

A person is seen from behind, sitting on a couch and watching a television. The television screen shows a woman in a dark jacket. The room is dimly lit, and the overall tone is muted. The text 'screen time' is overlaid on the left side of the image.

screen time

think^{tv}

total Canada

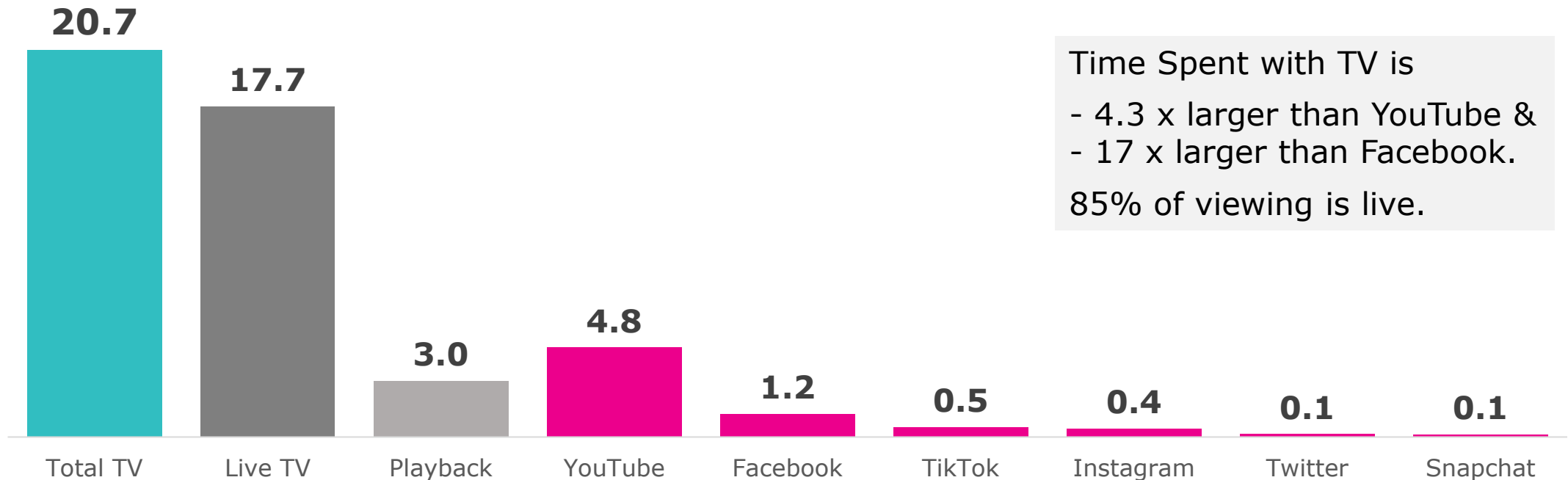
ADULTS/MEN/WOMEN

Canadians watch a lot of



A18+

AVERAGE WEEKLY HOURS



Time Spent with TV is
- 4.3 x larger than YouTube &
- 17 x larger than Facebook.
85% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

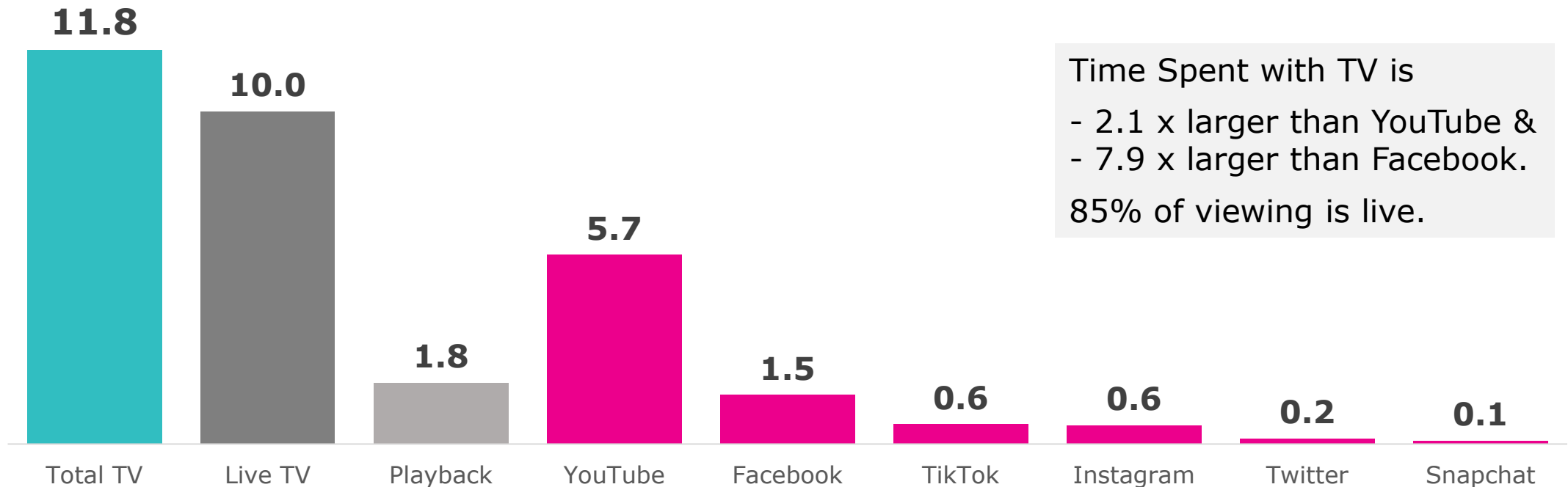


Canadians watch a lot of



A25-54

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 2.1 x larger than YouTube &
- 7.9 x larger than Facebook.

85% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

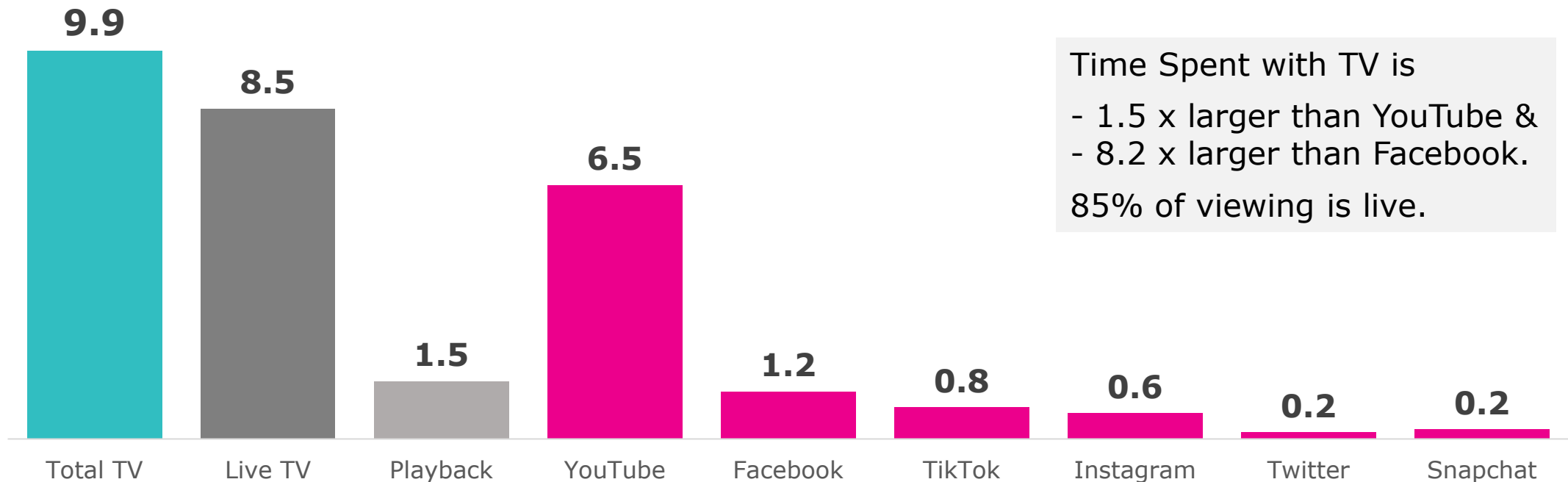


Canadians watch a lot of



A18-49

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 1.5 x larger than YouTube &
- 8.2 x larger than Facebook.

85% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

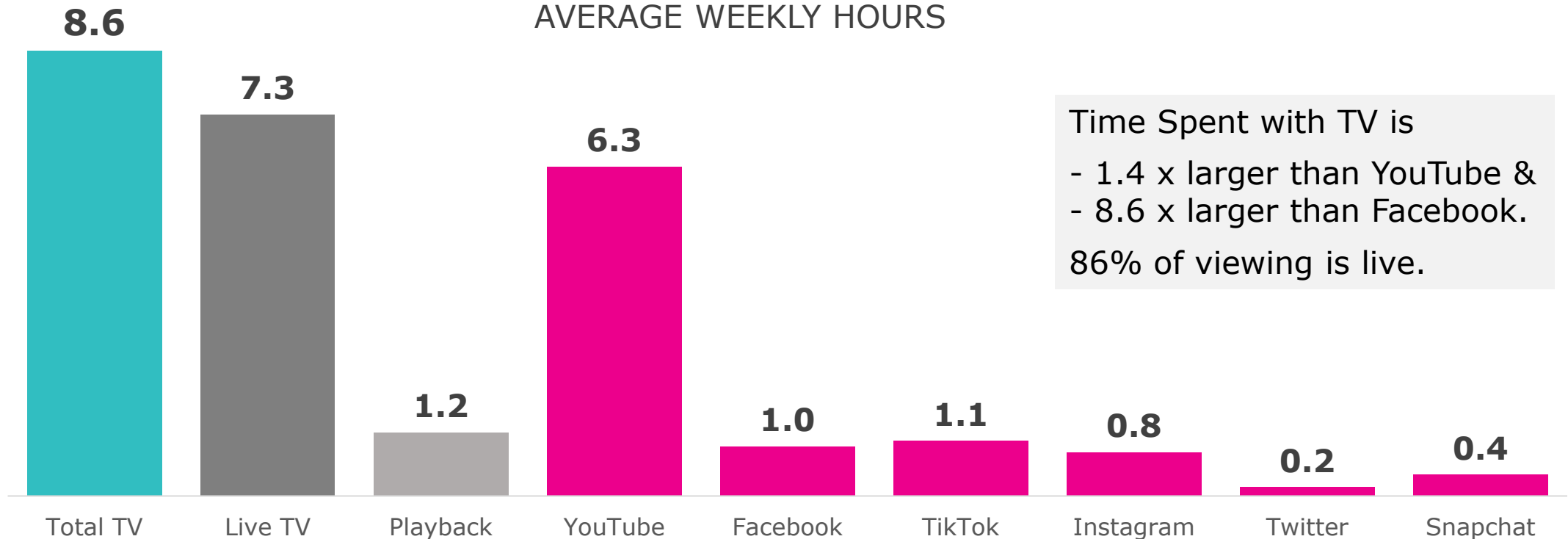


Canadians watch a lot of



A18-34

AVERAGE WEEKLY HOURS



Time Spent with TV is
- 1.4 x larger than YouTube &
- 8.6 x larger than Facebook.
86% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

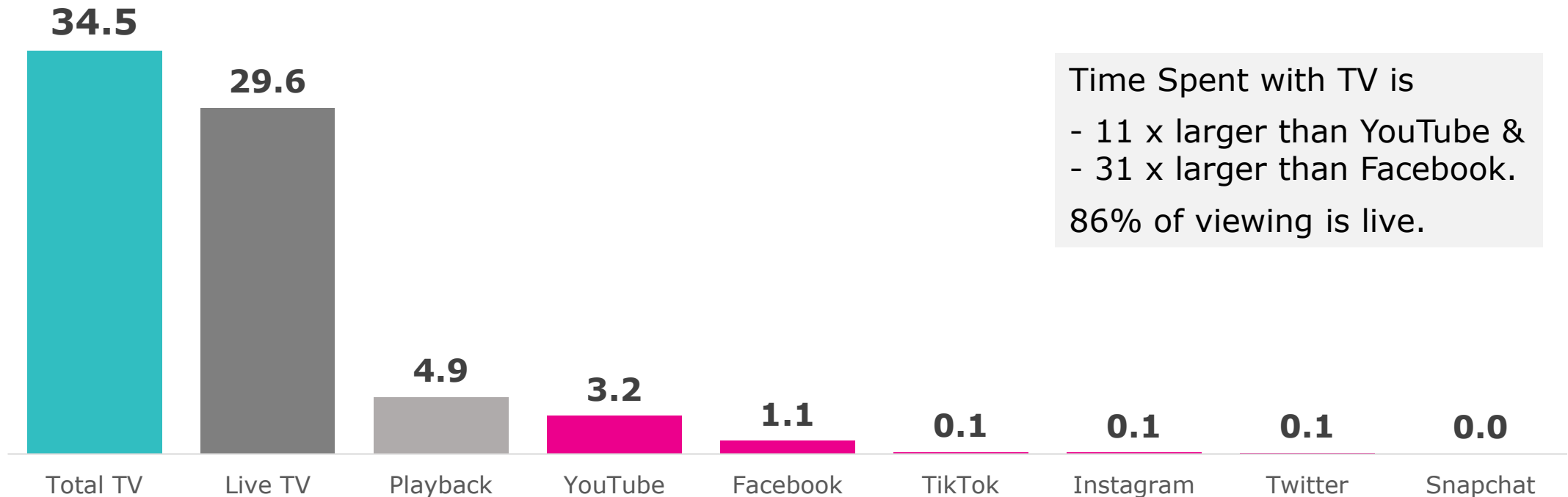


Canadians watch a lot of



A55+

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 11 x larger than YouTube &
- 31 x larger than Facebook.

86% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

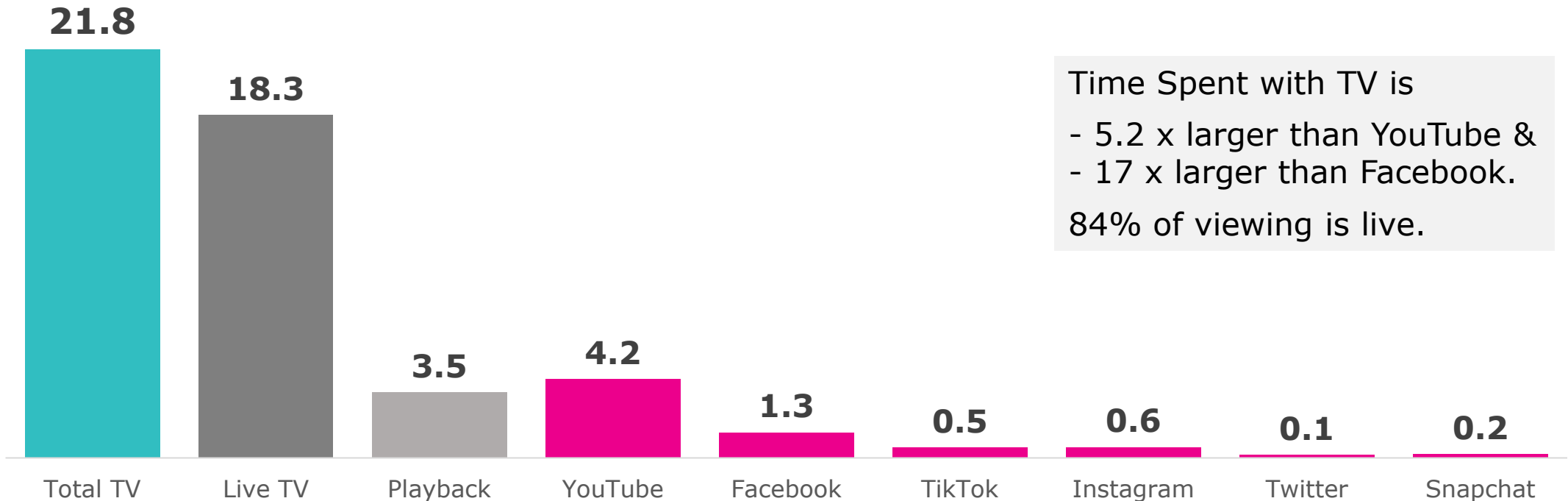


Canadians watch a lot of



W18+

AVERAGE WEEKLY HOURS



Time Spent with TV is
- 5.2 x larger than YouTube &
- 17 x larger than Facebook.
84% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

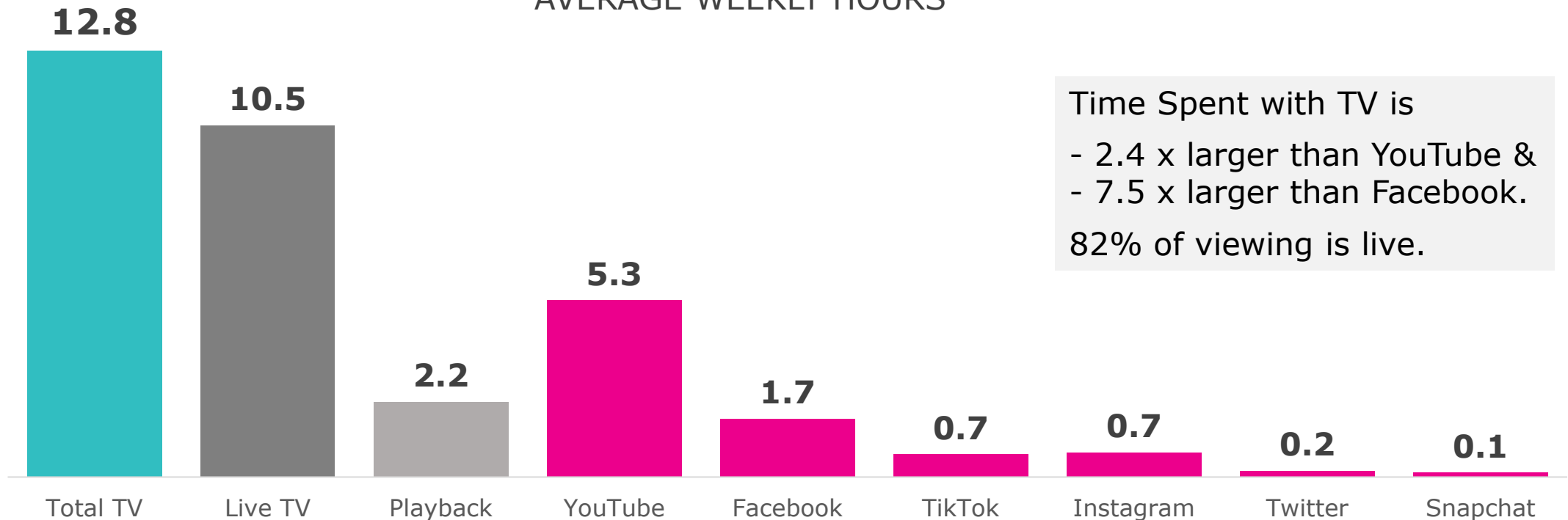


Canadians watch a lot of



W25-54

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 2.4 x larger than YouTube &
- 7.5 x larger than Facebook.

82% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

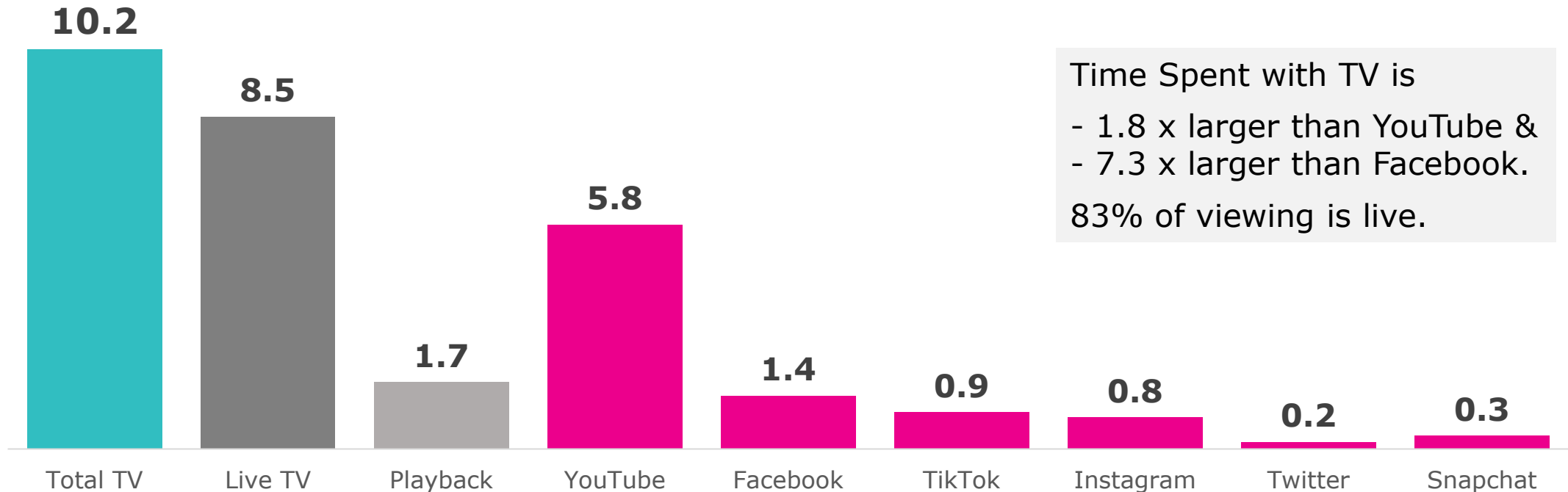


Canadians watch a lot of



W18-49

AVERAGE WEEKLY HOURS



Time Spent with TV is
- 1.8 x larger than YouTube &
- 7.3 x larger than Facebook.
83% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

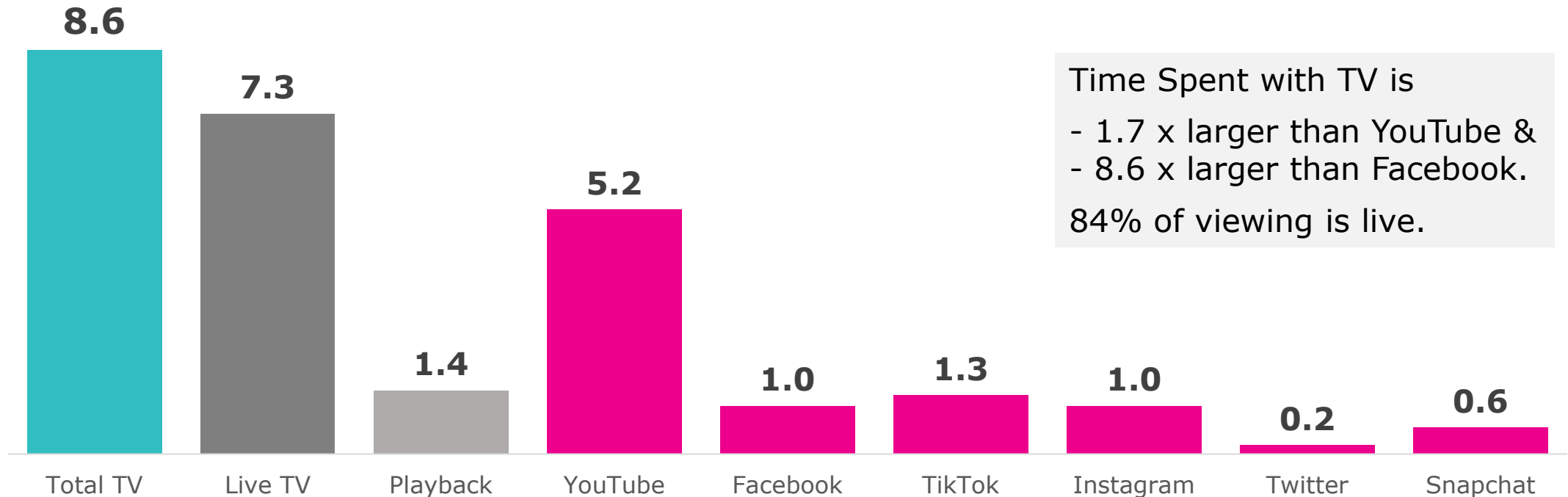


Canadians watch a lot of



W18-34

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 1.7 x larger than YouTube &
- 8.6 x larger than Facebook.

84% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

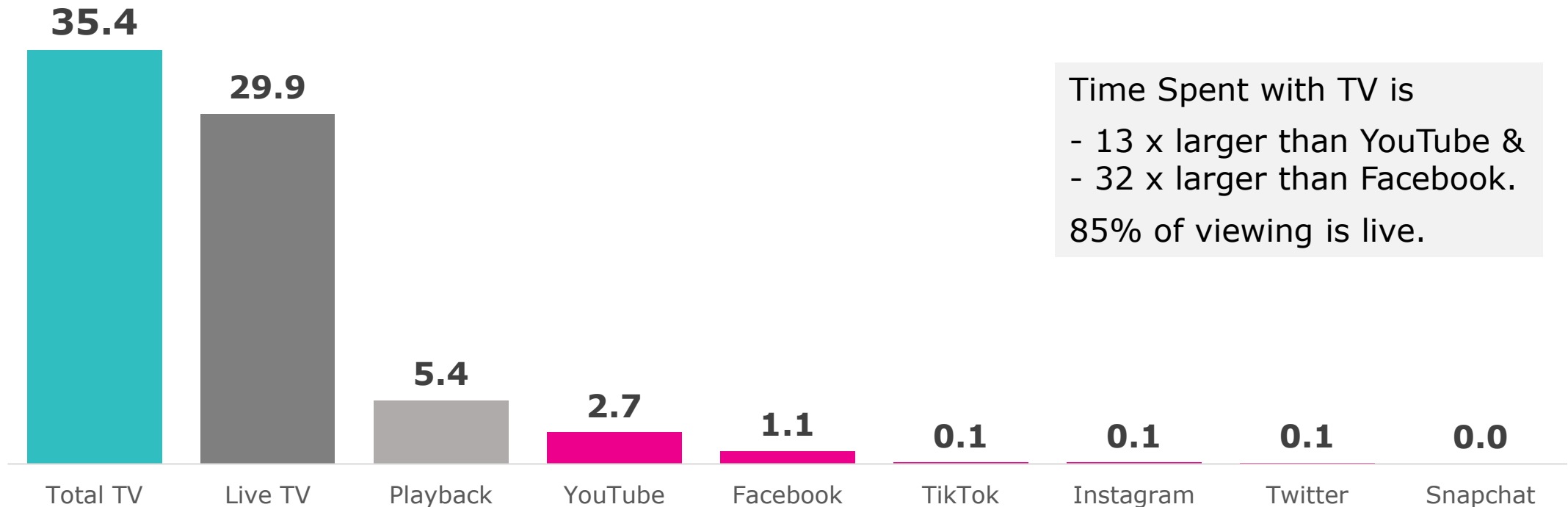


Canadians watch a lot of



W55+

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 13 x larger than YouTube &
- 32 x larger than Facebook.

85% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

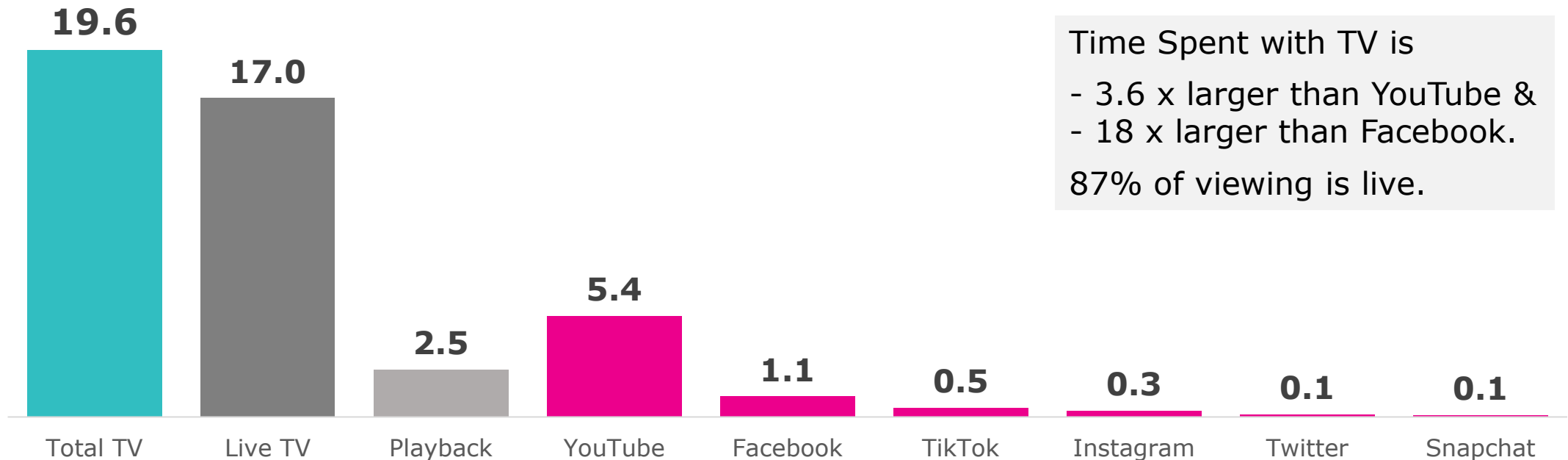


Canadians watch a lot of



M18+

AVERAGE WEEKLY HOURS



Time Spent with TV is
- 3.6 x larger than YouTube &
- 18 x larger than Facebook.
87% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

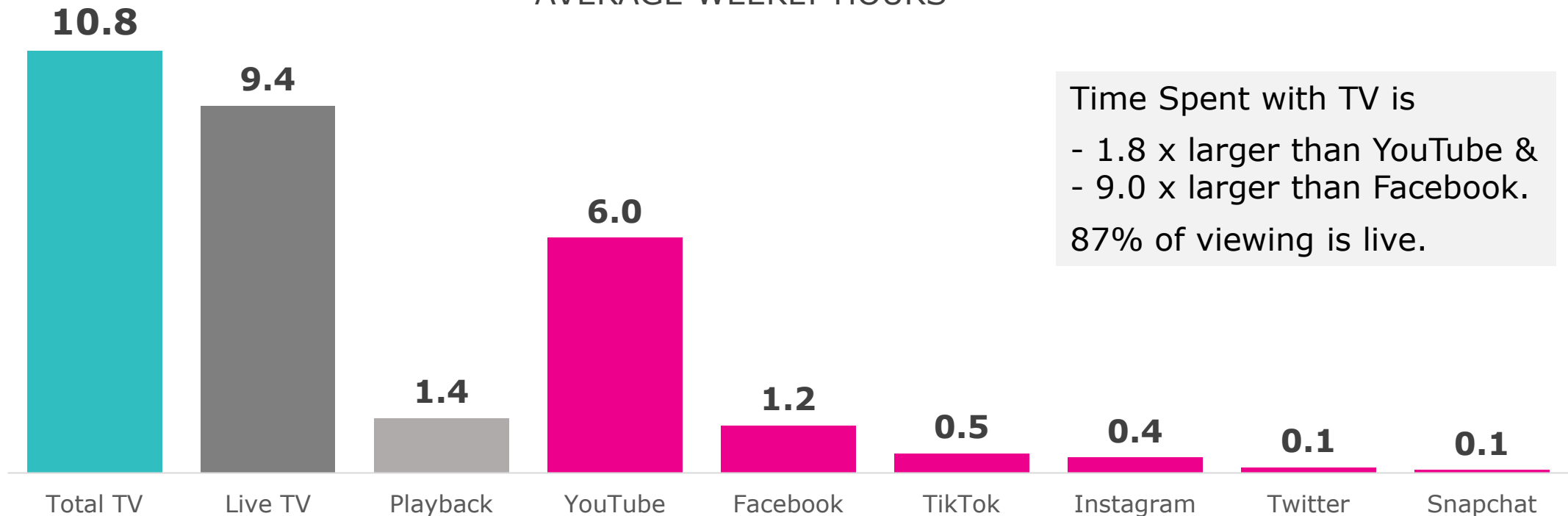


Canadians watch a lot of



M25-54

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 1.8 x larger than YouTube &
- 9.0 x larger than Facebook.

87% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

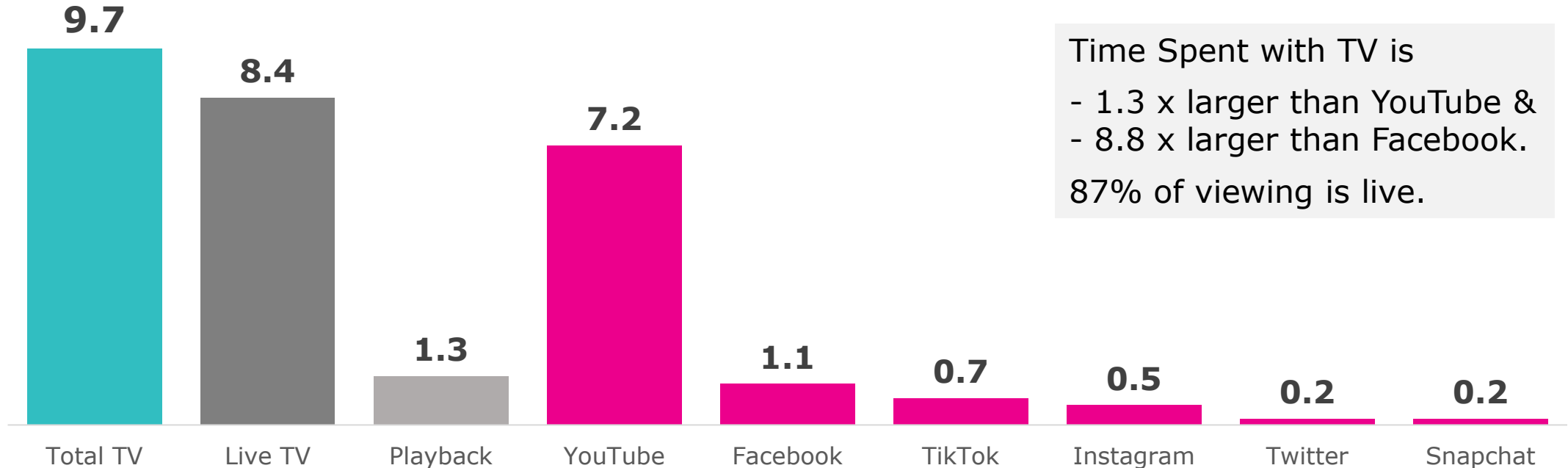


Canadians watch a lot of



M18-49

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 1.3 x larger than YouTube &
- 8.8 x larger than Facebook.

87% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

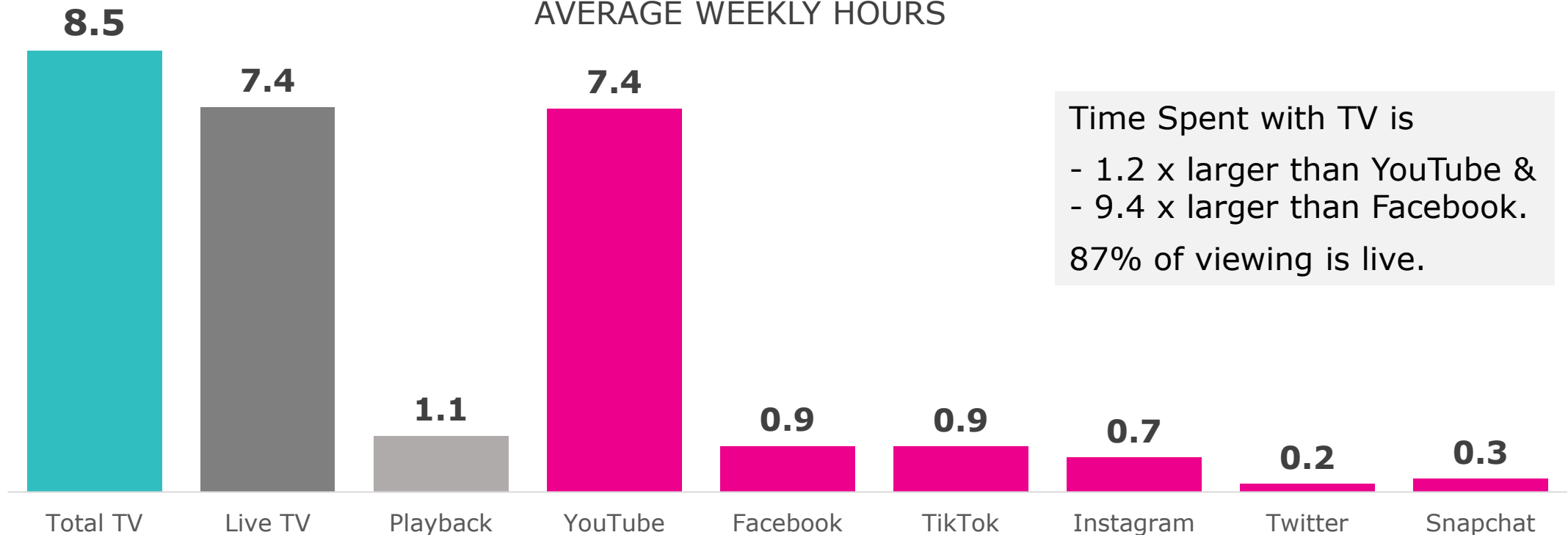


Canadians watch a lot of



M18-34

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 1.2 x larger than YouTube &
- 9.4 x larger than Facebook.

87% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

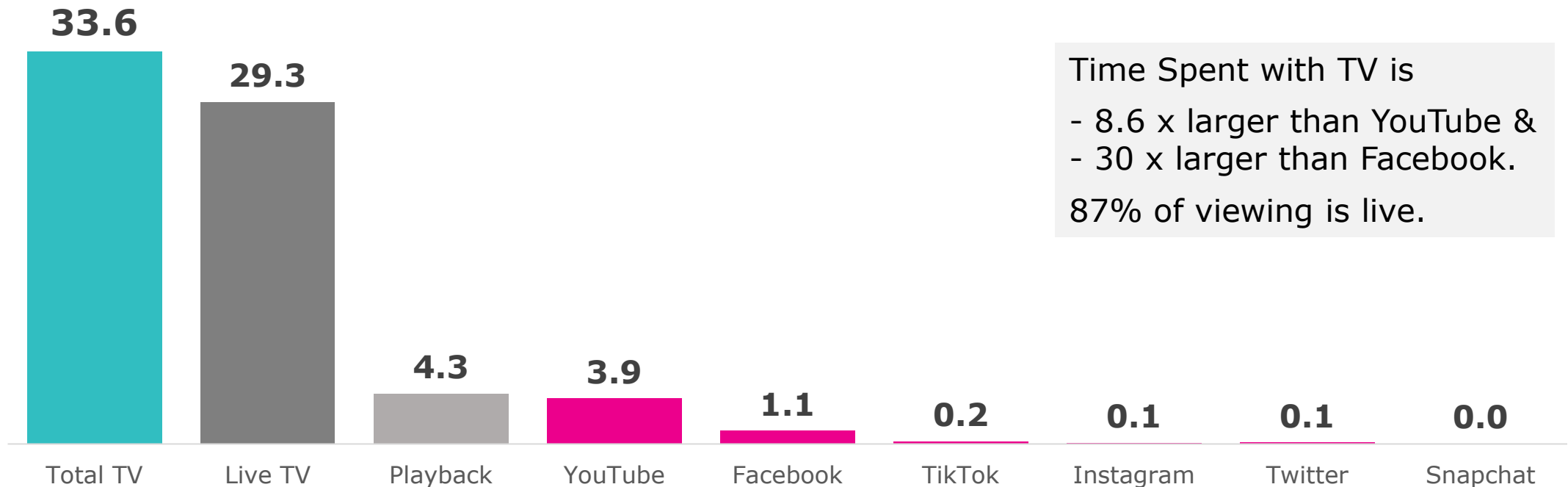


Canadians watch a lot of



M55+

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 8.6 x larger than YouTube &
- 30 x larger than Facebook.

87% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.



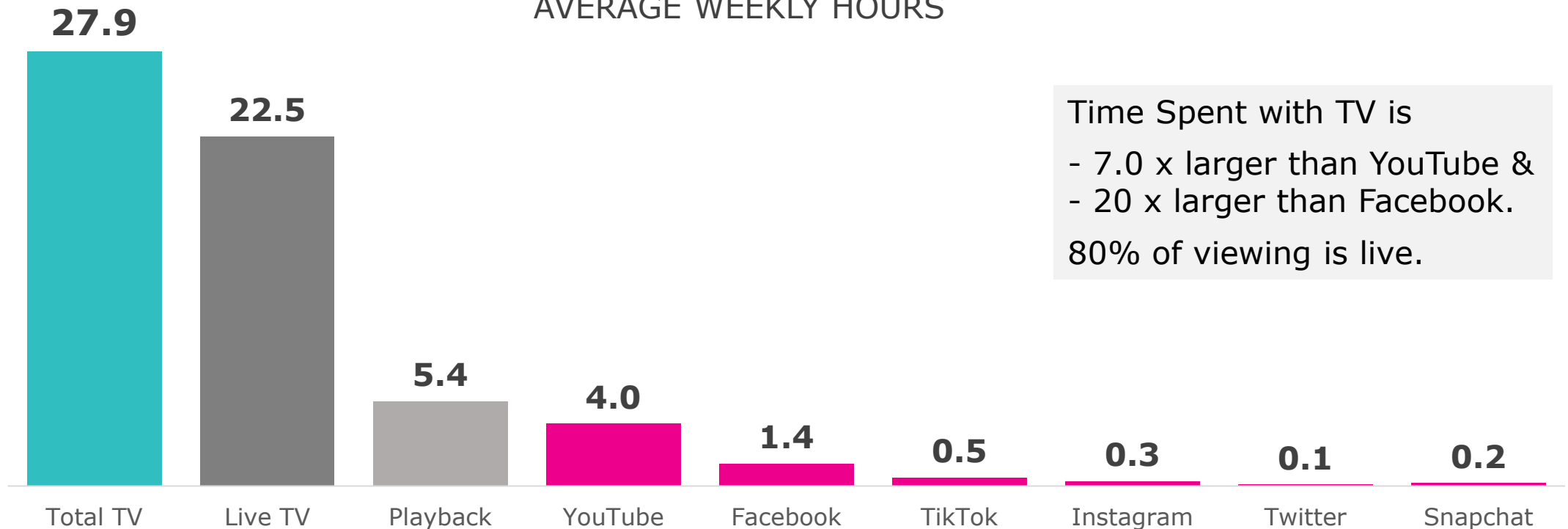
French / Quebec Franco

ADULTS/MEN/WOMEN

Francophones watch a lot of

A18+

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 7.0 x larger than YouTube &
- 20 x larger than Facebook.

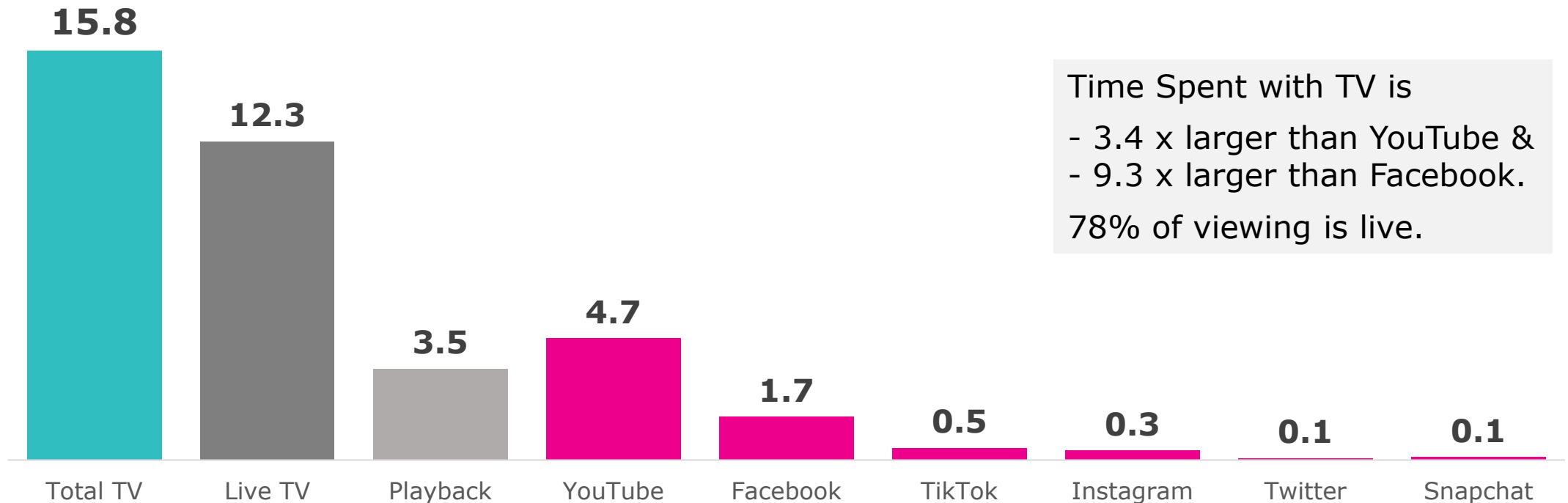
80% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

A25-54

AVERAGE WEEKLY HOURS



Time Spent with TV is

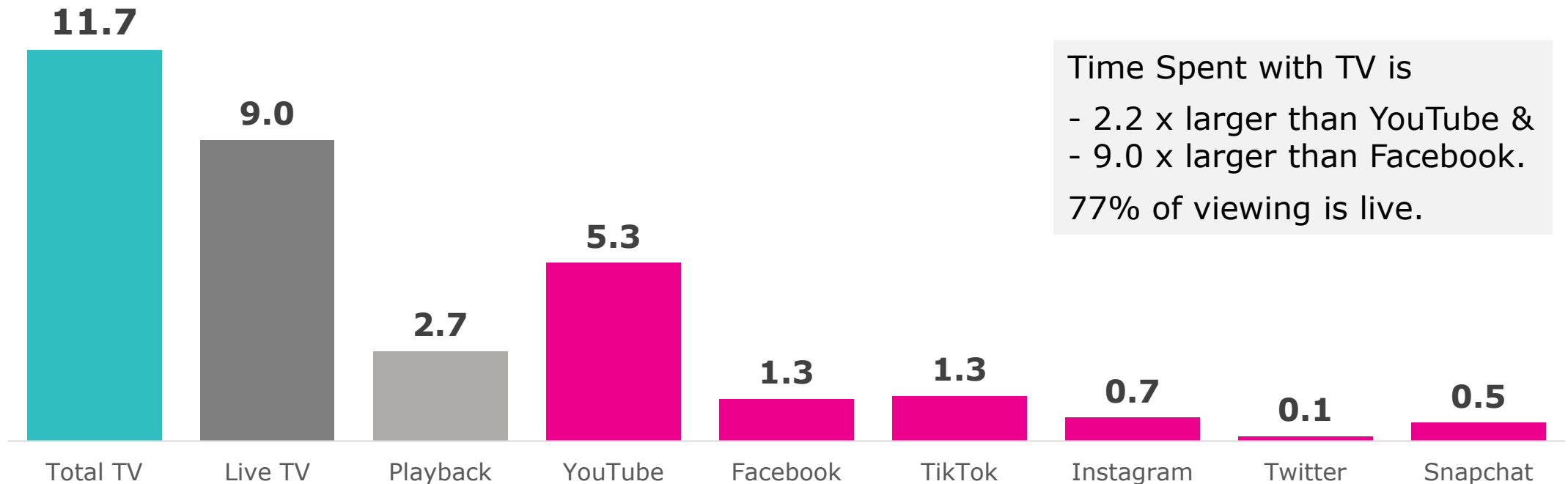
- 3.4 x larger than YouTube &
 - 9.3 x larger than Facebook.
- 78% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

A18-34

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 2.2 x larger than YouTube &
- 9.0 x larger than Facebook.

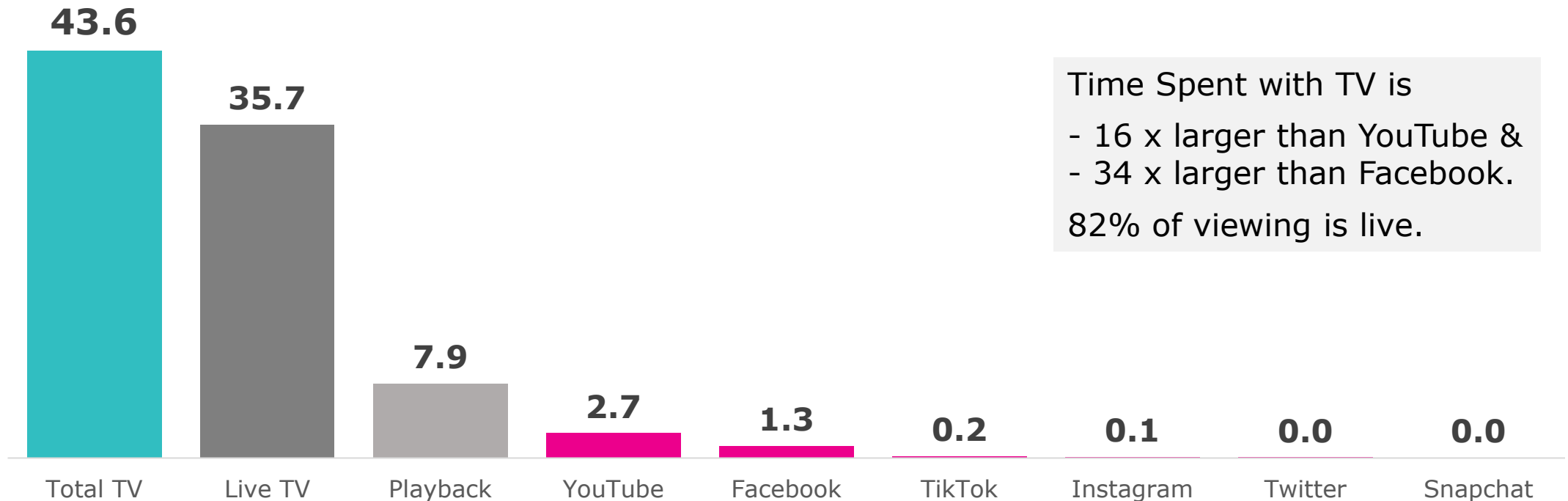
77% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

A55+

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 16 x larger than YouTube &
- 34 x larger than Facebook.

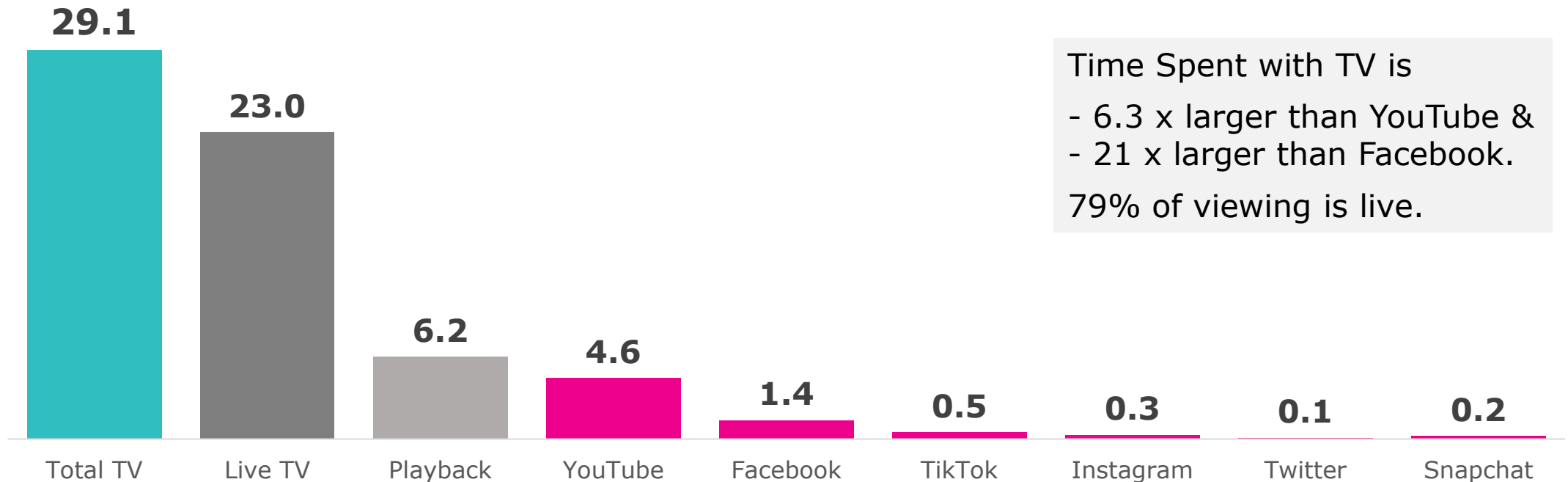
82% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

W18+

AVERAGE WEEKLY HOURS



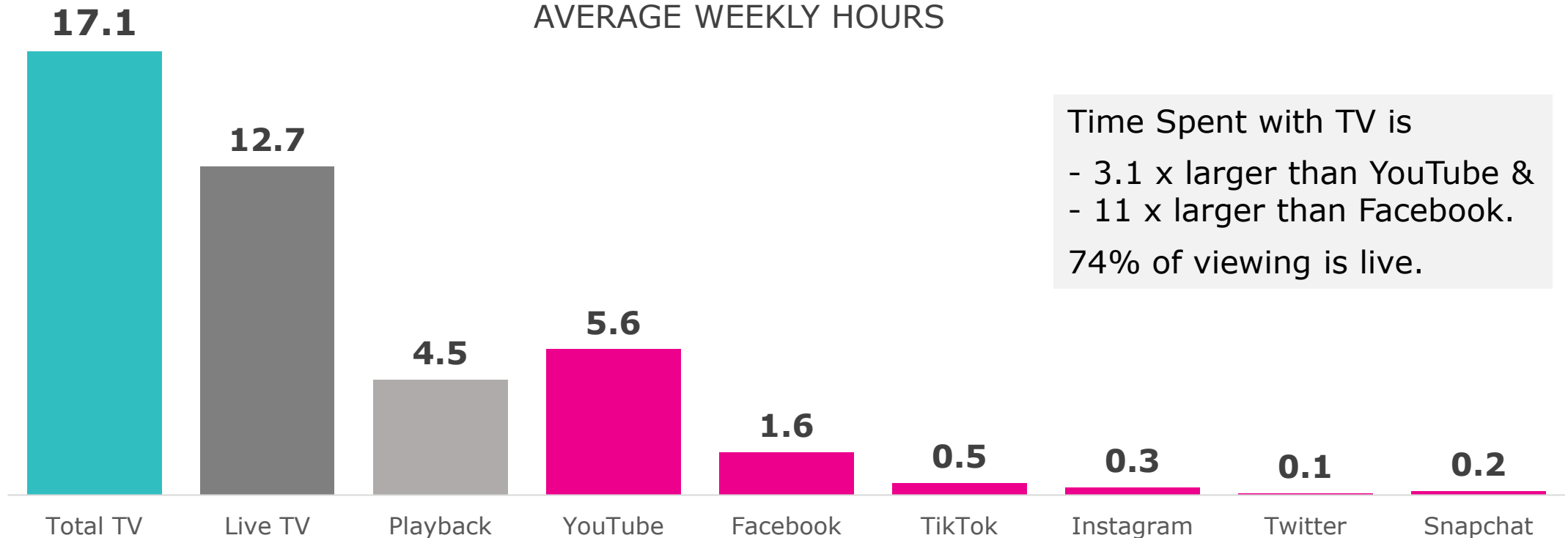
Time Spent with TV is
- 6.3 x larger than YouTube &
- 21 x larger than Facebook.
79% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

W25-54

AVERAGE WEEKLY HOURS



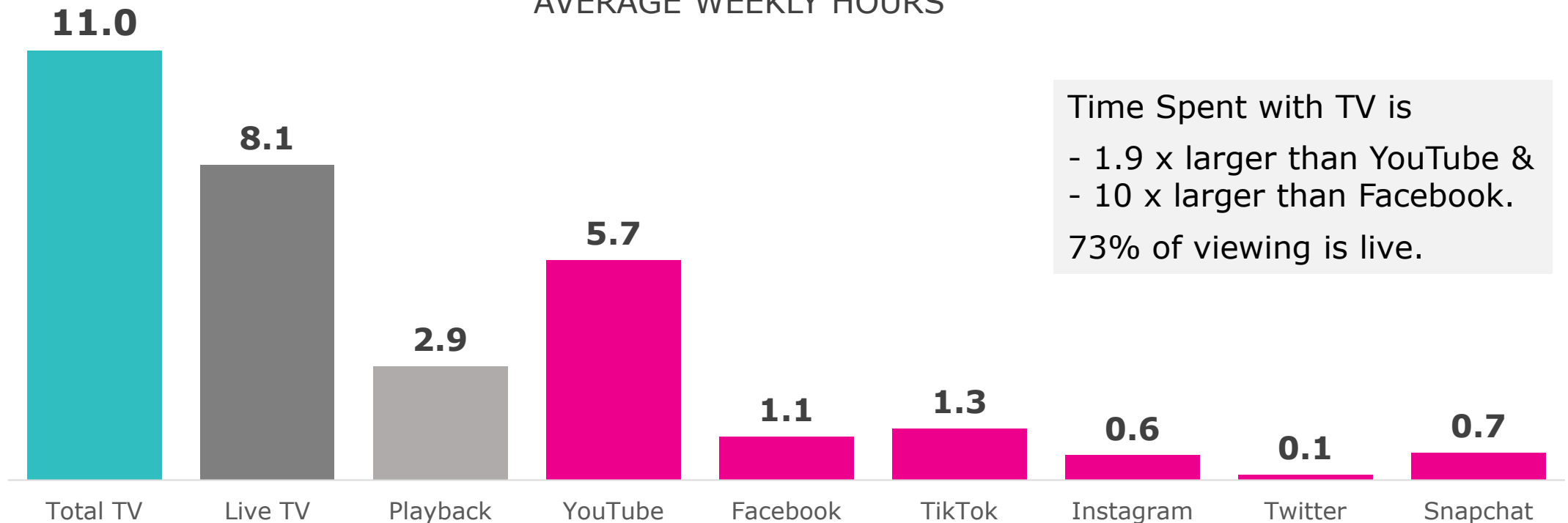
Time Spent with TV is
- 3.1 x larger than YouTube &
- 11 x larger than Facebook.
74% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

W18-34

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 1.9 x larger than YouTube &
- 10 x larger than Facebook.

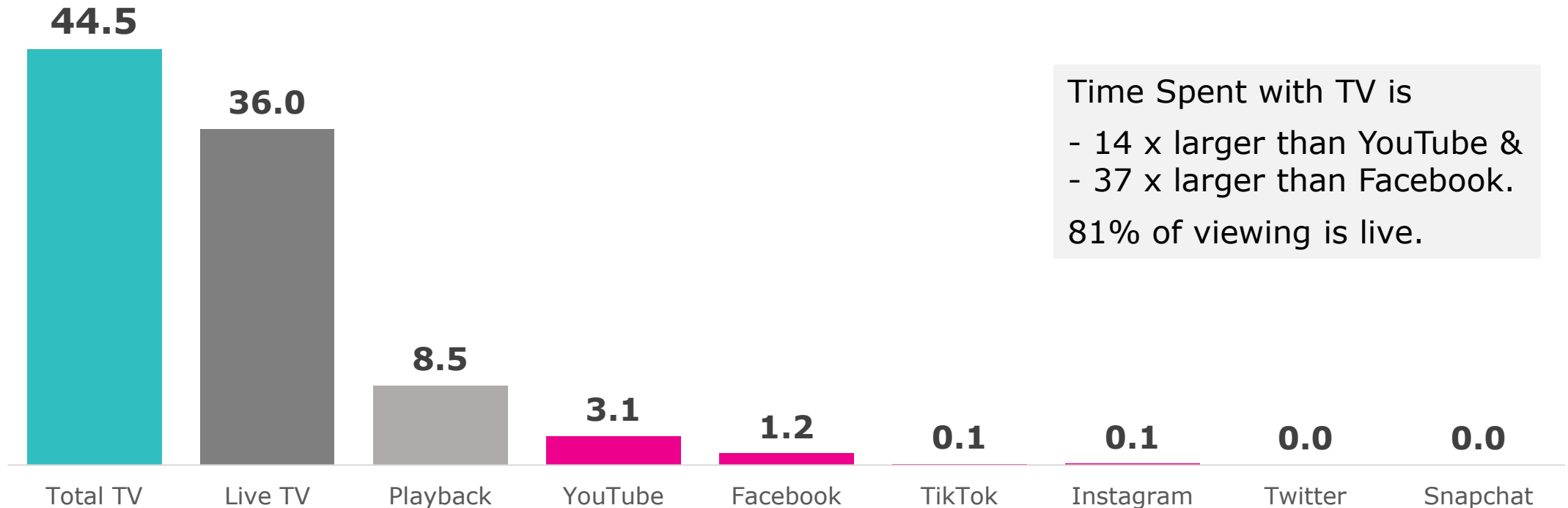
73% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

W55+

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 14 x larger than YouTube &
- 37 x larger than Facebook.

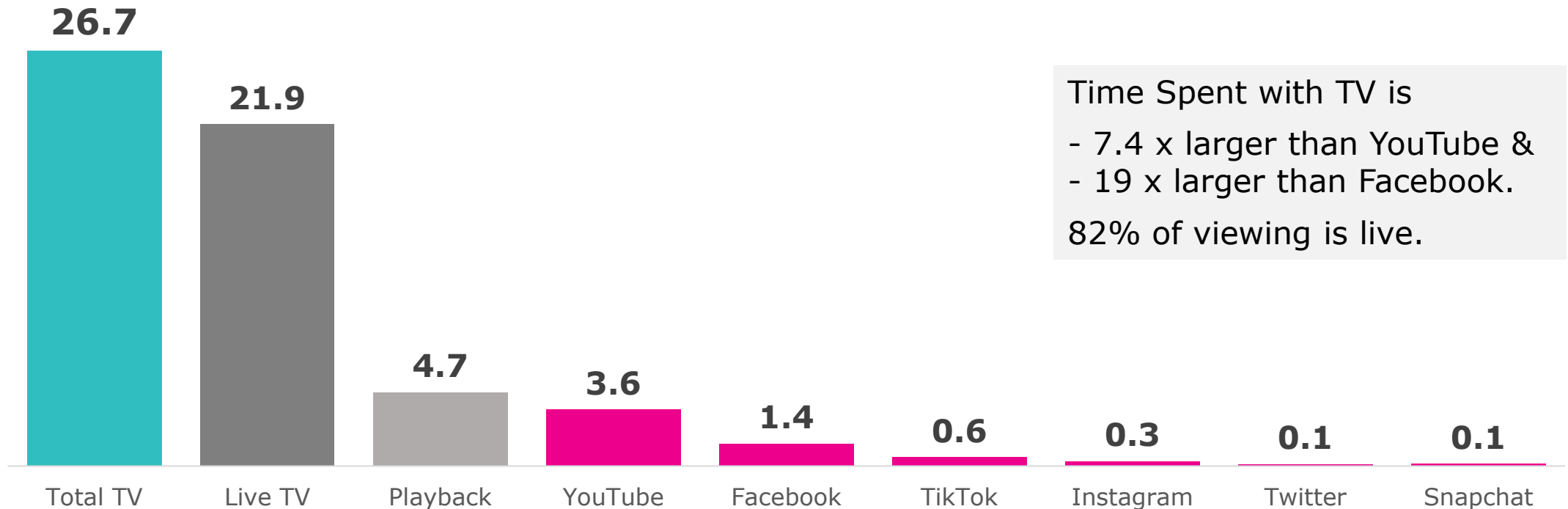
81% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

M18+

AVERAGE WEEKLY HOURS



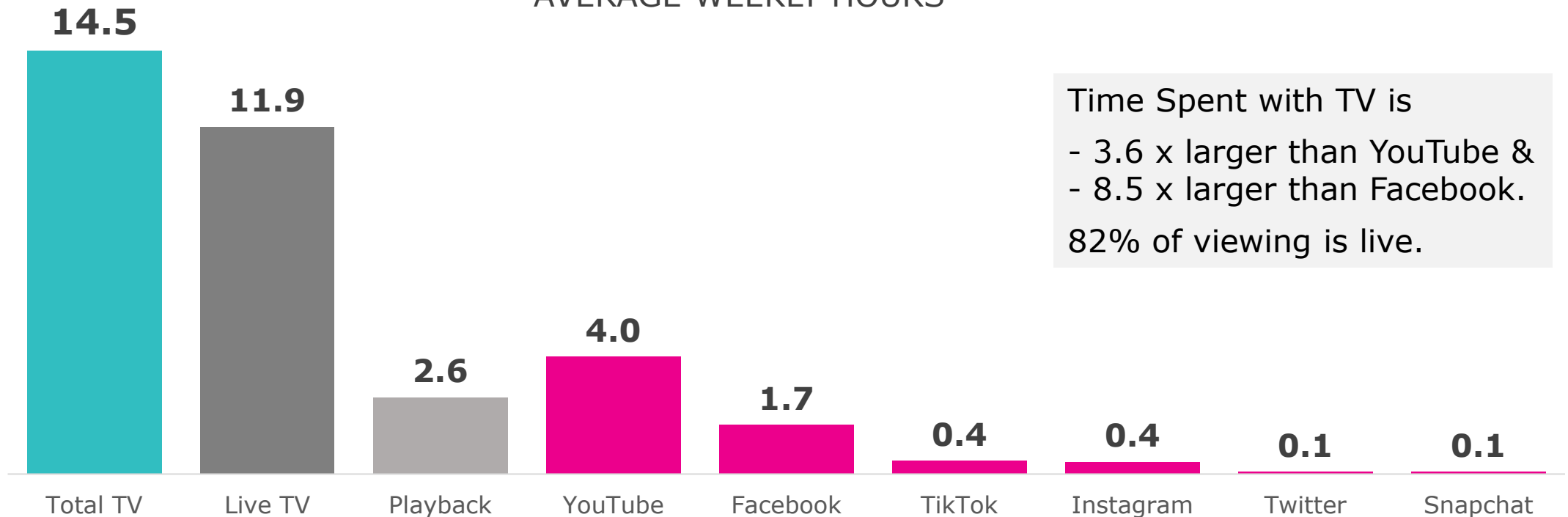
Time Spent with TV is
- 7.4 x larger than YouTube &
- 19 x larger than Facebook.
82% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

M25-54

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 3.6 x larger than YouTube &
- 8.5 x larger than Facebook.

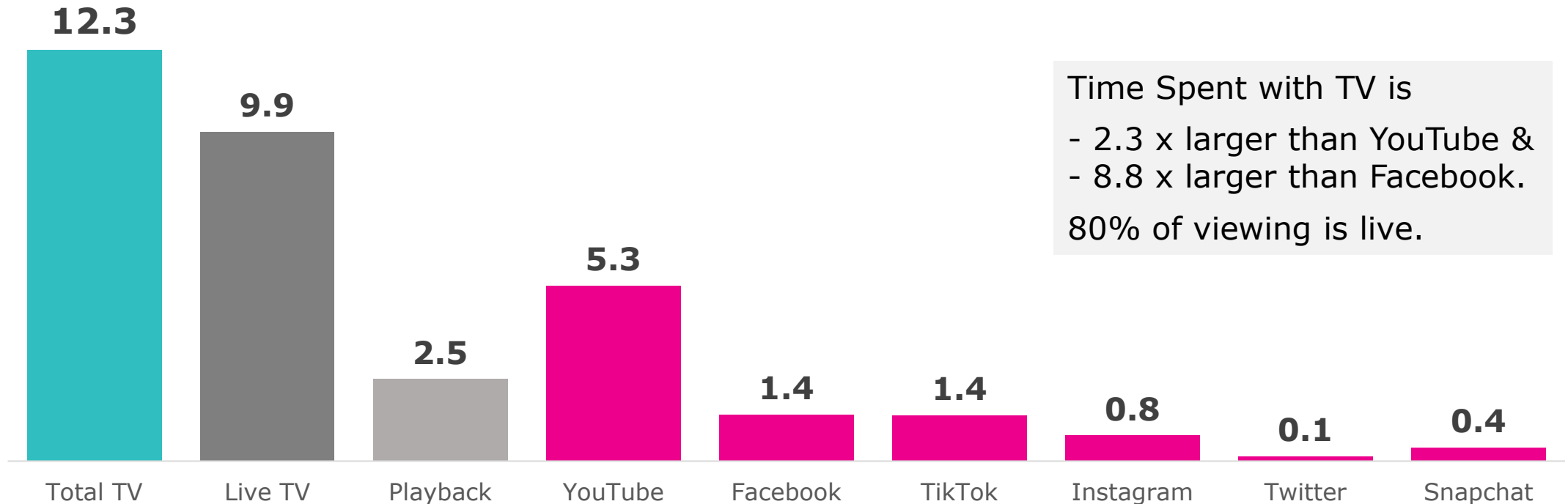
82% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

M18-34

AVERAGE WEEKLY HOURS



Time Spent with TV is

- 2.3 x larger than YouTube &
- 8.8 x larger than Facebook.

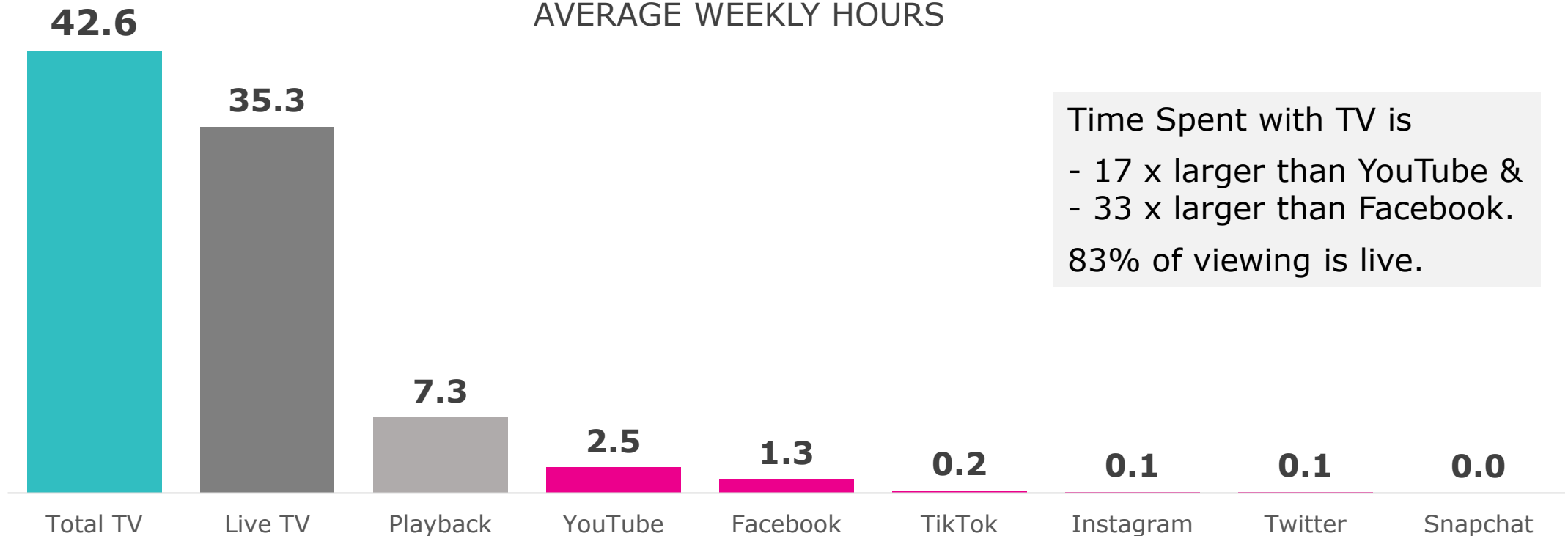
80% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Francophones watch a lot of

M55+

AVERAGE WEEKLY HOURS



Time Spent with TV is
- 17 x larger than YouTube &
- 33 x larger than Facebook.
83% of viewing is live.

Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

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