



**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



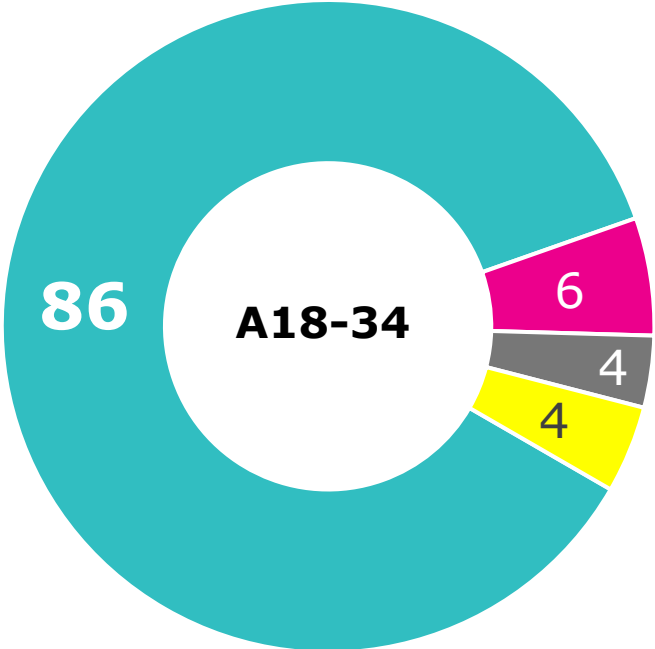
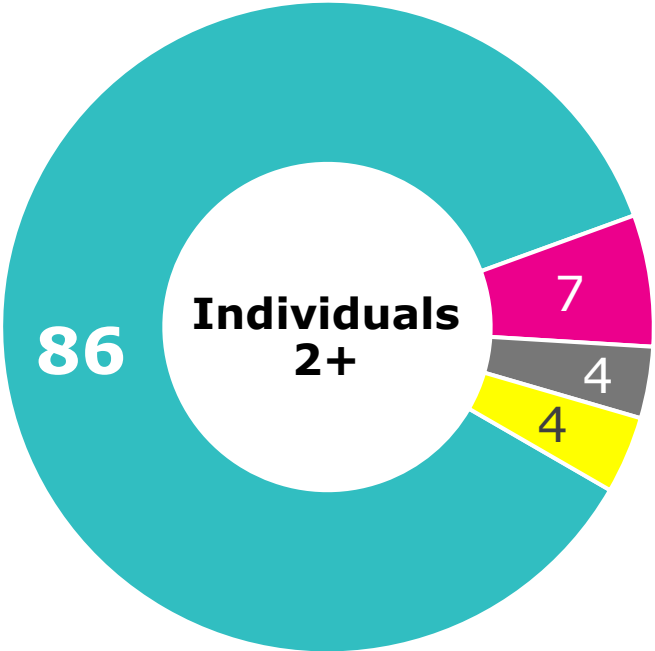
\* TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

# 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)



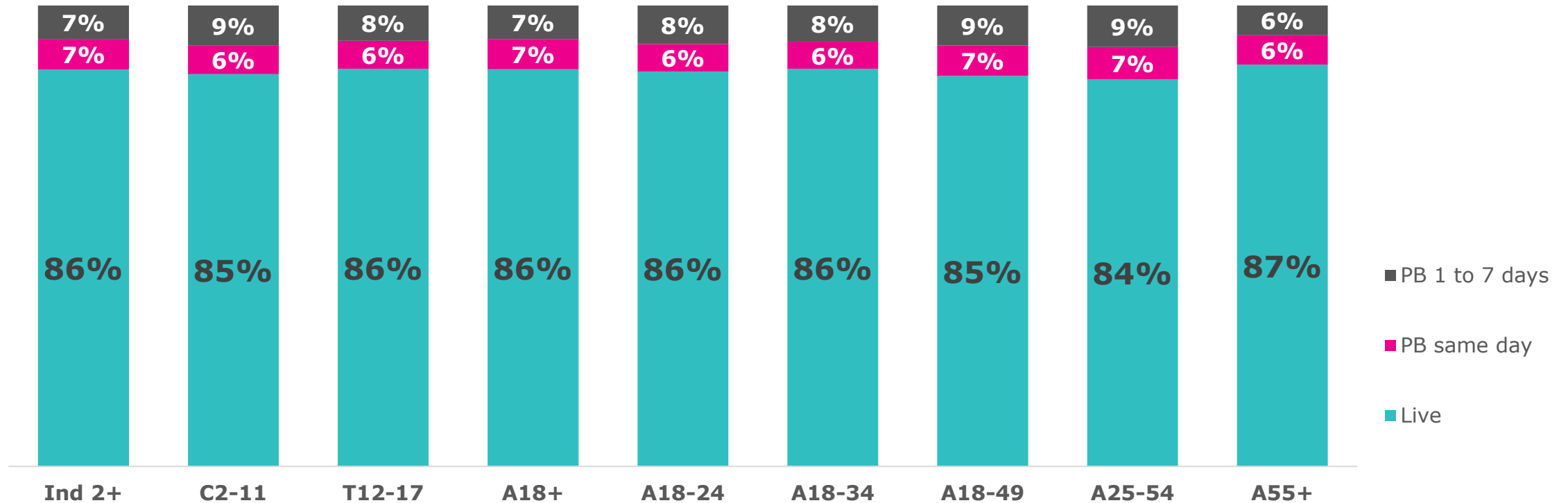
- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days

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.

# across all demos, the majority of viewing is live

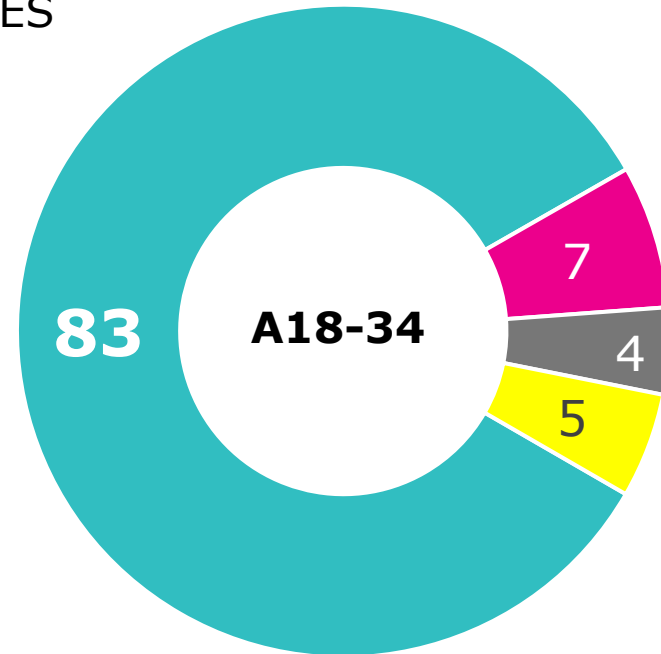
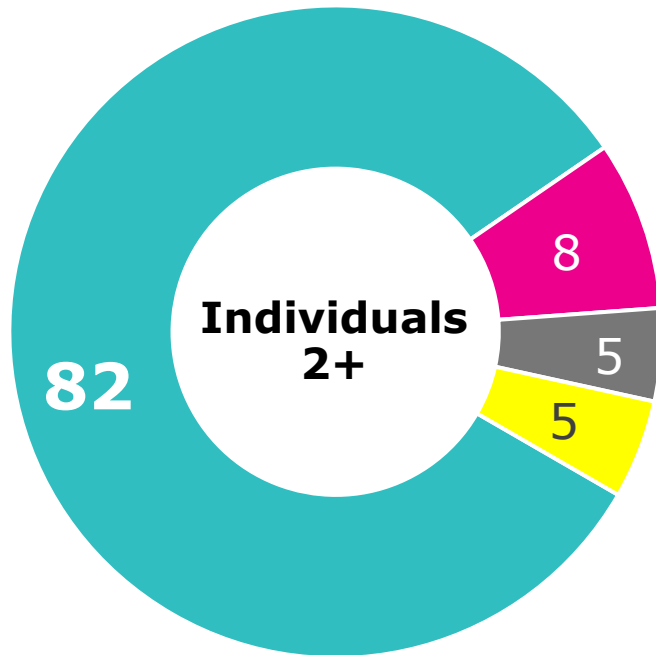


**TOTAL CANADA**  
(% OF TV VIEWING)



# in PVR homes, 82% of viewing is live

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

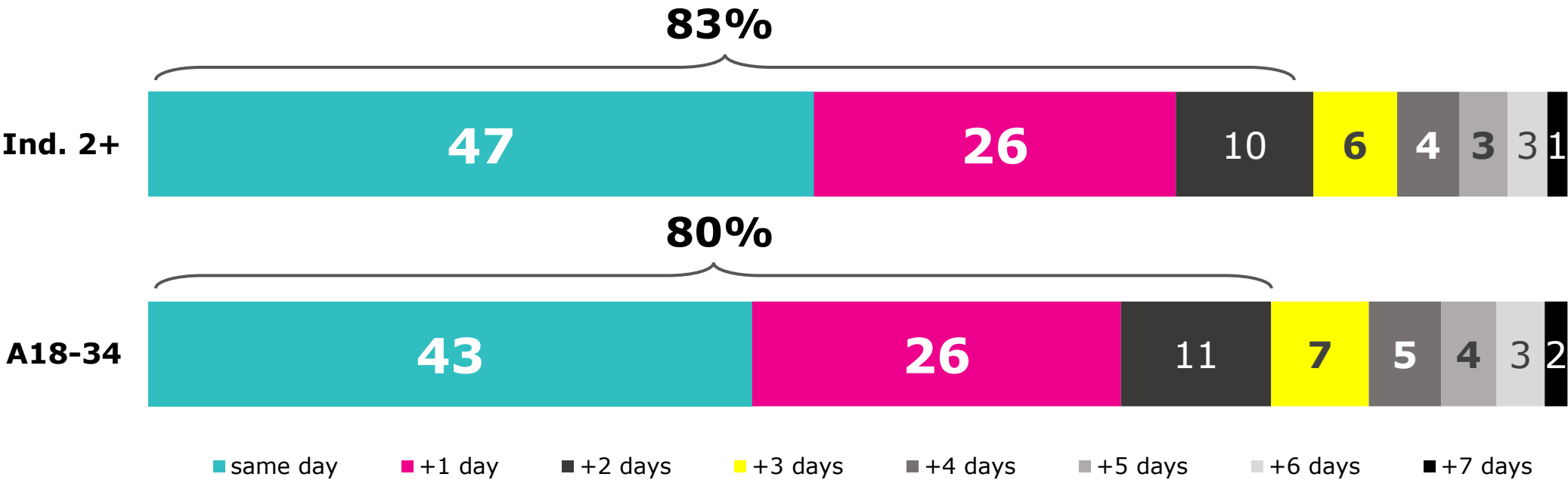


\* TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

# most PVR playback takes place

within 2 days

**% PLAYBACK**  
TOTAL CANADA  
By Days After Original Telecast



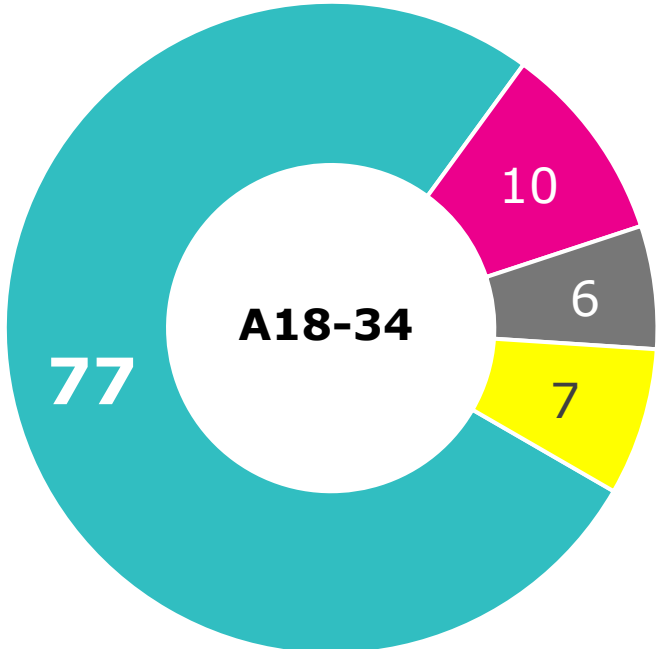
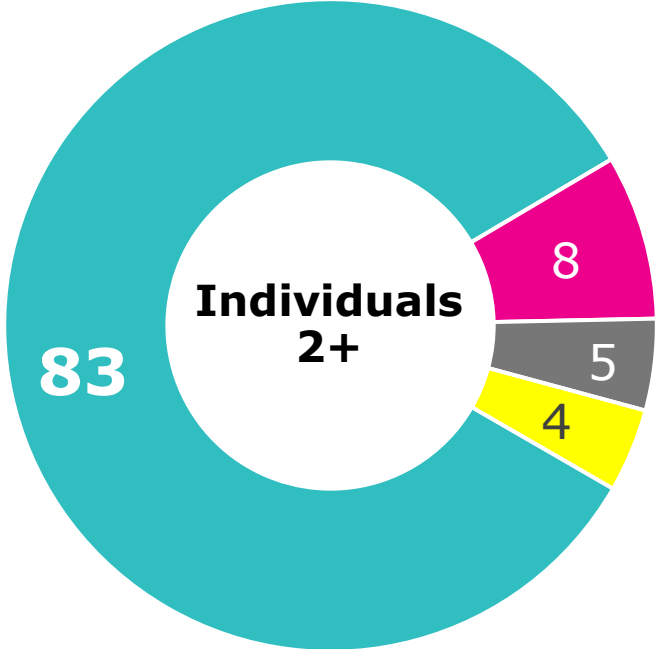
# Quebec Franco



# 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)



\* 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.

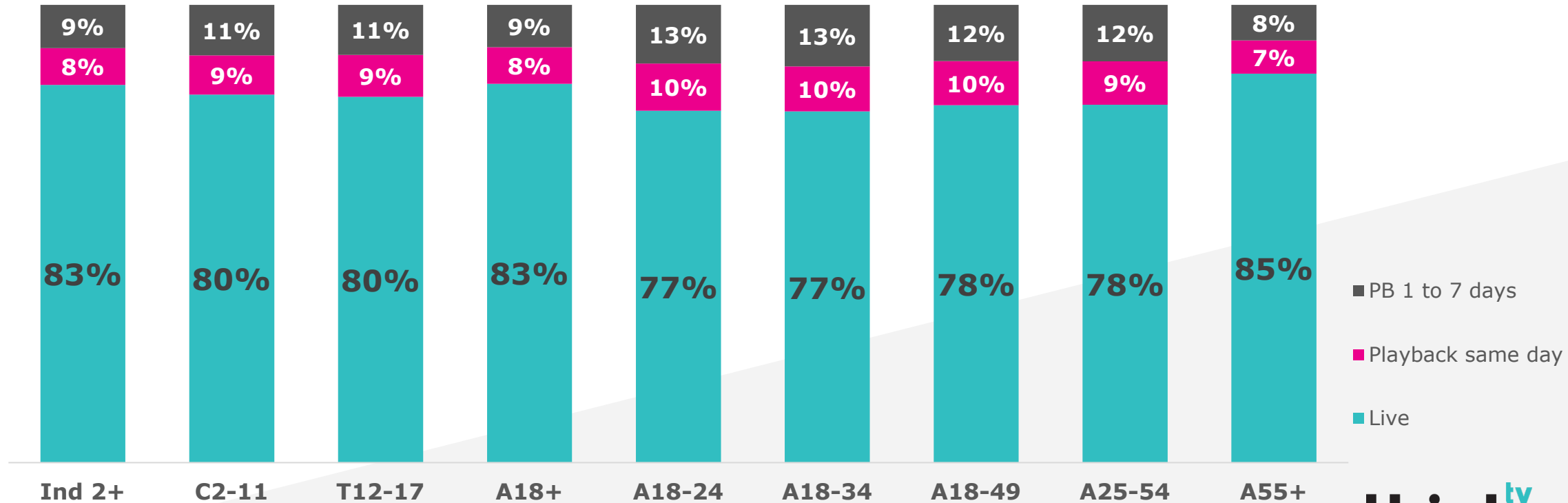


# across all demos, the majority of



viewing is live

## QUEBEC FRANCO (% OF TV VIEWING)

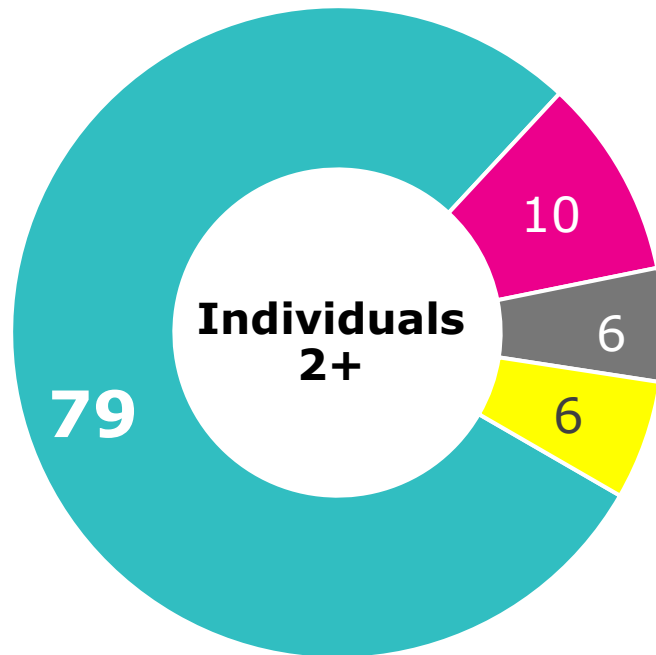


think tv

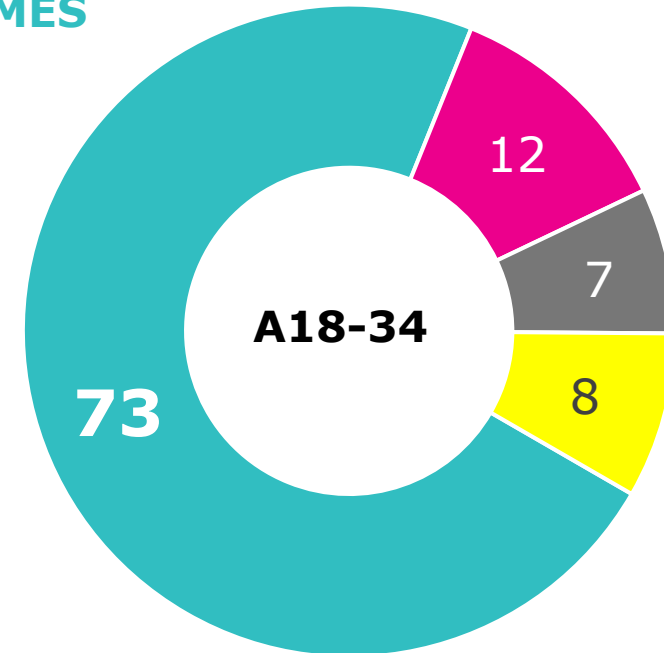
# in PVR homes, 79% of **tv** viewing is live

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

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



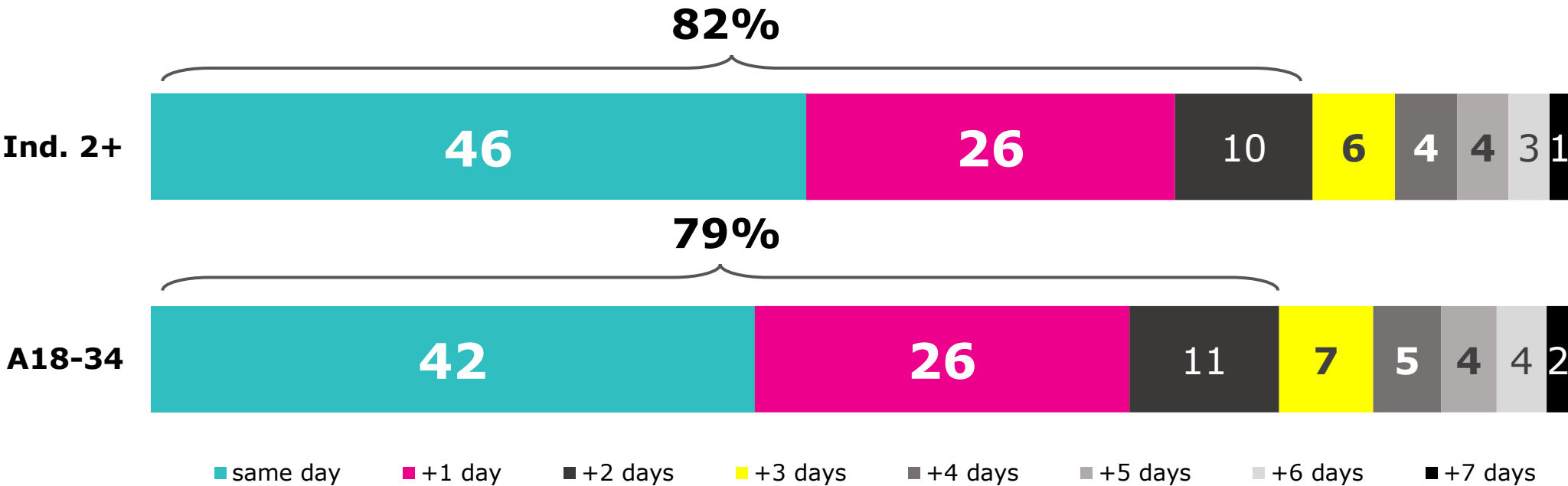
- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days



# most PVR playback takes place

within 2 days

**% PLAYBACK**  
**QUEBEC FRANCO**  
 By Days After Original Telecast



Source: Numeris PPM, Quebec Franco, Total TV, All Locations, M-Su 2a-2a, Sept 13 to Dec 19 2021, PB = Playback

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