



**tv** viewing:  
live vs playback

# the bulk of **tv** viewing is live

**85%** of linear television\* viewing is **live**

and the 15% that is not viewed live? Half of that is viewed **on the same day** as the original broadcast.



\* 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.

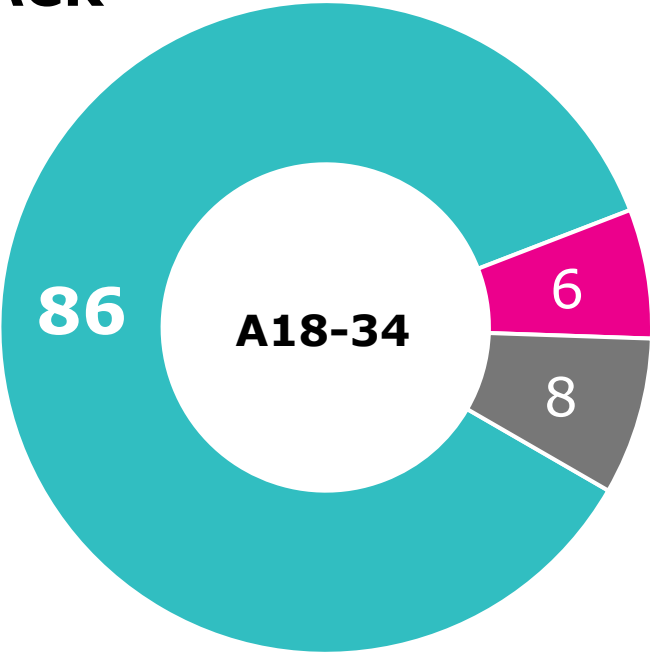
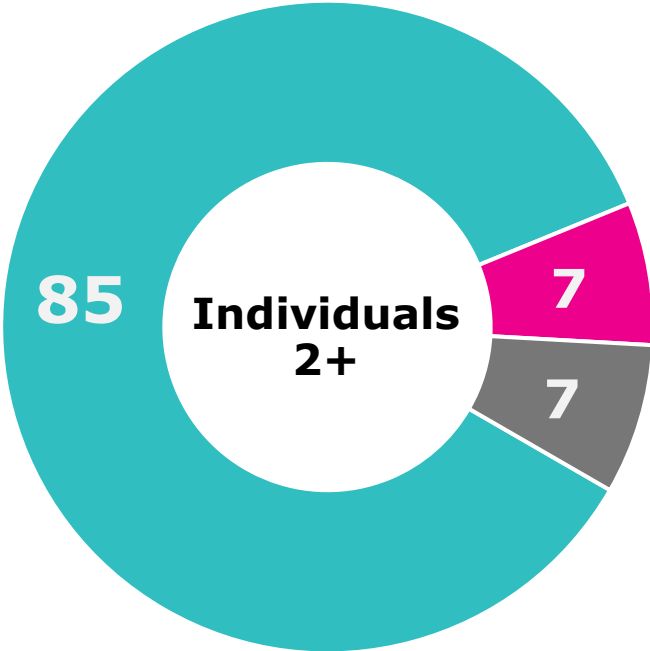
# 85% of linear **tv** viewing is **live**

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 +1-7 Day

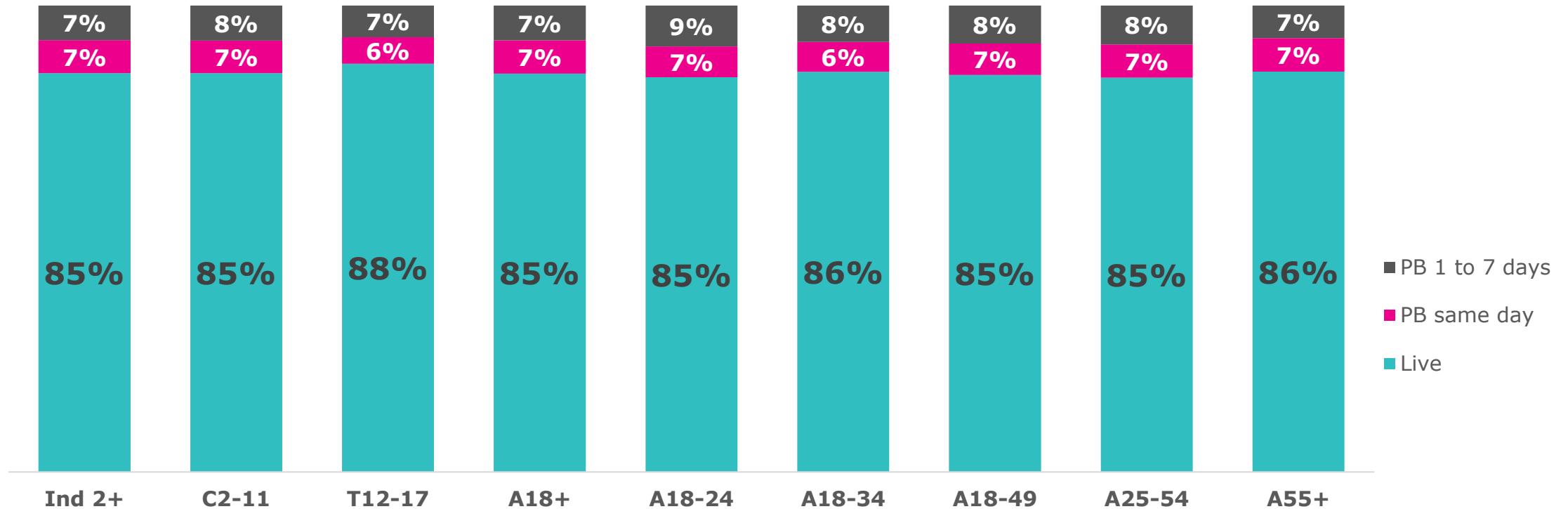


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# across all demos, the majority of viewing is live



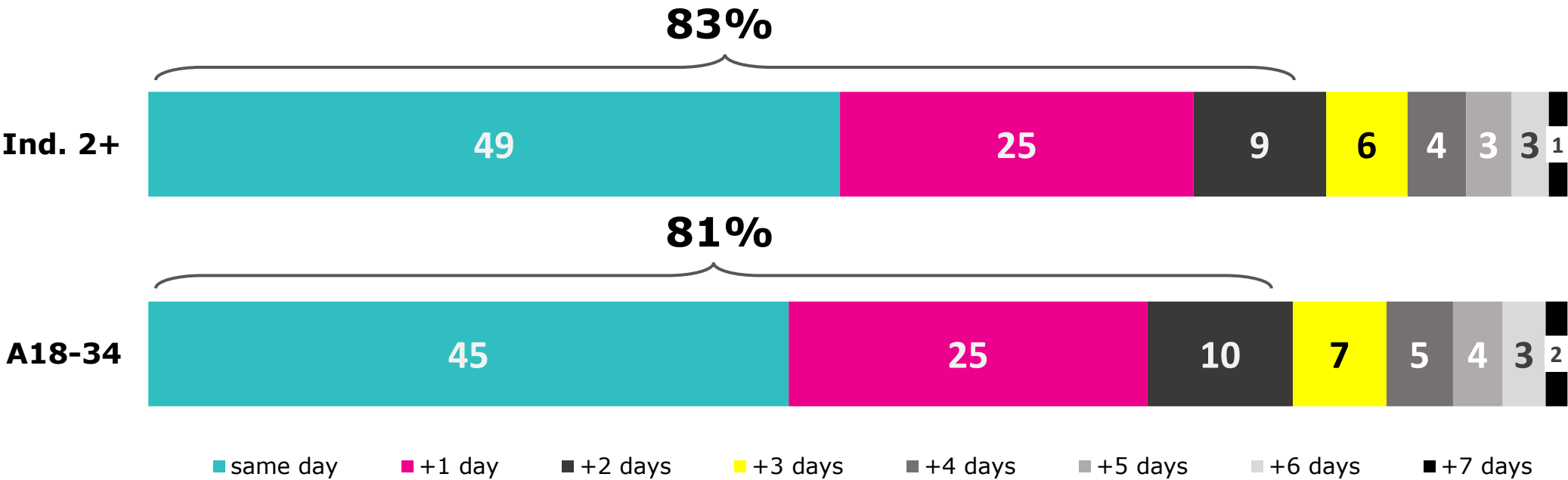
**TOTAL CANADA**  
(% OF TV VIEWING)



# most PVR playback takes place

within 2 days

**% PLAYBACK**  
By Days After Original Telecast





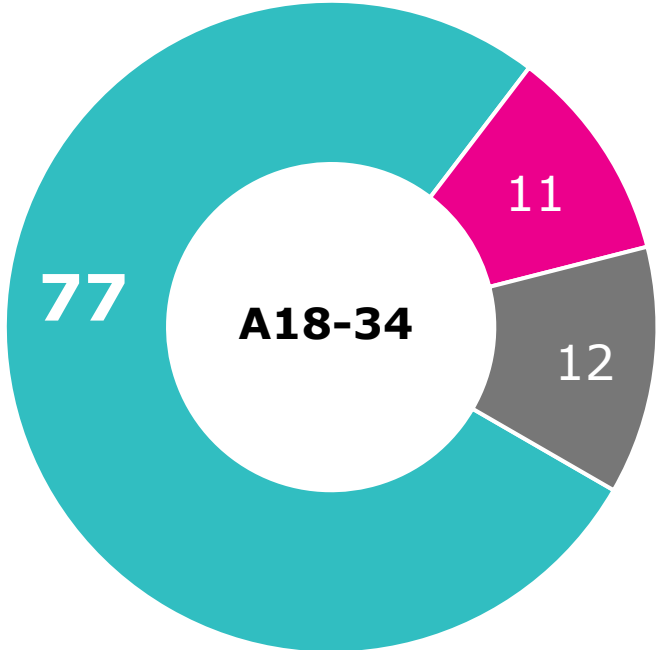
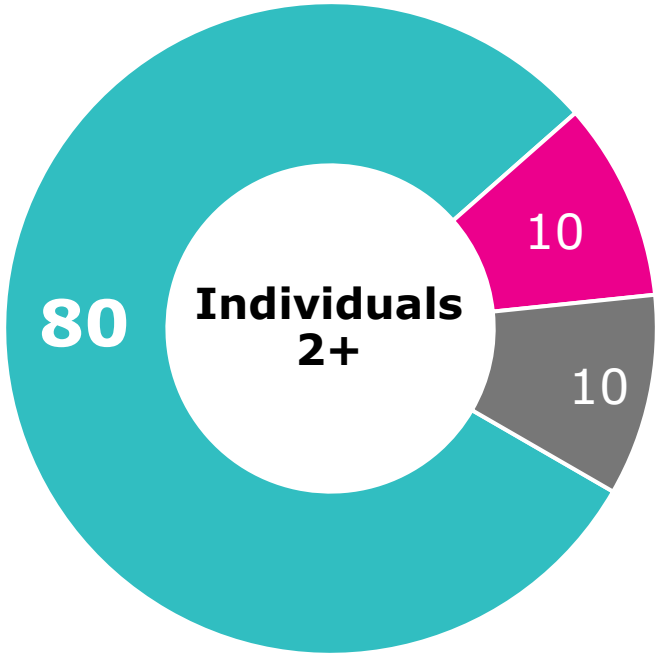
# Quebec Franco



# 80% of linear tv viewing is live

Even among young adults, 77% of viewing is live; 88% is live + same day playback

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

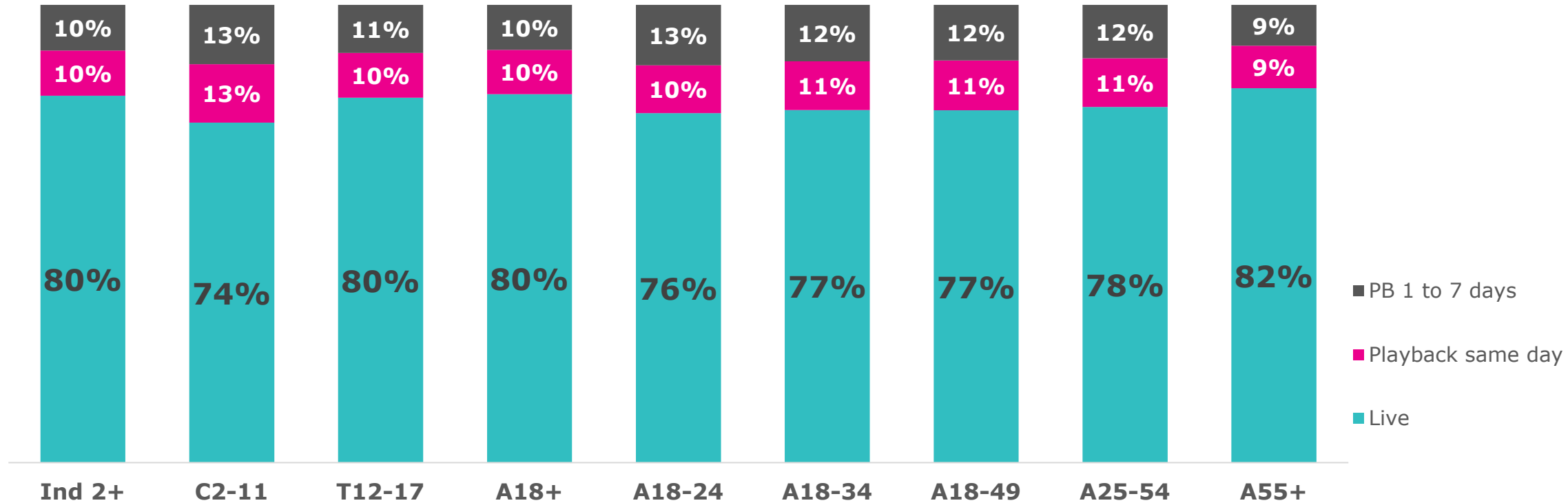


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# across all demos, the majority of

viewing is live

## QUEBEC FRANCO (% OF TV VIEWING)

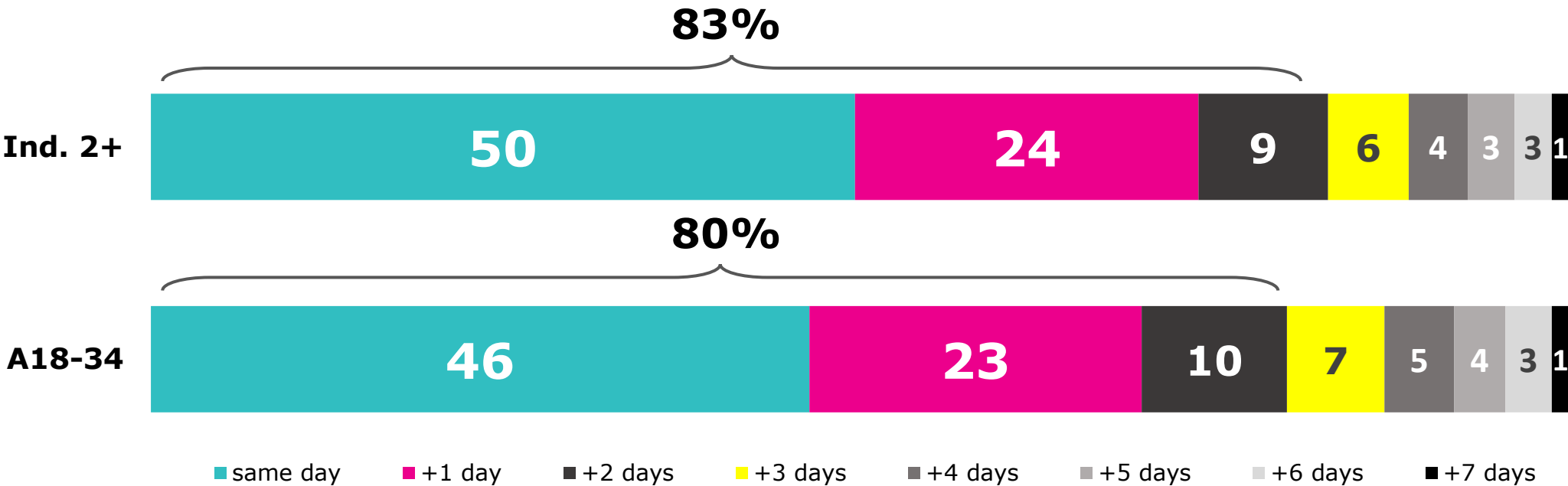




# most PVR playback takes place

within 2 days

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



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