



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? Half of that is
viewed **on the same day**
as the original broadcast.

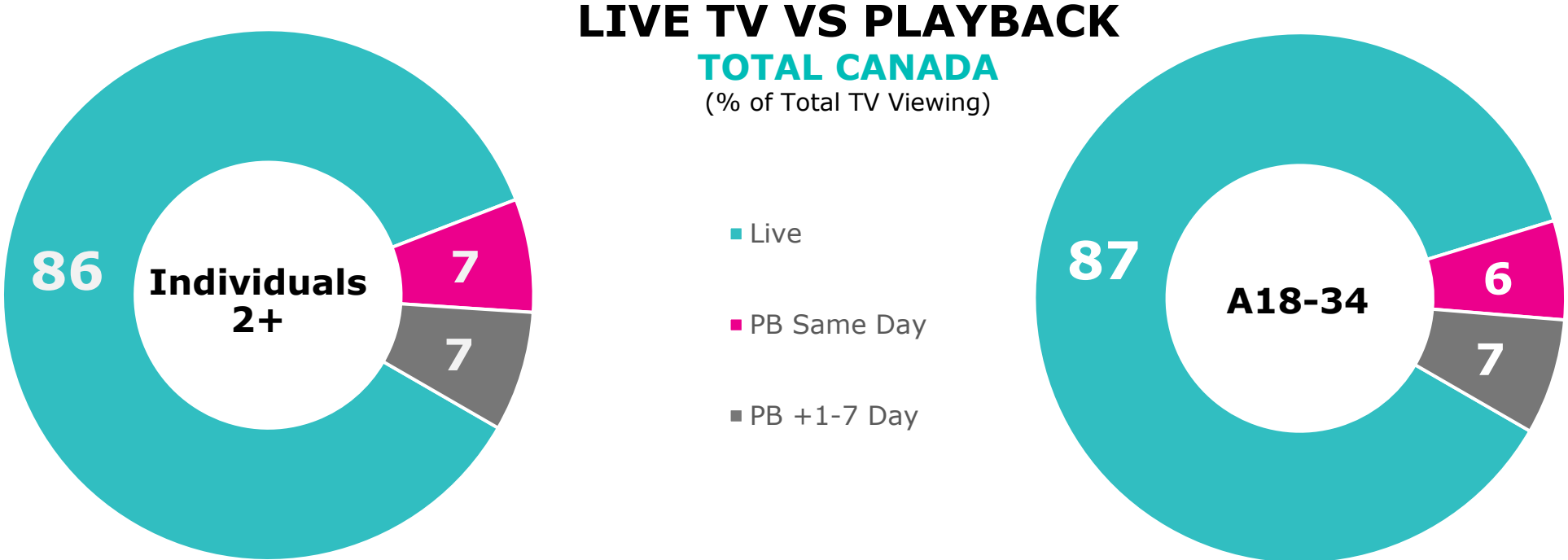


TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Canada | 2+ | Numeris PPM, Sep 12 – May 28 2023

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

Even among young adults, 87% of TV viewing is live; 93% is live + same day playback

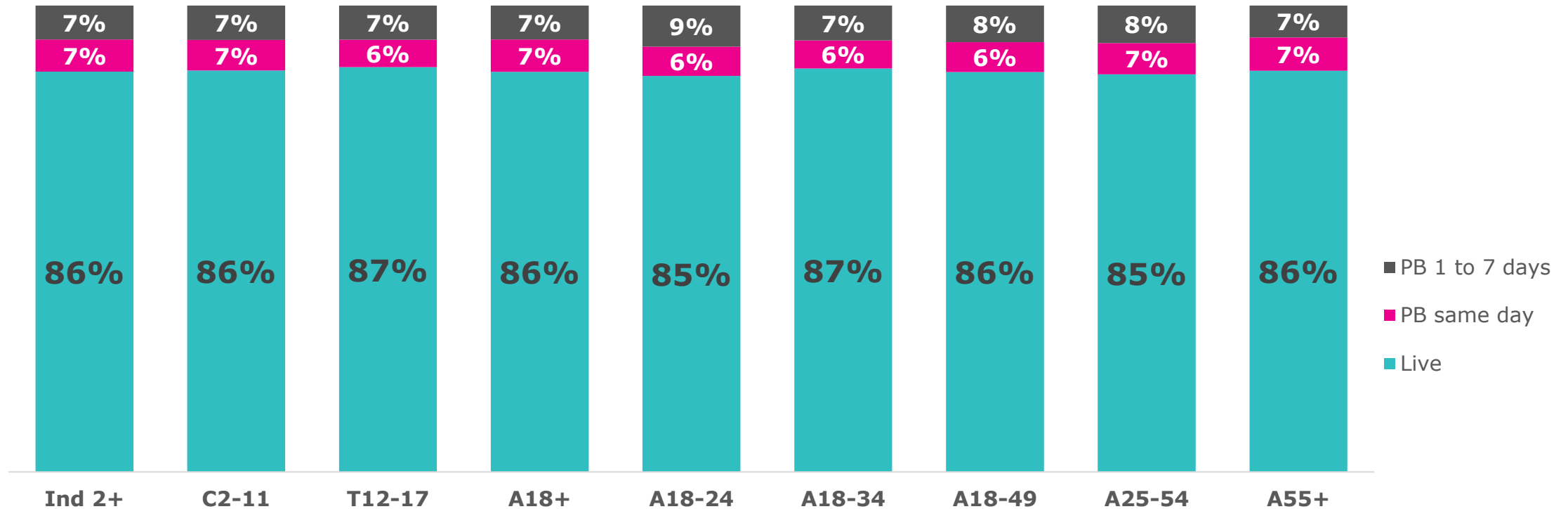


TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

across all demos, the majority of viewing is live



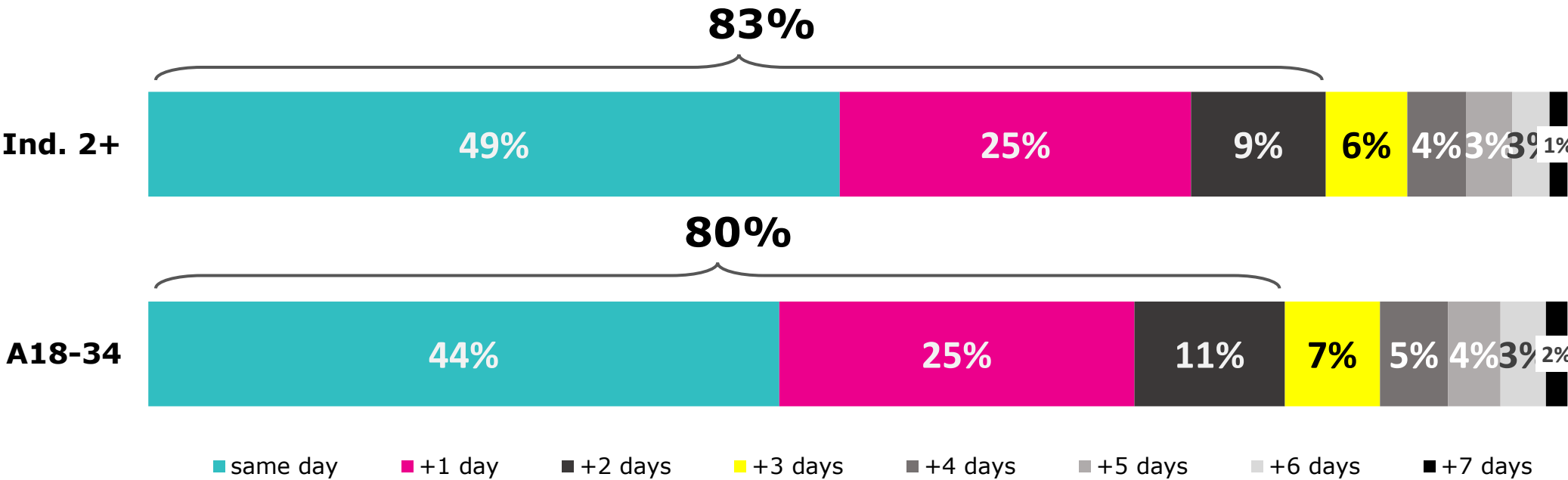
TOTAL CANADA
(% OF TV VIEWING)



most PVR playback takes place

within 2 days

% PLAYBACK
By Days After Original Telecast



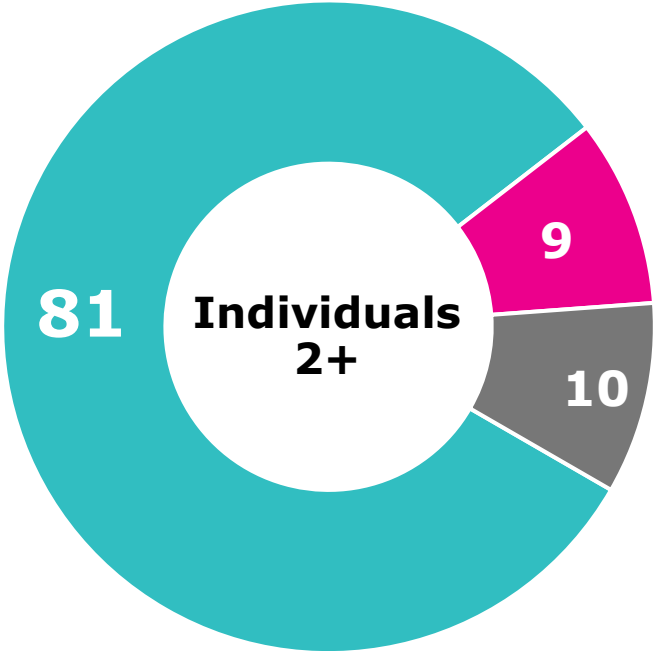
Quebec Franco



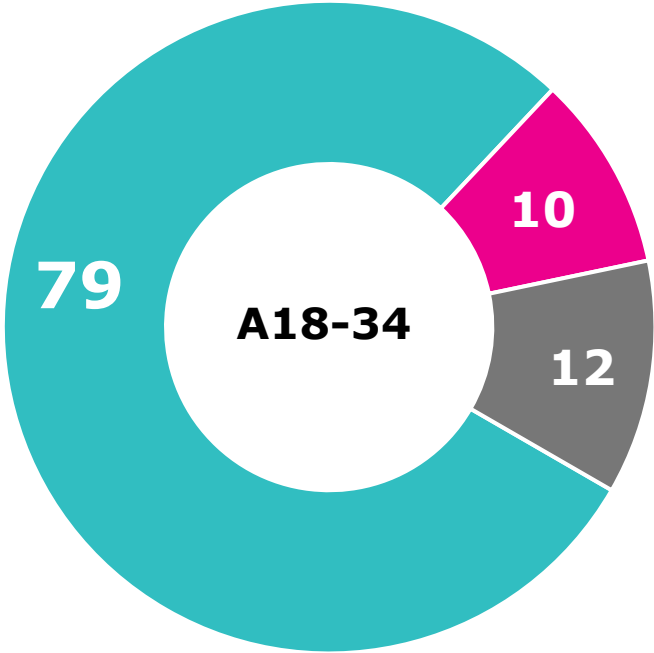
81% of linear **tv** viewing is live

Even among young adults, 79% of viewing is live; 89% is live + same day playback

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



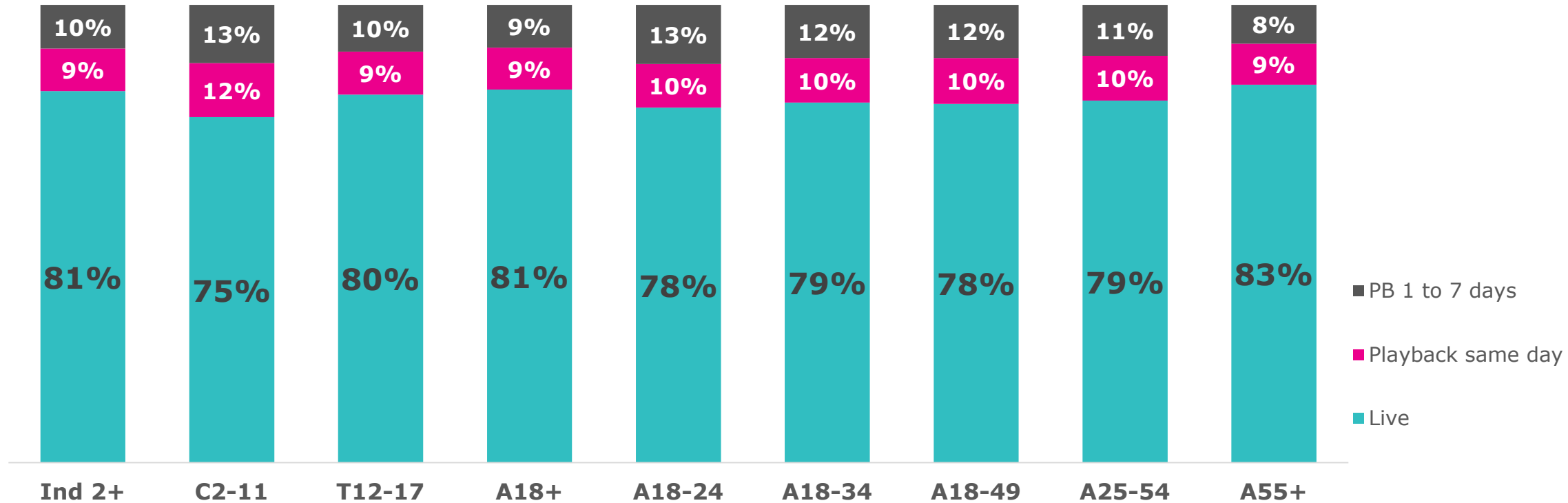
- Live
- PB Same Day
- PB +1-7 Days



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across all demos, the majority of viewing is live

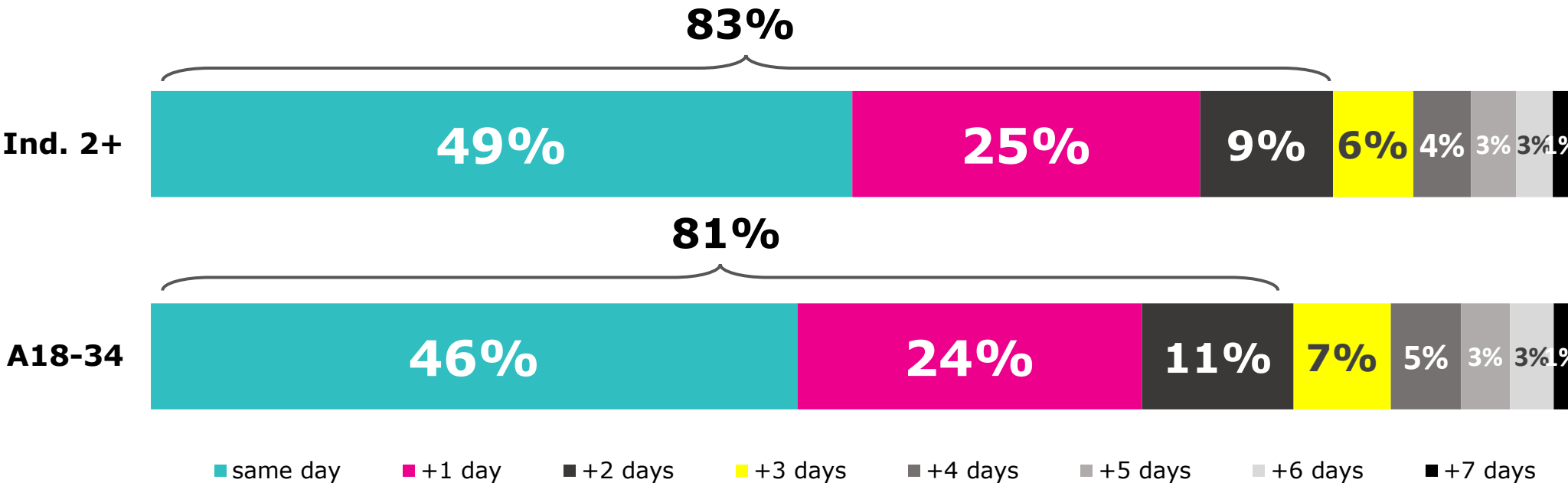
QUEBEC FRANCO (% OF TV VIEWING)



most PVR playback takes place

within 2 days

% PLAYBACK
QUEBEC FRANCO
By Days After Original Telecast



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