



# screen time

think<sup>tv</sup>

# total Canada

ADULTS/MEN/WOMEN

Numeris PPM

# Ontario

includes streaming

Numeris VAM

# Quebec Franco / Quebec

ADULTS/MEN/WOMEN

Numeris PPM

# Quebec Franco

includes streaming

Numeris VAM

# **total Canada**

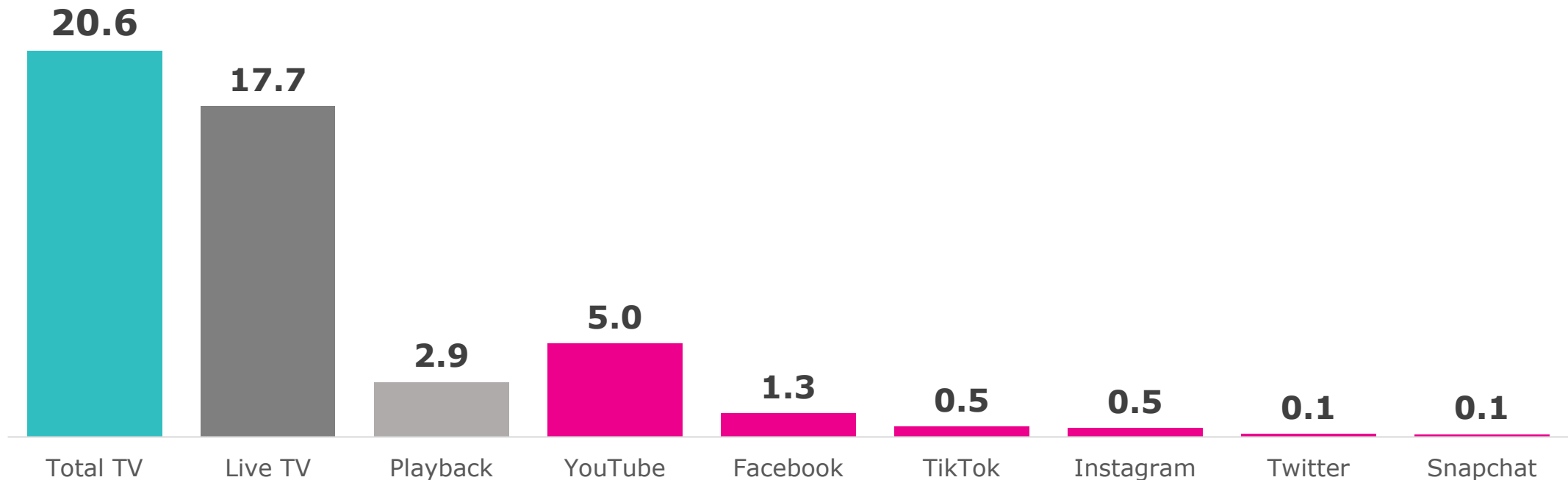
ADULTS/MEN/WOMEN

# Canadians watch a lot of



**A18+**

AVERAGE WEEKLY HOURS

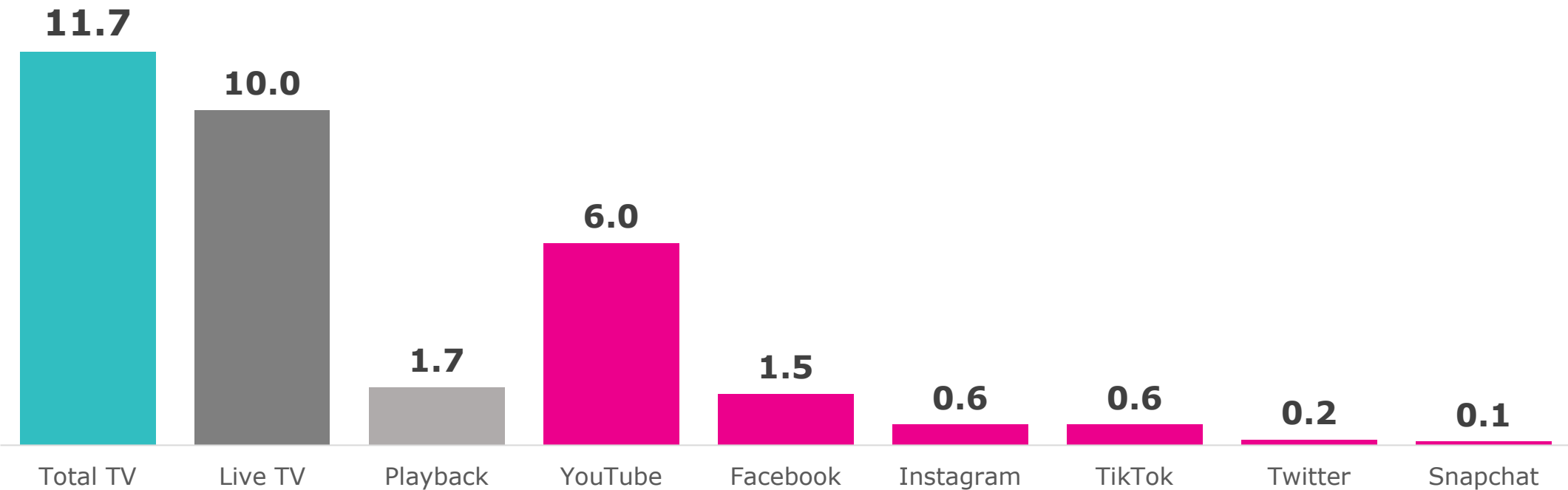


Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

# Canadians watch a lot of

**A25-54**

AVERAGE WEEKLY HOURS

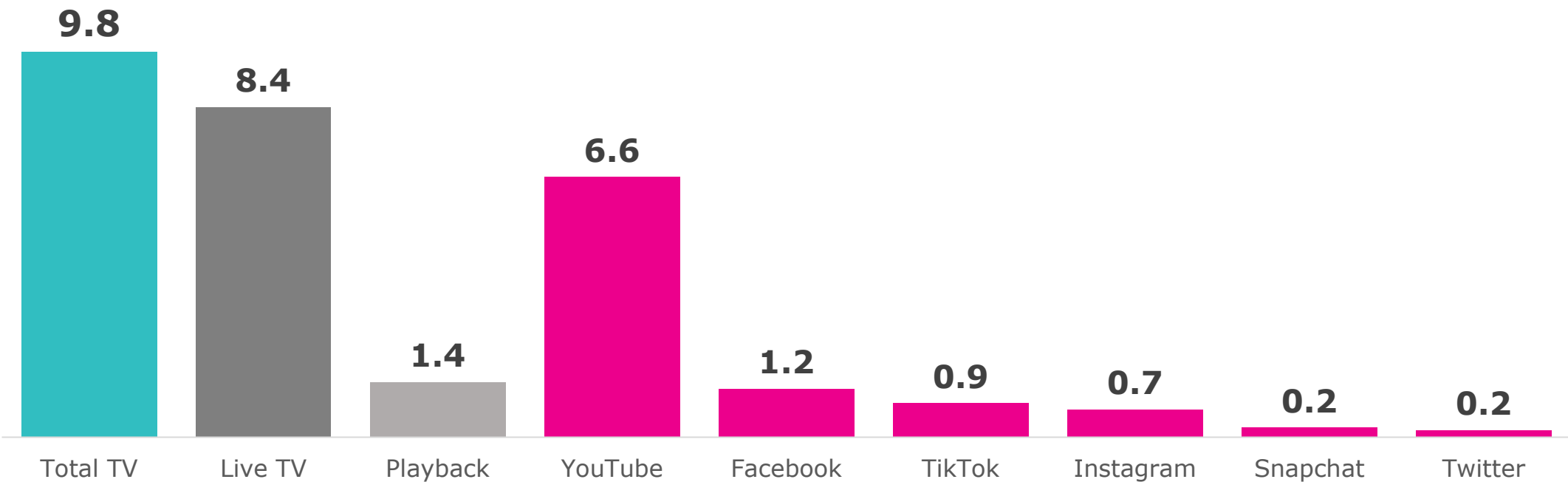


Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

# Canadians watch a lot of

**A18-49**

AVERAGE WEEKLY HOURS



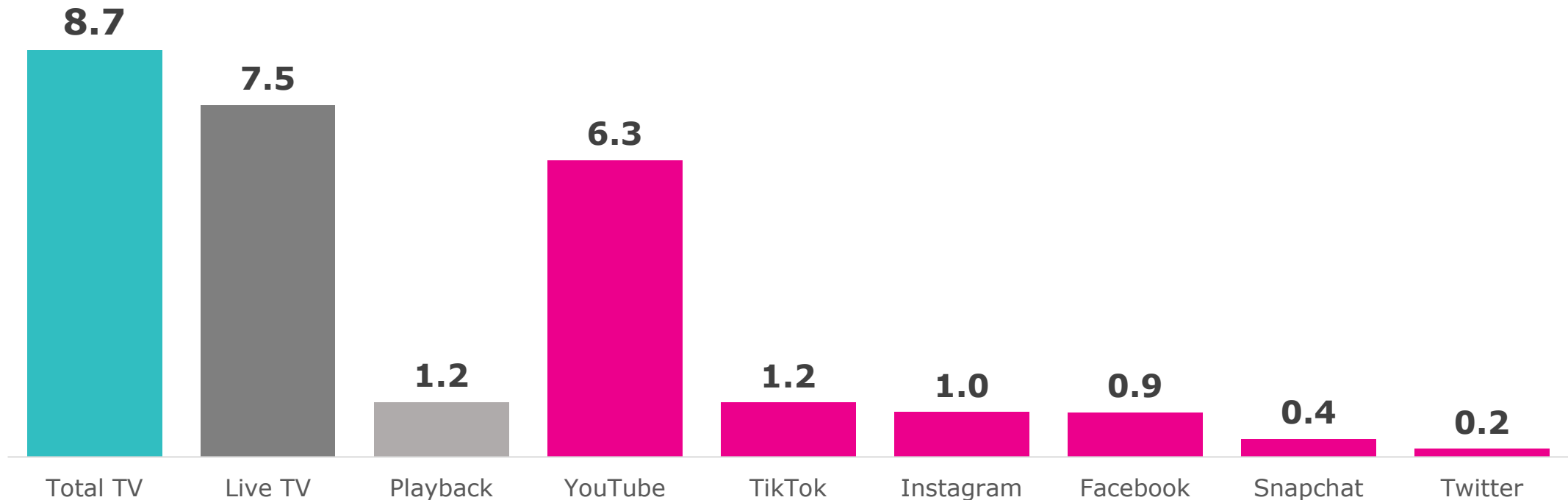
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# Canadians watch a lot of



## A18-34

AVERAGE WEEKLY HOURS



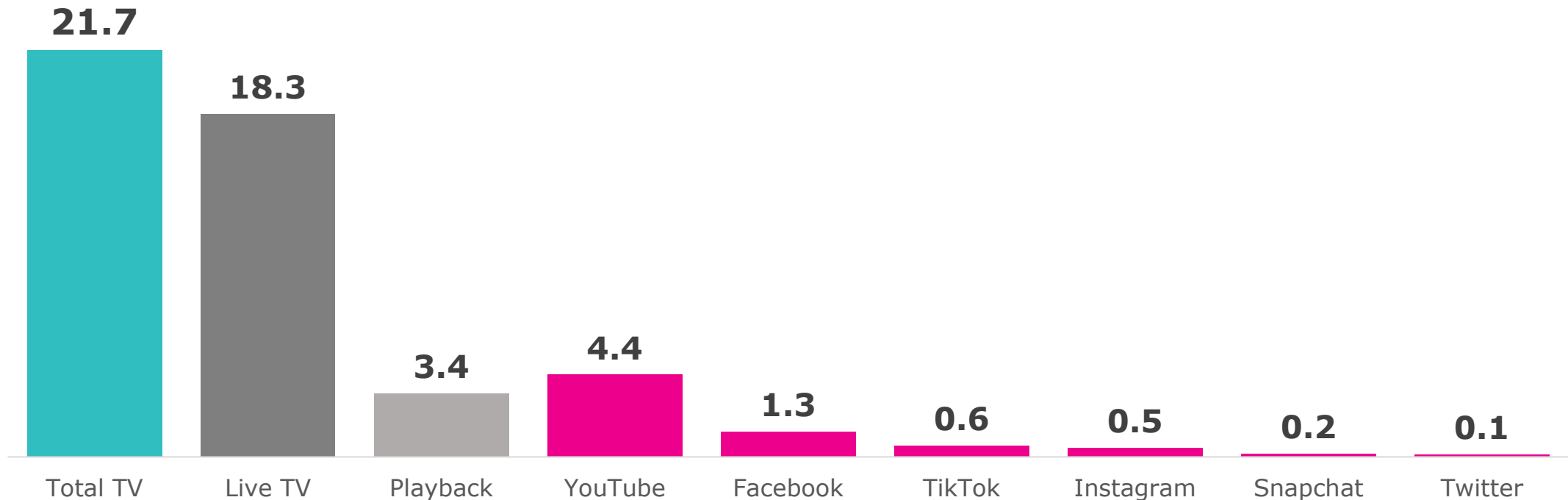
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# Canadians watch a lot of



**W25-54**

AVERAGE WEEKLY HOURS



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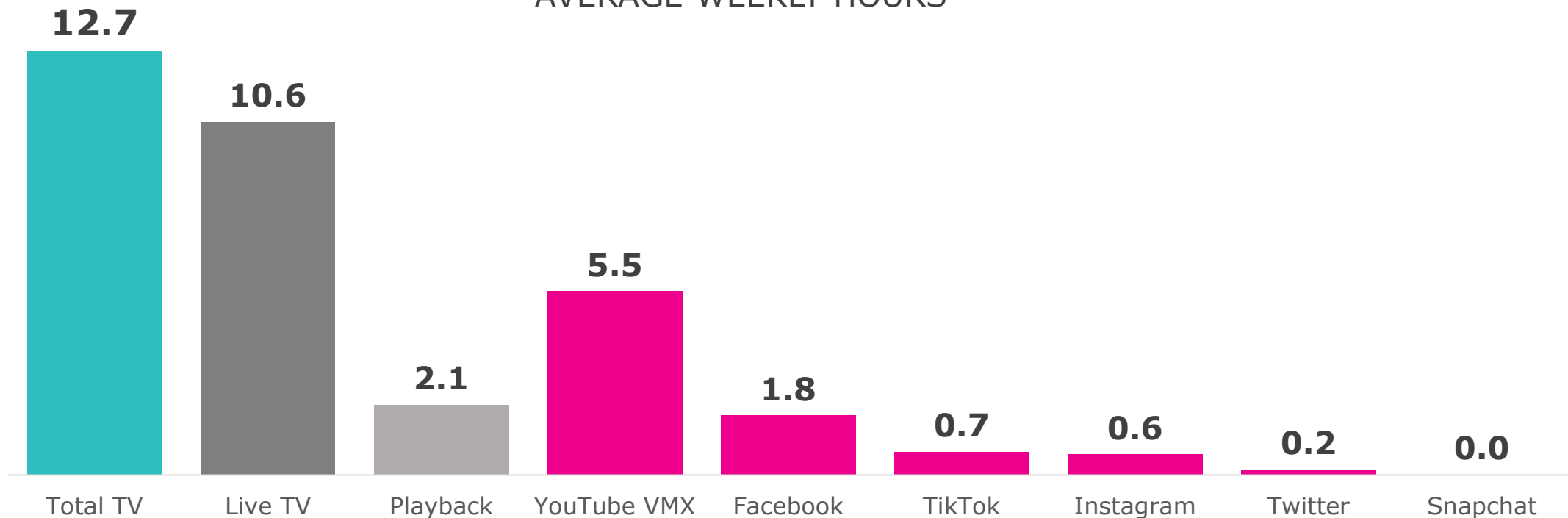


# Canadians watch a lot of



**W25-18+**

AVERAGE WEEKLY HOURS

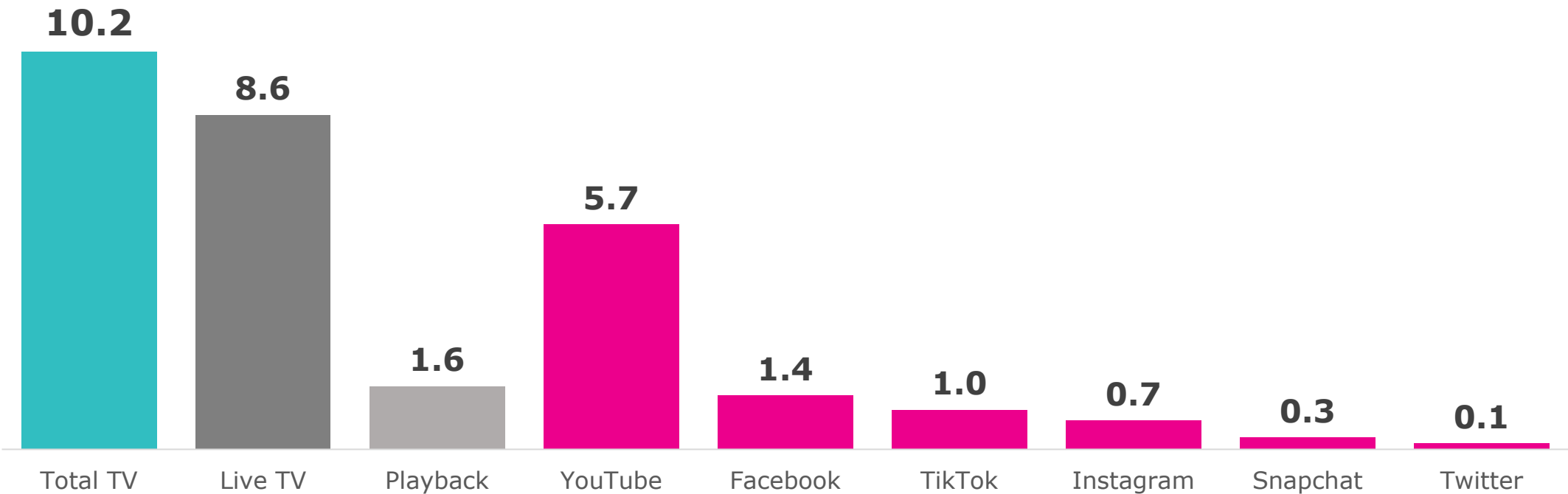


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# Canadians watch a lot of

**W18-49**

AVERAGE WEEKLY HOURS

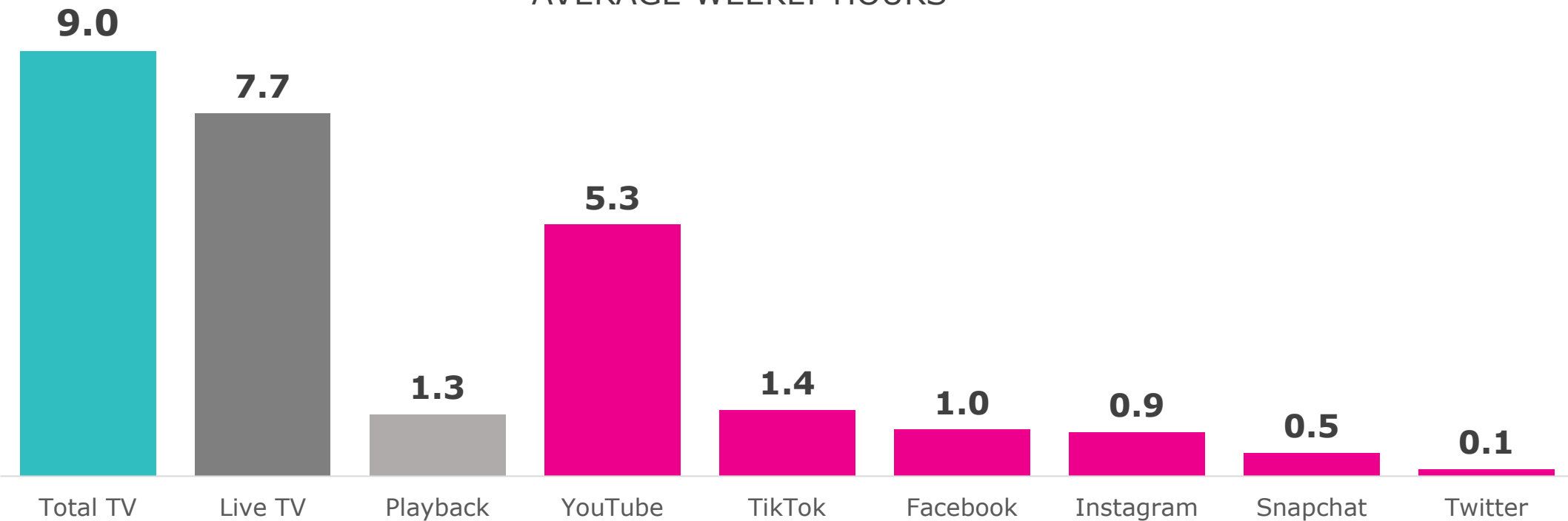


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# Canadians watch a lot of

**W18-34**

AVERAGE WEEKLY HOURS



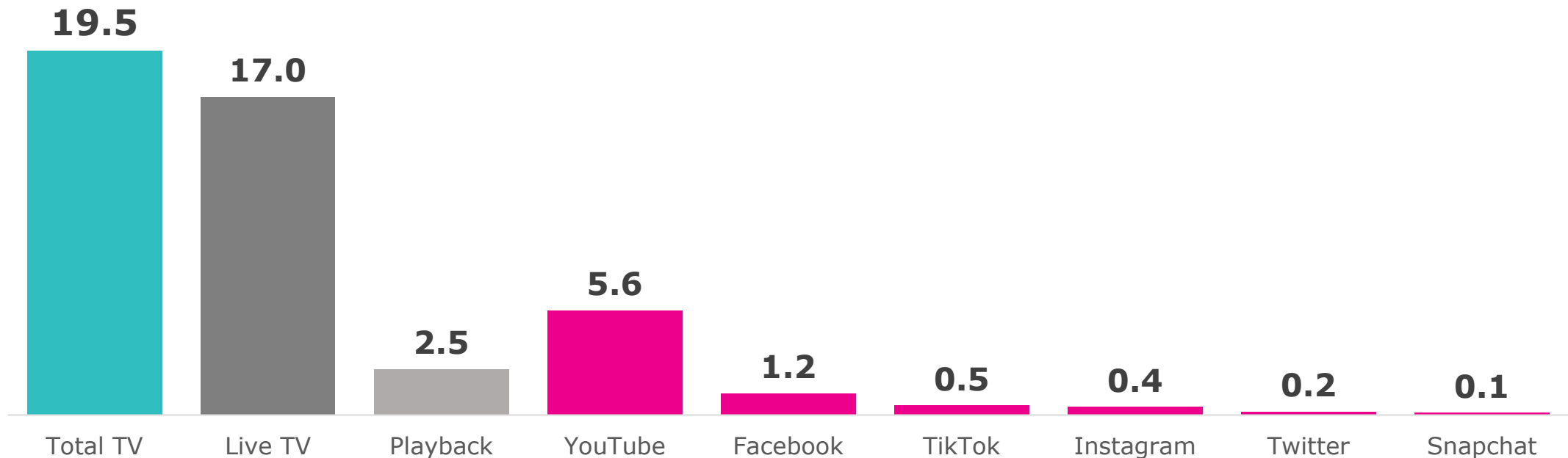
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# Canadians watch a lot of



**M18+**

AVERAGE WEEKLY HOURS

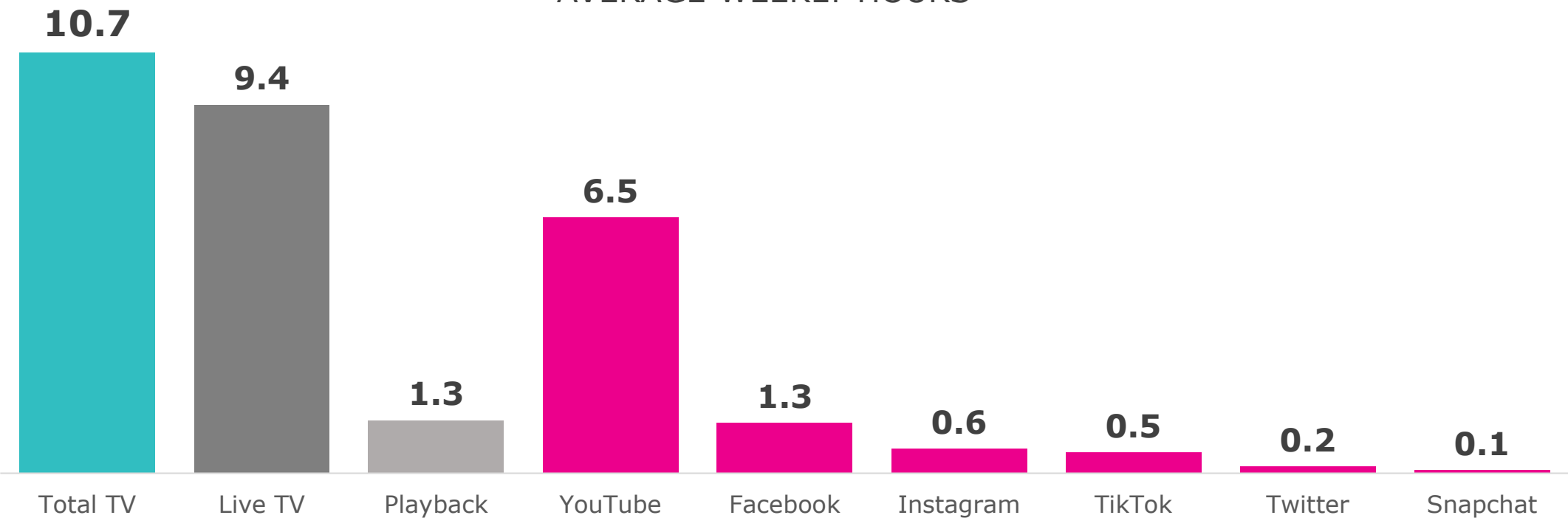


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# Canadians watch a lot of

**M25-54**

AVERAGE WEEKLY HOURS

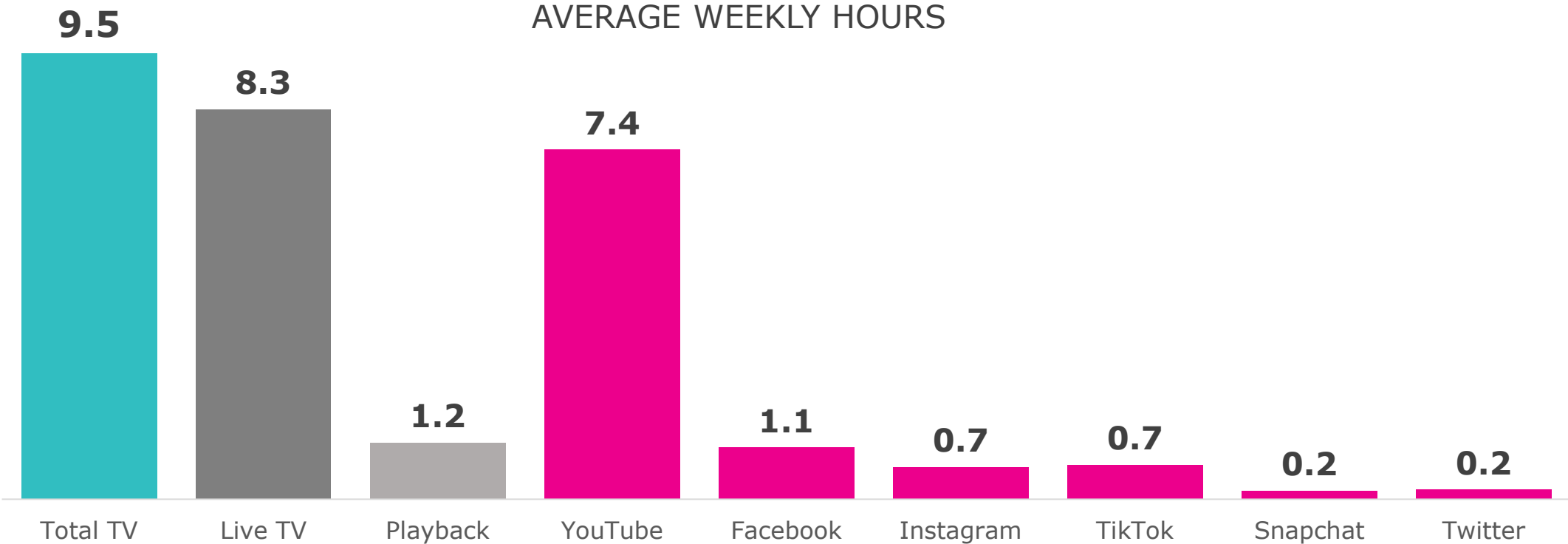


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AVERAGE WEEKLY HOURS

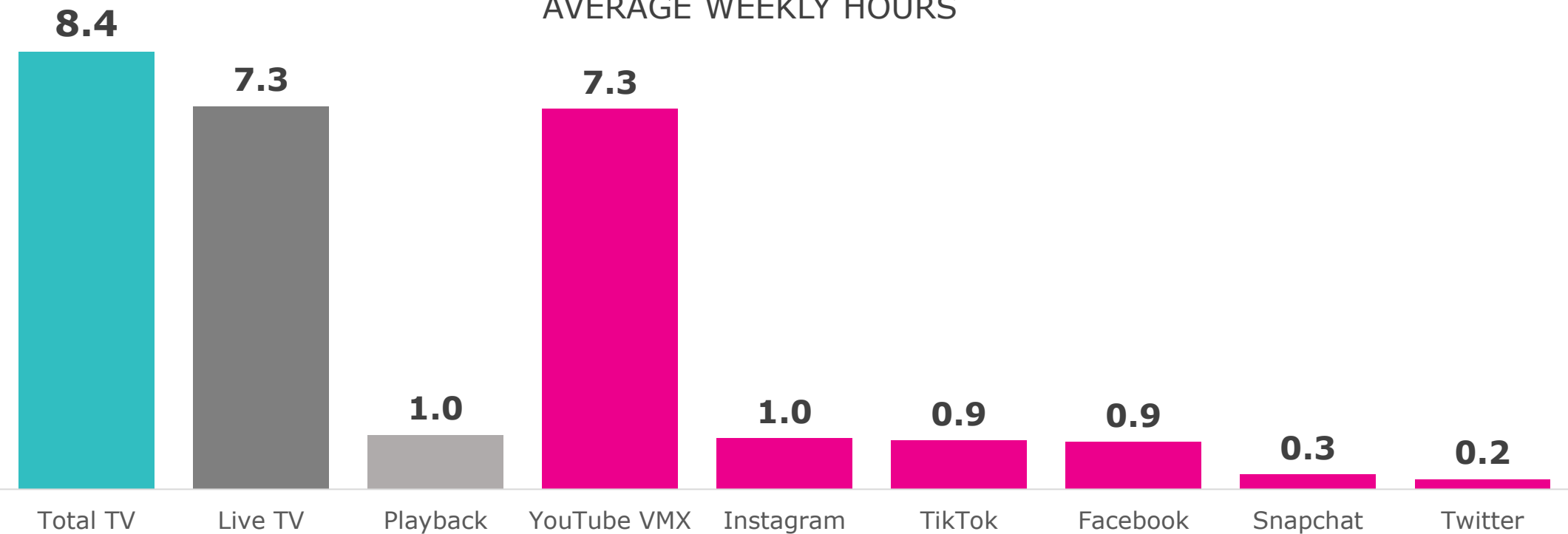


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AVERAGE WEEKLY HOURS



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# Quebec Franco/Quebec

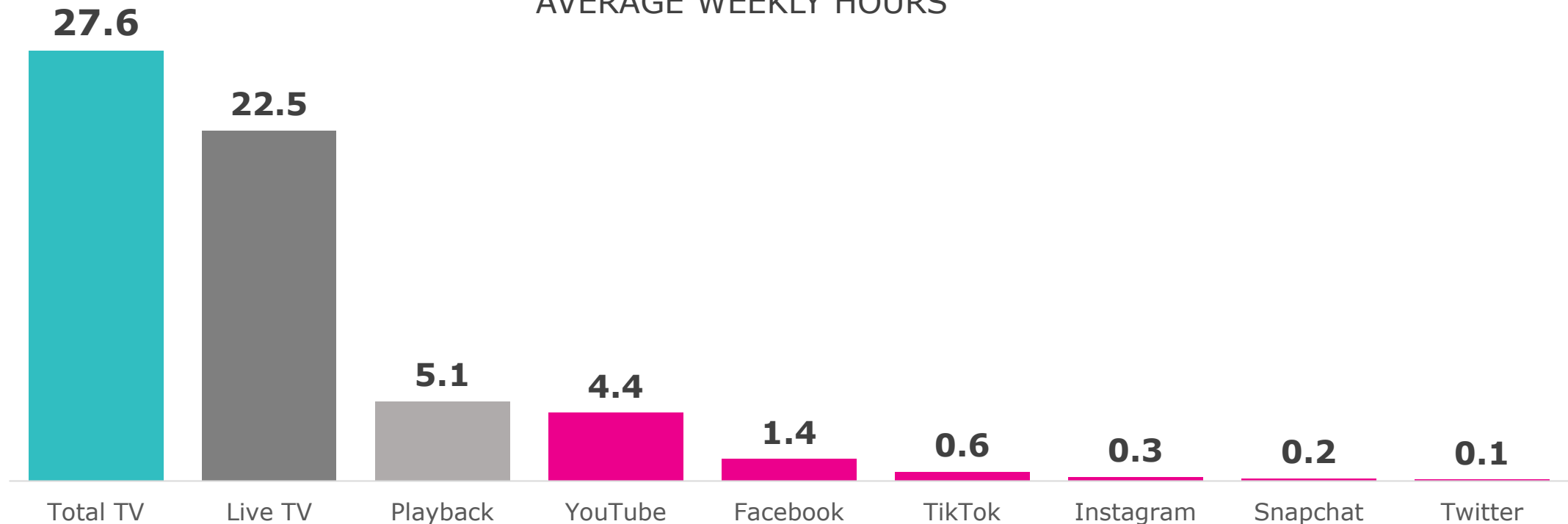
ADULTS/MEN/WOMEN



# Francophones watch a lot of

**A18+**

AVERAGE WEEKLY HOURS

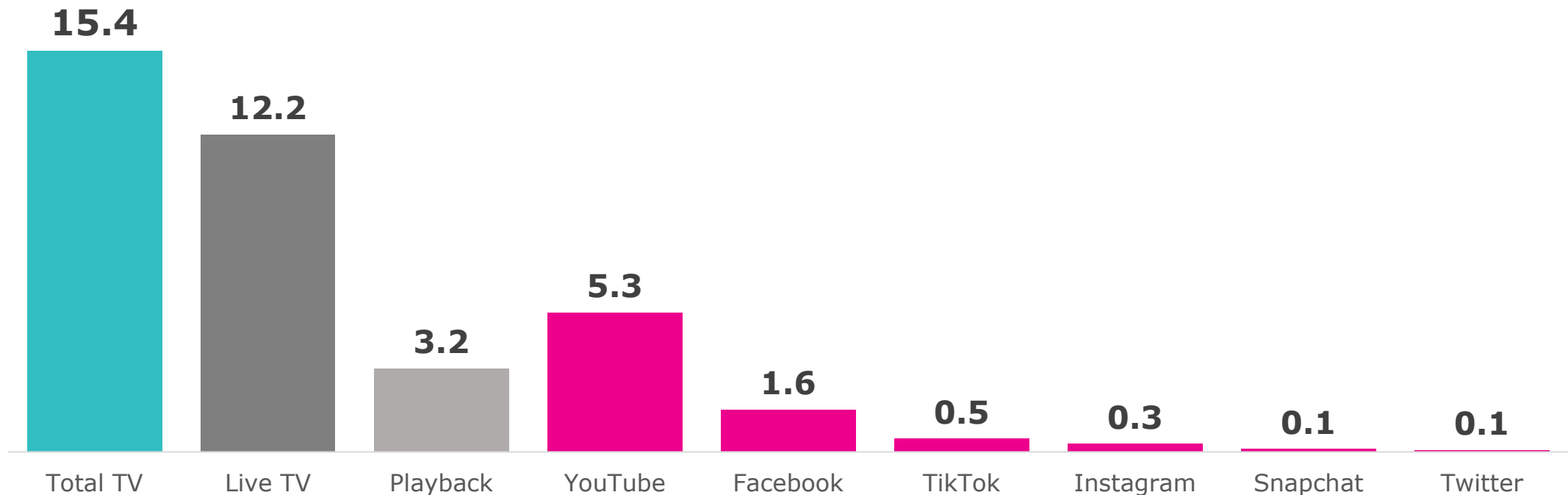


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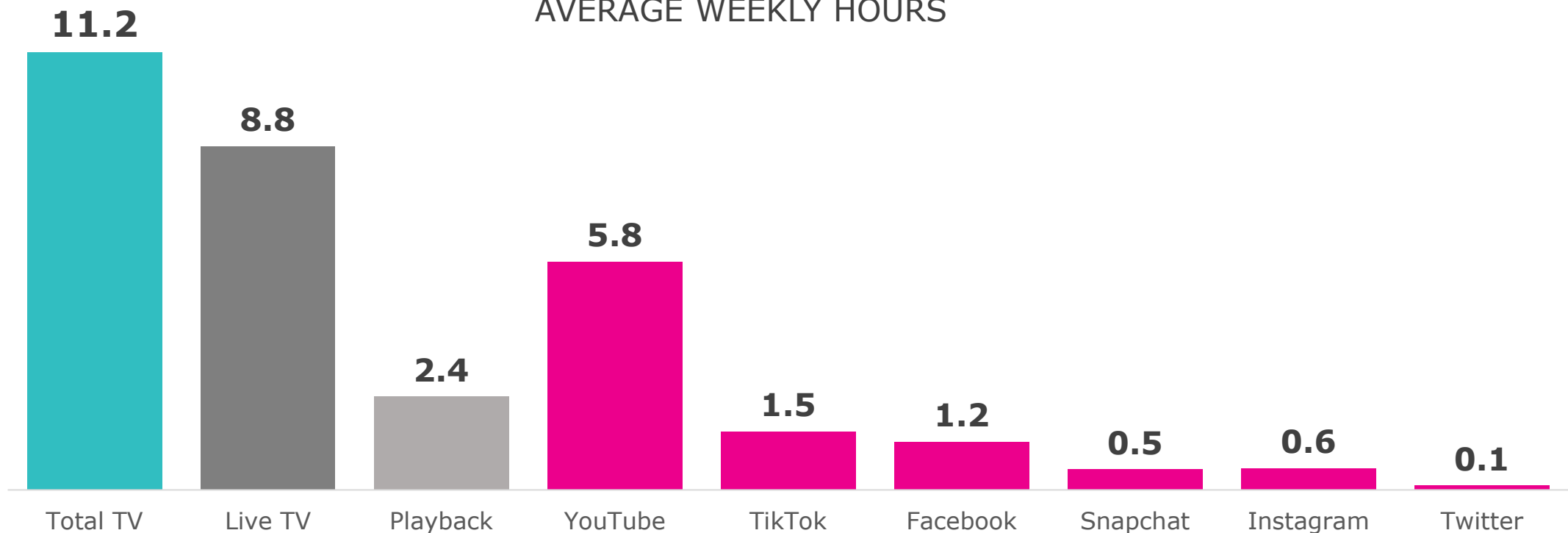


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AVERAGE WEEKLY HOURS

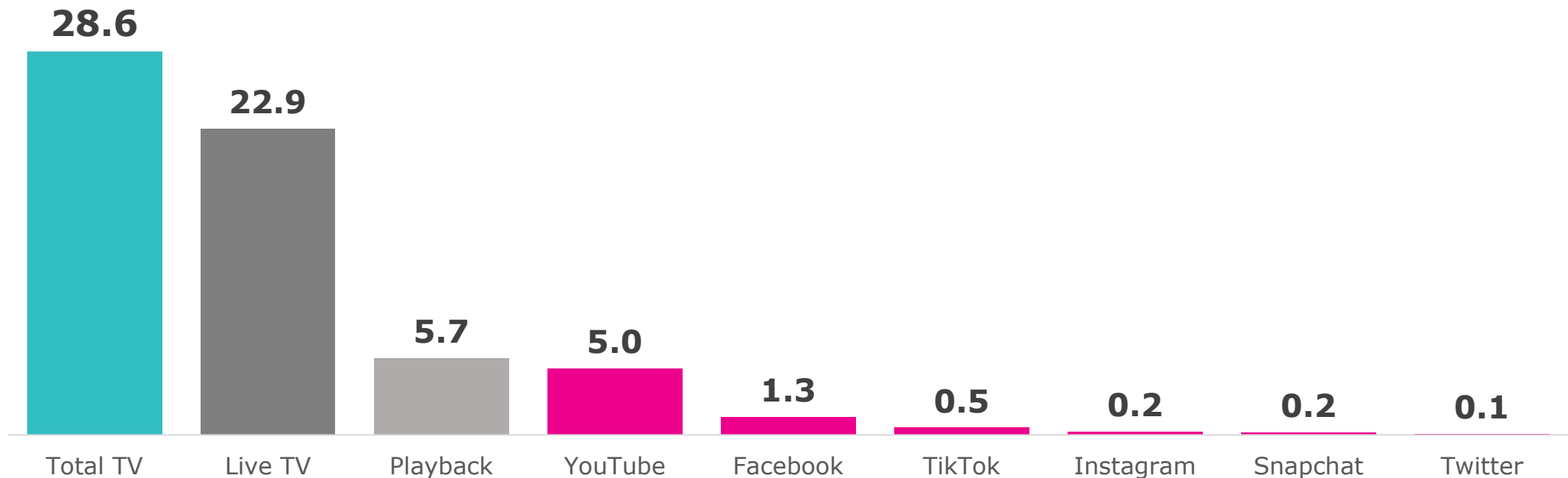


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AVERAGE WEEKLY HOURS

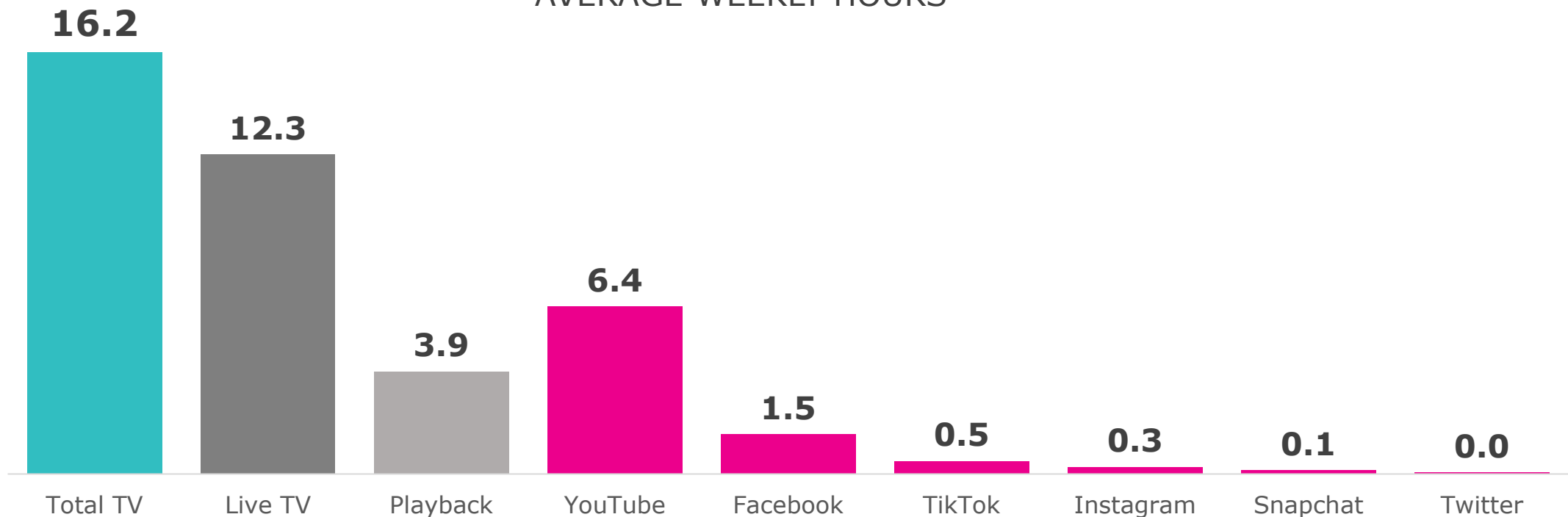


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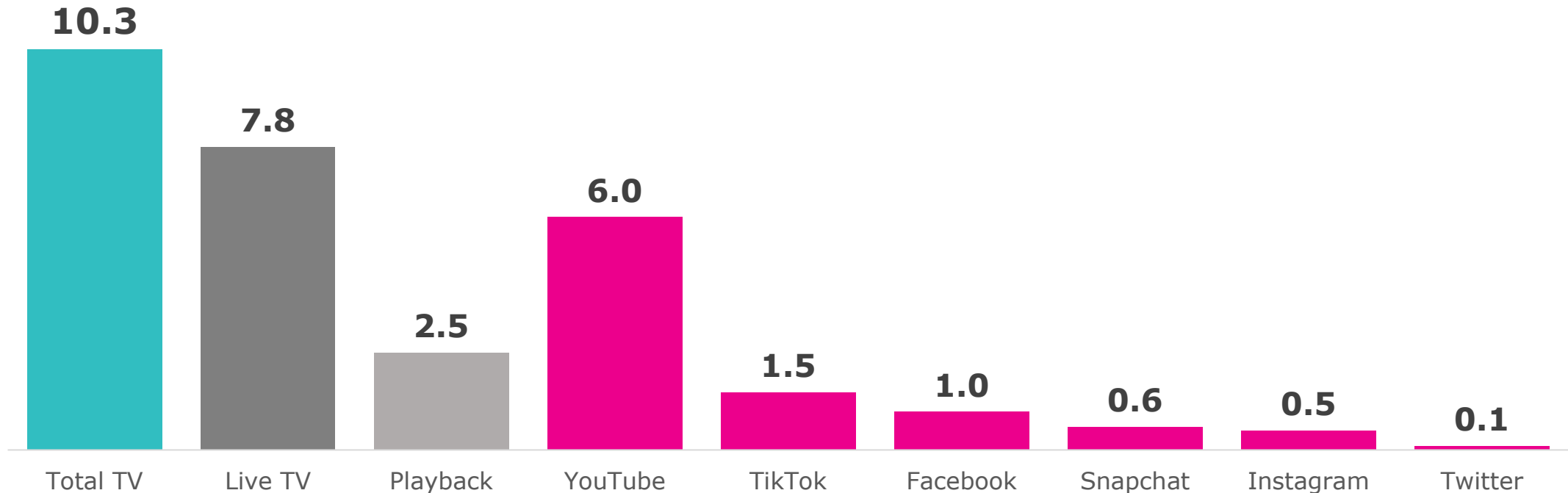


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**W18-34**

AVERAGE WEEKLY HOURS

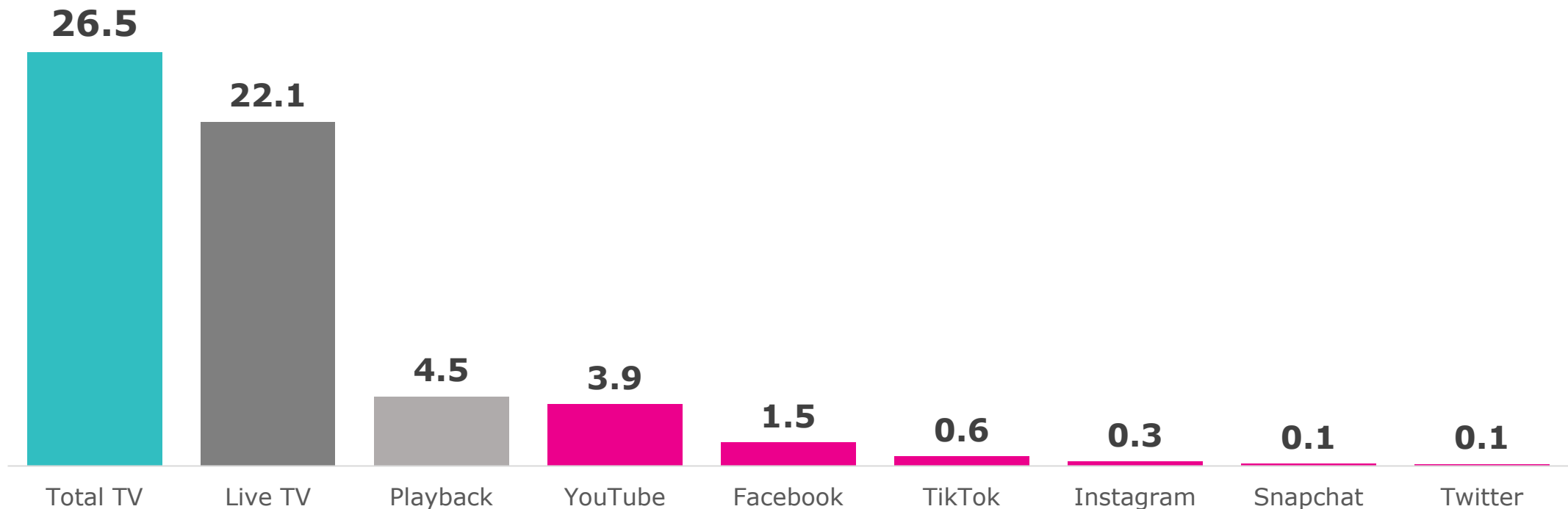


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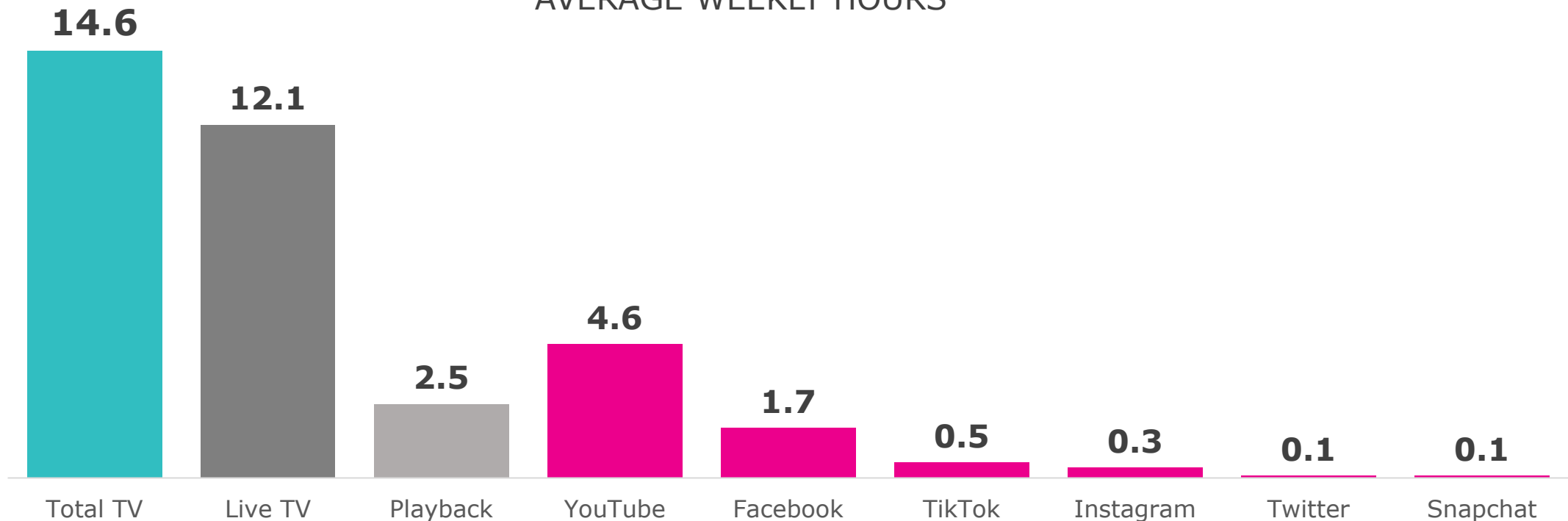


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**M25-54**

AVERAGE WEEKLY HOURS



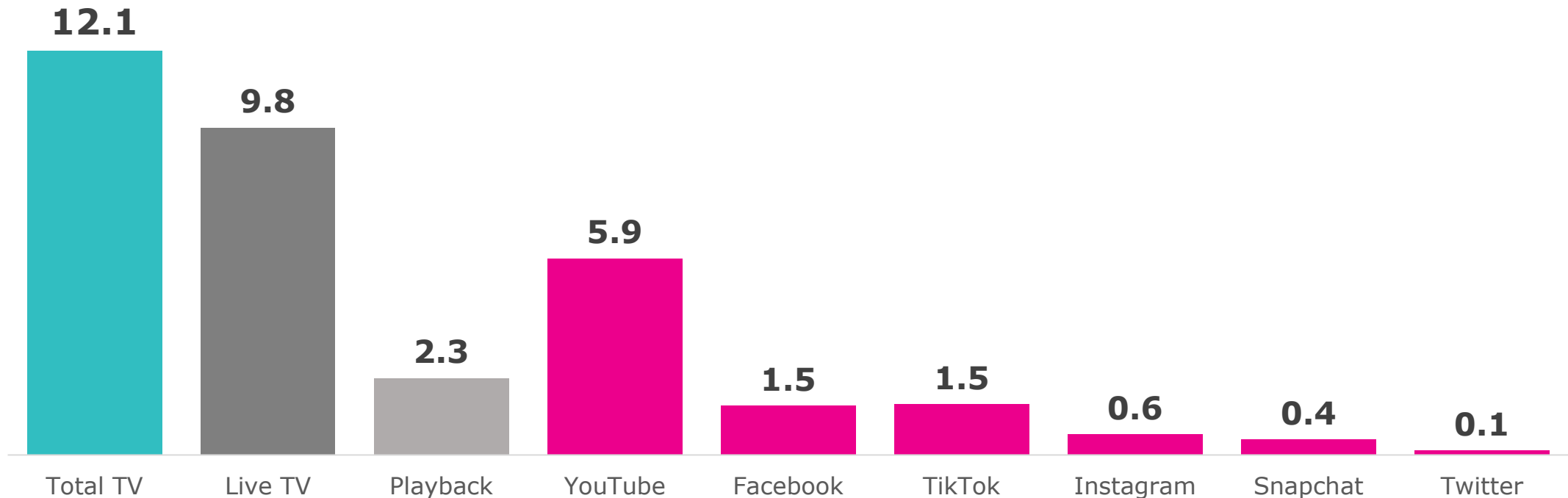
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AVERAGE WEEKLY HOURS



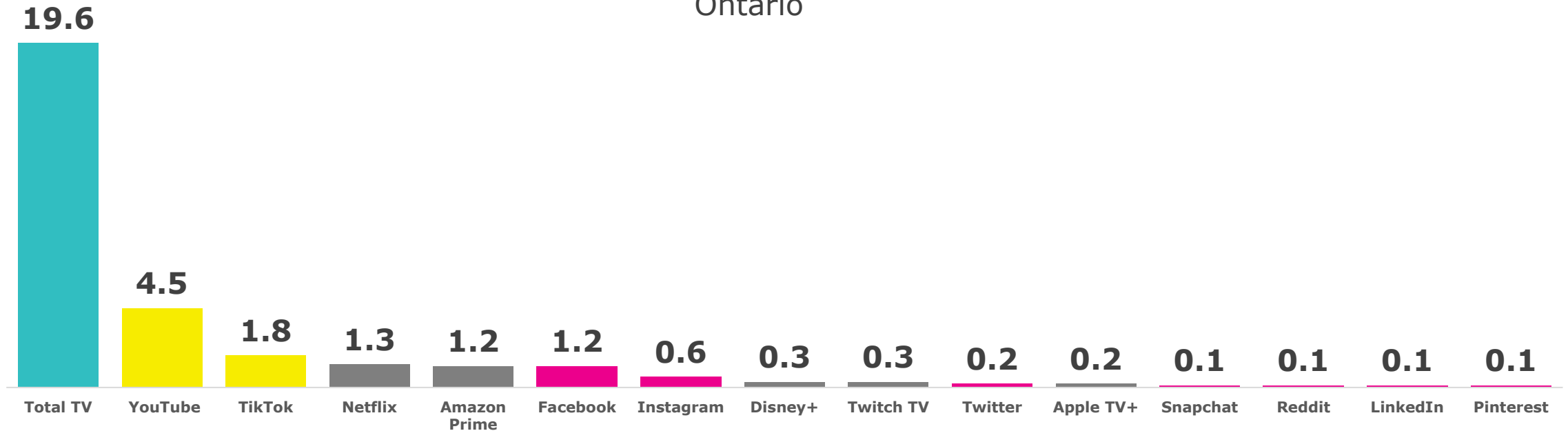
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# Ontario

Numeris VAM

# Total TV dominates time spent

**ADULTS 18+**  
AVERAGE WEEKLY HOURS  
Ontario



All time spent per capita

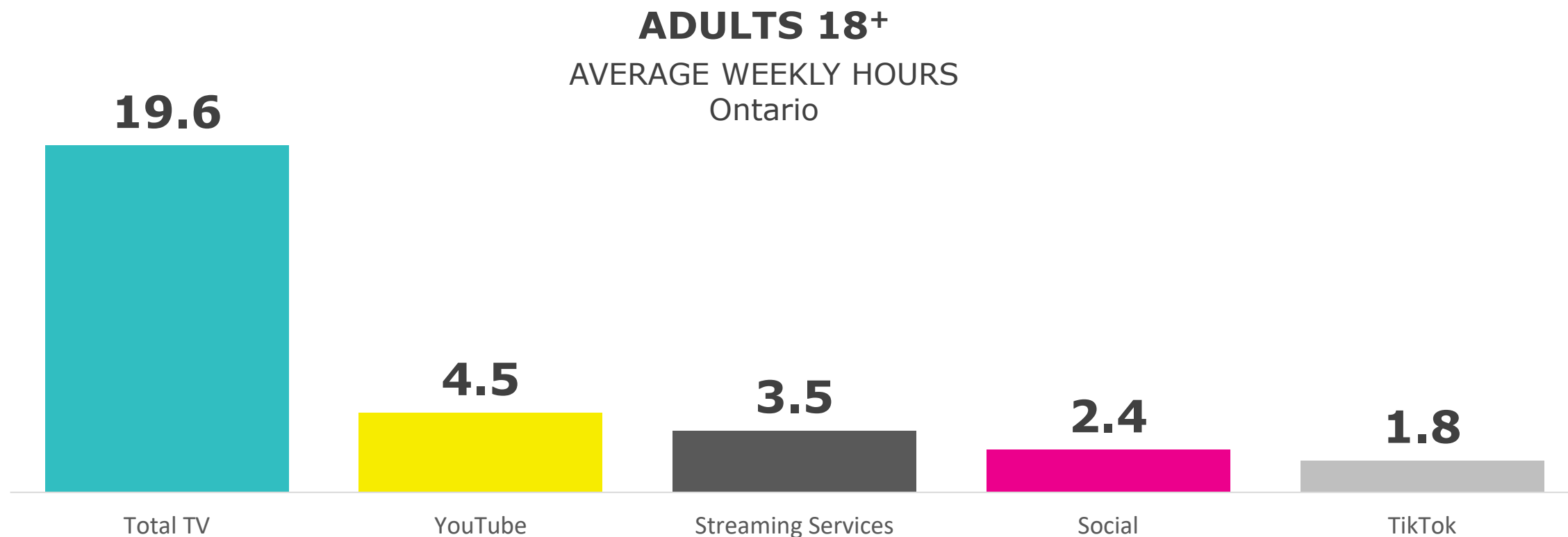
Total TV defined as linear TV and broadcaster streaming services

Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+), YouTube, and TikTok include in-home viewing only

Sources: Numeris VAM, Feb 27 - May 28 2023 for Total TV, Streaming Services, YouTube, and TikTok;

Comscore, Mar - May 2023 for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

# time spent with Total TV exceeds YouTube, social media, and all streaming services combined



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

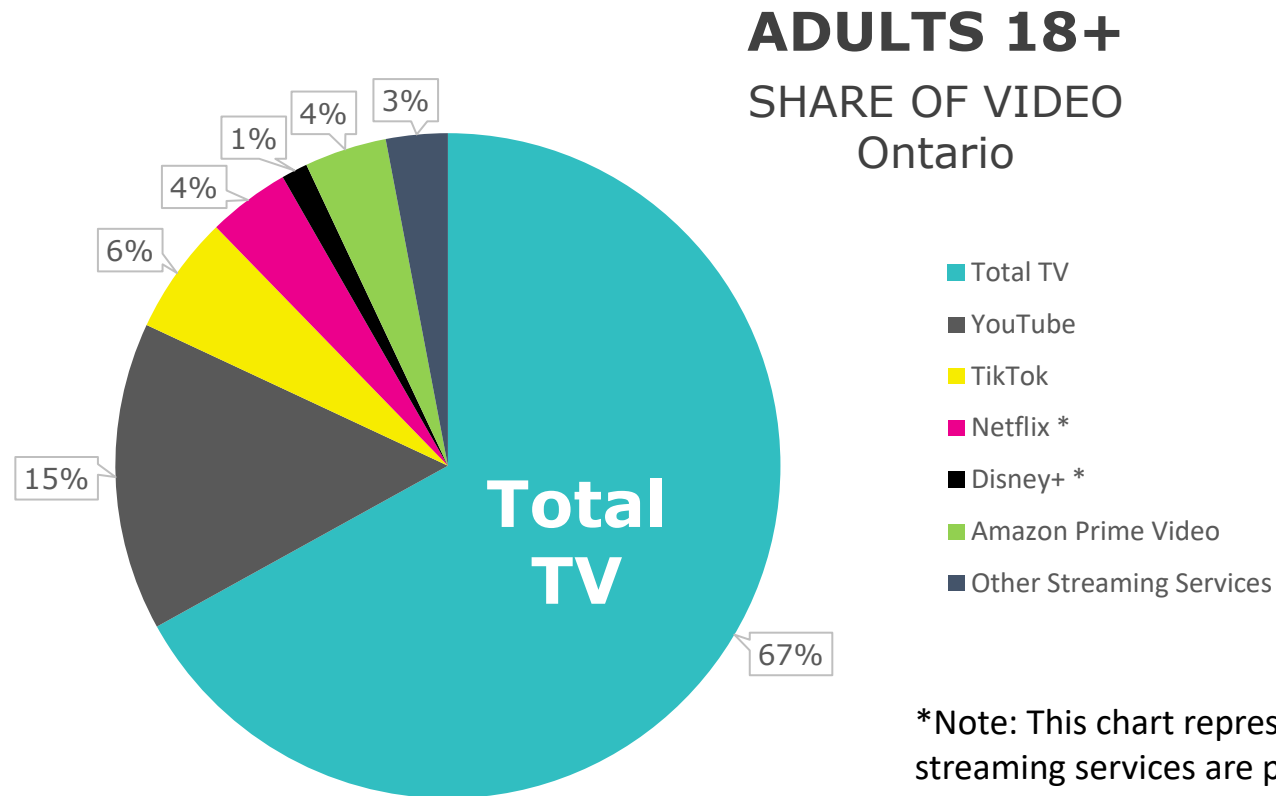
Streaming Services, YouTube, and TikTok include in-home viewing only

Streaming Services are primarily commercial-free and include Amazon Prime, Netflix, Disney+, Apple TV+, Crave (OTT only), Twitch TV, Popcorn Flix, FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET, and Pluto TV

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# Total TV dominates time spent with video



\*Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

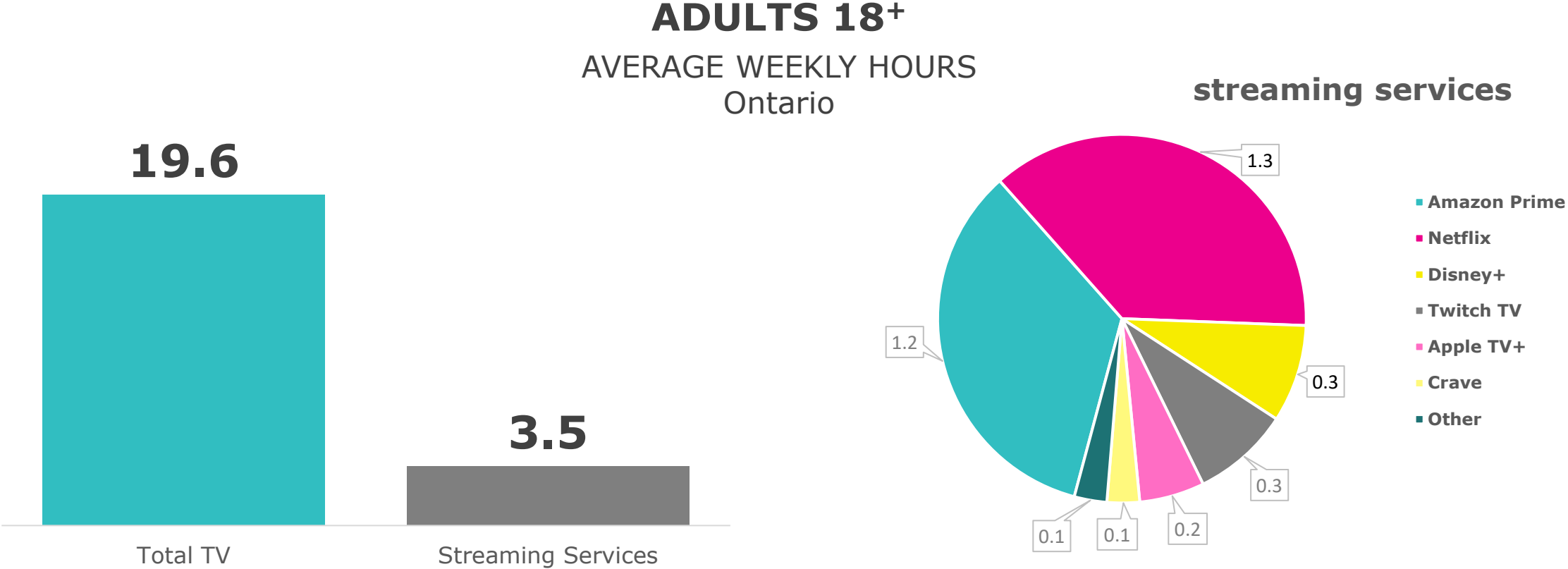
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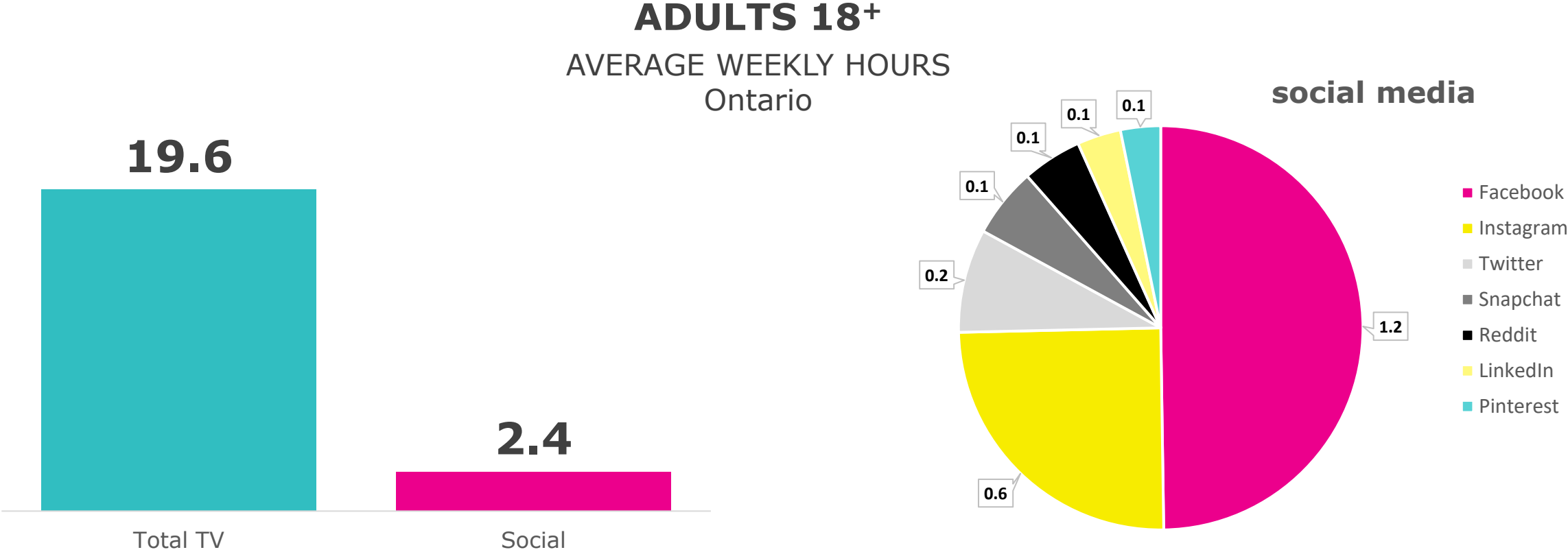
Source: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

# Total TV time far exceeds time spent on all streaming services



All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
Streaming Services are primarily commercial free and include in-home viewing only  
Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET  
Source: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

# time spent with Total TV far exceeds time spent on social

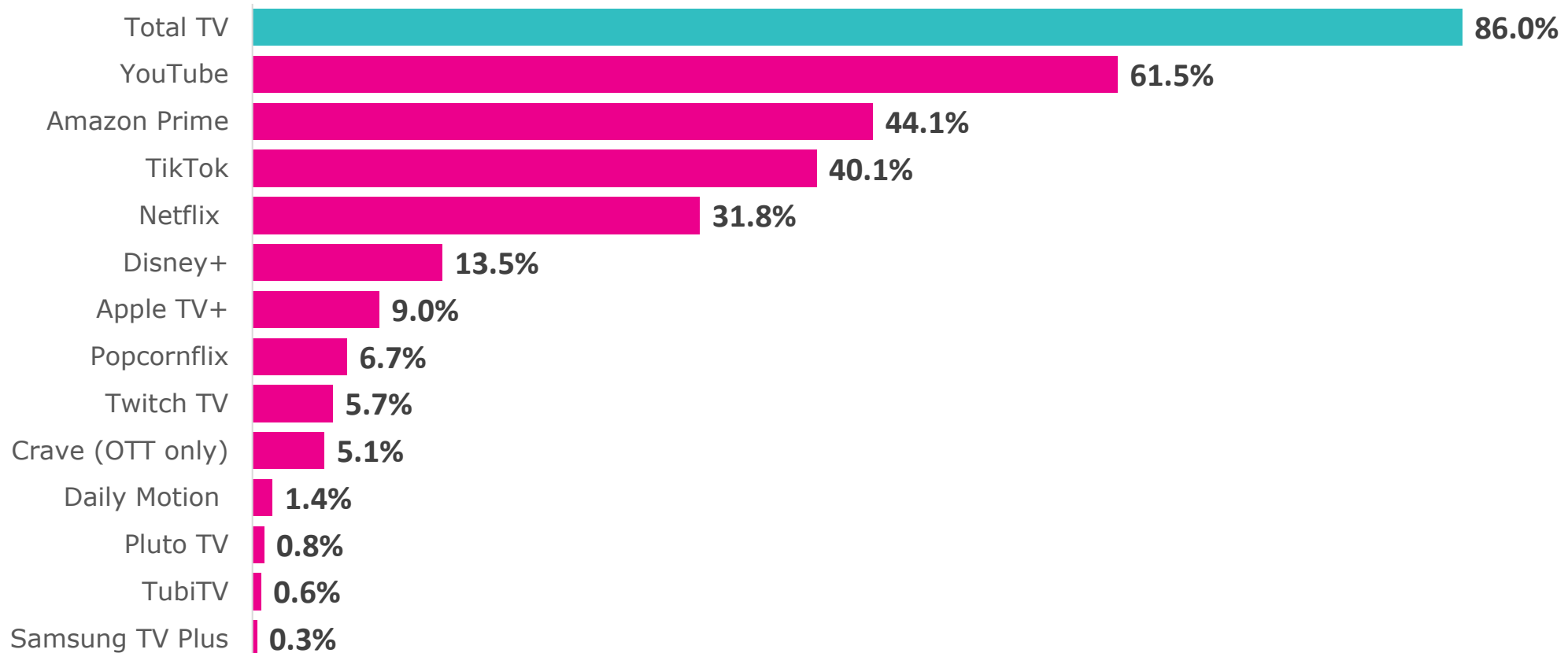


All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV; and  
Comscore, Mar 1 - May 31, 2023, for Social Media

# Total TV has greater reach than streaming services

**ADULTS 18+**

AVERAGE WEEKLY REACH%  
Ontario



Total TV defined as linear TV and broadcaster streaming services

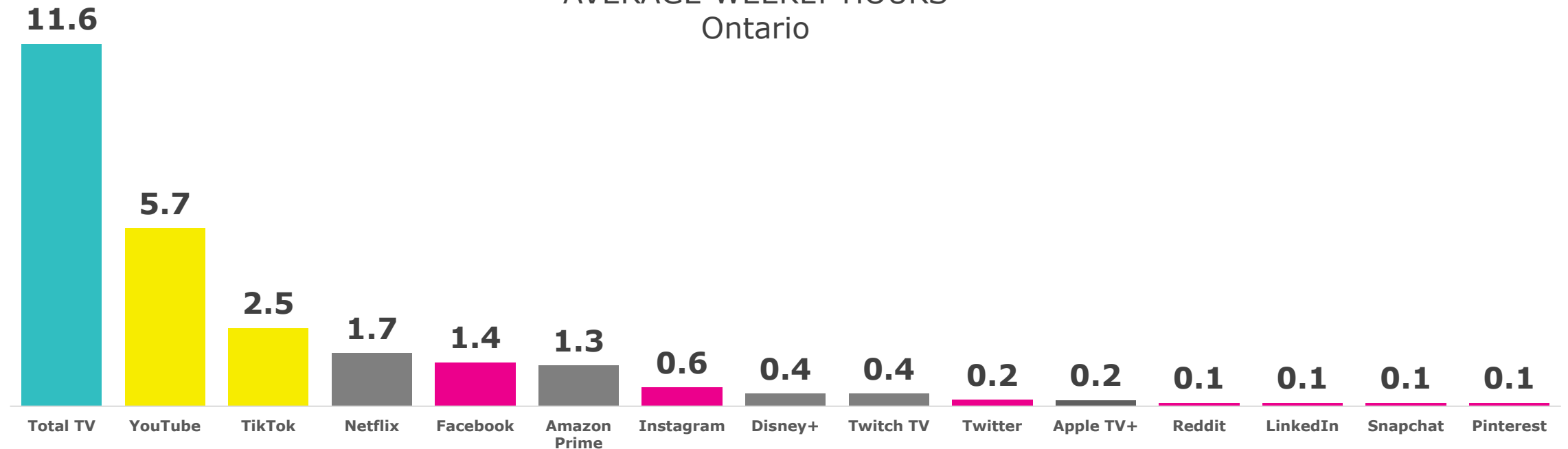
Streaming Services are primarily commercial free and include in-home viewing only

Source: Numeris VAM, Feb 27 - May 28, 2023



# Total TV dominates time spent

**ADULTS 25-54**  
AVERAGE WEEKLY HOURS  
Ontario



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free

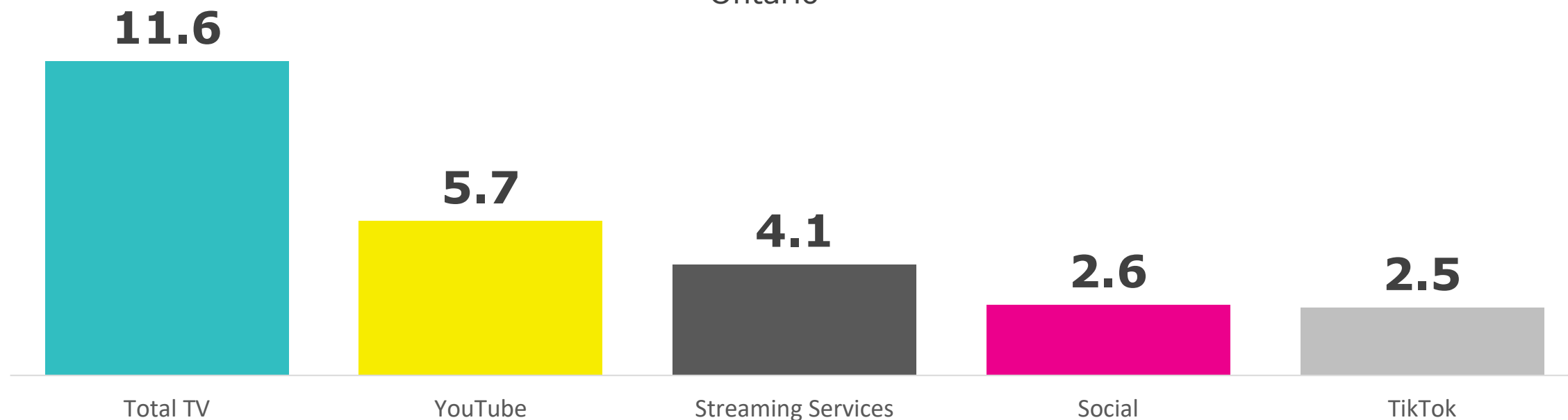
Streaming Services, YouTube, and TikTok include in-home viewing only

Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok; and

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# time spent with Total TV exceeds YouTube, social media, and the streaming services

**ADULTS 25-54**  
AVERAGE WEEKLY HOURS  
Ontario



All time spent per capita

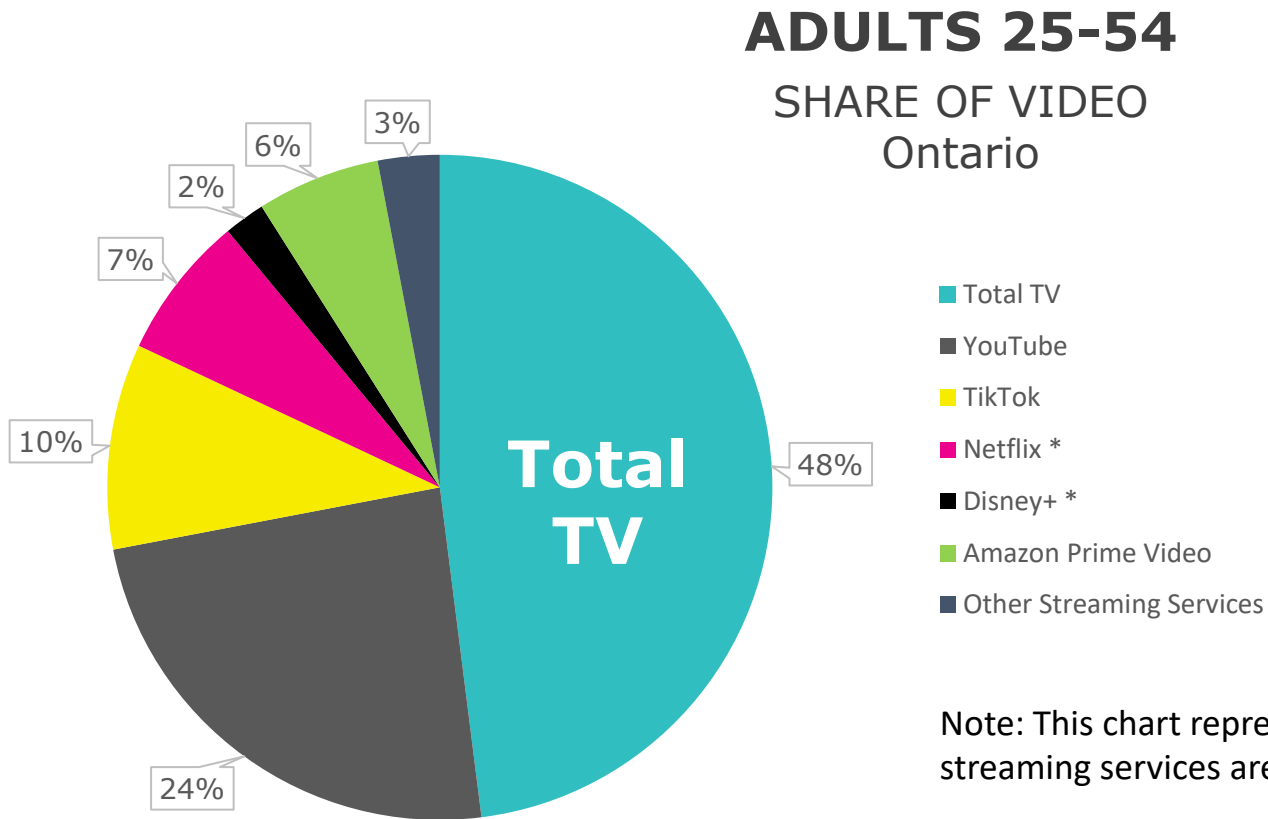
Total TV defined as linear TV and broadcaster streaming services

Streaming Services, YouTube, and TikTok include in-home viewing only

Streaming Services are primarily commercial-free and include Amazon Prime, Netflix, Disney+, Apple TV+, Crave (OTT only), Twitch TV, Popcorn Flix, FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET, and Pluto TV

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# Total TV dominates time spent with video



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free

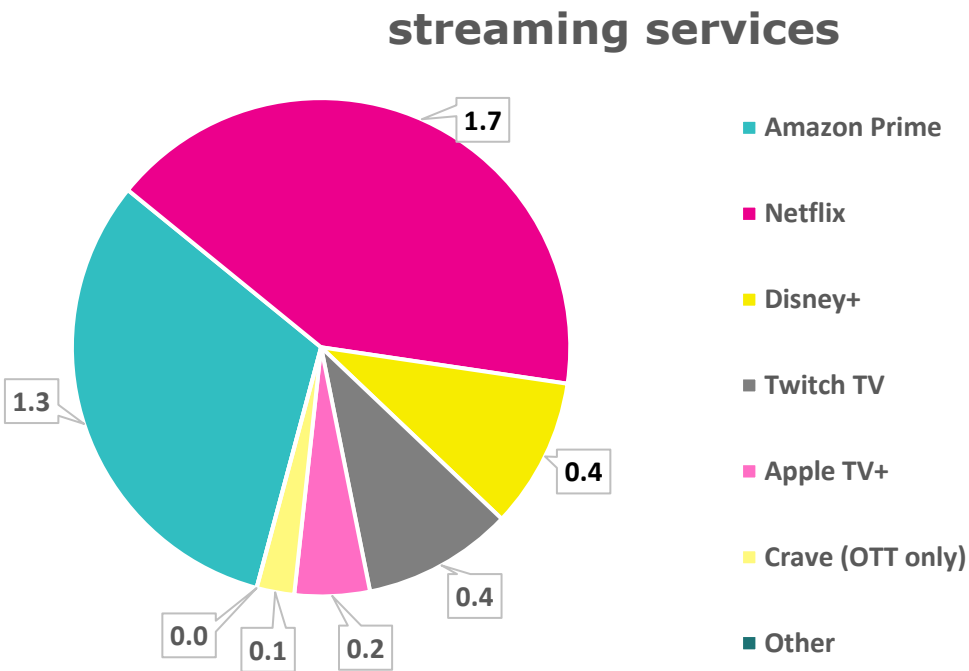
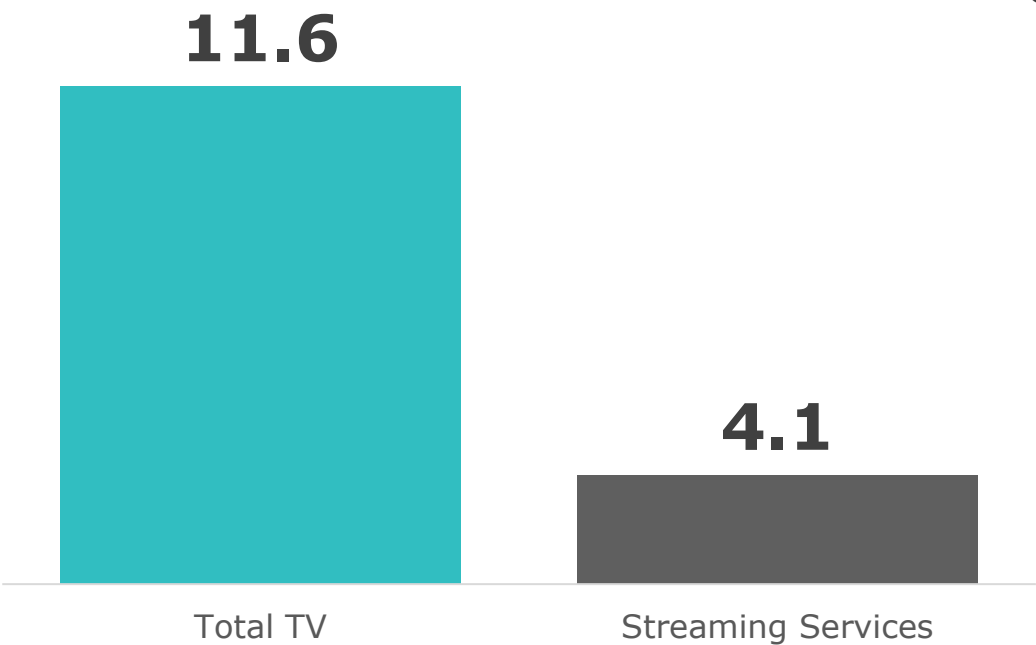
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# time spent with Total TV far exceeds time on streaming services

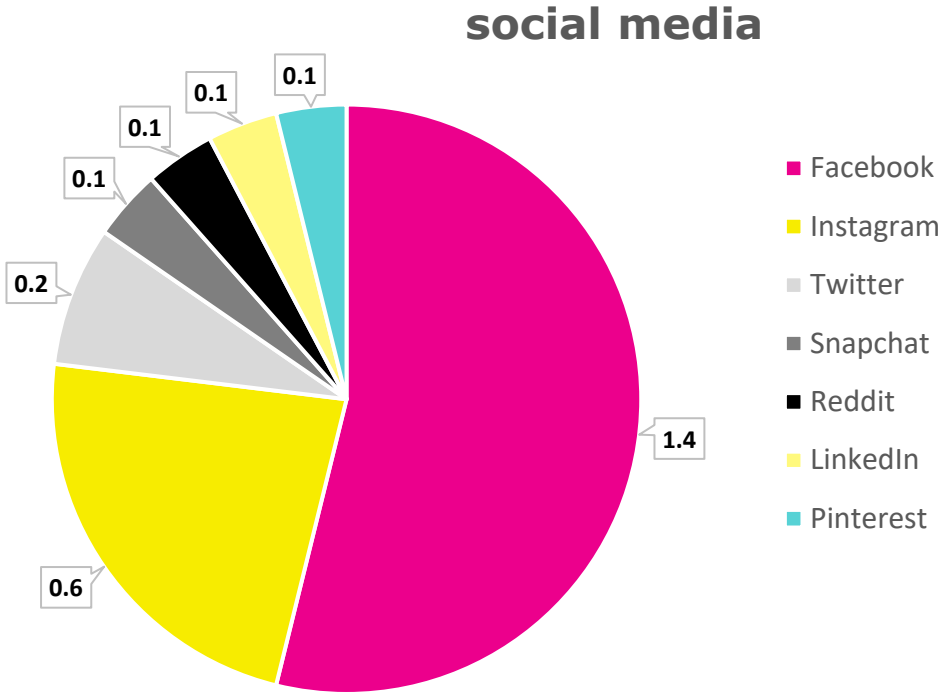
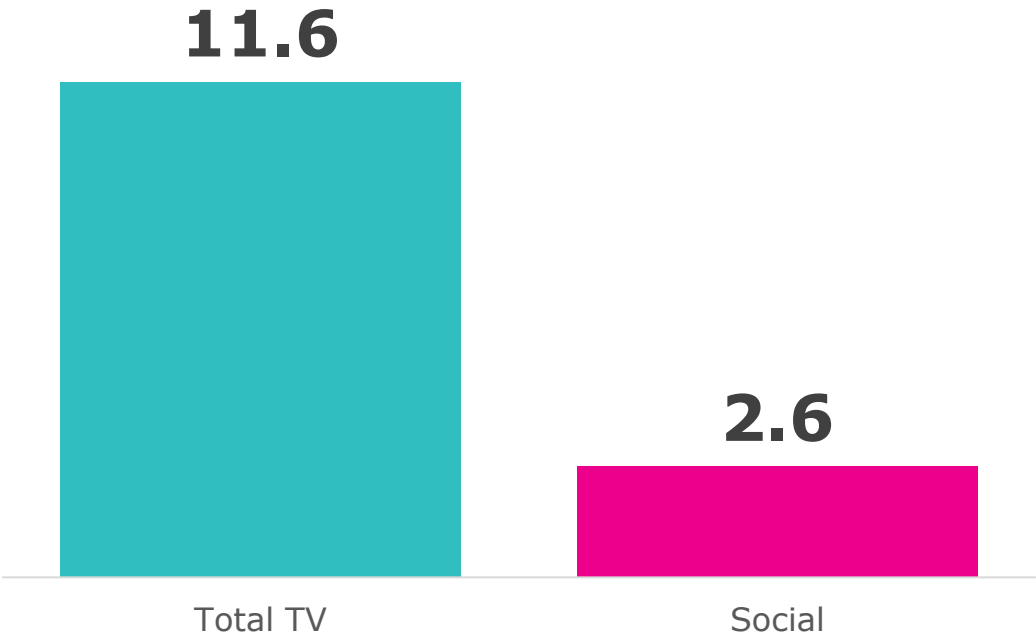
**ADULTS 25-54**  
AVERAGE WEEKLY HOURS  
Ontario



All time spent per capita  
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# time spent with Total TV far exceeds time spent on social

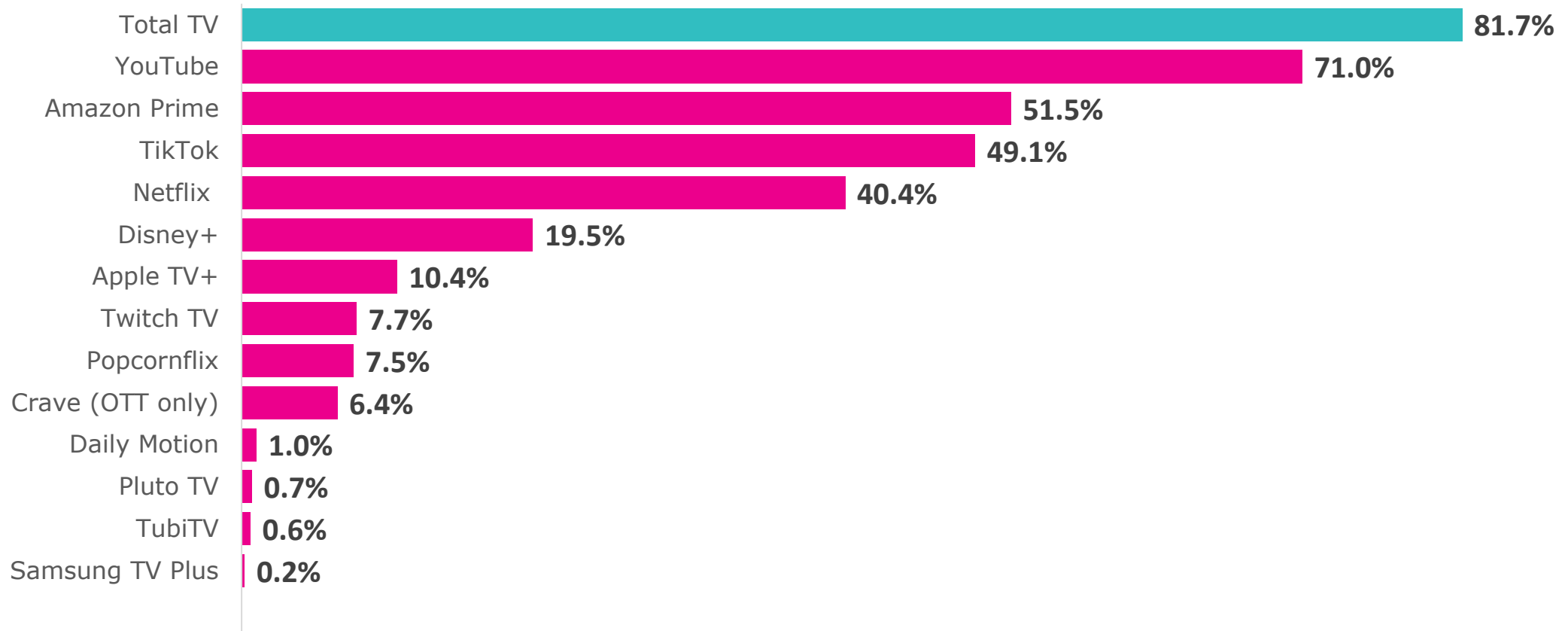
**ADULTS 25-54**  
AVERAGE WEEKLY HOURS  
Ontario



All time spent per capita  
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Comscore, Mar 1 - May 31, 2023, for Social Media

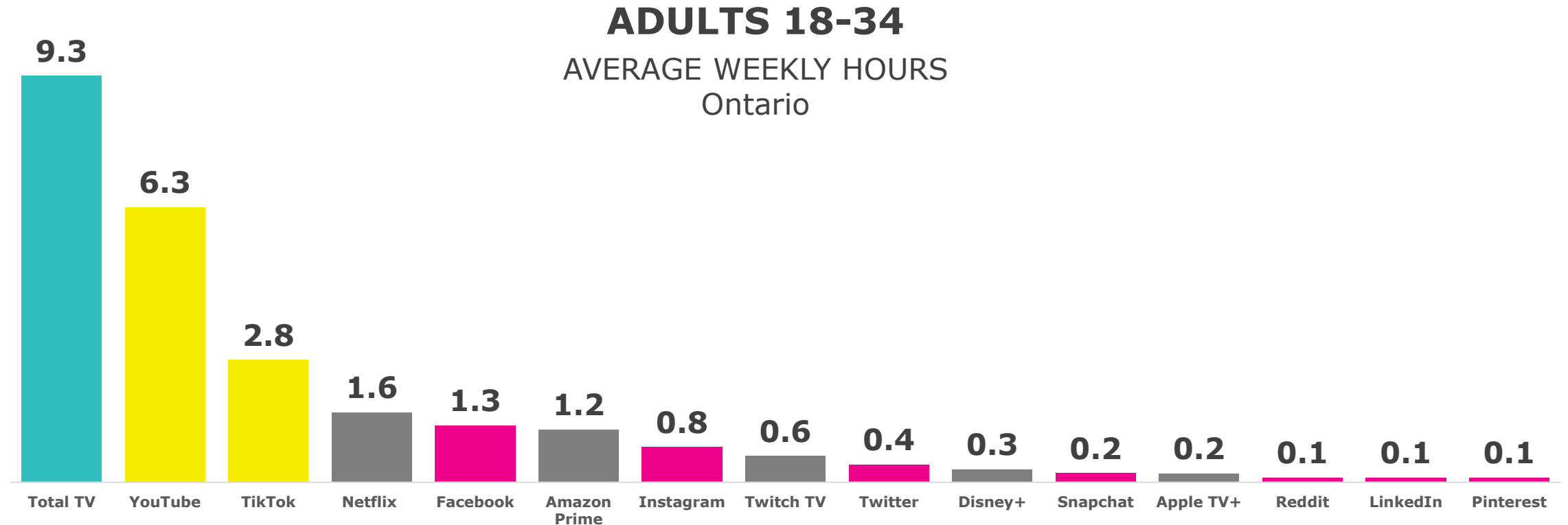
# Total TV delivers the greatest reach

**ADULTS 25-54**  
AVERAGE WEEKLY REACH %  
Ontario



Total TV defined as linear TV and broadcaster streaming services  
Streaming Services are primarily commercial free and include in-home viewing only  
Source: Numeris VAM, Feb 27 - May 28, 2023

# Total TV dominates time spent



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free

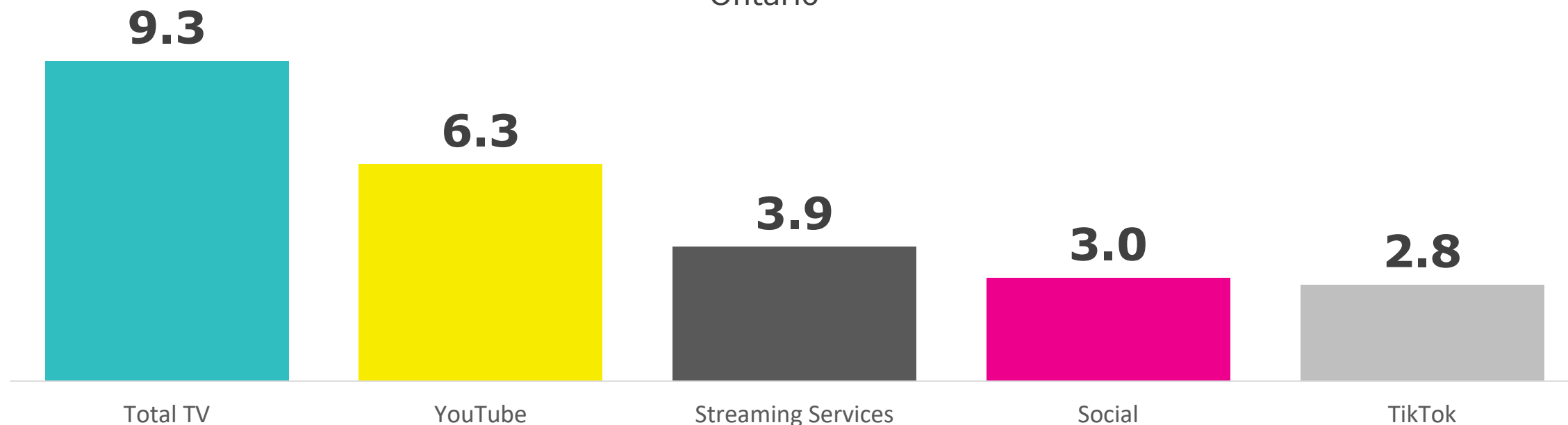
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Comscore, Mar 1 - May 31, 2023, for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

# time spent with Total TV exceeds YouTube, social media, and the top-ranked streaming services

**ADULTS 18-34**  
AVERAGE WEEKLY HOURS  
Ontario



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

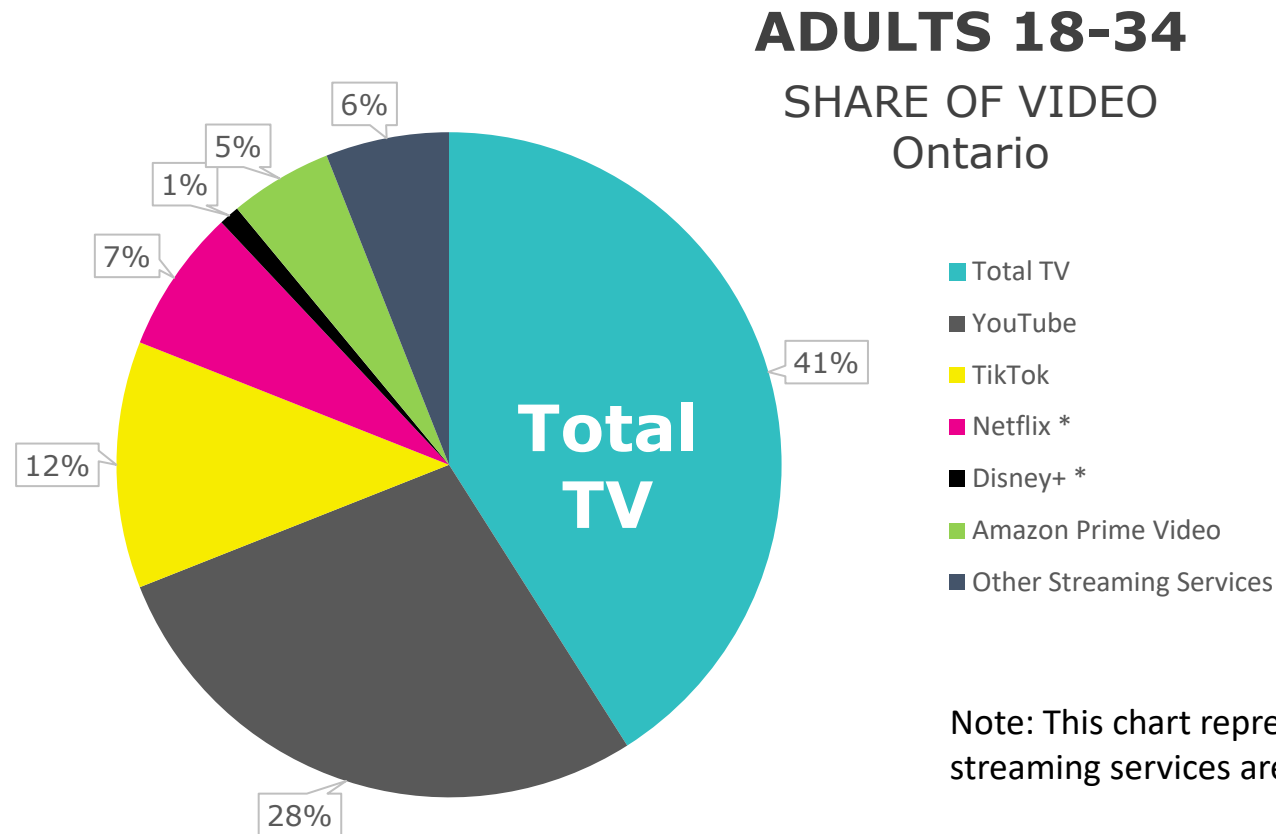
Streaming Services, YouTube, and TikTok include in-home viewing only

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# Total TV dominates time spent with video



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

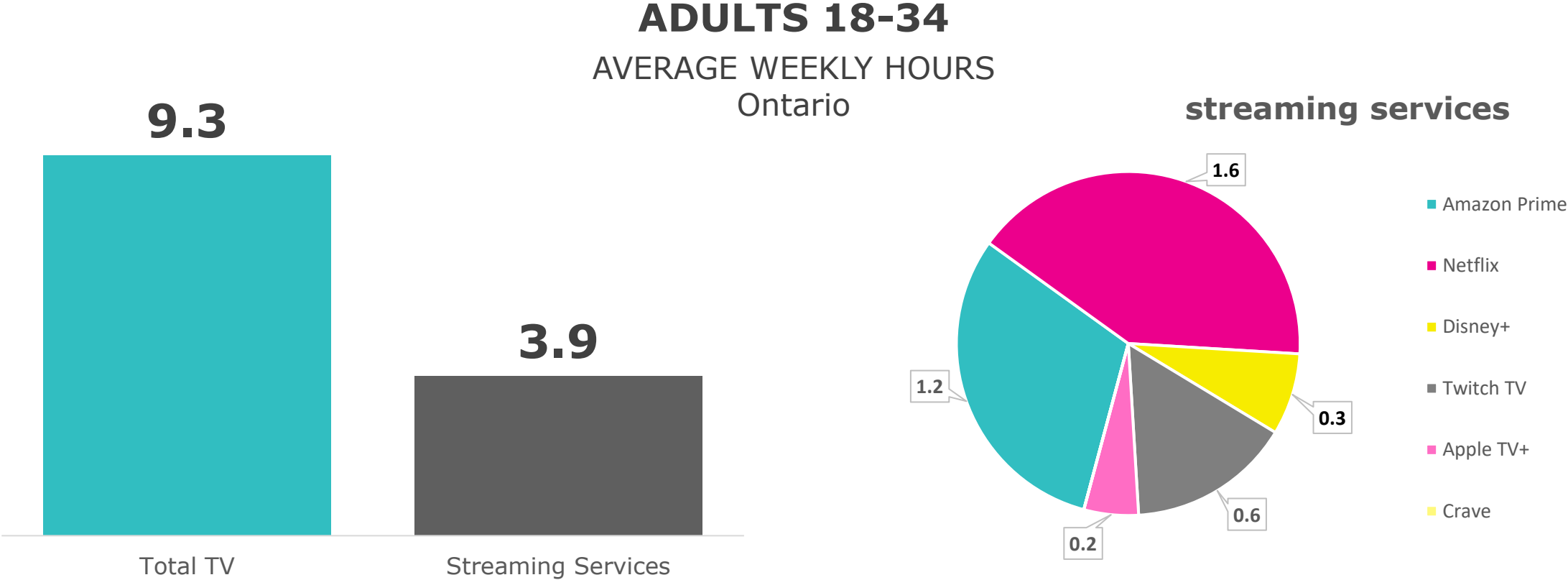
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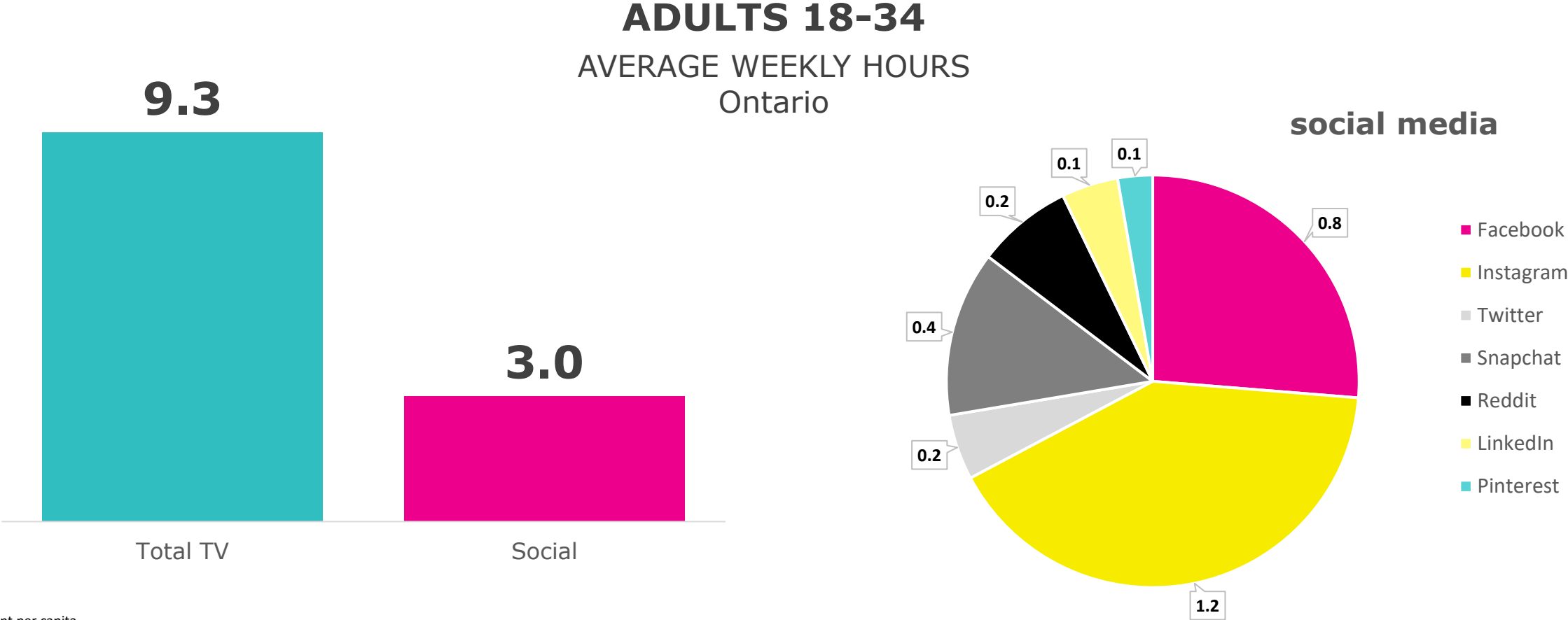
Source: Numeris VAM, February 27 – May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

# time spent with Total TV far exceeds time on the most popular streaming services



All time spent per capita  
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Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok;

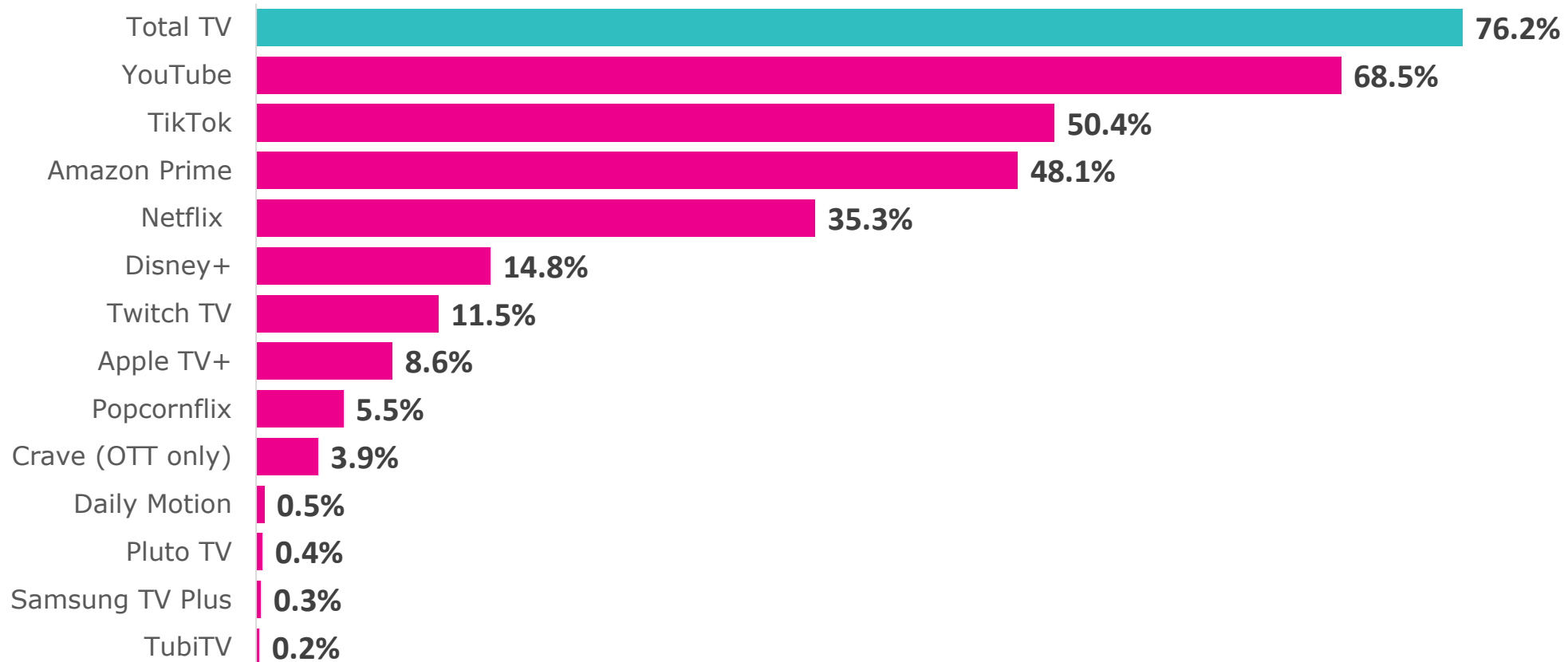
# time spent with Total TV far exceeds time spent on social



All time spent per capita  
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# Total TV delivers the greatest reach

**ADULTS 18-34**  
AVERAGE WEEKLY REACH %  
Ontario

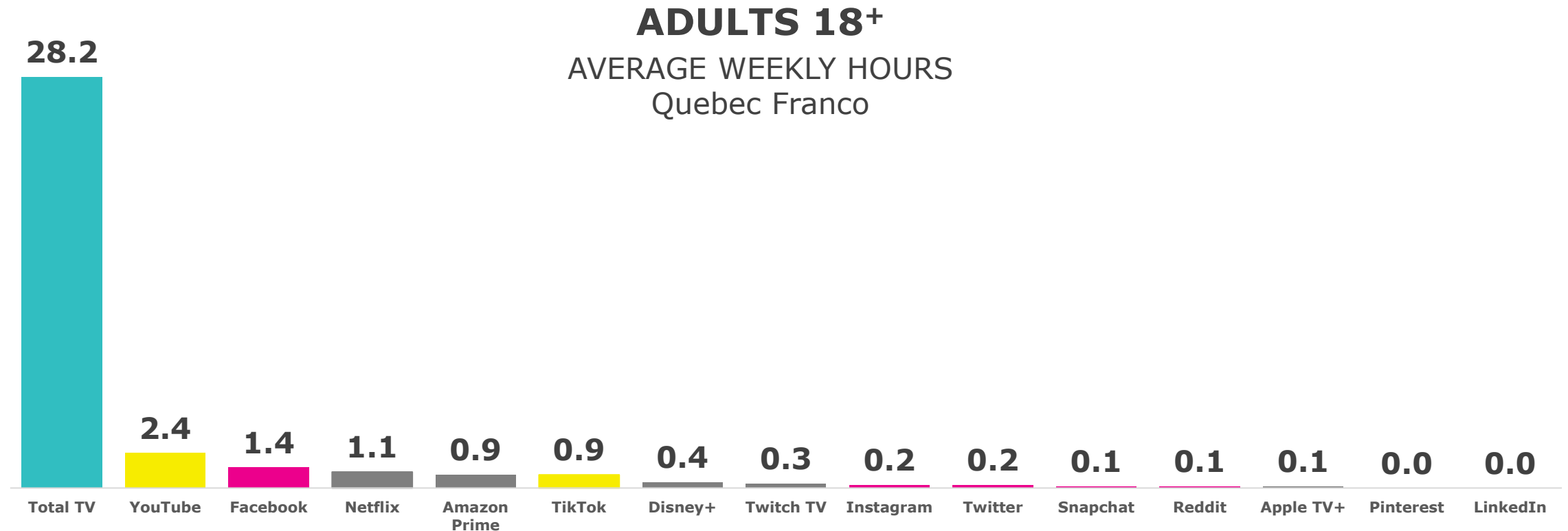


Total TV defined as linear TV and broadcaster streaming services  
Streaming Services are primarily commercial free include in-home viewing only  
Source: Numeris VAM, Feb 27 - May 28, 2023

# Quebec Franco

Numeris VAM

# Total TV dominates time spent



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

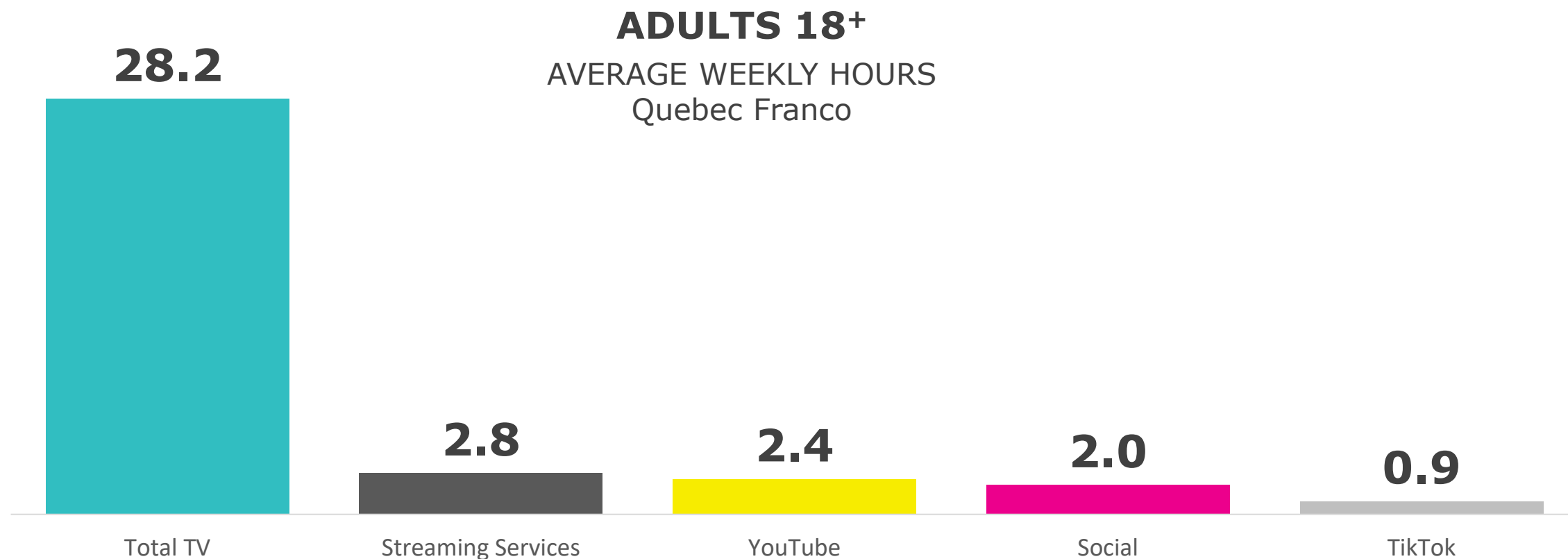
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# time spent with Total TV exceeds YouTube, social media, and all streaming services combined



All time spent per capita

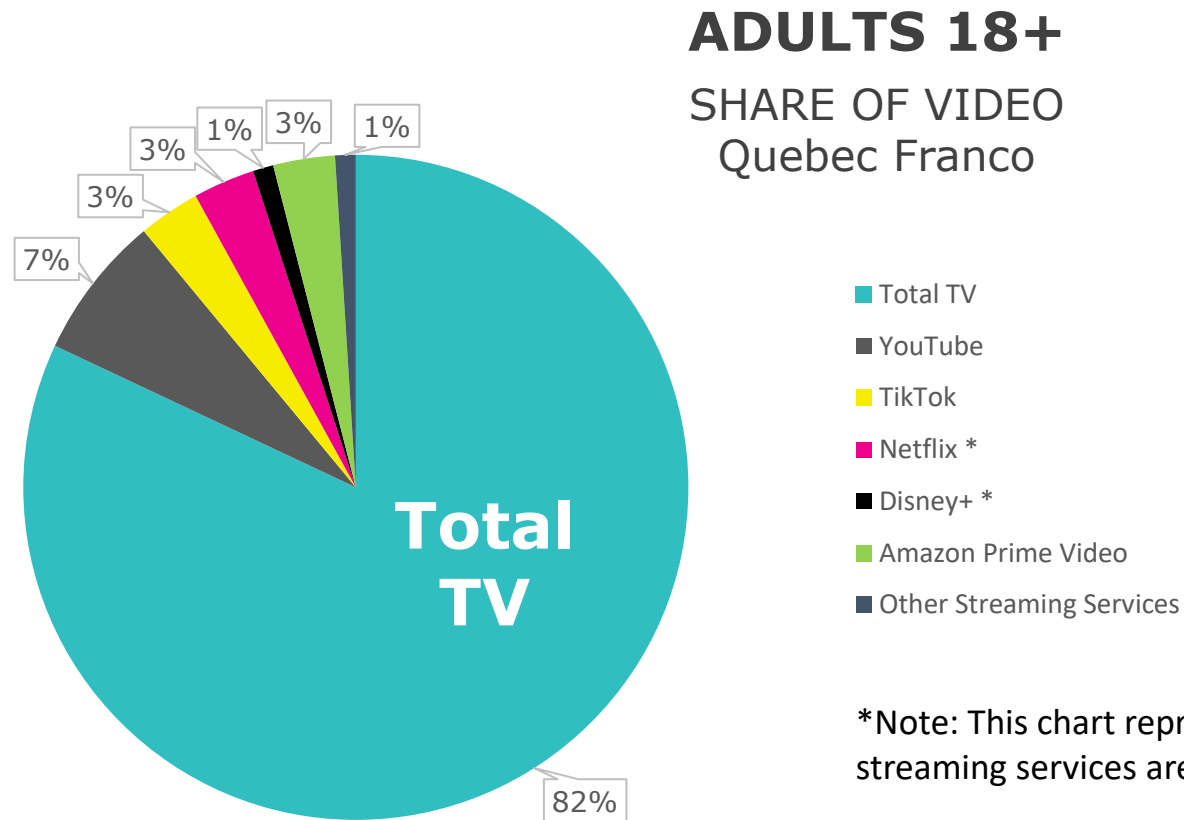
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All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

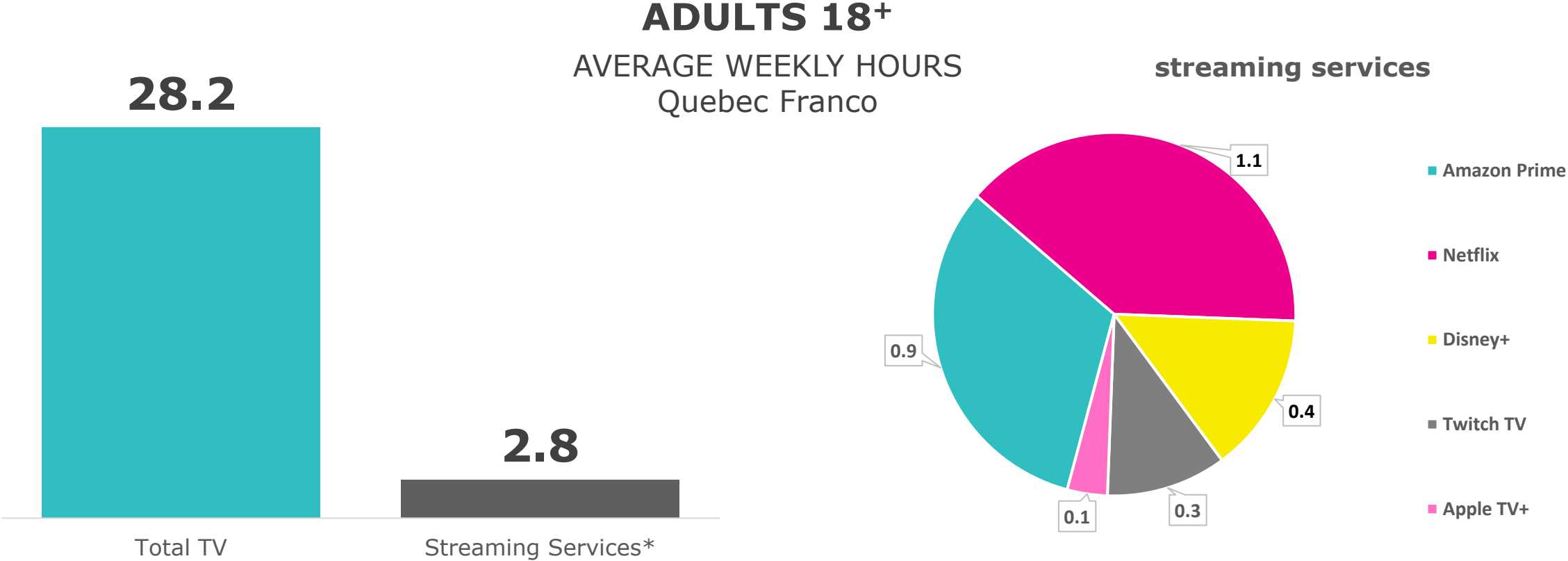
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+ and Other), YouTube, and TikTok include in-home viewing only

Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET

Source: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

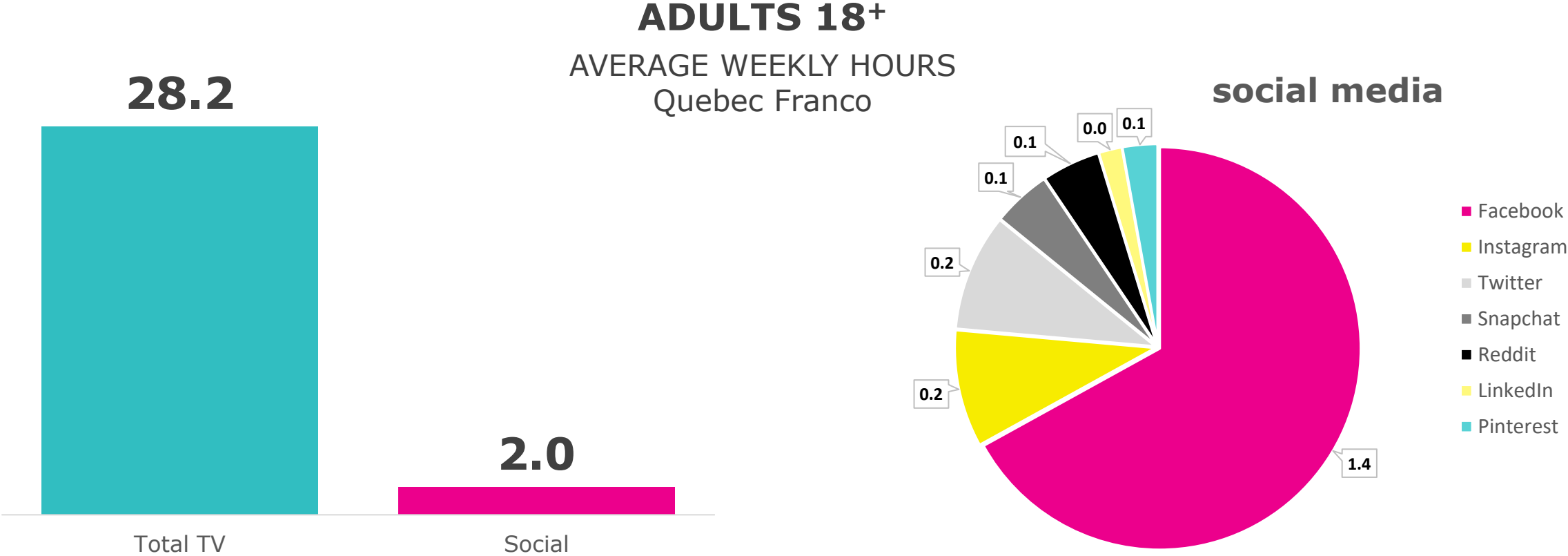


# Total TV time far exceeds time spent on all streaming services



All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
Streaming Services are primarily commercial free and include in-home viewing only  
Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET  
Source: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

# time spent with Total TV far exceeds time spent on social

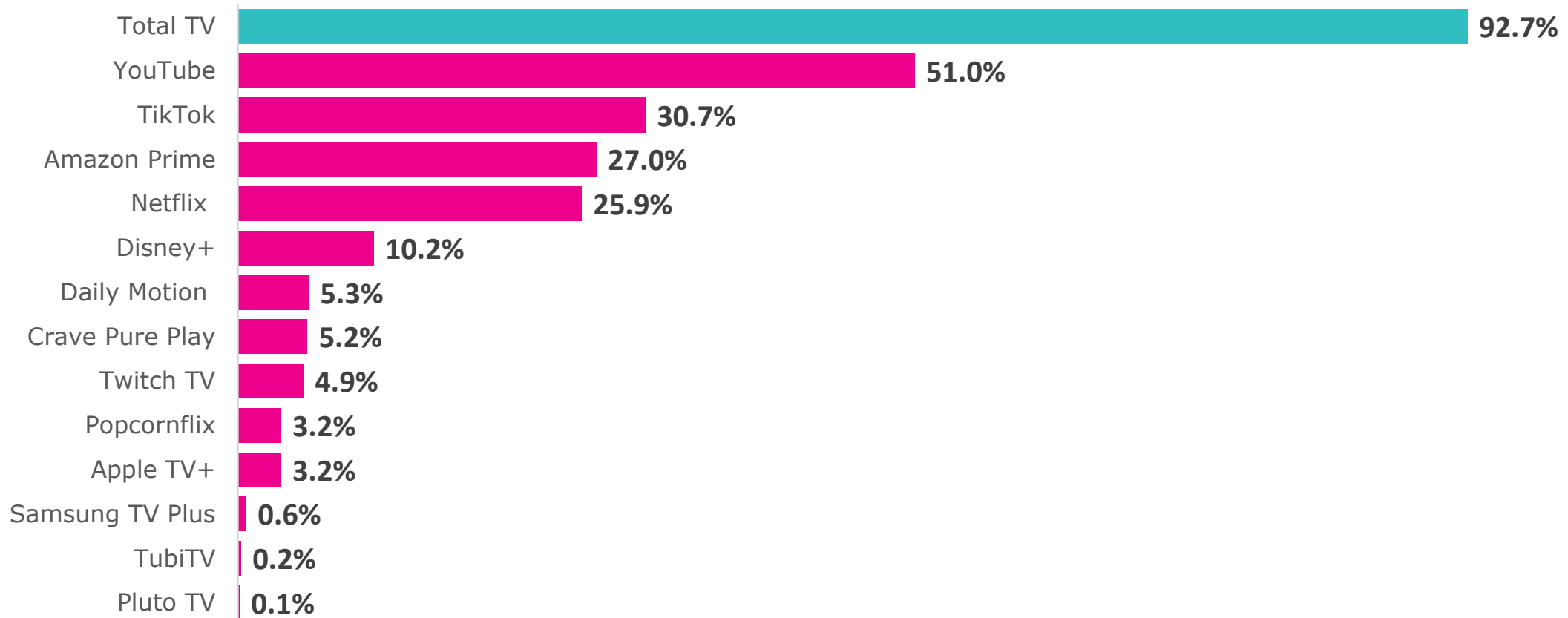


All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV; and  
Comscore, Mar 1 - May 31, 2023, for Social Media

# Total TV has greater reach than streaming services

**ADULTS 18+**

AVERAGE WEEKLY REACH%  
Quebec Franco



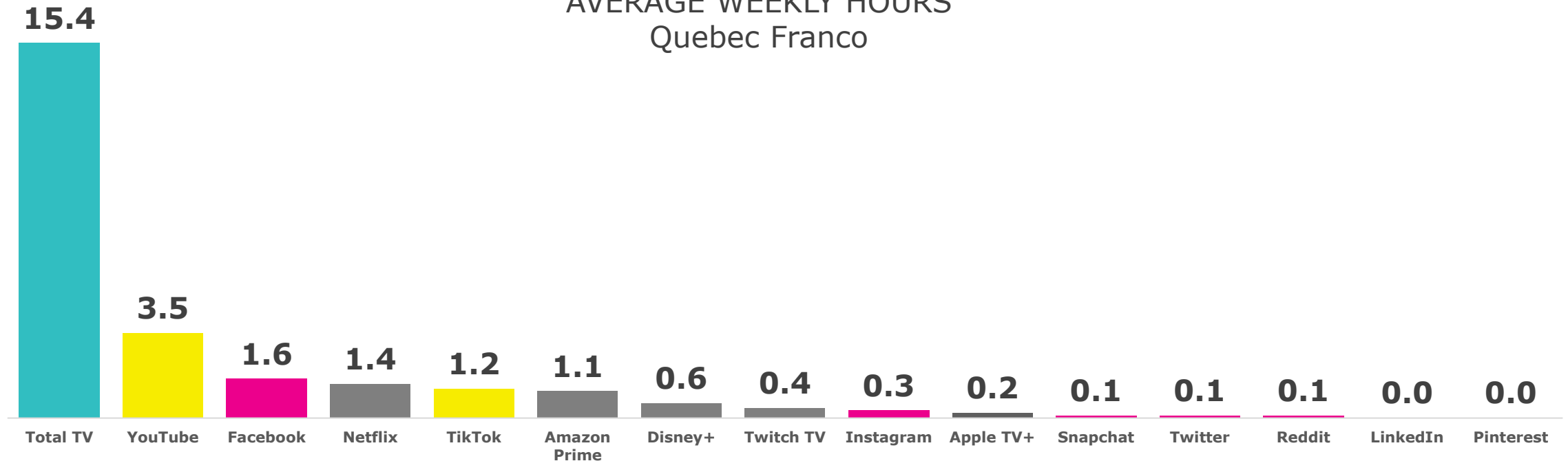
Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include in-home viewing only

Source: Numeris VAM, Feb 27 - May 28, 2023

# Total TV dominates time spent

**ADULTS 25-54**  
AVERAGE WEEKLY HOURS  
Quebec Franco



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

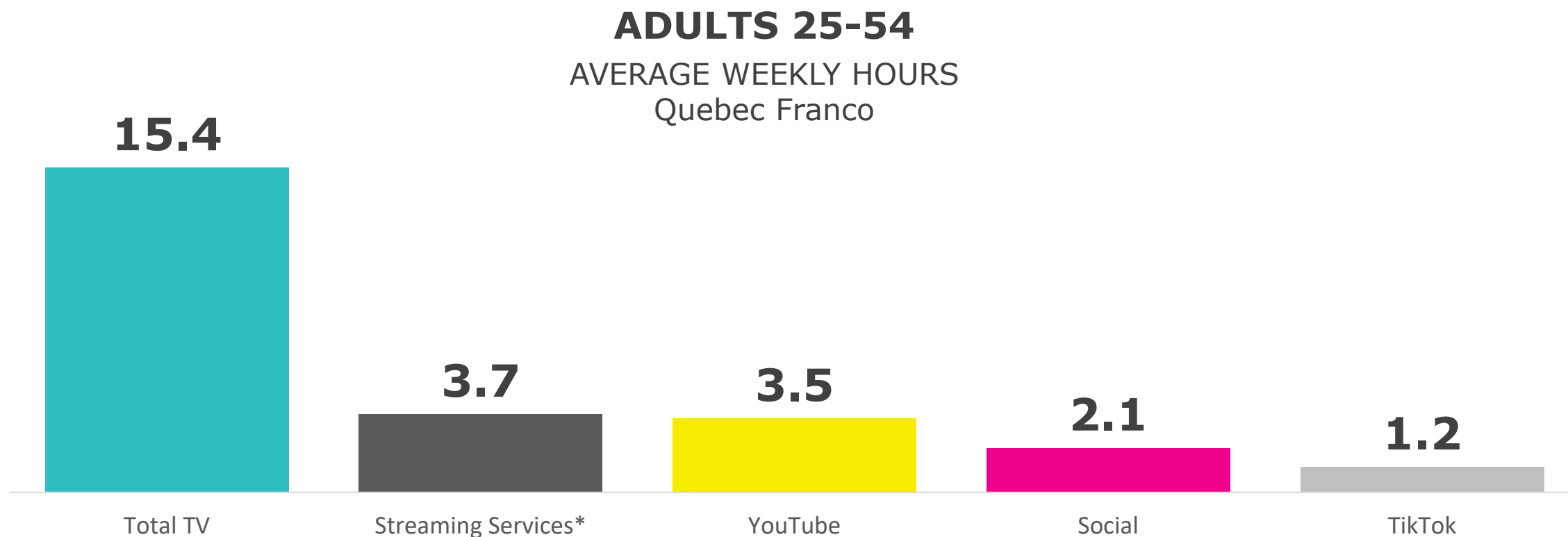
Streaming Services are primarily commercial free

Streaming Services, YouTube, and TikTok include in-home viewing only

Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok; and

Comscore, Mar 1 - May 31, 2023, for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

# time spent with Total TV exceeds YouTube, social media, and the streaming services



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services, YouTube, and TikTok include in-home viewing only

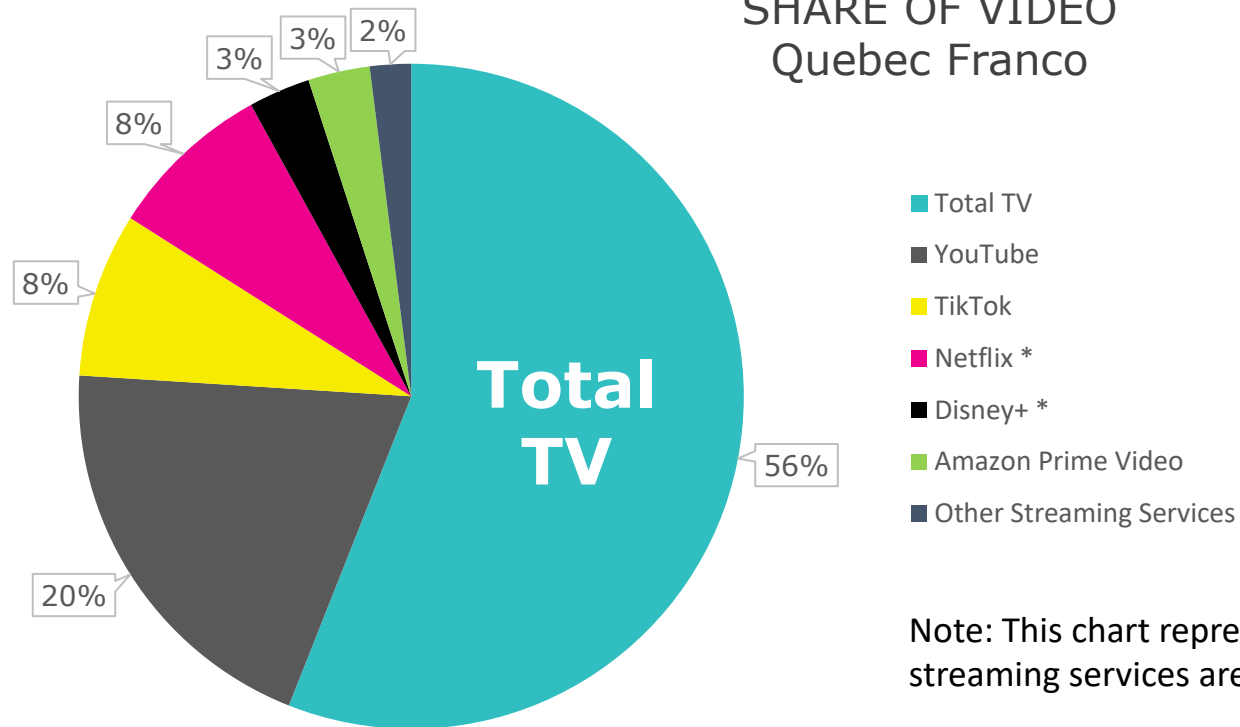
Streaming Services are primarily commercial-free and include Amazon Prime, Netflix, Disney+, Apple TV+, Crave (OTT only), Twitch TV, Popcorn Flix, FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET, and Pluto TV

Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok; and Comscore, Mar 1 - May 31, 2023, for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

# Total TV dominates time spent with video

## ADULTS 25-54

SHARE OF VIDEO  
Quebec Franco



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

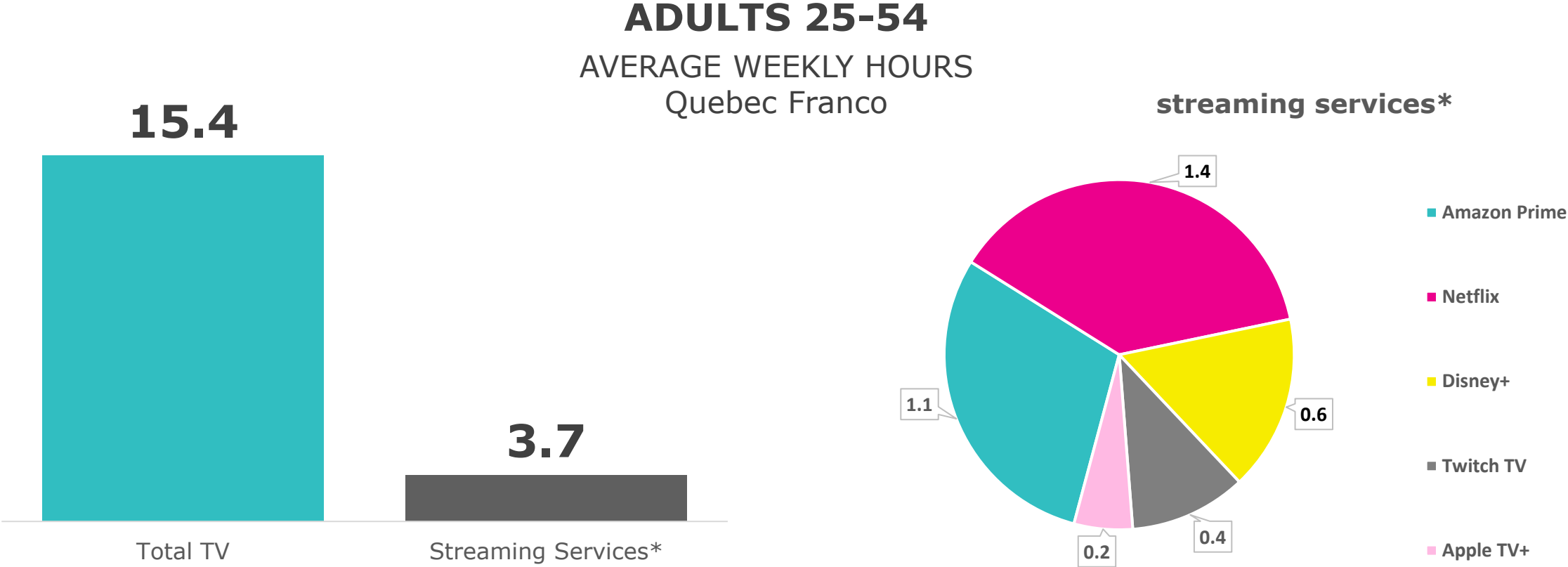
Streaming Services are primarily commercial free

Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+, and Other), YouTube, and TikTok include in-home viewing only

Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET

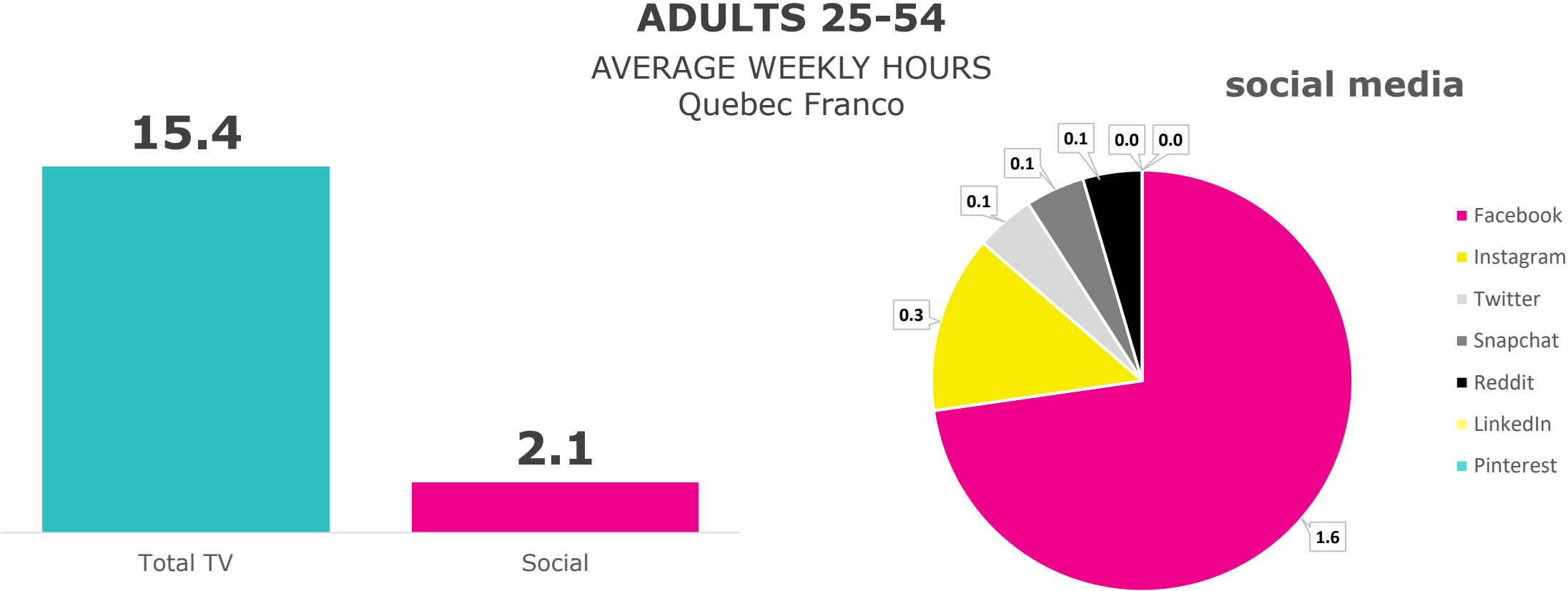
Source: Numeris VAM, Feb 27 – May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

# time spent with Total TV far exceeds time on streaming services



All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
Streaming Services are primarily commercial free and include in-home viewing only  
Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET, and Pluto TV  
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok;

# time spent with Total TV far exceeds time spent on social



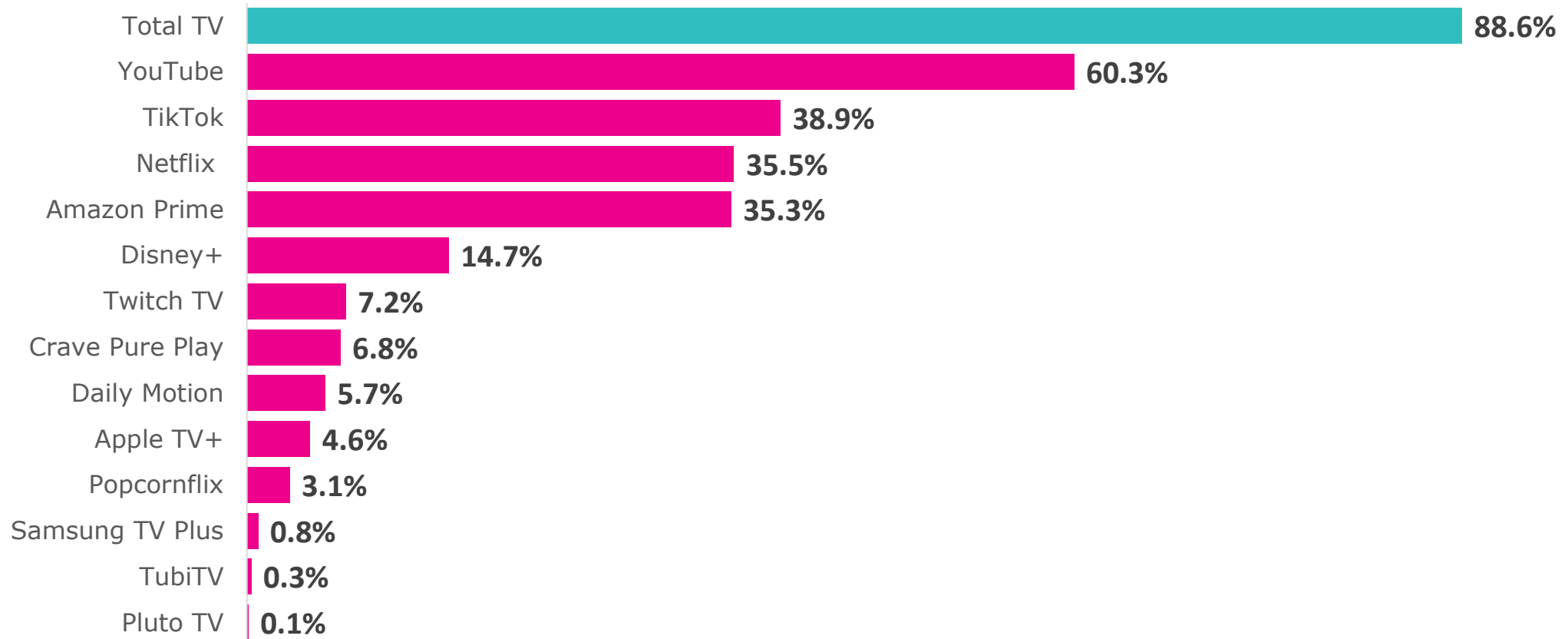
All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV; and  
Comscore, Mar 1 - May 31, 2023, for Social Media



# Total TV delivers the greatest reach

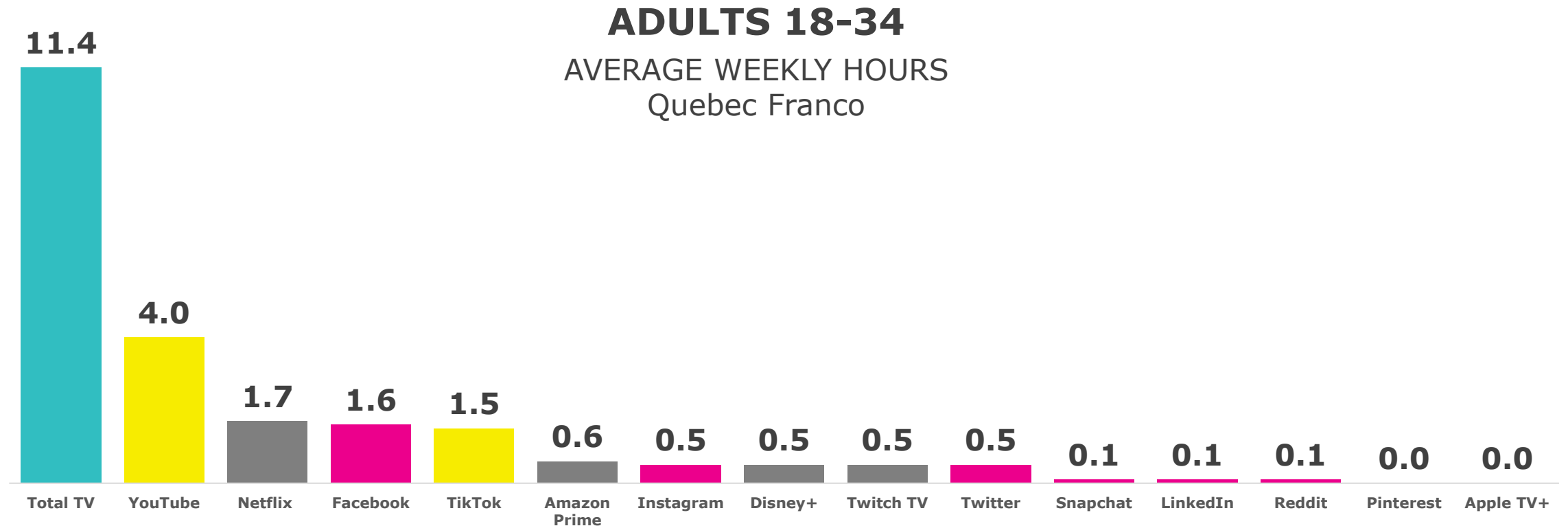
## ADULTS 25-54

AVERAGE WEEKLY REACH %  
Quebec Franco



Total TV defined as linear TV and broadcaster streaming services  
Streaming Services are primarily commercial free and include in-home viewing only  
Source: Numeris VAM, Feb 27 - May 28, 2023

# Total TV dominates time spent



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free

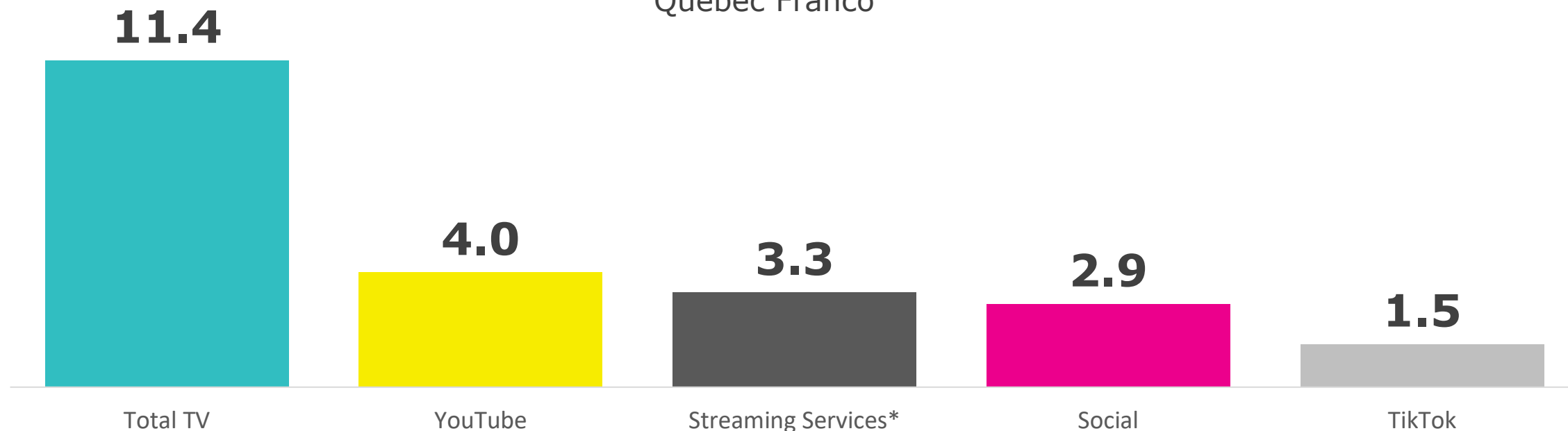
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+), YouTube, and TikTok include in-home viewing only

Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok; and

Comscore, Mar 1 - May 31, 2023, for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

# time spent with Total TV exceeds YouTube, social media, and the top-ranked streaming services

**ADULTS 18-34**  
AVERAGE WEEKLY HOURS  
Quebec Franco



All time spent per capita

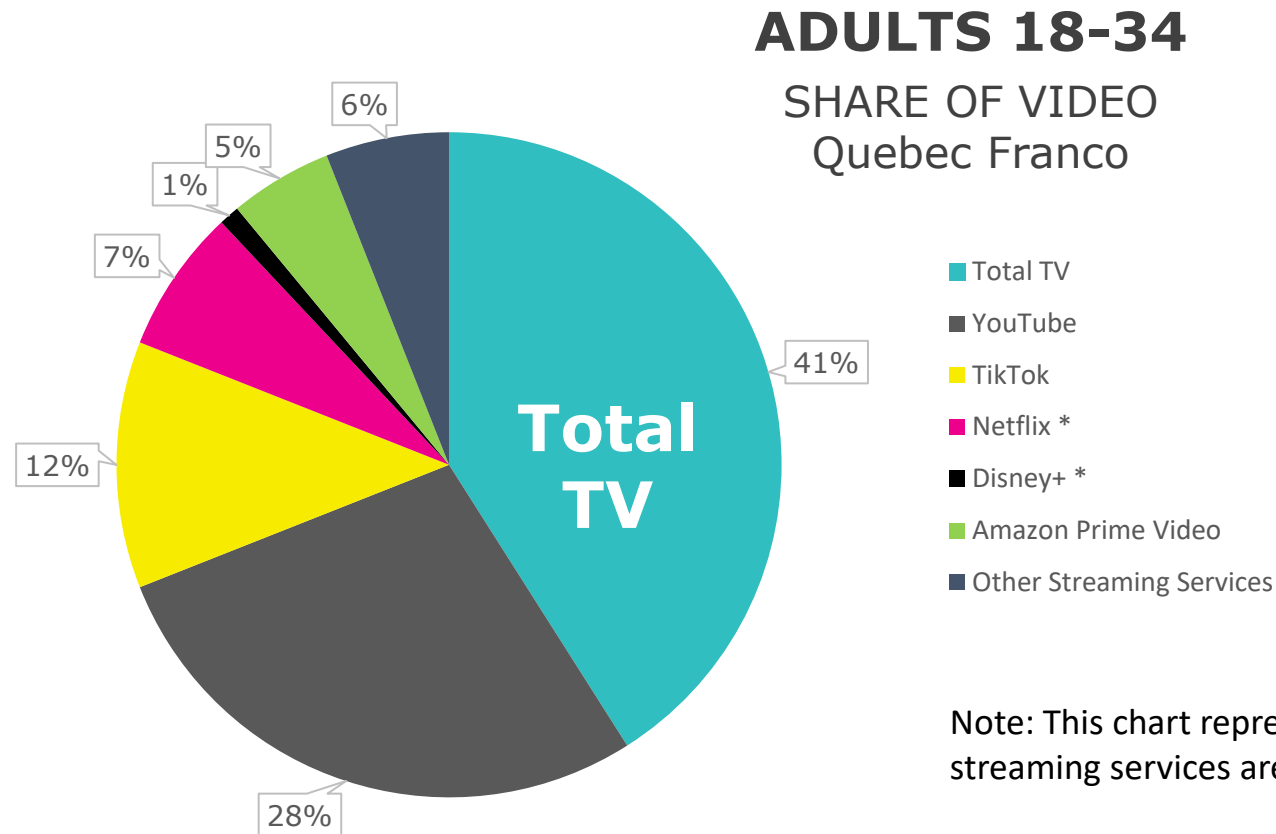
Total TV defined as linear TV and broadcaster streaming services

Streaming Services, YouTube, and TikTok include in-home viewing only

Streaming Services are primarily commercial-free and include Amazon Prime, Netflix, Disney+, Apple TV+, Crave (OTT only), Twitch TV, Popcorn Flix, FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET, and Pluto TV

Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok; and Comscore, Mar 1 - May 31, 2023, for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

# Total TV dominates time spent with video



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

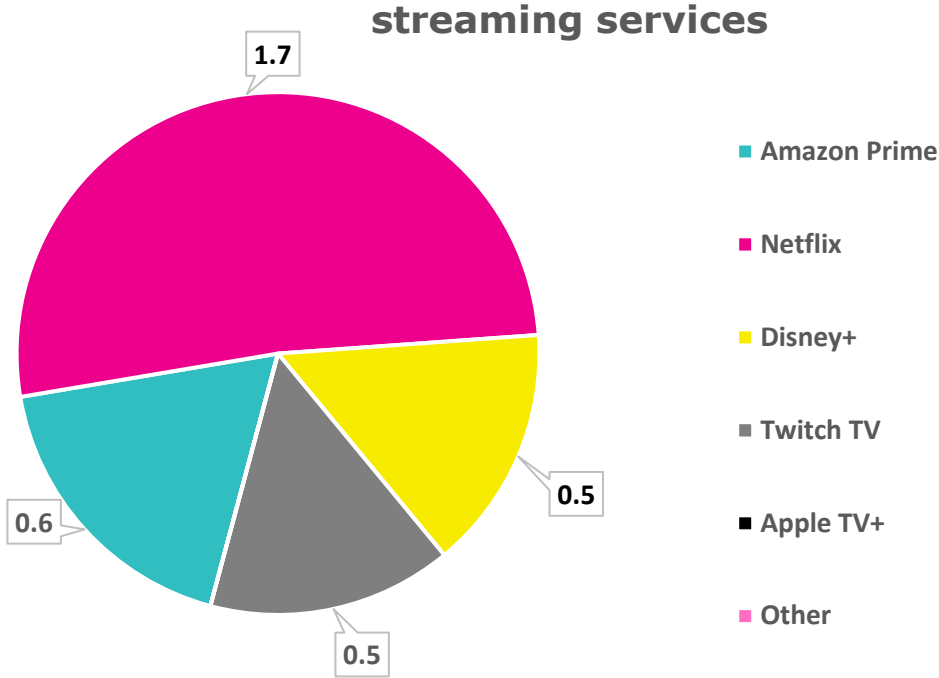
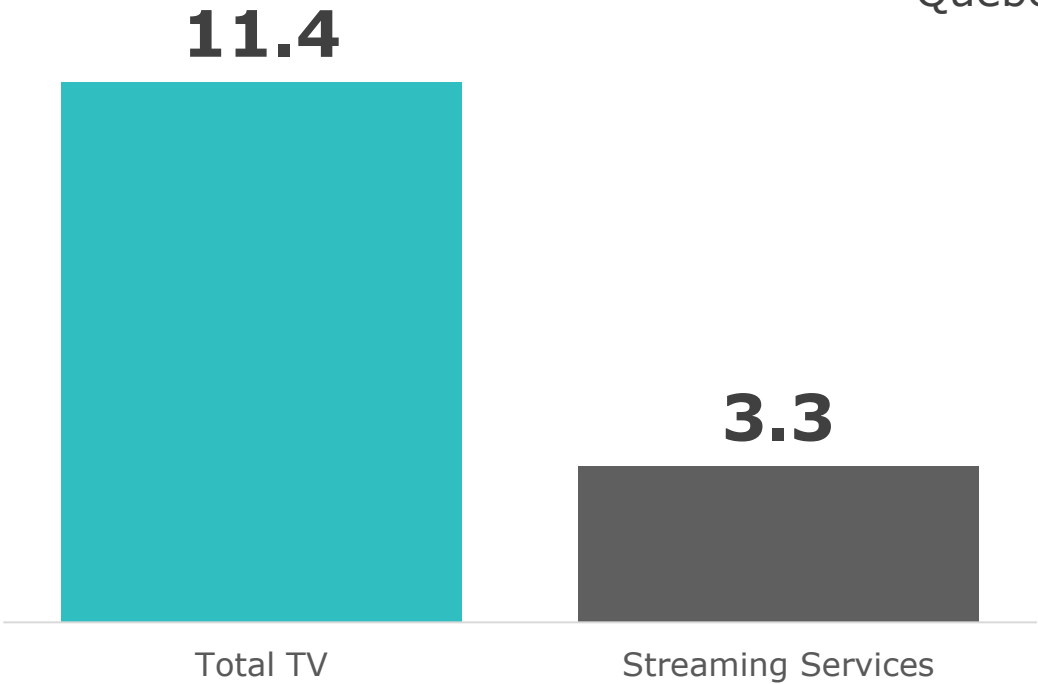
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+ and Other), YouTube, and TikTok include in-home viewing only

Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET

Source: Numeris VAM, February 27 – May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

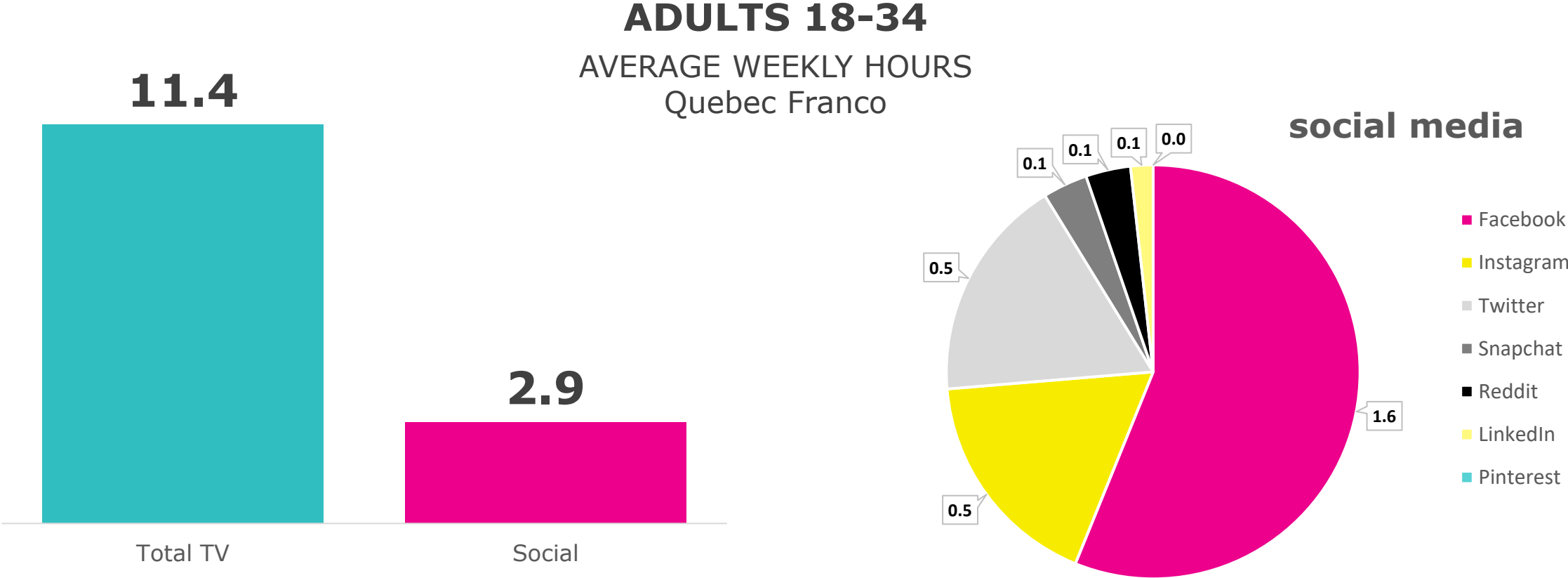
# time spent with Total TV far exceeds time on the most popular streaming services

**ADULTS 18-34**  
AVERAGE WEEKLY HOURS  
Quebec Franco



All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
Streaming Services are primarily commercial free and include in-home viewing only  
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok;

# time spent with Total TV far exceeds time spent on social

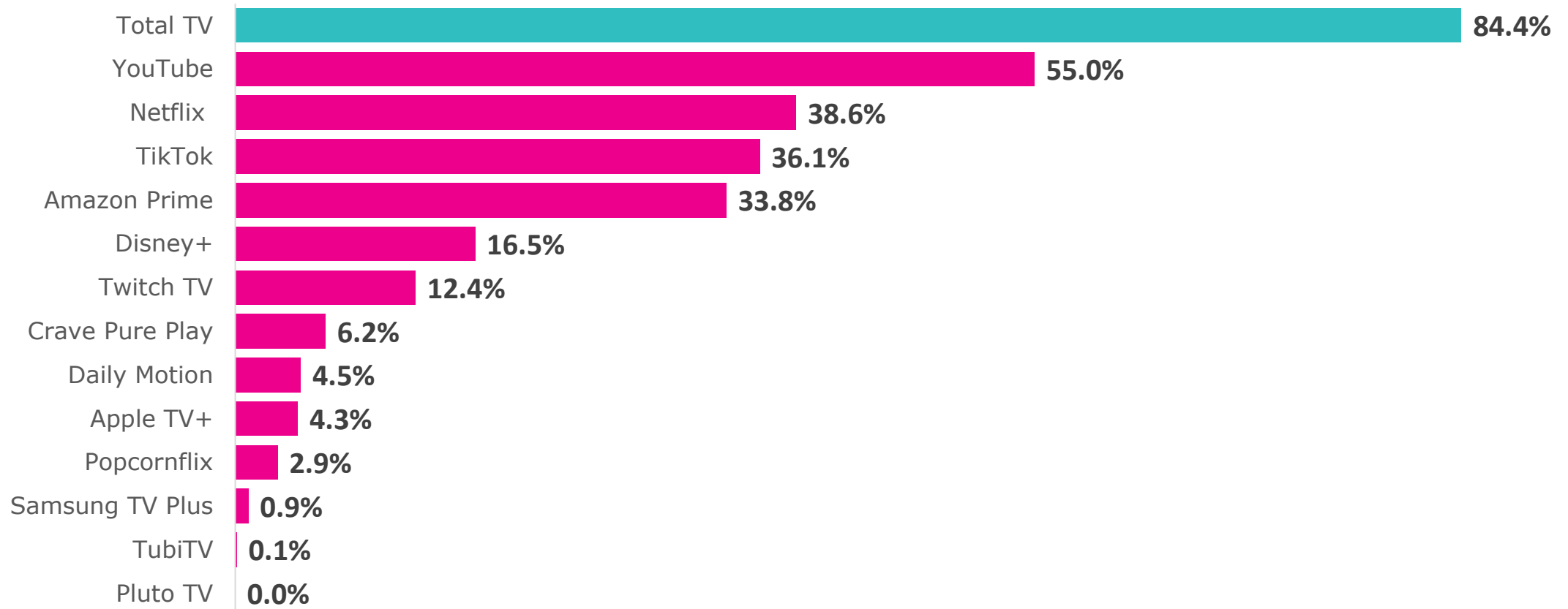


All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV; and  
Comscore, Mar 1 - May 31, 2023, for Social Media

# Total TV delivers the greatest reach

## ADULTS 18-34

AVERAGE WEEKLY REACH %  
Quebec Franco



Total TV defined as linear TV and broadcaster streaming services  
Streaming Services are primarily commercial free include in-home viewing only  
Source: Numeris VAM, Feb 27 - May 28, 2023

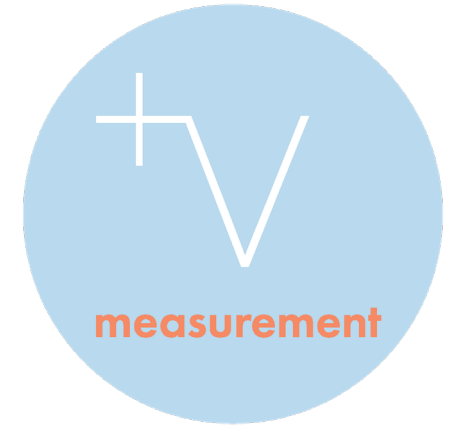
# about VAM

**VAM – Video Audience Measurement - is a cross-platform measurement data set developed and provided by Numeris.**

VAM captures video consumption from linear television, OTT services, and online viewing on all devices and platforms. By holistically measuring what is being consumed by demographic, market, device, and platform, the media industry is able to understand and compare the value of investment in both linear and digital video, and identify the consumer video journey and trends. The data is based on the fusion of the Numeris online and television panels viewing, resulting in cross- platform video audience measurement.

Currently covering the Ontario and French Quebec markets, information is available to Numeris clients monthly to help inform campaign planning and media mix modelling.

MORE INFORMATION





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**info@thinktv.ca**

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