

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<sup>tv</sup>

**tv viewing:**  
**live vs playback**

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

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- **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 83% 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.

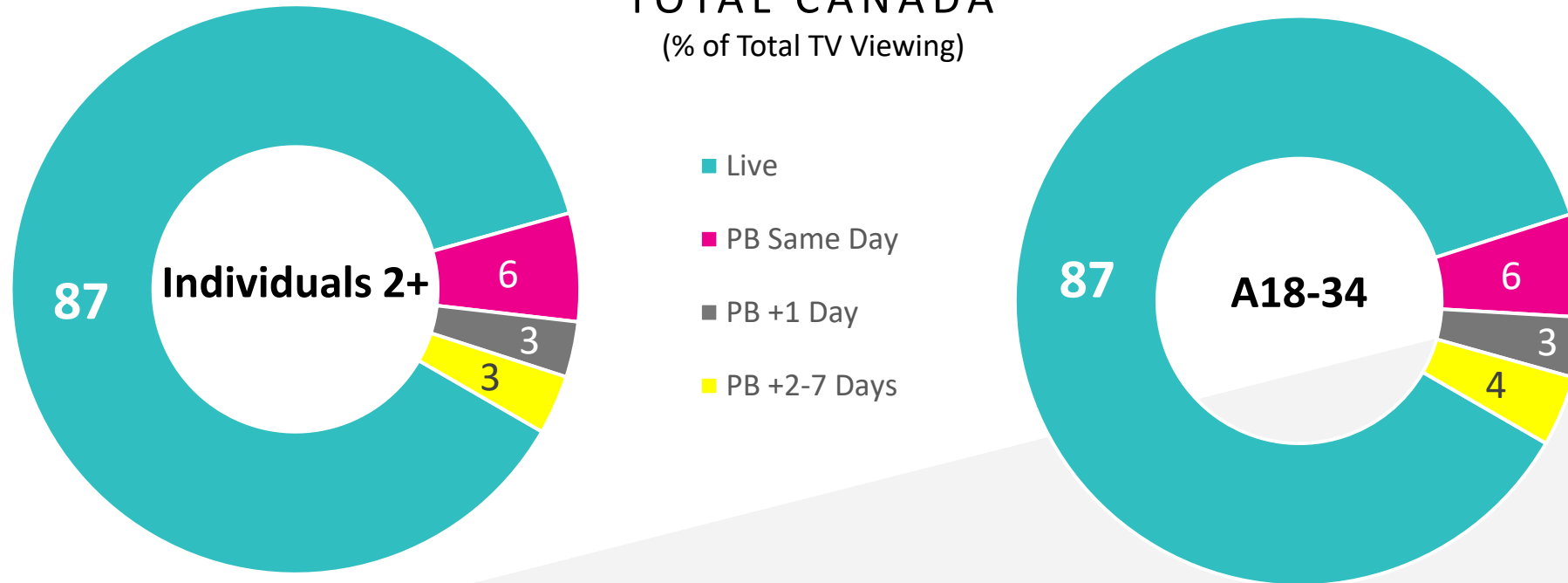
# 87% of linear **tv** viewing is live

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

## Live TV vs Playback

TOTAL CANADA

(% of Total TV Viewing)

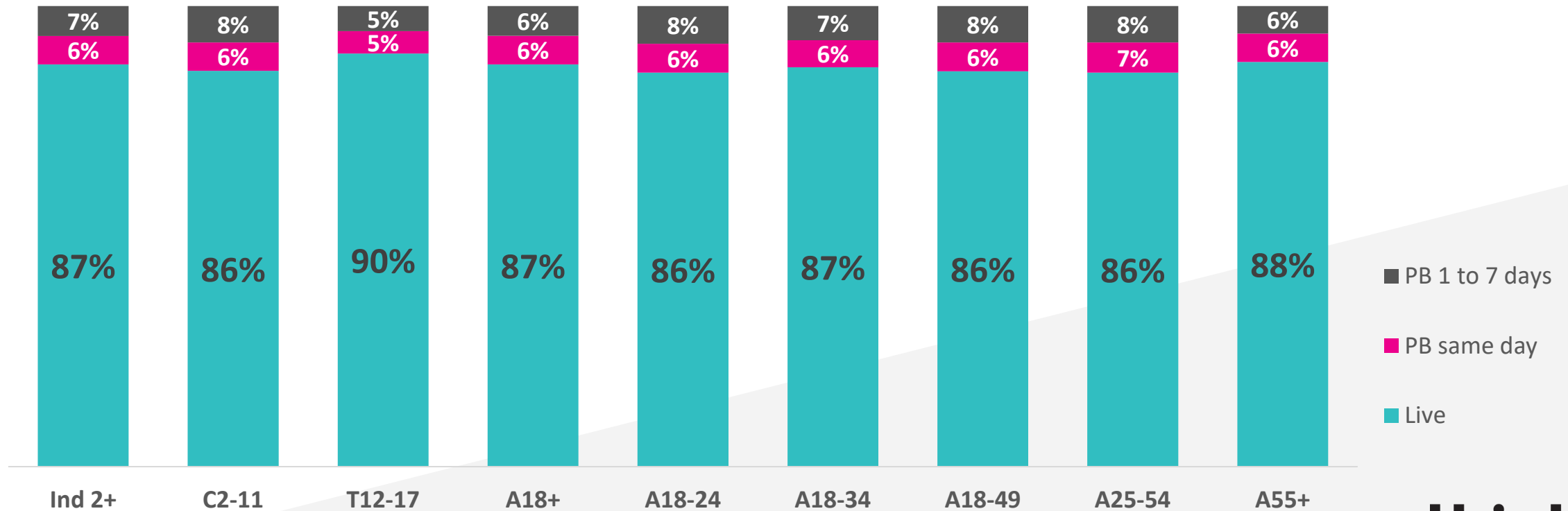


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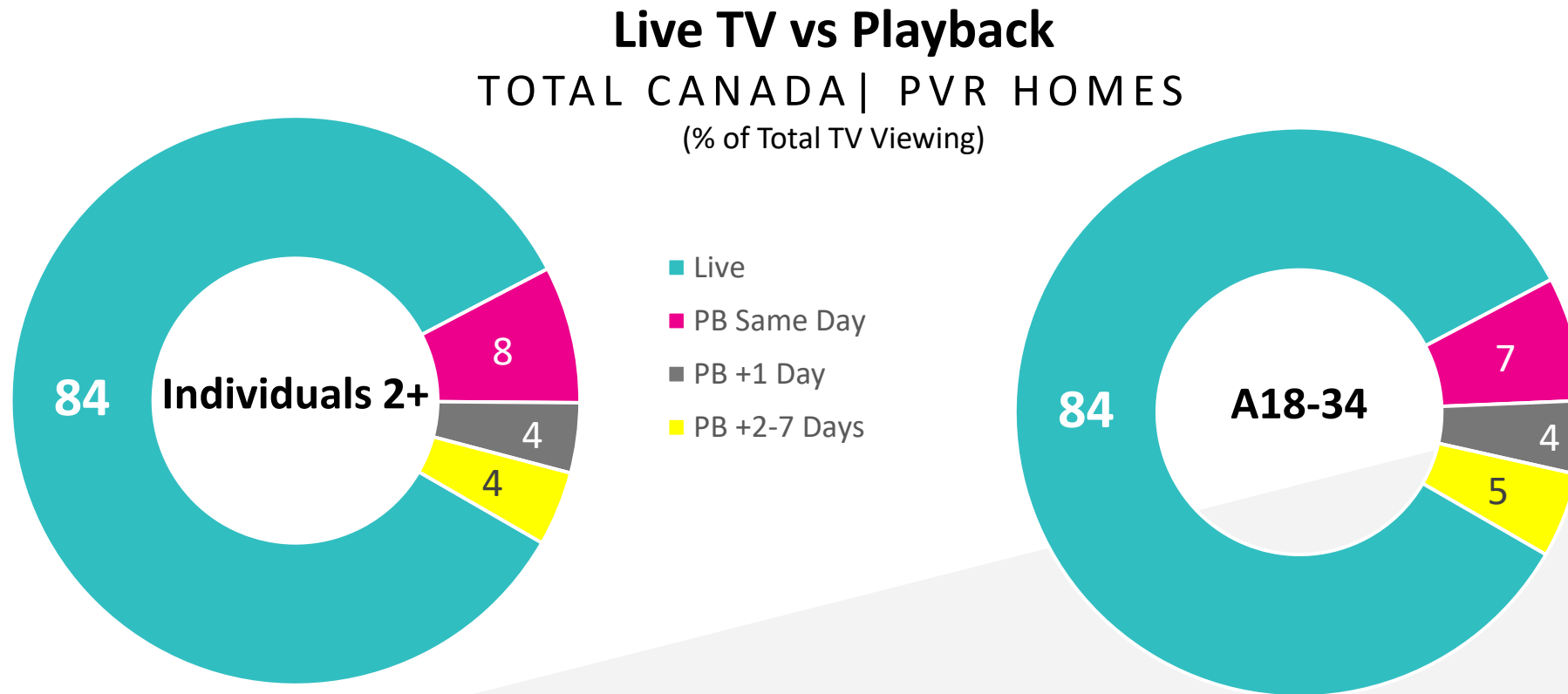
**think**tv

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

% OF TV VIEWING – TOTAL CANADA

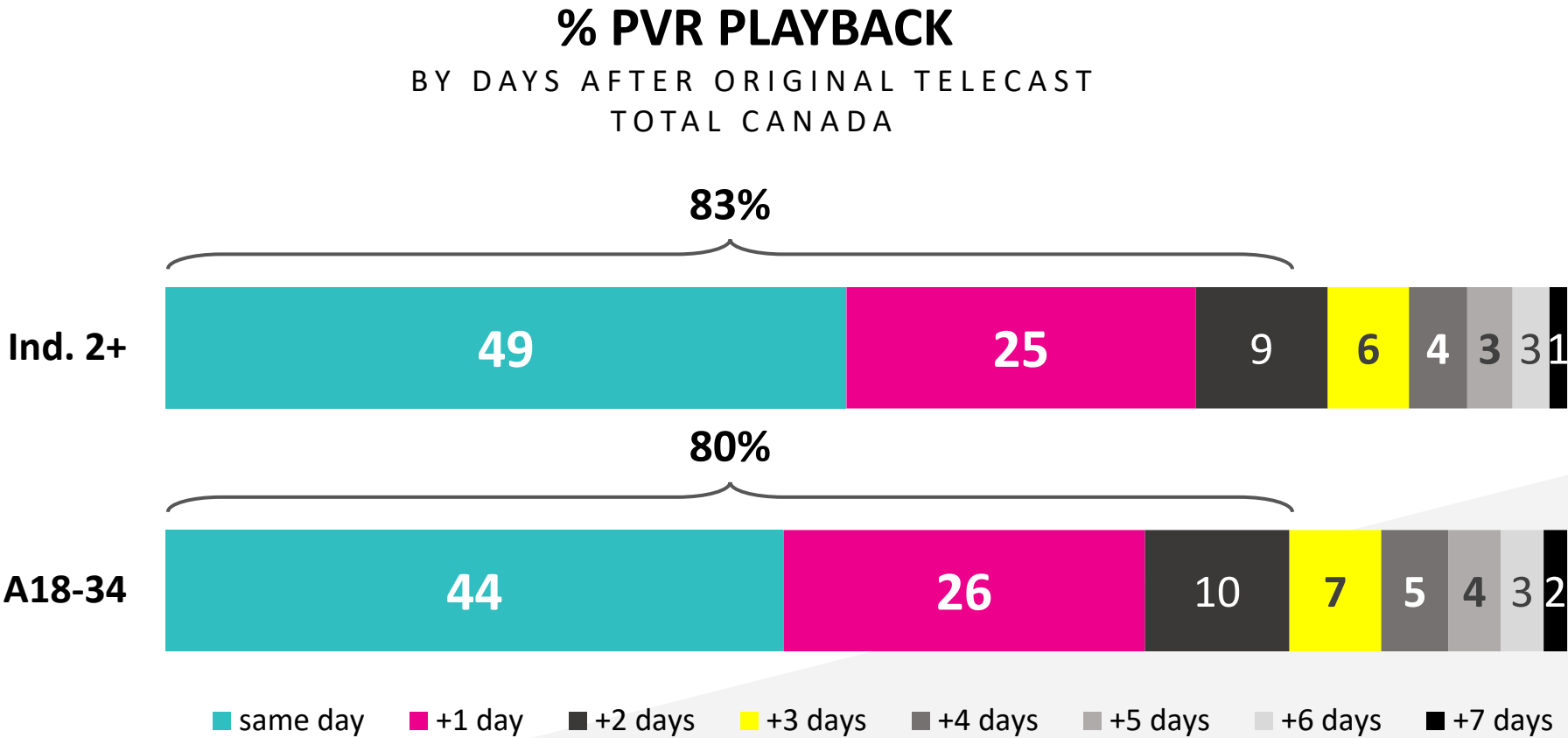


# in PVR homes, 84% of **tv** viewing is **live**



\* 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



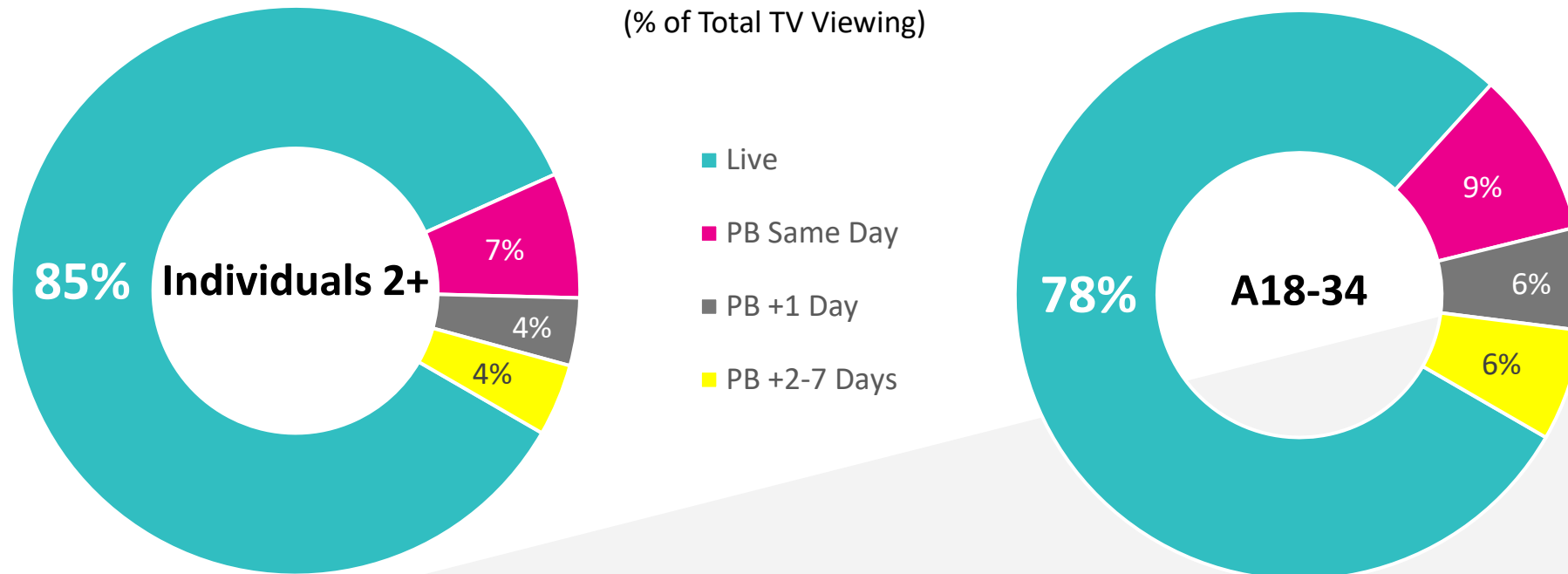
# Quebec Franco

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

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

## QUEBEC FRANCO

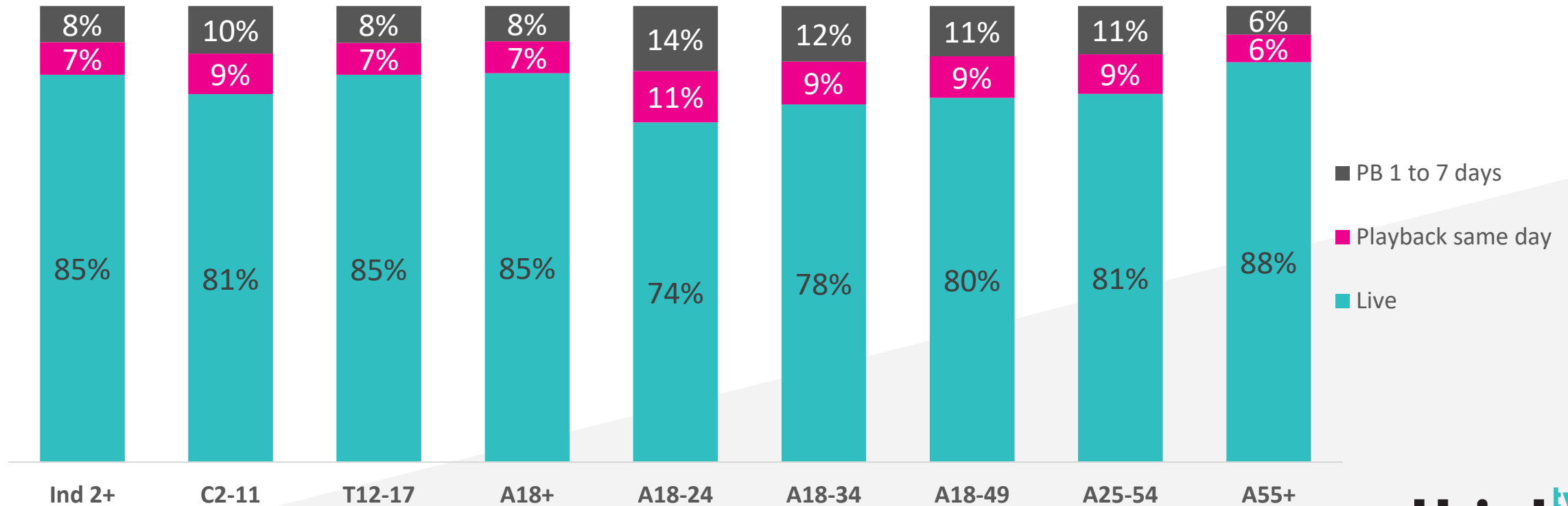
### Live TV vs Playback (% of Total TV Viewing)





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

## QUEBEC FRANCO % OF TV VIEWING

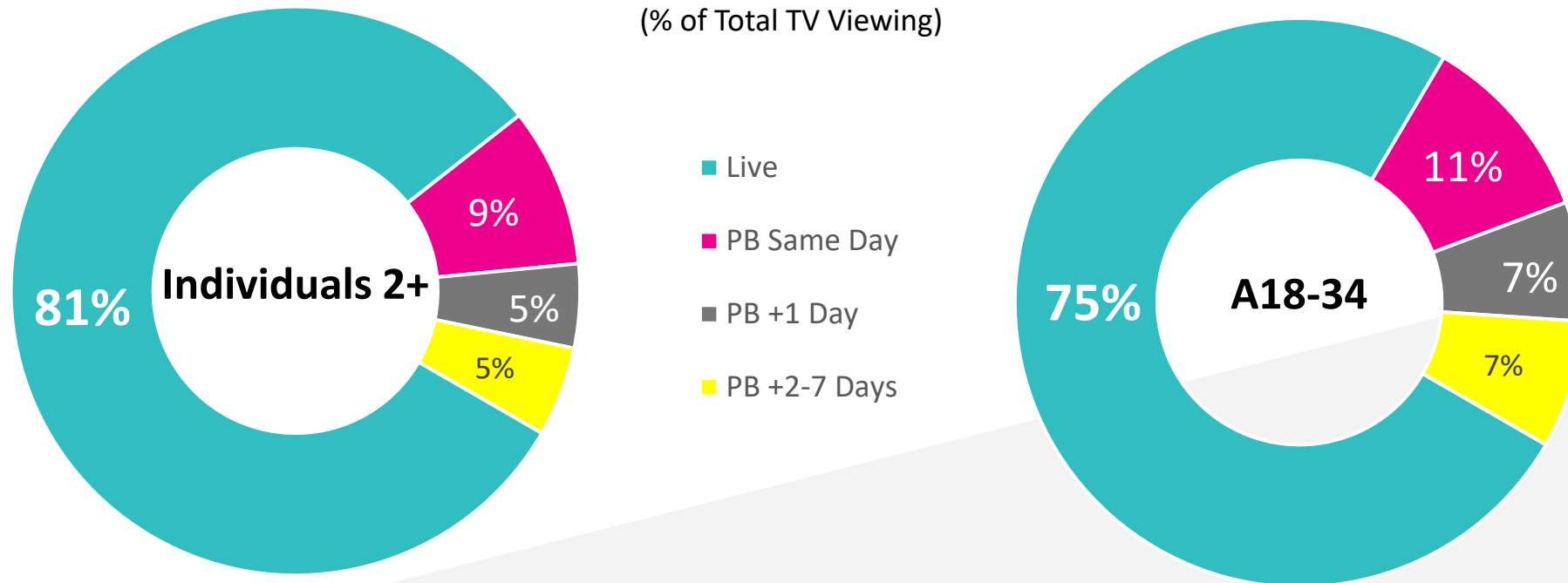


# in PVR homes, 81% of **tv** viewing is **live**

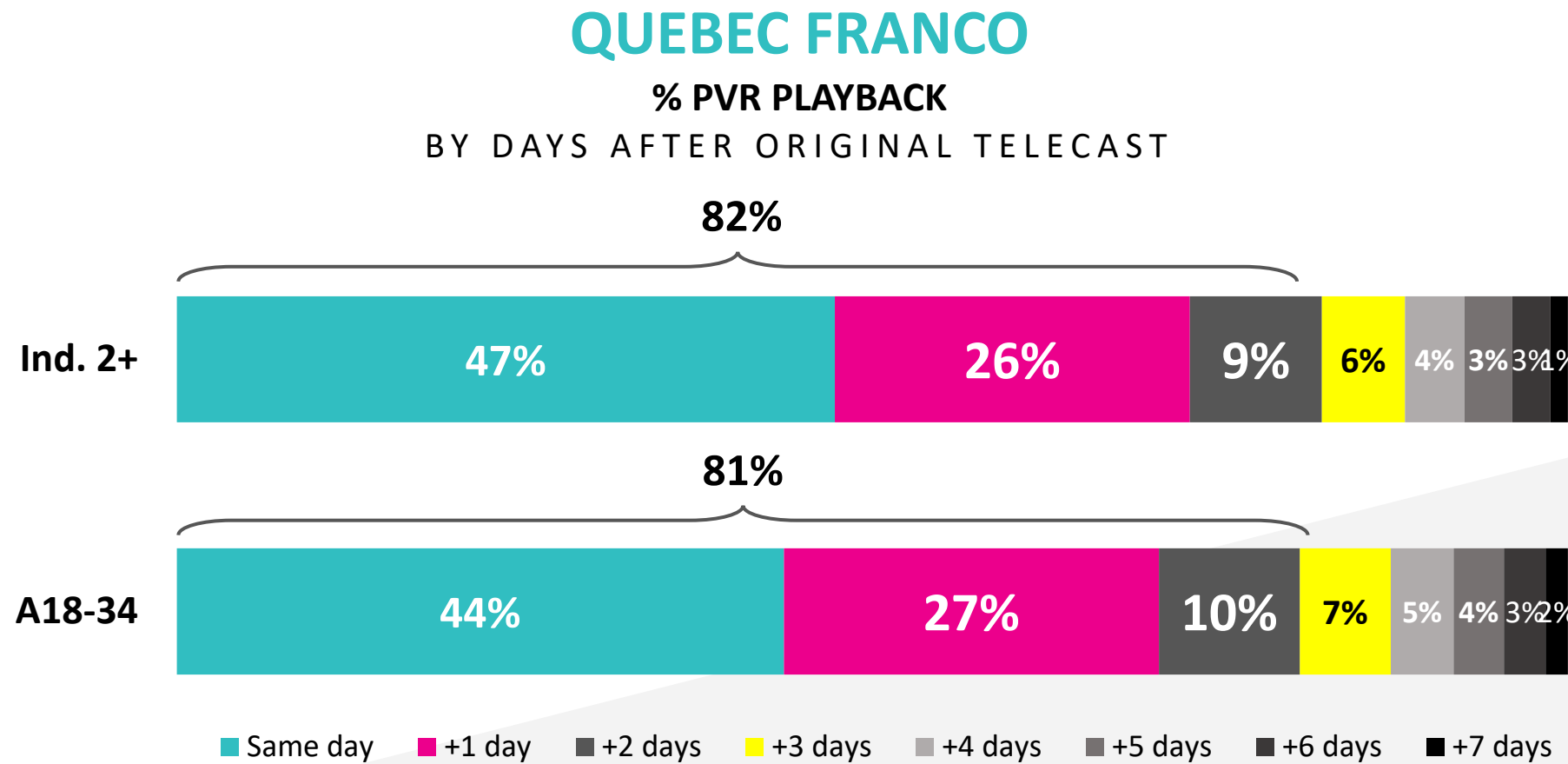
among young adults, 75% of TV viewing in PVR homes is live

## QUEBEC FRANCO | PVR HOMES

**Live TV vs Playback**  
(% of Total TV Viewing)



# most PVR playback takes place within 2 days



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**info@thinktv.ca**

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