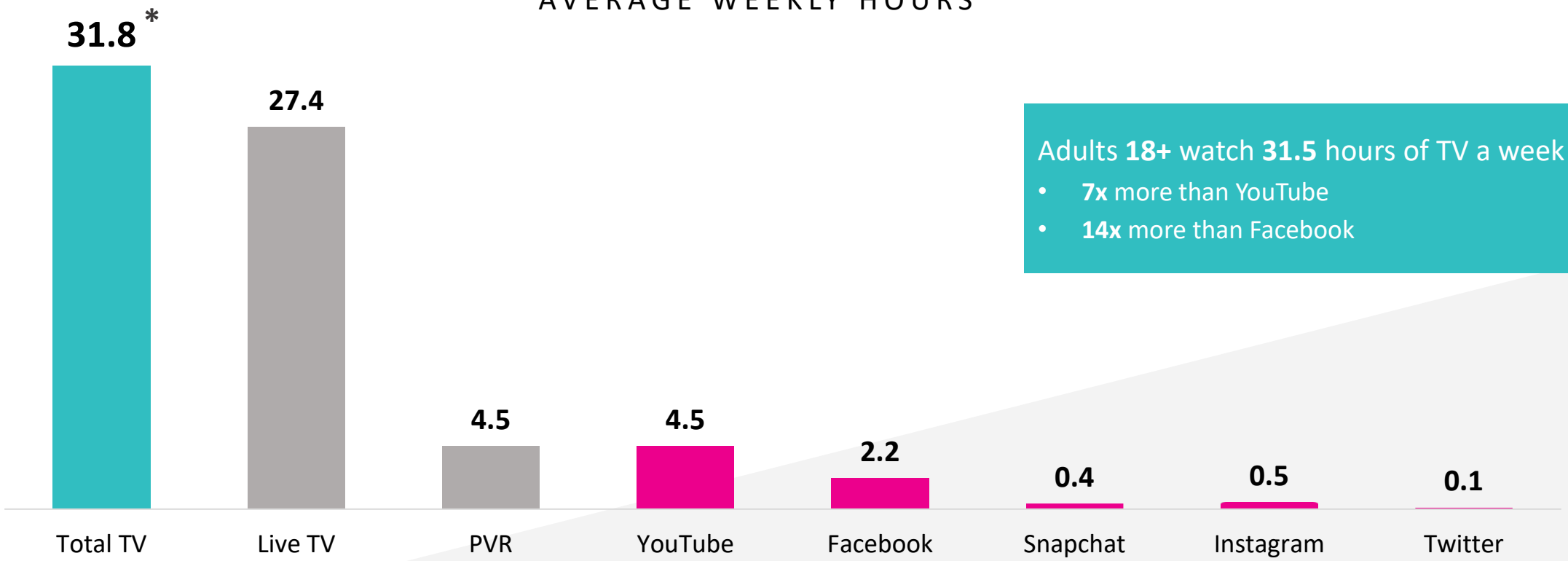
French/Quebec Franco

Adults/Men/Women

tv dominates time spent

FRANCOPHONES A18+

AVERAGE WEEKLY HOURS



Adults **18+** watch **31.5** hours of TV a week

- **7x** more than YouTube
- **14x** more than Facebook

*** 86% of A18+ TV viewing is LIVE**

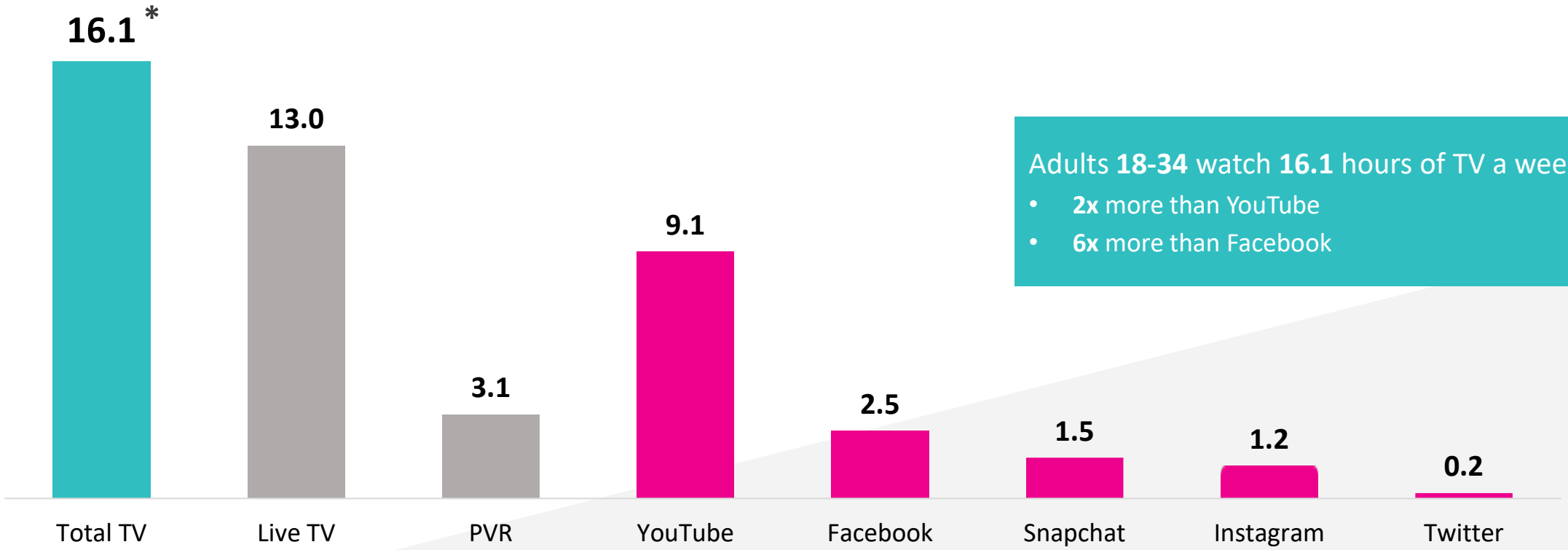
think tv

Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations , Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sep 2019 – Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent

FRANCOPHONES A18-34

AVERAGE WEEKLY HOURS



Adults **18-34** watch **16.1** hours of TV a week

- **2x** more than YouTube
- **6x** more than Facebook

*** 81% of A18-34 TV viewing is LIVE**

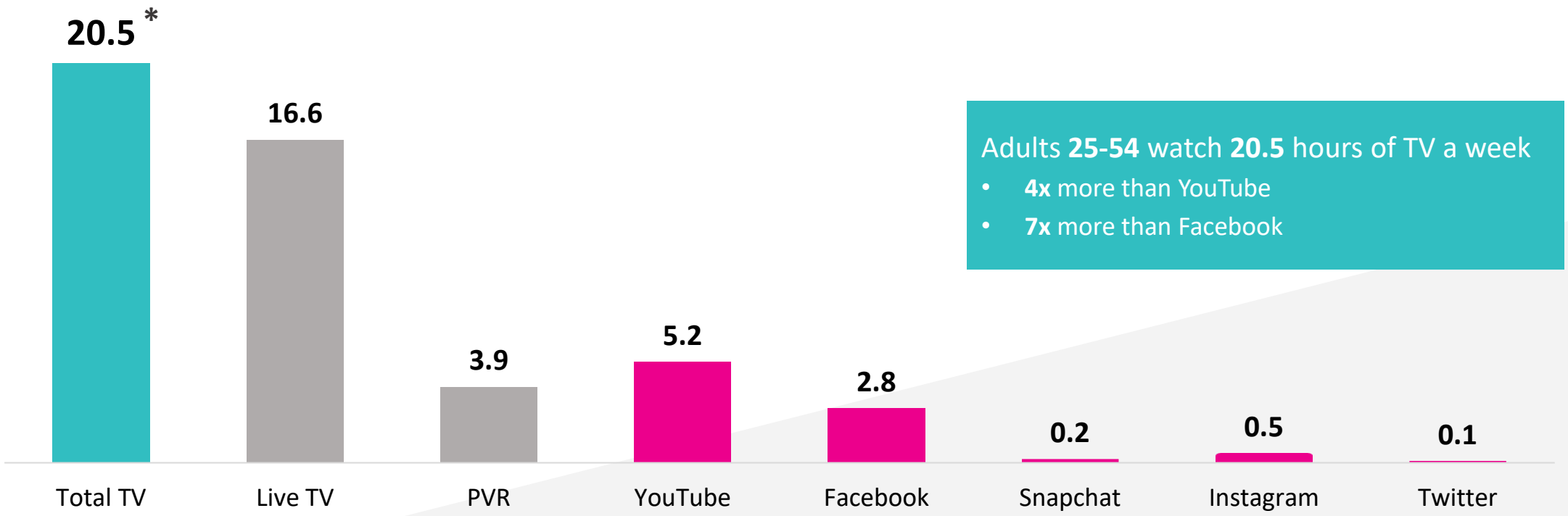
think tv

Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16,2019-May 31, 2020 (Weeks 4-40)| Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020
(Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent

FRANCOPHONES A25-54

AVERAGE WEEKLY HOURS



Adults **25-54** watch **20.5** hours of TV a week

- **4x** more than YouTube
- **7x** more than Facebook

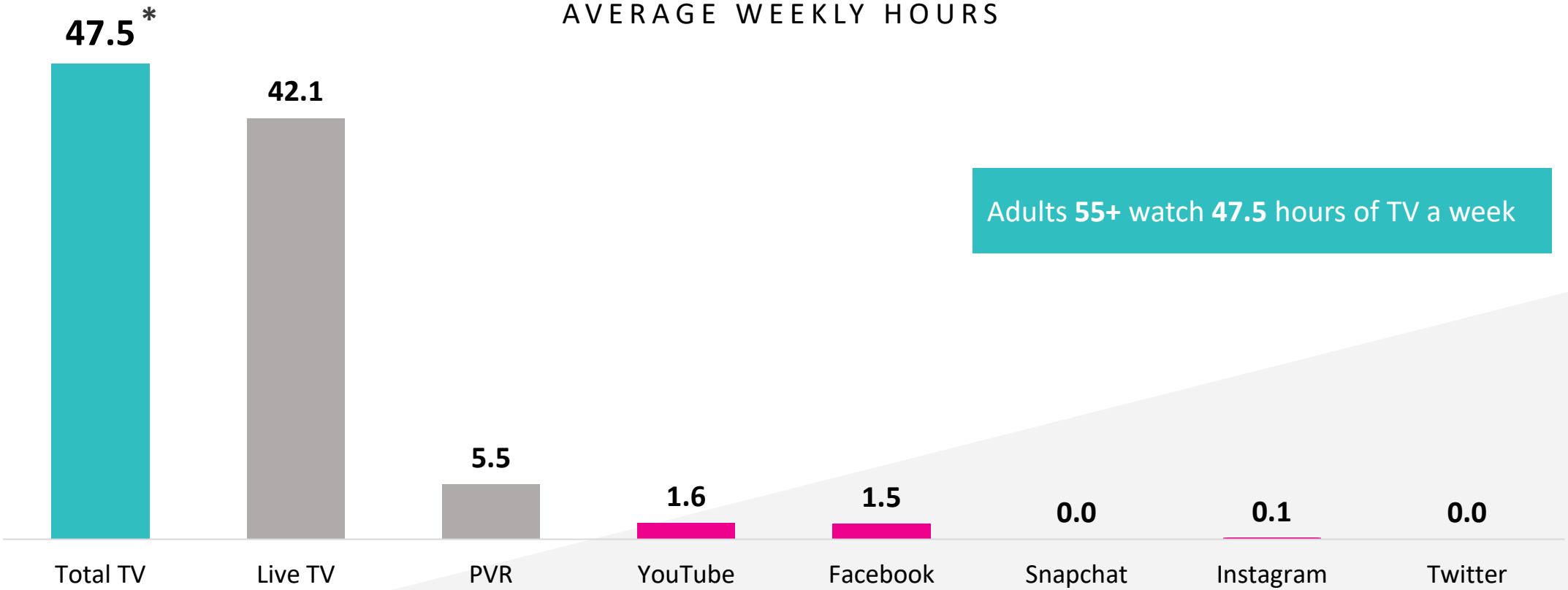
*** 81% of A25-54 TV viewing is LIVE**

Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019–May 31, 2020 (Weeks 4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent

FRANCOPHONES A55+

AVERAGE WEEKLY HOURS



Adults **55+** watch **47.5** hours of TV a week

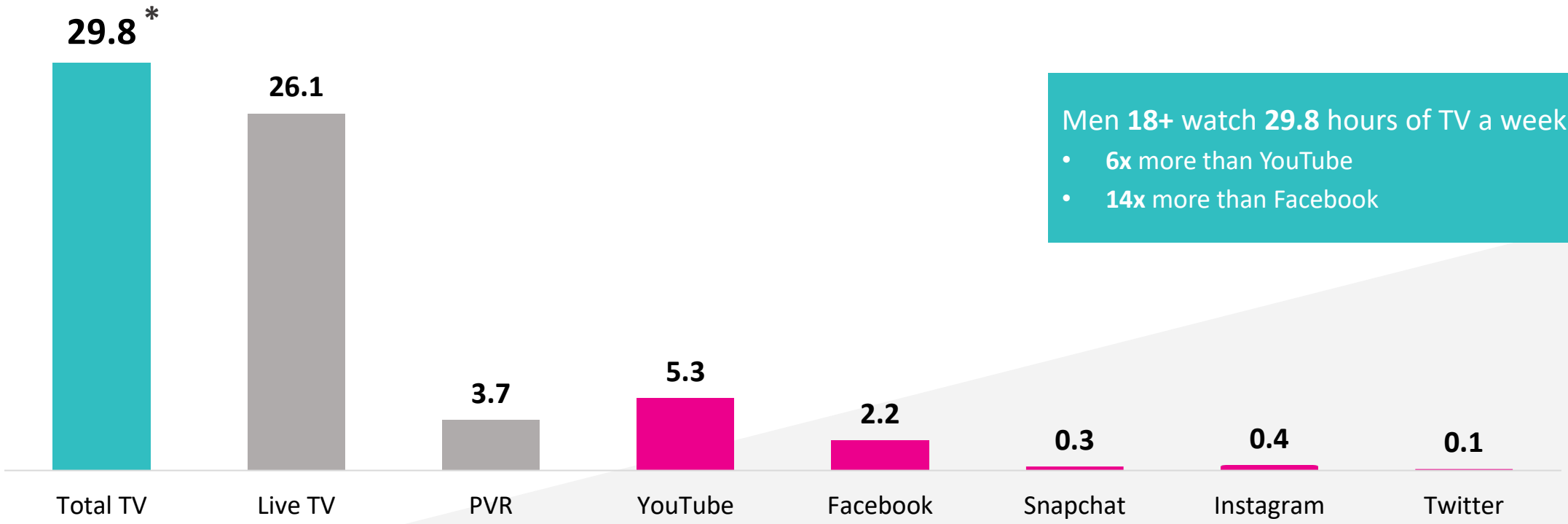
*** 88% of A55+ TV viewing is LIVE**

Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020(Weeks 4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent

FRANCOPHONES M18+

AVERAGE WEEKLY HOURS



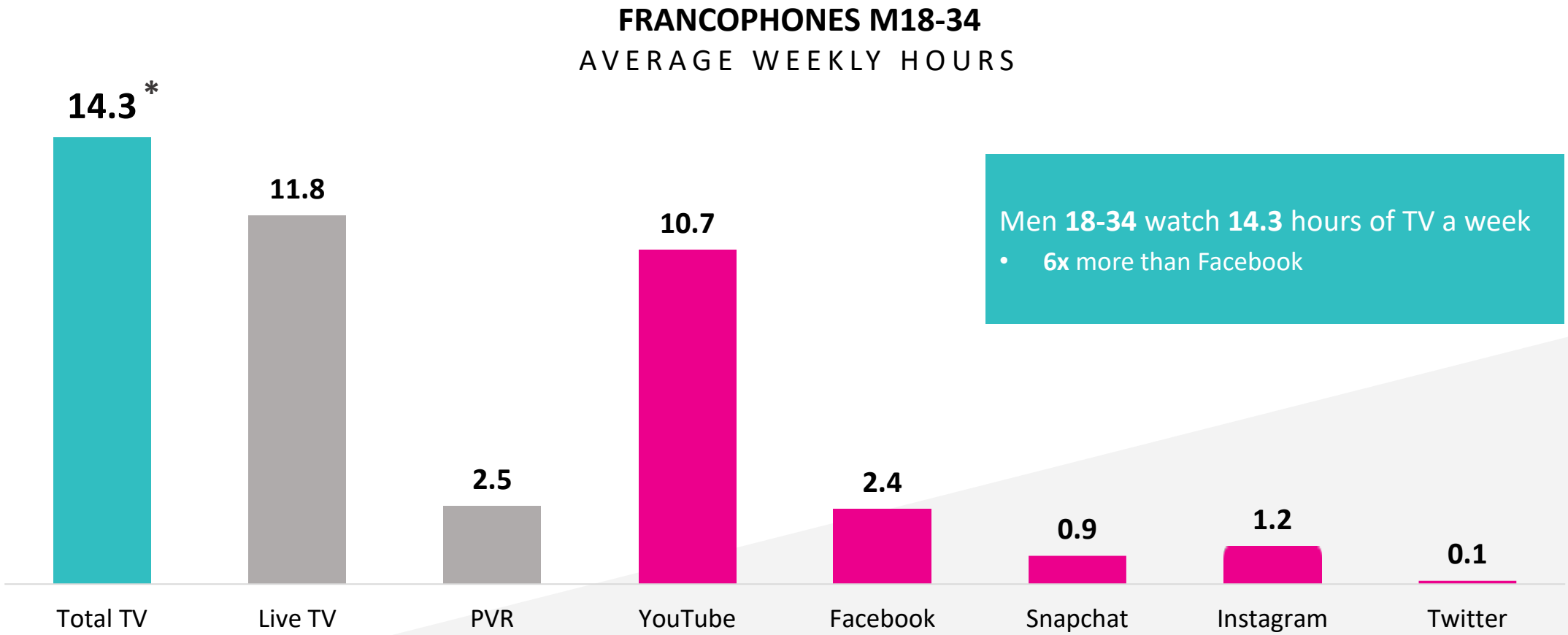
Men **18+** watch **29.8** hours of TV a week

- **6x** more than YouTube
- **14x** more than Facebook

*** 88% of M18+ TV viewing is LIVE**

Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40| Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent

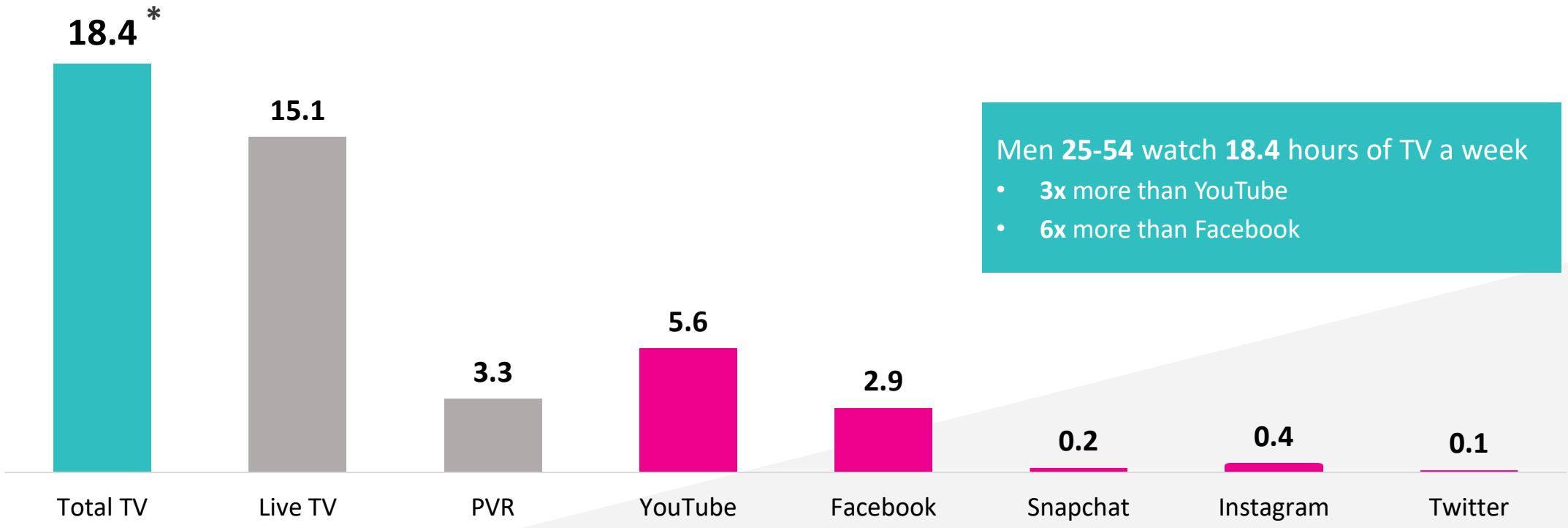


Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31,2020 (Weeks 4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent

FRANCOPHONES M25-54

AVERAGE WEEKLY HOURS



Men **25-54** watch **18.4** hours of TV a week

- **3x** more than YouTube
- **6x** more than Facebook

*** 82% of M25-54 TV viewing is LIVE**

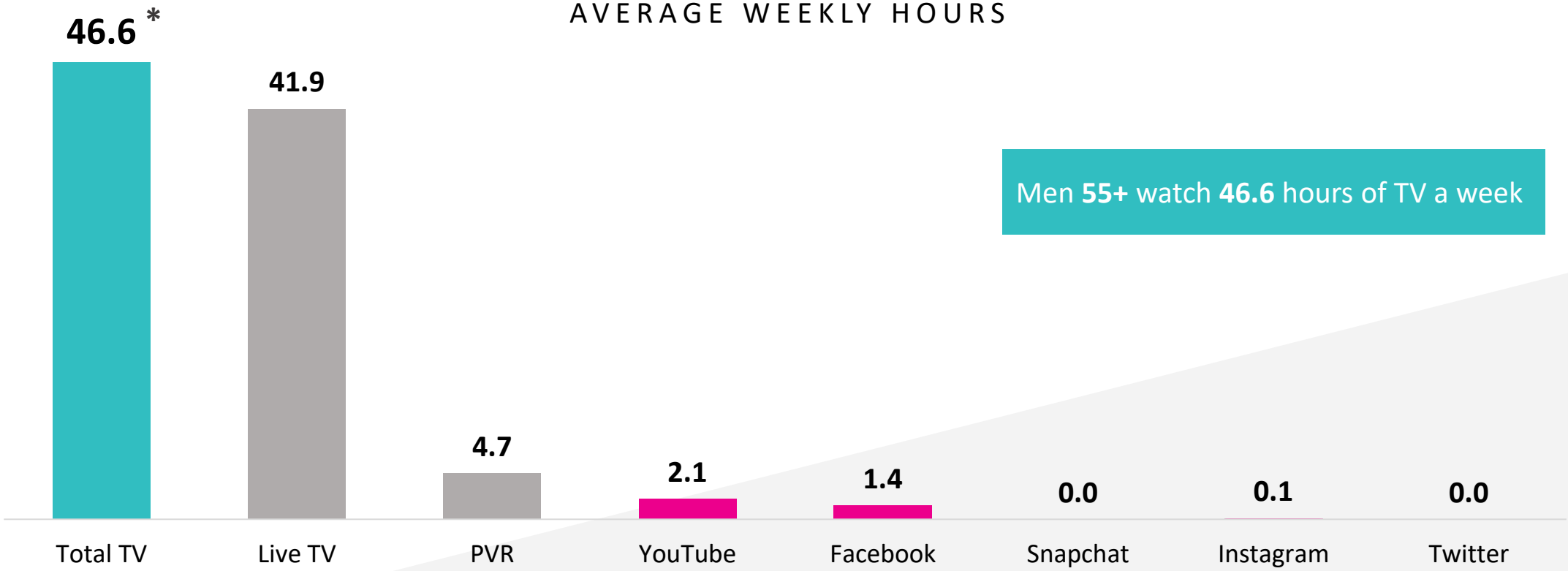
Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

think tv

tv dominates time spent

FRANCOPHONES M55+

AVERAGE WEEKLY HOURS



Men **55+** watch **46.6** hours of TV a week

*** 90% of M55+ TV viewing is LIVE**

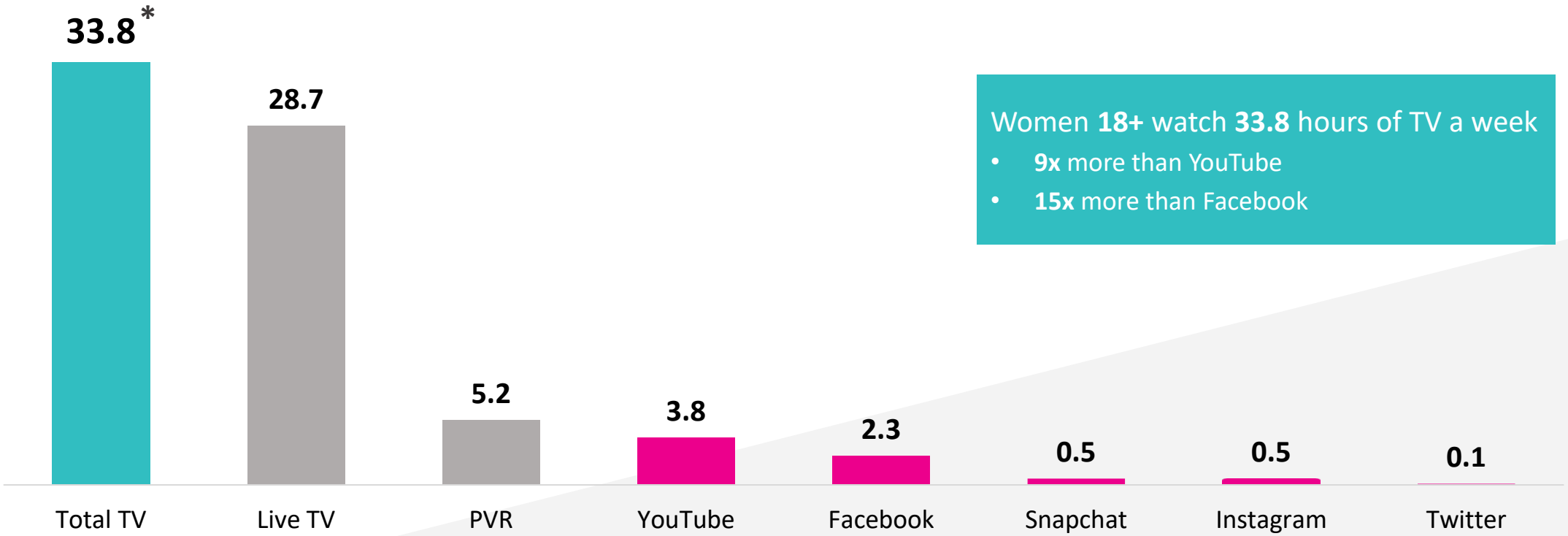
Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Week s4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

think tv

tv dominates time spent

FRANCOPHONES W18+

AVERAGE WEEKLY HOURS



Women **18+** watch **33.8** hours of TV a week

- **9x** more than YouTube
- **15x** more than Facebook

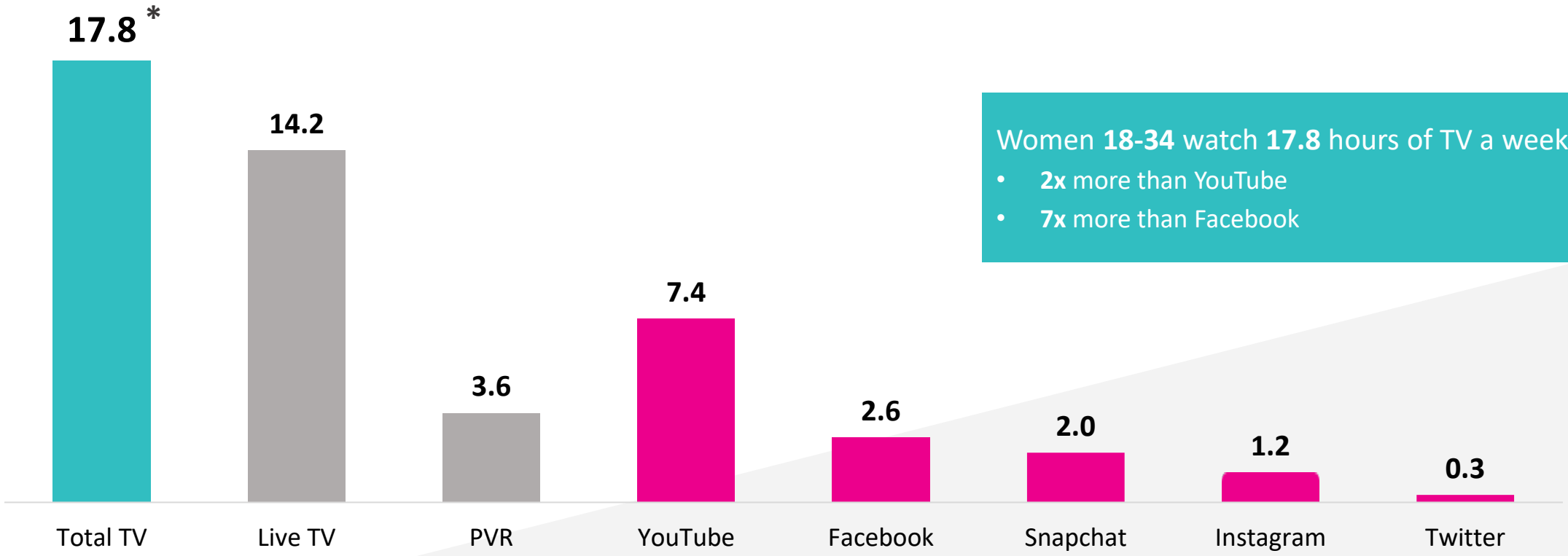
*** 85% of W18+ TV viewing is LIVE**

Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

tv dominates time spent

FRANCOPHONES W18-34

AVERAGE WEEKLY HOURS



Women **18-34** watch **17.8** hours of TV a week

- **2x** more than YouTube
- **7x** more than Facebook

*** 80% of W18-34 TV viewing is LIVE**

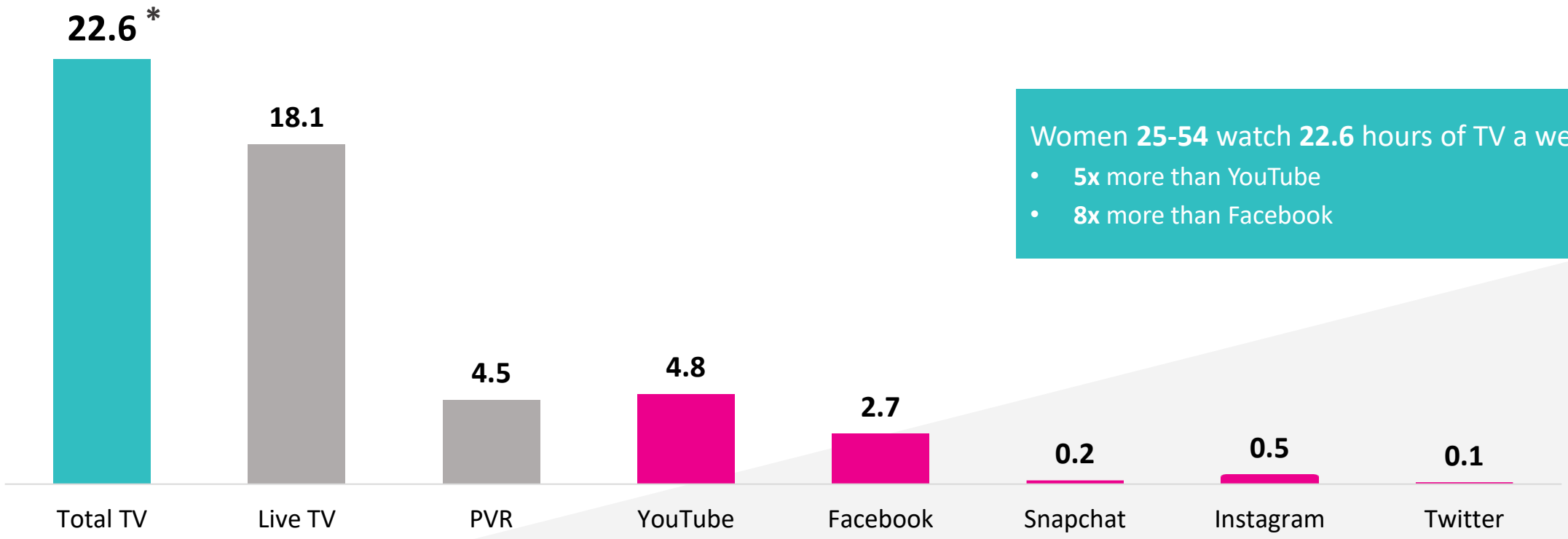
Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

think tv

tv dominates time spent

FRANCOPHONES W25-54

AVERAGE WEEKLY HOURS



Women **25-54** watch **22.6** hours of TV a week

- **5x** more than YouTube
- **8x** more than Facebook

*** 80% of W25-54 TV viewing is LIVE**

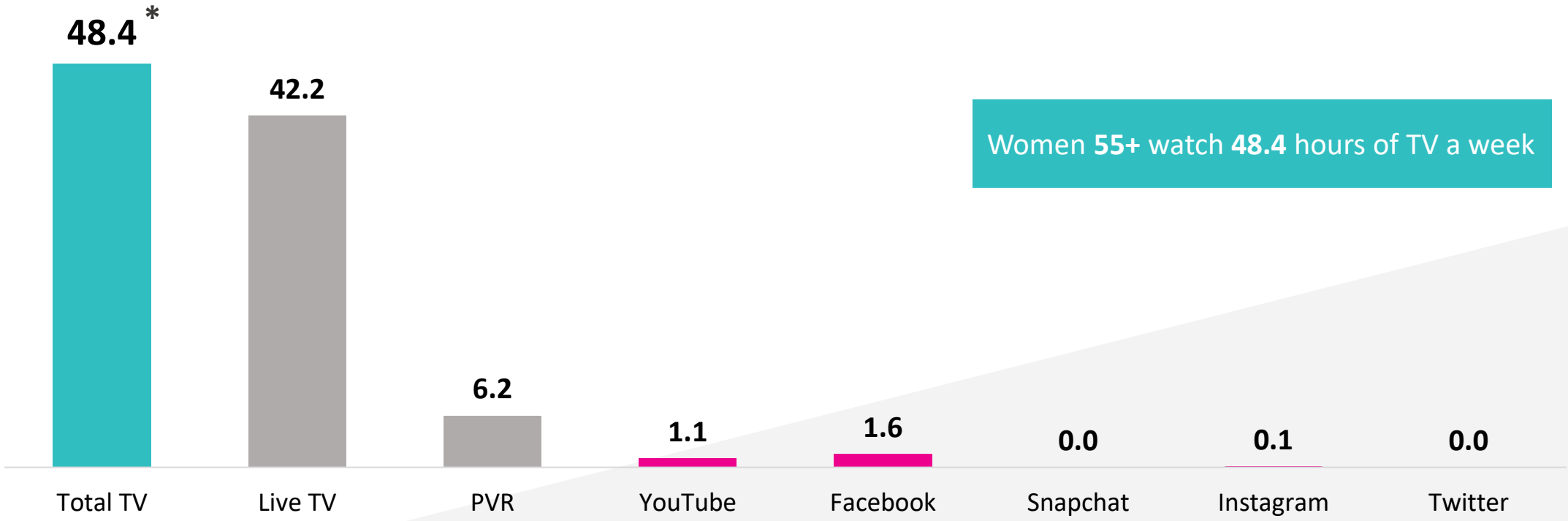
Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

think tv

tv dominates time spent

FRANCOPHONES W55+

AVERAGE WEEKLY HOURS



Women **55+** watch **48.4** hours of TV a week

*** 87% of W55+ TV viewing is LIVE**

Source: Total TV, Live TV, PVR: Numeris, PPM, Quebec Franco, All Locations, Mo-Su 2a-2a, Sept 16, 2019-May 31, 2020 (Weeks 4-40) | Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc., YouTube: comScore Media Metrix Multi-Platform, Total Quebec, Sept 2019 - Apr 2020 (Weighting of 1.2x has been used for YouTube MMX data as there is no VMX data available) | (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

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