



tv viewing:
live vs playback

the bulk of **tv** viewing is live

- **86%** of linear television* viewing is **live**
- and the 14% that is not viewed live? 47% of it is viewed **on the same day** as the original broadcast, and 73% within two days



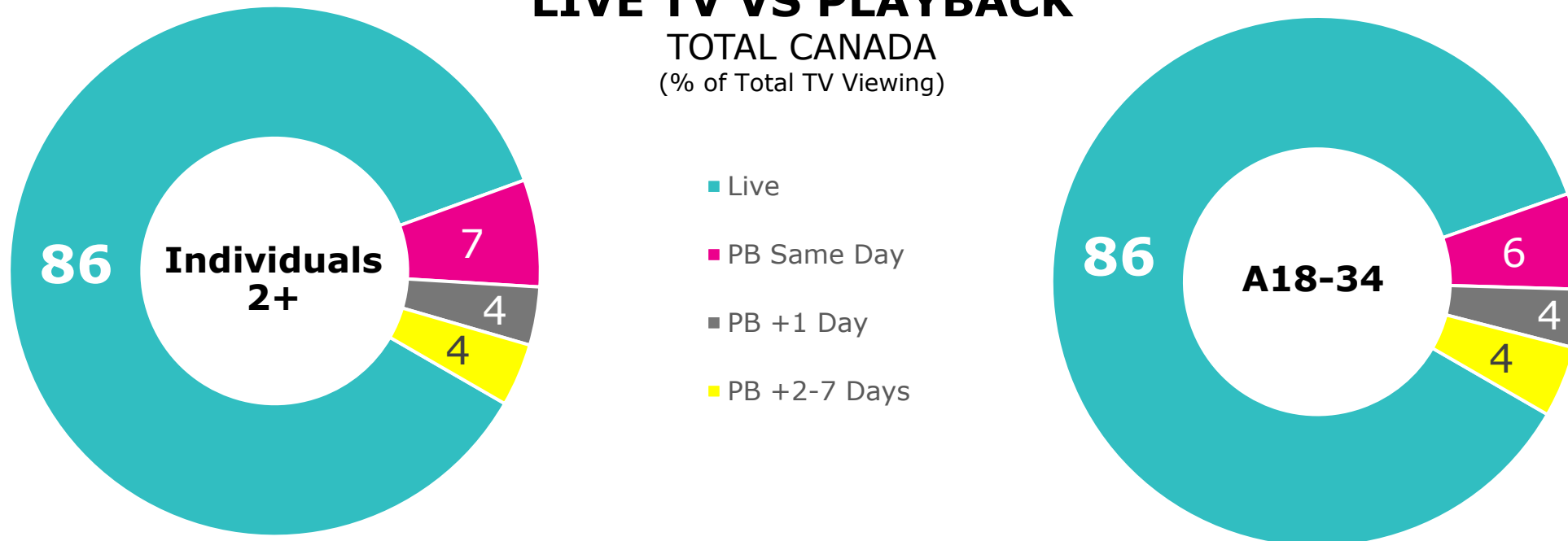
* TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

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

Even among young adults, 86% of TV viewing is live; 92% is live + same day playback

LIVE TV VS PLAYBACK

TOTAL CANADA
(% of Total TV Viewing)

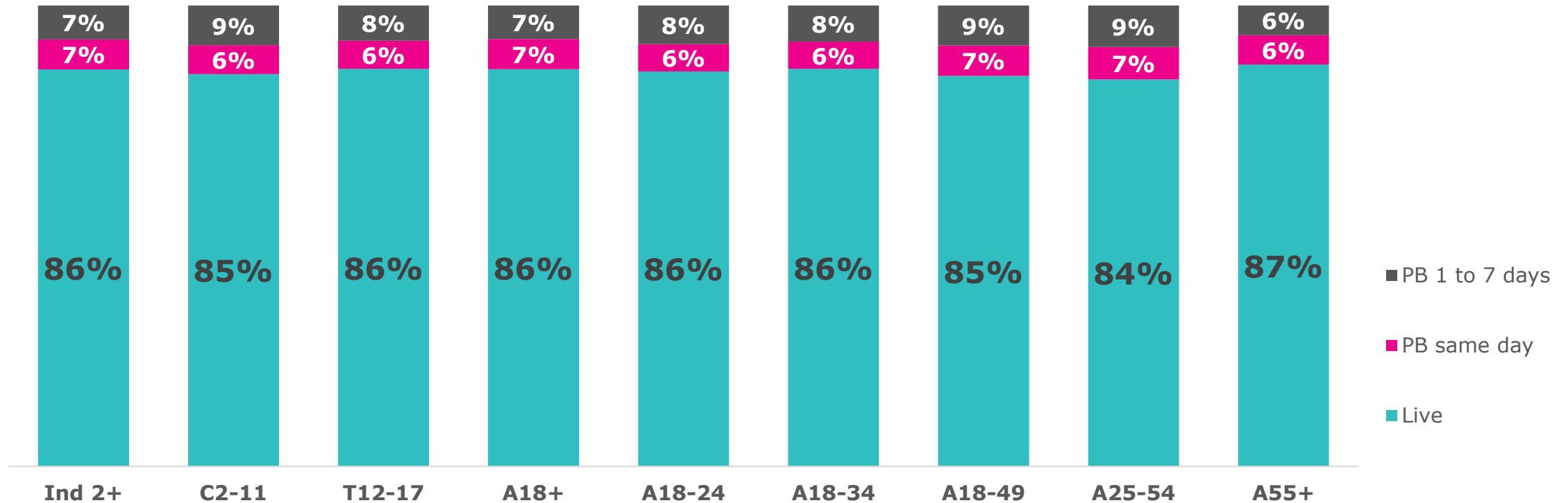


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across all demos, the majority of viewing is live

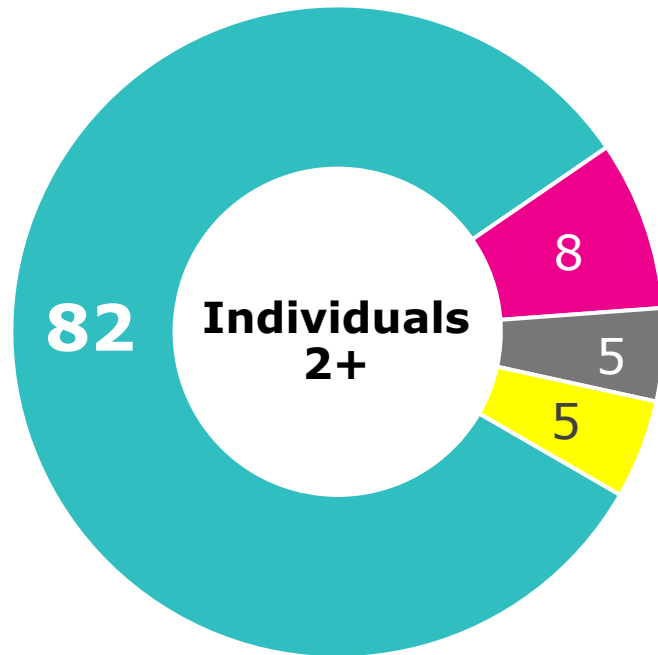


TOTAL CANADA (% OF TV VIEWING)

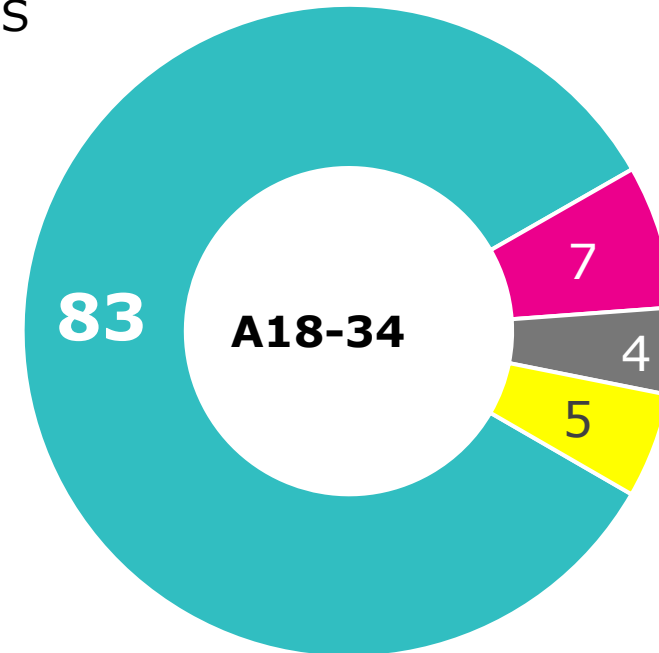


in PVR homes, 82% of viewing is live

LIVE TV VS PLAYBACK TOTAL CANADA | PVR HOMES (% of Total TV Viewing)



- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days

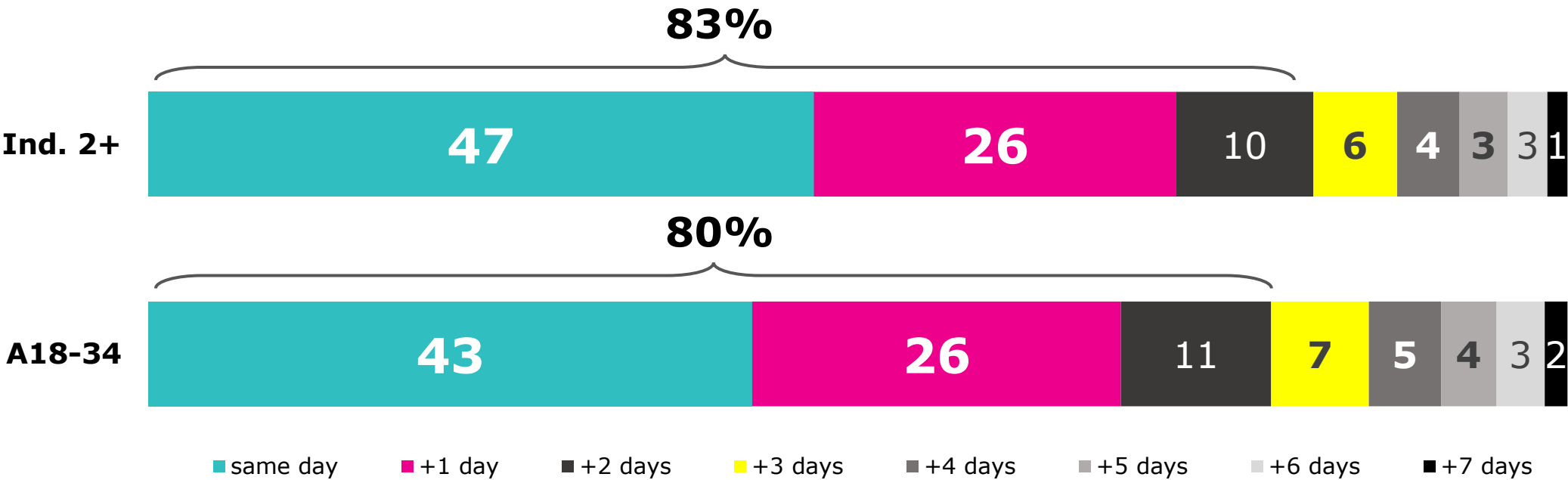


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most PVR playback takes place

within 2 days

% PLAYBACK
By Days After Original Telecast



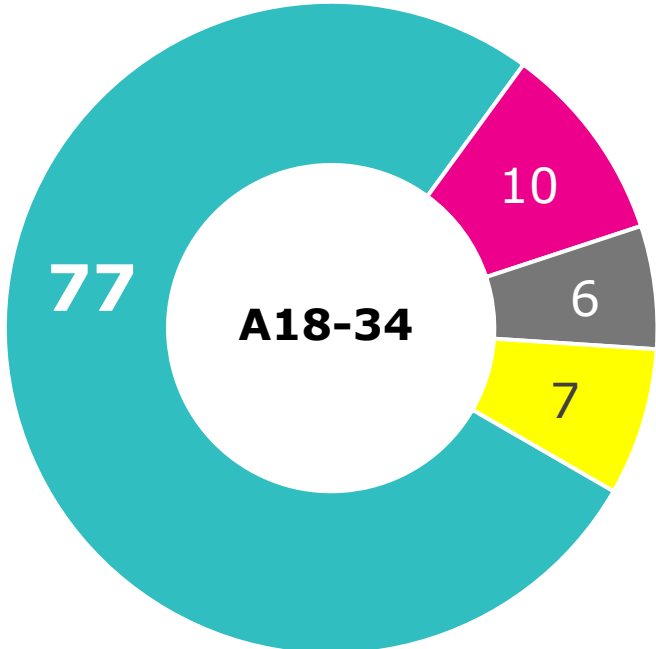
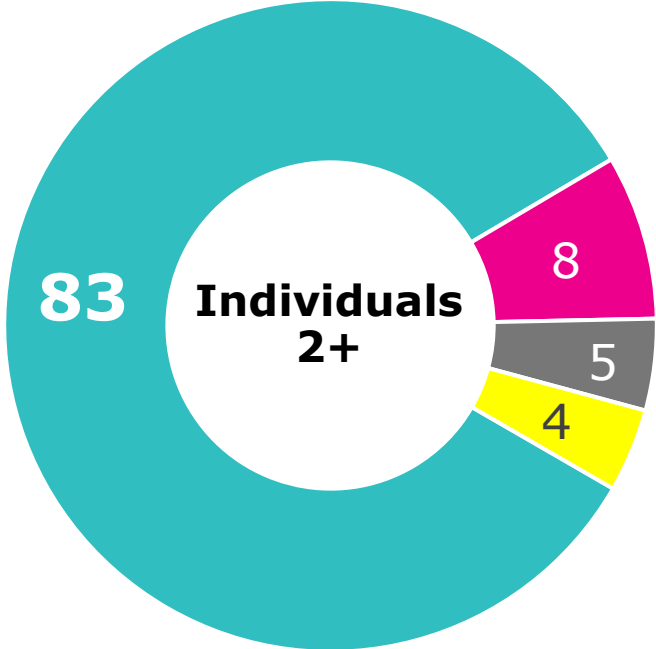
Quebec Franco



83% of linear **tv** viewing is live

Even among young adults, 77% of viewing is live; 87% is live + same day playback

LIVE TV VS PLAYBACK QUEBEC FRANCO (% of Total TV Viewing)



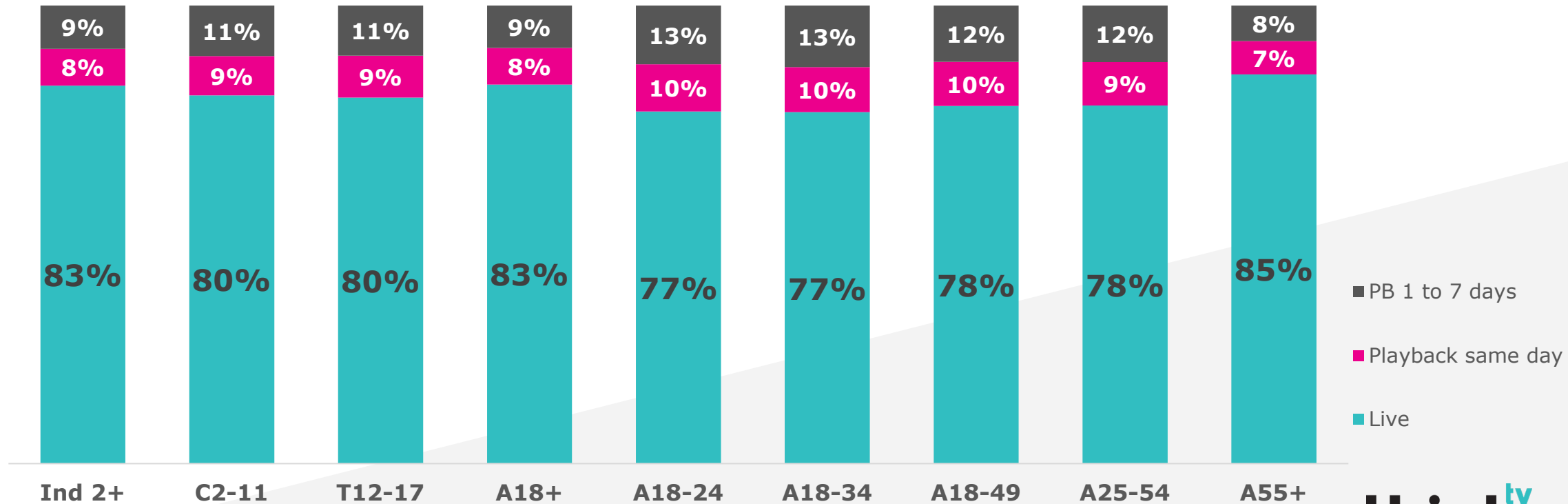
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across all demos, the majority of



viewing is live

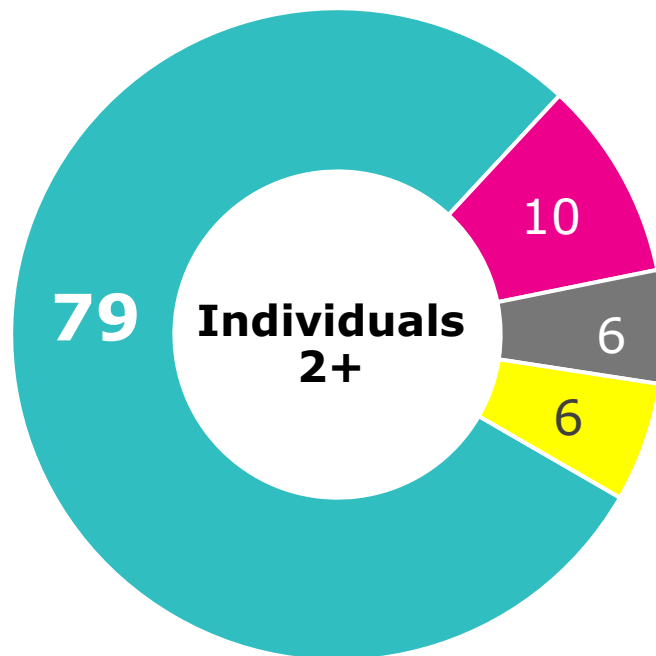
QUEBEC FRANCO (% OF TV VIEWING)



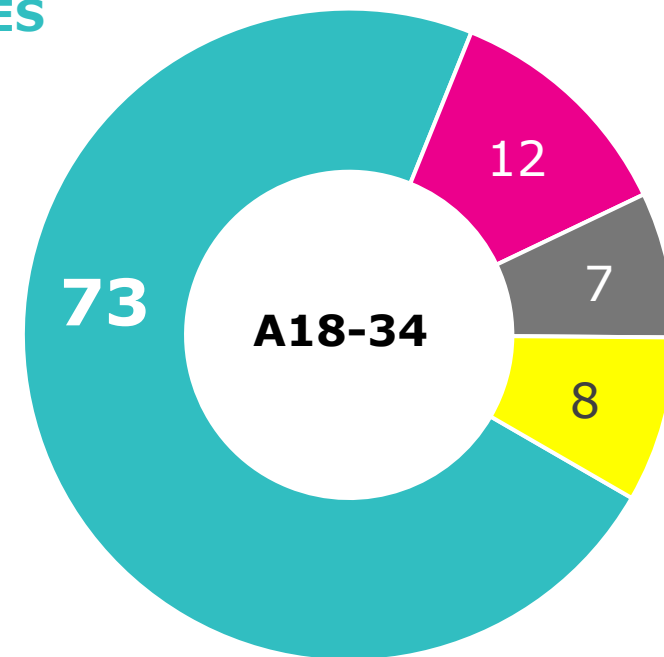
in PVR homes, 79% of viewing is live

Among young adults, 73% of TV viewing in PVR homes is live

LIVE TV VS PLAYBACK QUEBEC FRANCO | PVR HOMES (% of Total TV Viewing)



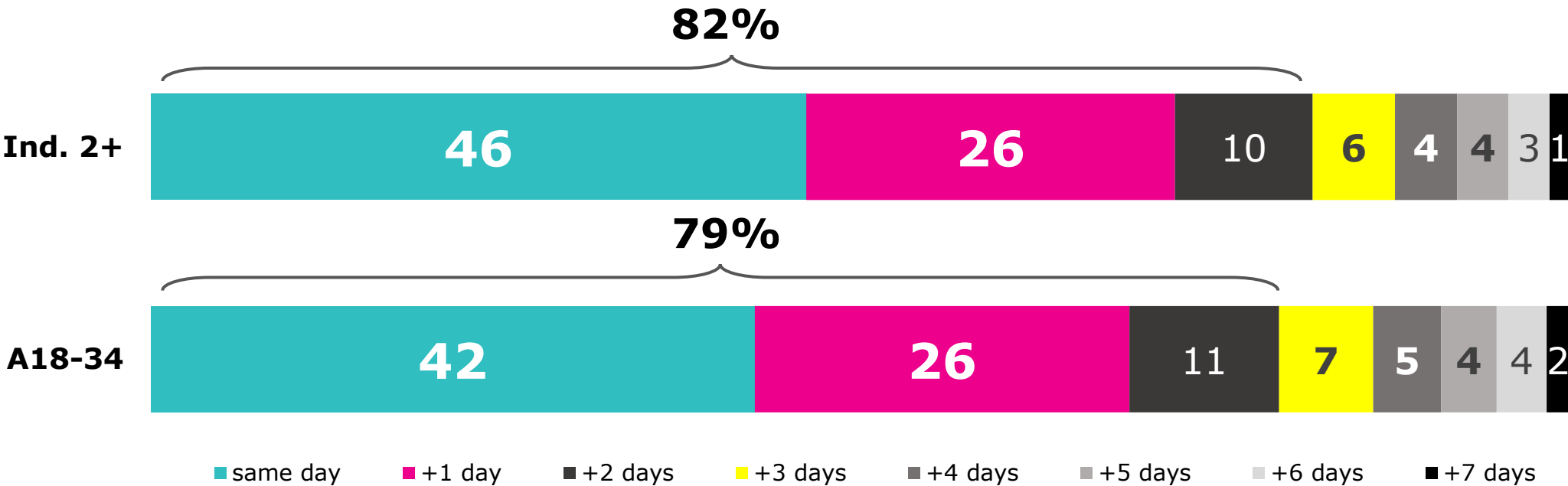
- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days



most PVR playback takes place

within 2 days

% PLAYBACK
QUEBEC FRANCO
By Days After Original Telecast



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