

the bulk of wiewing is live

- 87% of linear television* viewing is live
- and the 13% that is not viewed live? 47% of it is viewed on the same day as the original broadcast, and 82% within two days

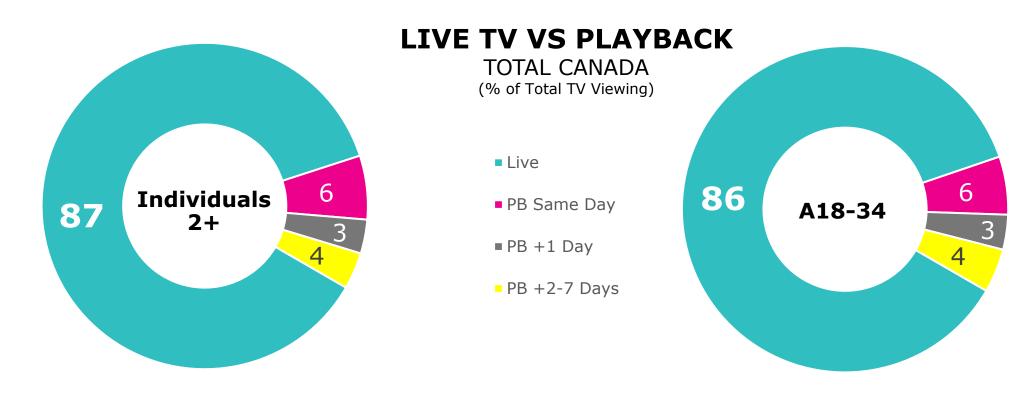


^{*} TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.



87% of linear tv viewing is live

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



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

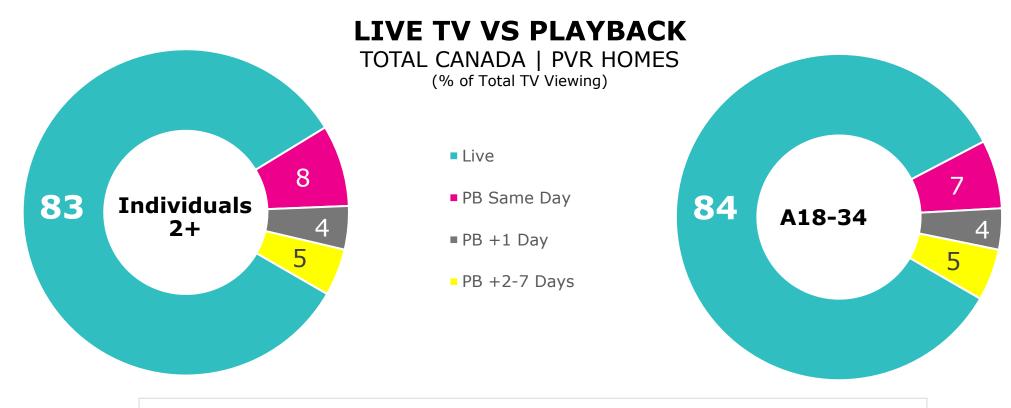
(% OF TV VIEWING)





in PVR homes, 83% of tv

viewing is live



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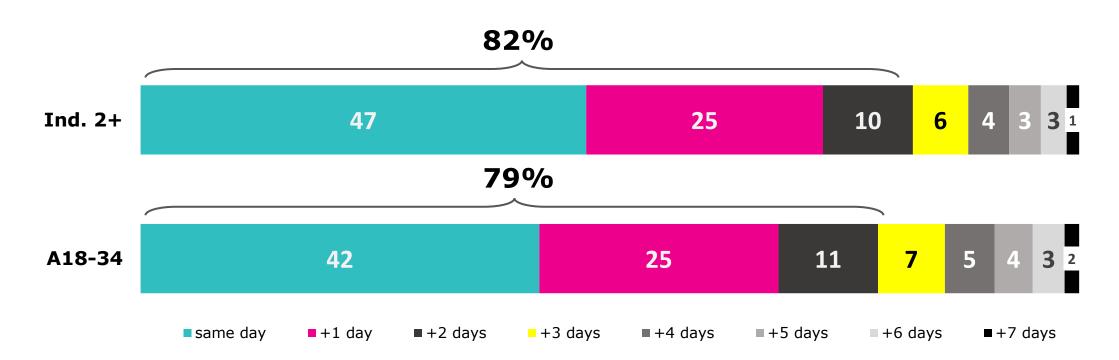


most PVR playback takes place

within 2 days

% PLAYBACK

By Days After Original Telecast

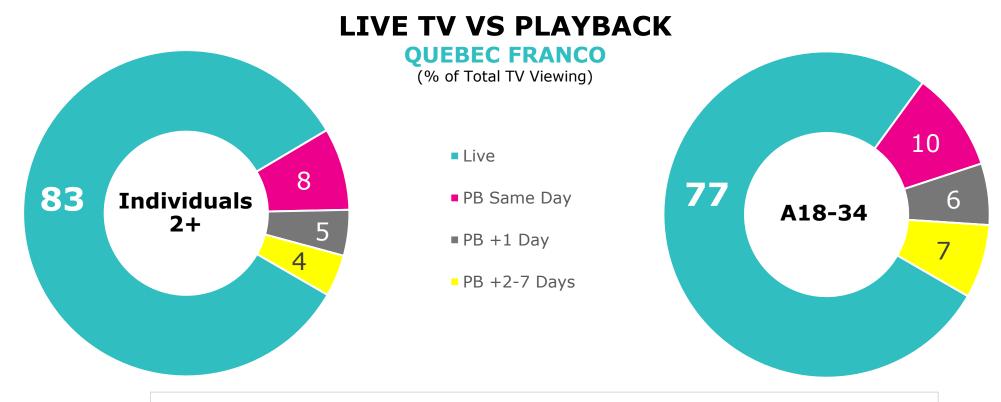






83% of linear tv viewing is live

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



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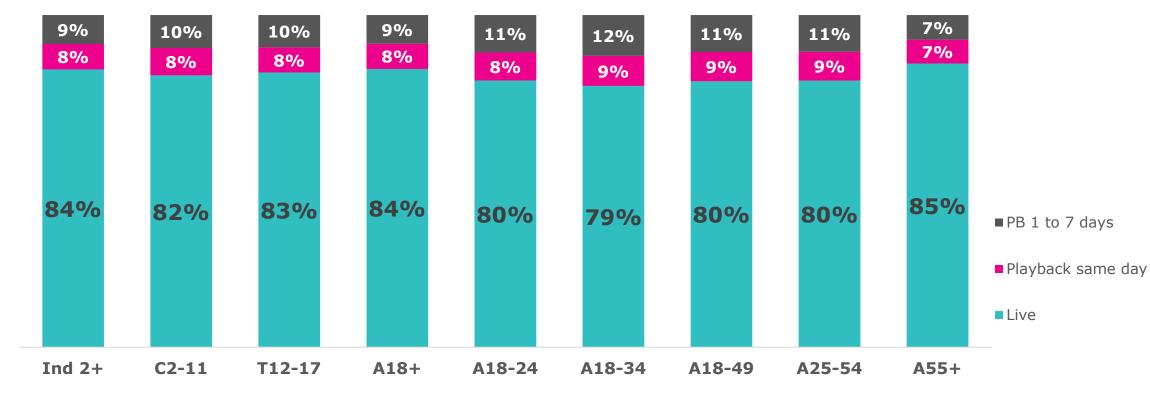
across all demos, the majority of



viewing is live

QUEBEC FRANCO

(% OF TV VIEWING)

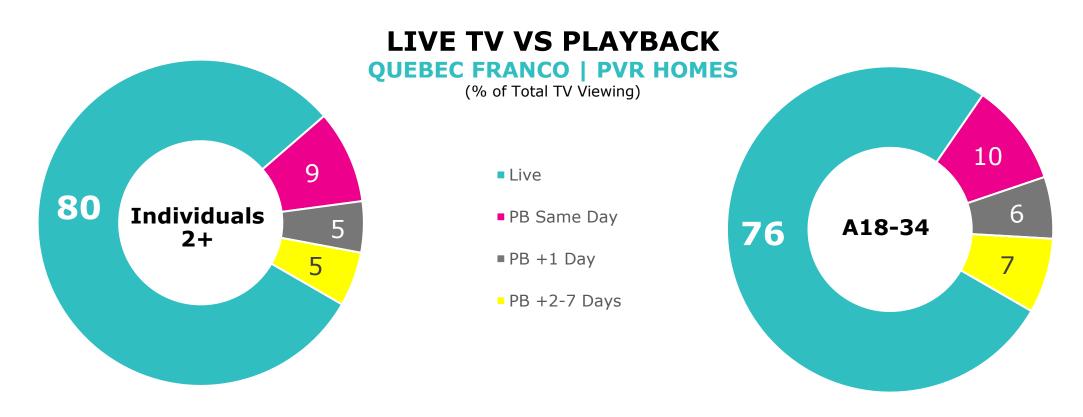




in PVR homes, 79% of tv

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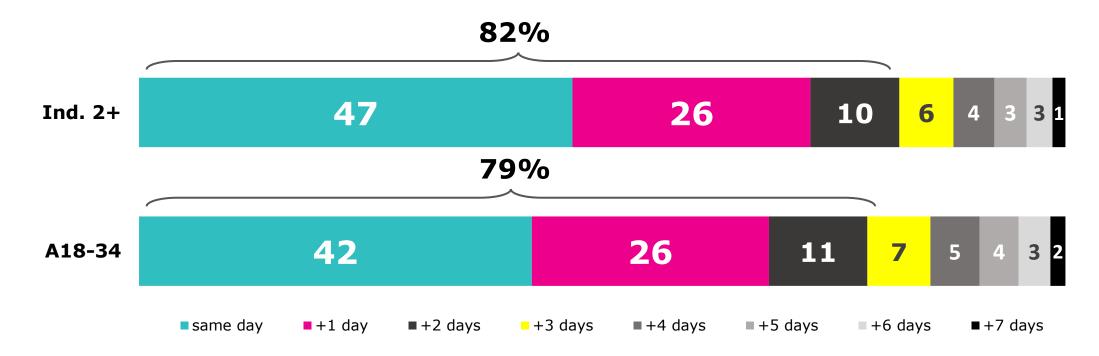
Among young adults, 76% of TV viewing in PVR homes is live



most PVR playback takes place

within 2 days







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