

A man and a woman are sitting on a light-colored sofa in a bright, modern living room. The man, on the left, has dark curly hair and a beard, and is wearing a light blue button-down shirt and khaki pants. He is smiling broadly and holding a black remote control in his right hand. The woman, on the right, has long brown hair and is wearing a grey cardigan over a white top and blue jeans. She is also smiling and looking towards the man. In the background, there is a white fireplace mantel with a small potted plant and a framed picture. The overall atmosphere is warm and relaxed.

think^{tv}

tv viewing:
live vs playback

the bulk of **tv** viewing is live

- **87%** of linear television viewing is **live**
- and the 13% that is not viewed live? 49% of it is viewed **on the same day** as the original broadcast, and 84% within two days



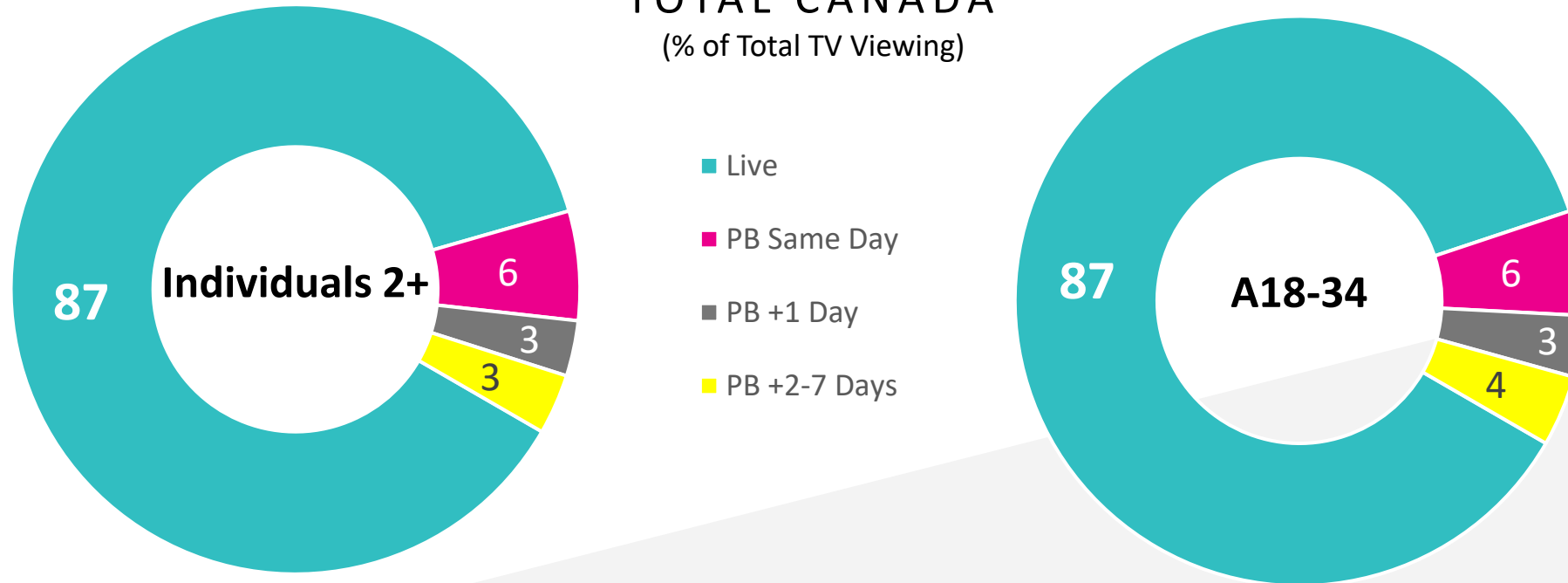
87% of linear **tv** viewing is **live**

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

Live TV vs Playback

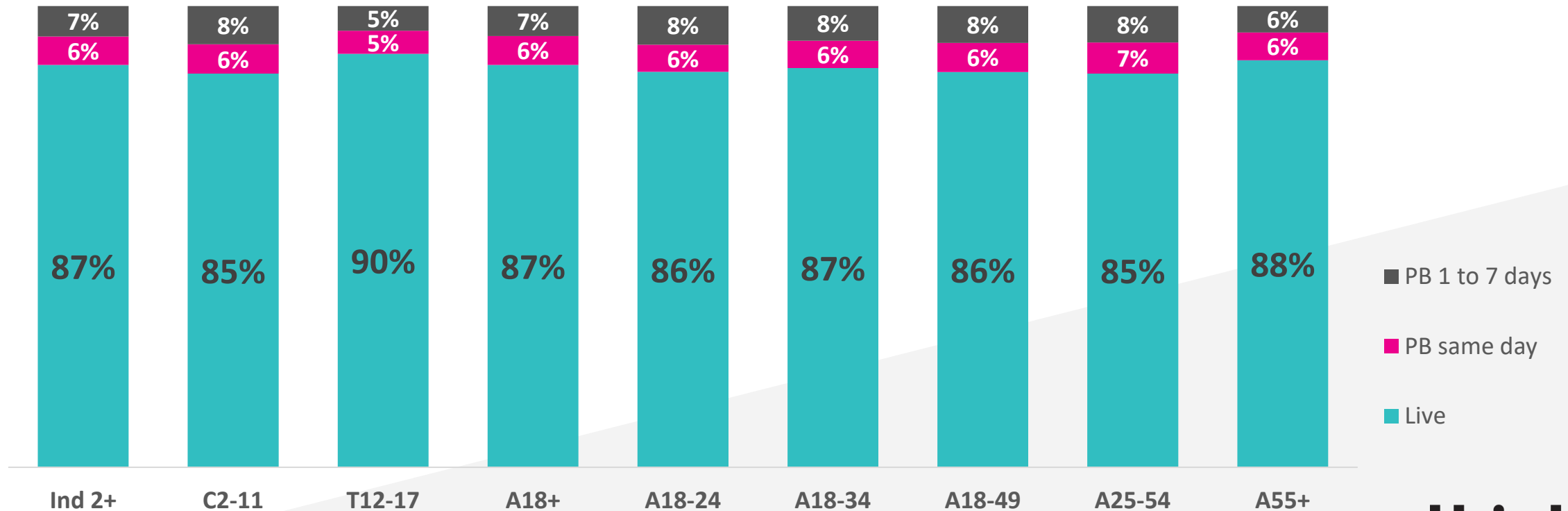
TOTAL CANADA

(% of Total TV Viewing)

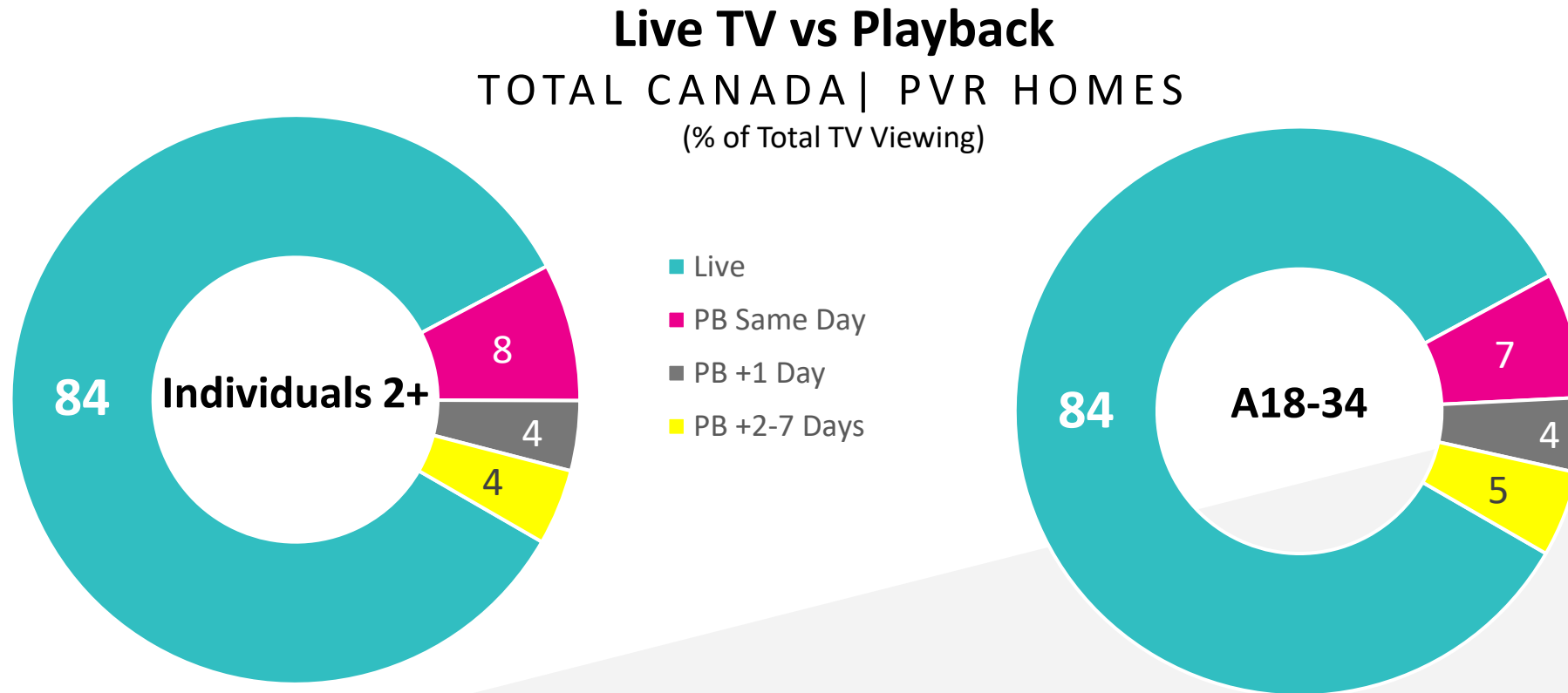


across all demos, the majority of **tv** viewing is live

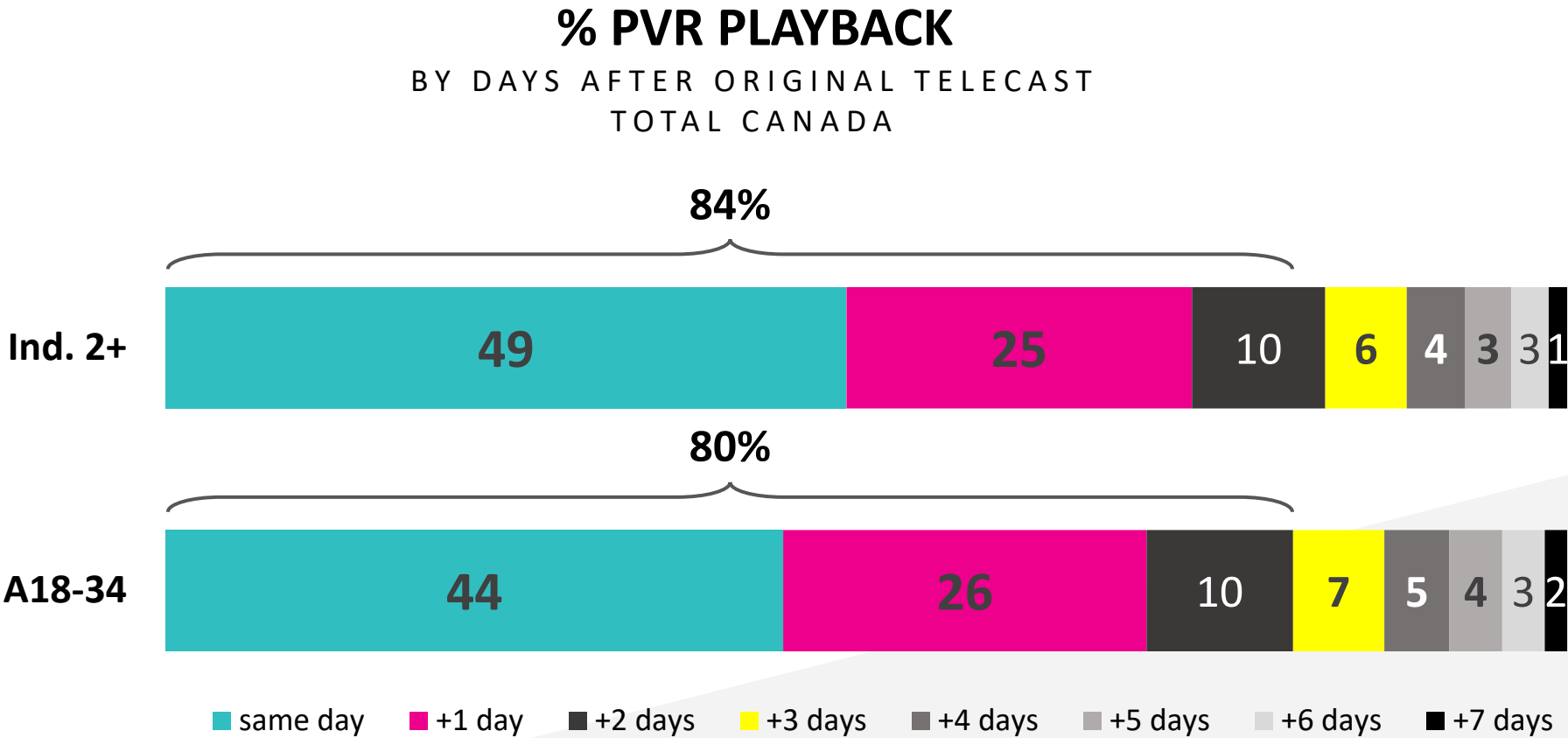
% OF TV VIEWING – TOTAL CANADA



in PVR homes, 84% of **tv** viewing is **live**



most PVR playback takes place within 2 days



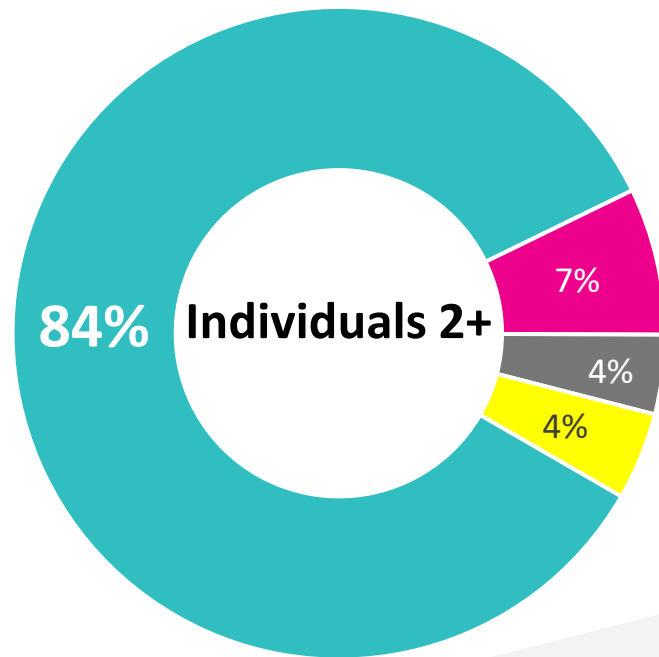
Quebec Franco

84% of linear **tv** viewing is live

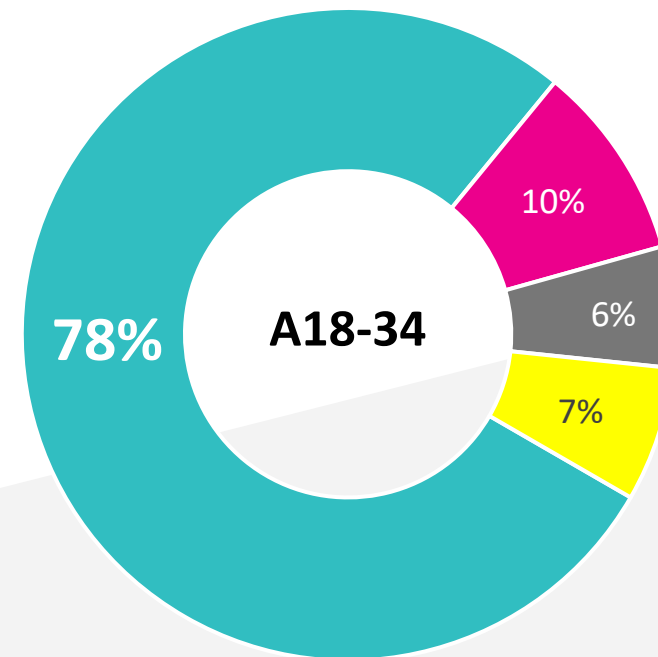
even among young adults, 78% of viewing is live; 88% is live + same day playback

QUEBEC FRANCO

Live TV vs Playback (% of Total TV Viewing)

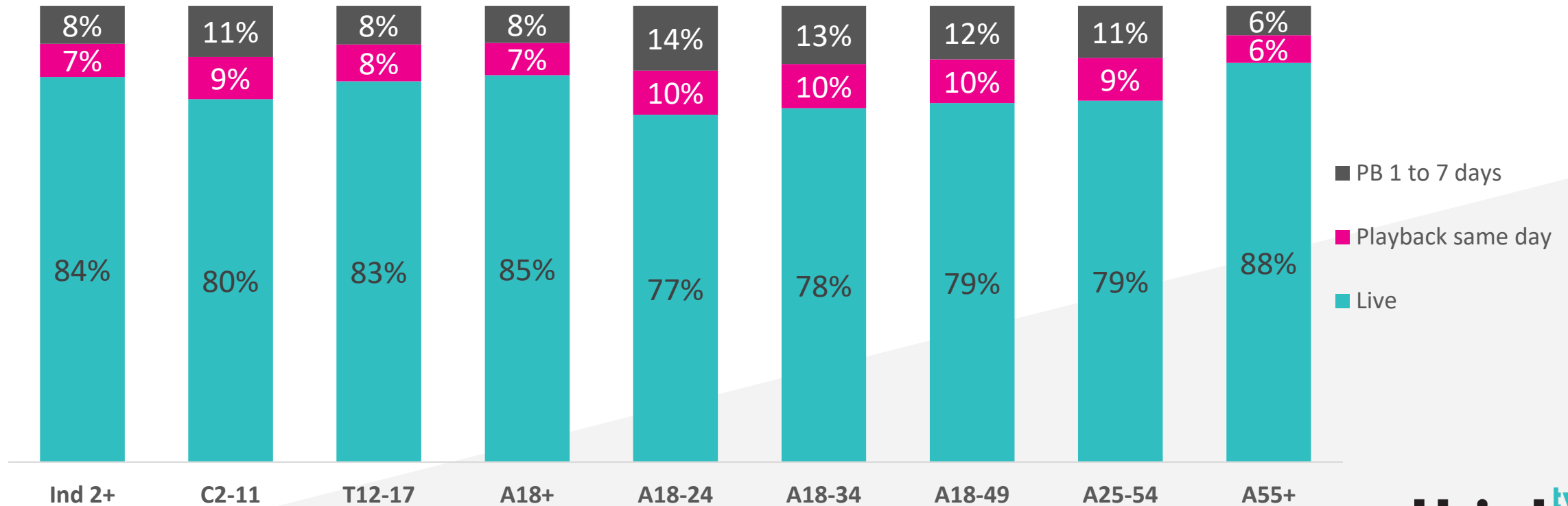


- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days



across all demos, the majority of **tv** viewing is live

QUEBEC FRANCO % OF TV VIEWING

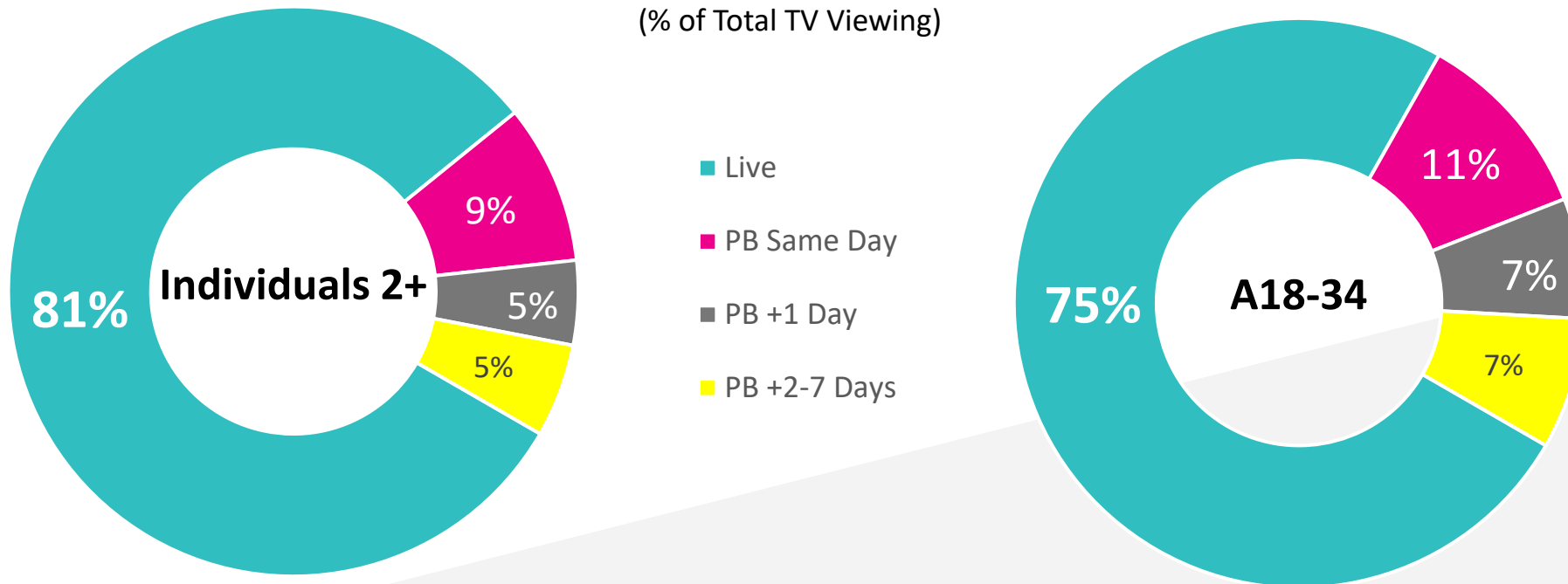


in PVR homes, 81% of **tv** viewing is **live**

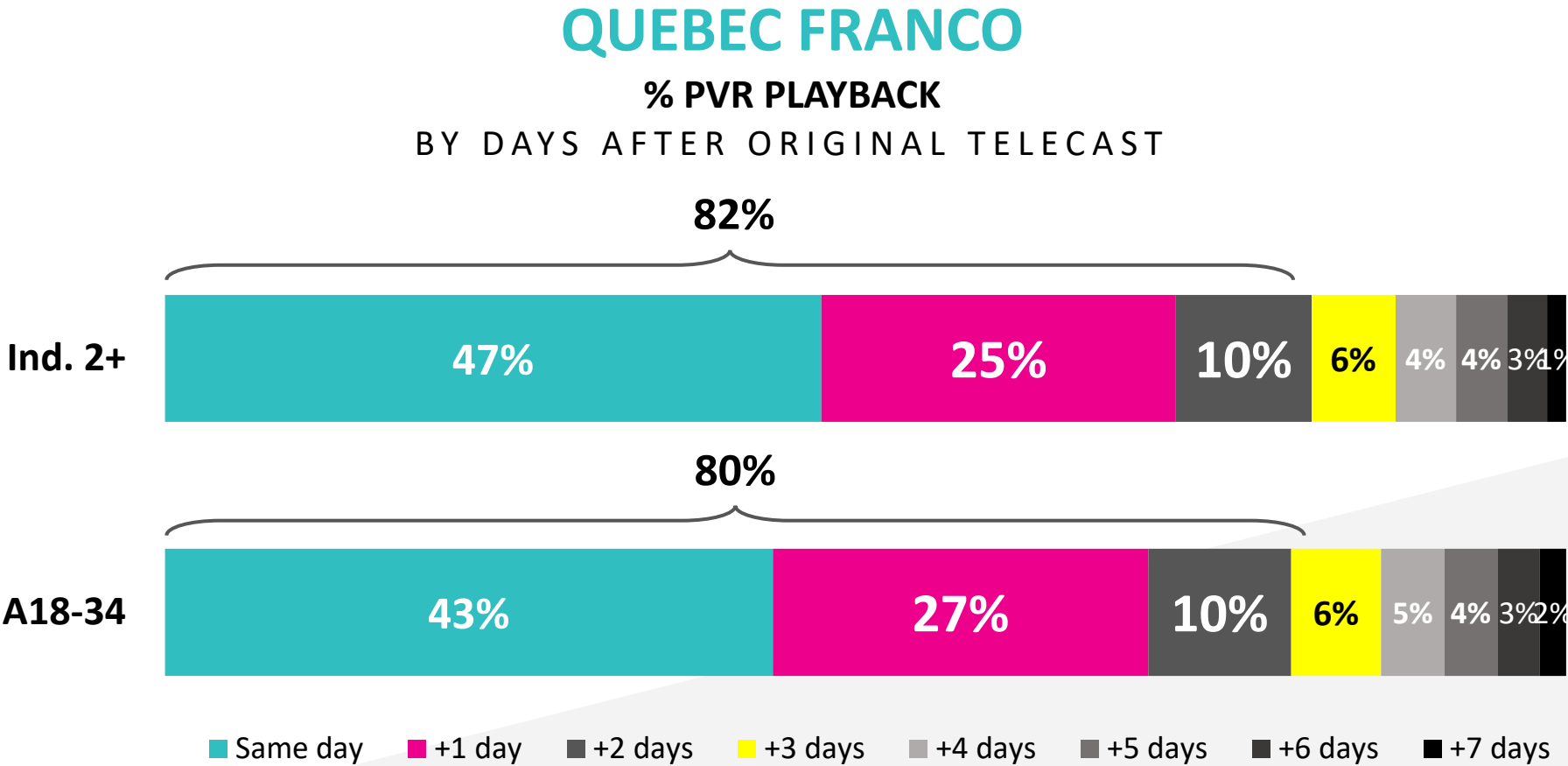
among young adults, 75% of TV viewing in PVR homes is live

QUEBEC FRANCO | PVR HOMES

Live TV vs Playback
(% of Total TV Viewing)



most PVR playback takes place within 2 days



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