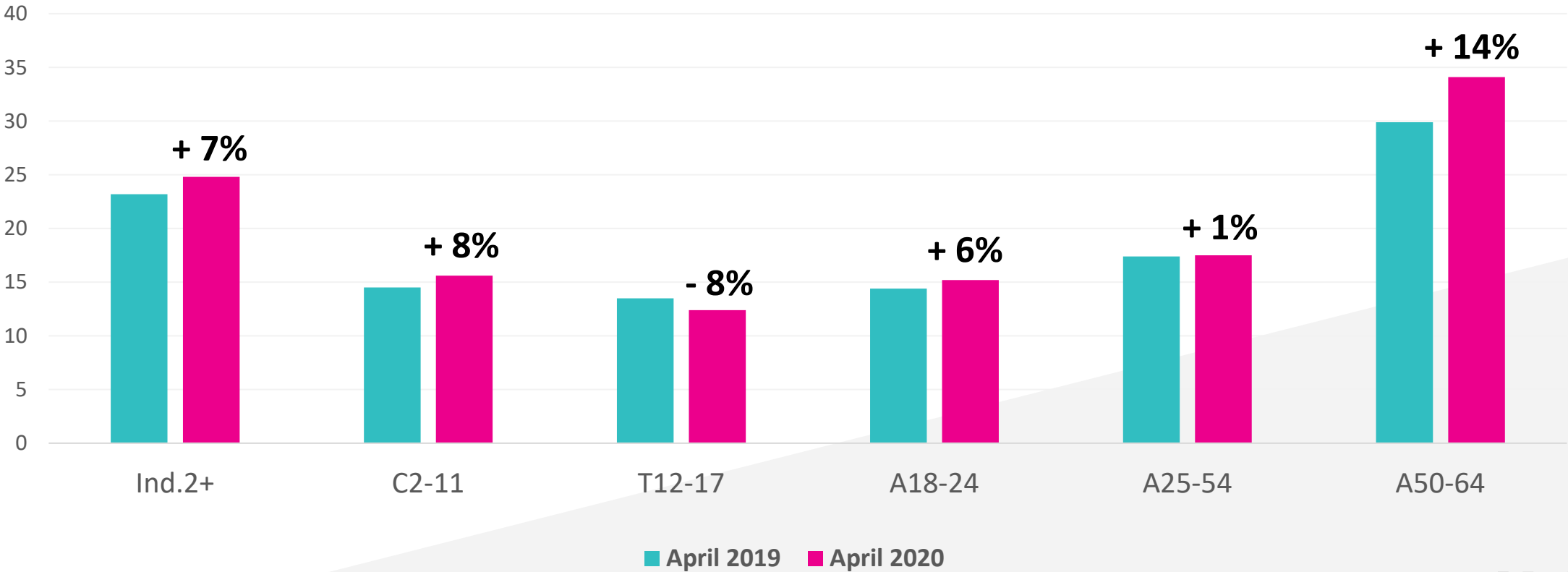


# Canada's TV viewing through COVID-19

**Year-over-Year Trending**  
**Broadcast April 2019 vs. April 2020**

# Canadians are **watching 7% more tv** than this time last year

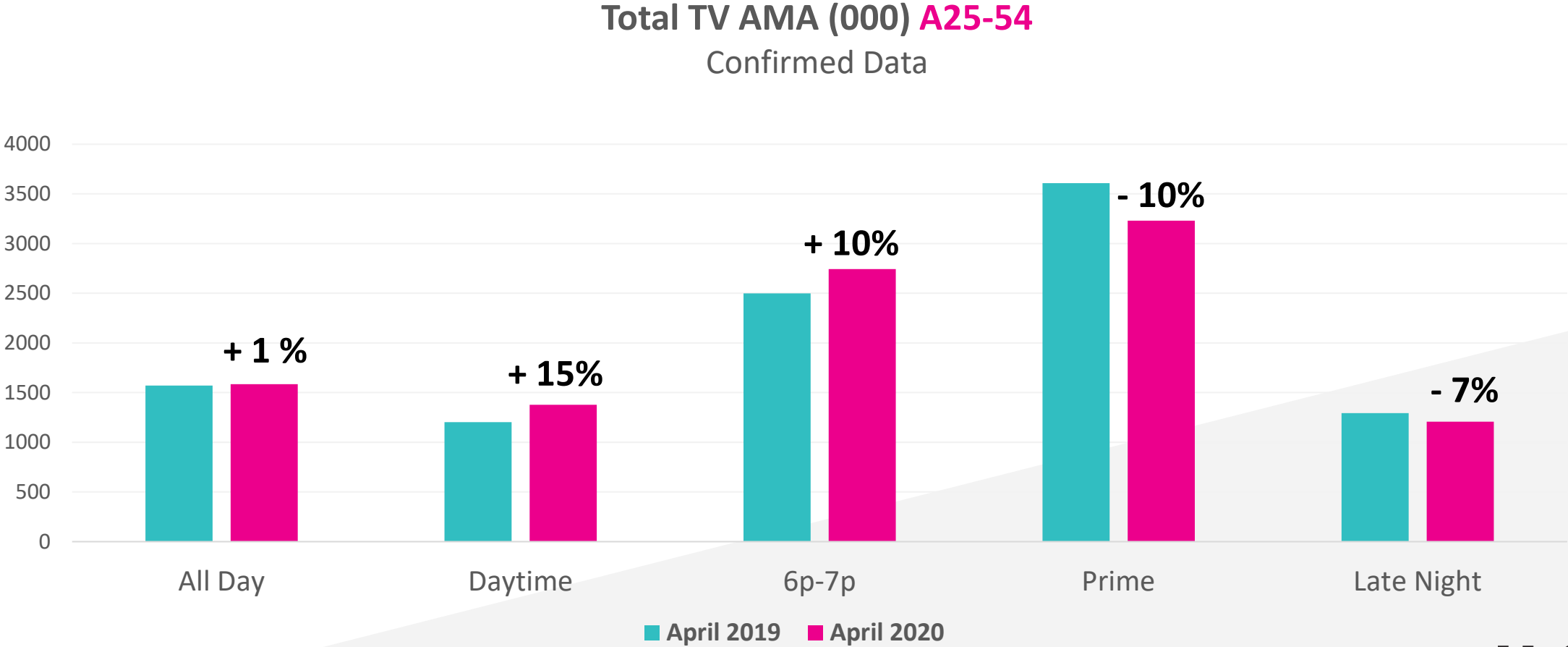
Total Canada  
Average Weekly Hours Per Capita



\*April 2019: April 1 – 28; April 2020:: March 30 – April 26

Source: Numeris PPM, Total Canada Mo-Su, Average Weekly Hours Per Capita, Confirmed Data

# greatest audience growth in **daytime** and **evening**

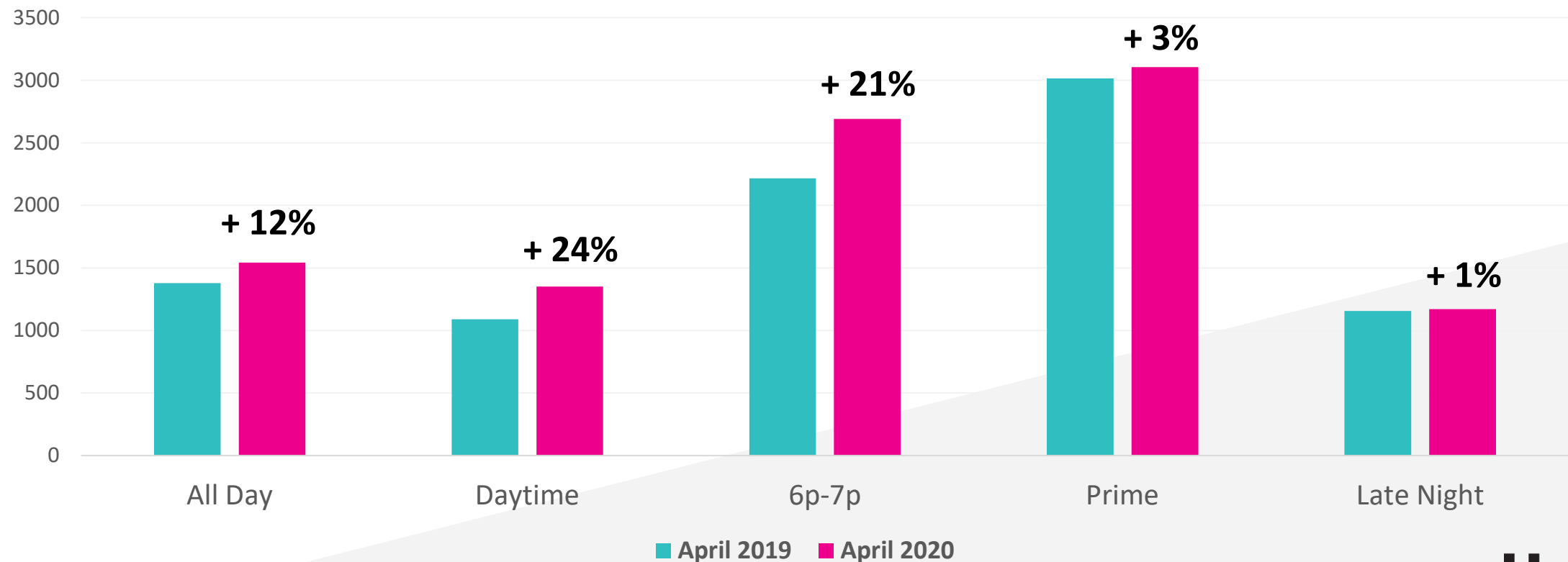


\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A25-54



# growth across all dayparts when sports networks excluded

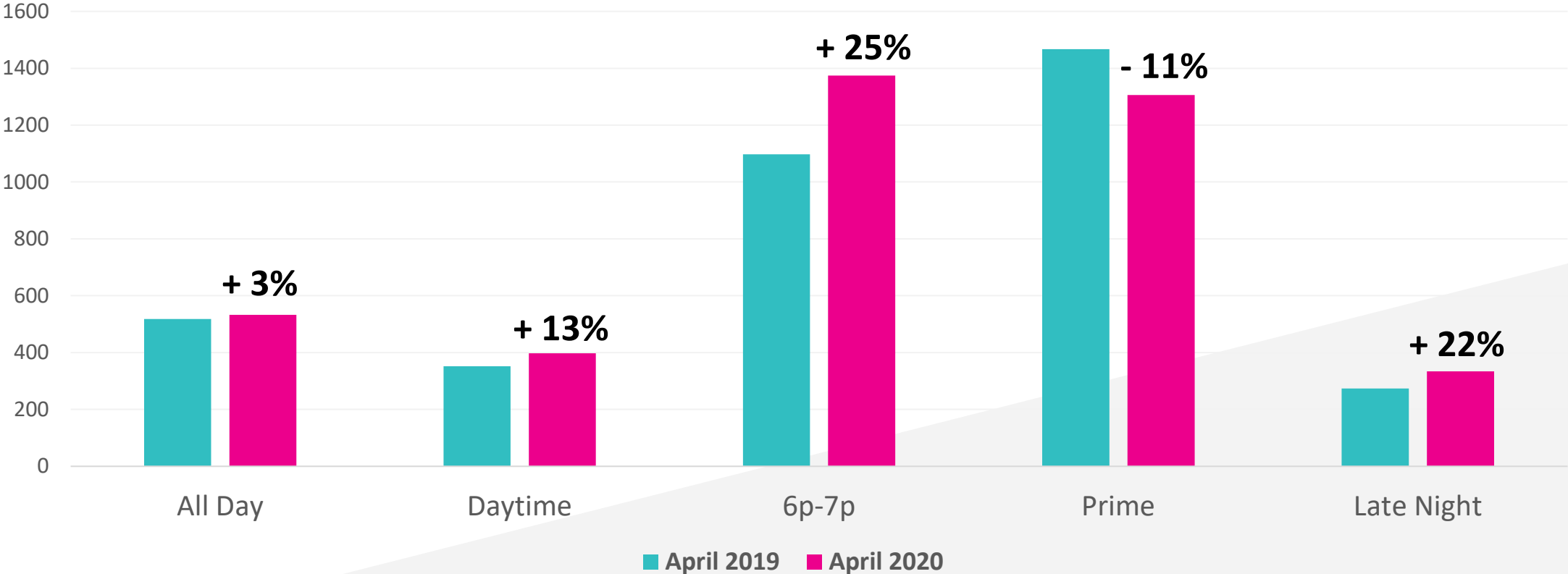
Total TV AMA (000) **A25-54**  
(excluding specialty sports)  
Confirmed Data



\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A25-54 – excluding Specialty sports

# Canadian conventional tv up significantly in evening and late night

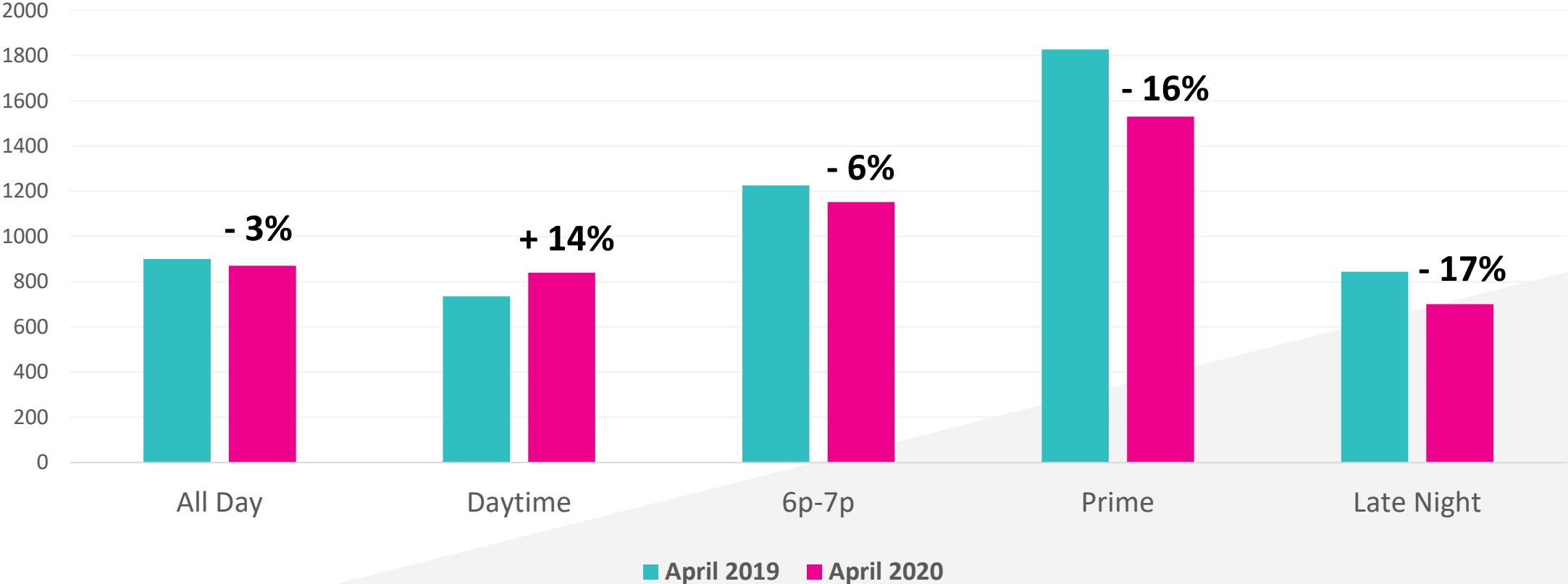
Canadian Conventional TV AMA (000) A25-54  
Confirmed Data



\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A25-54

# daytime growth for Canadian specialty tv

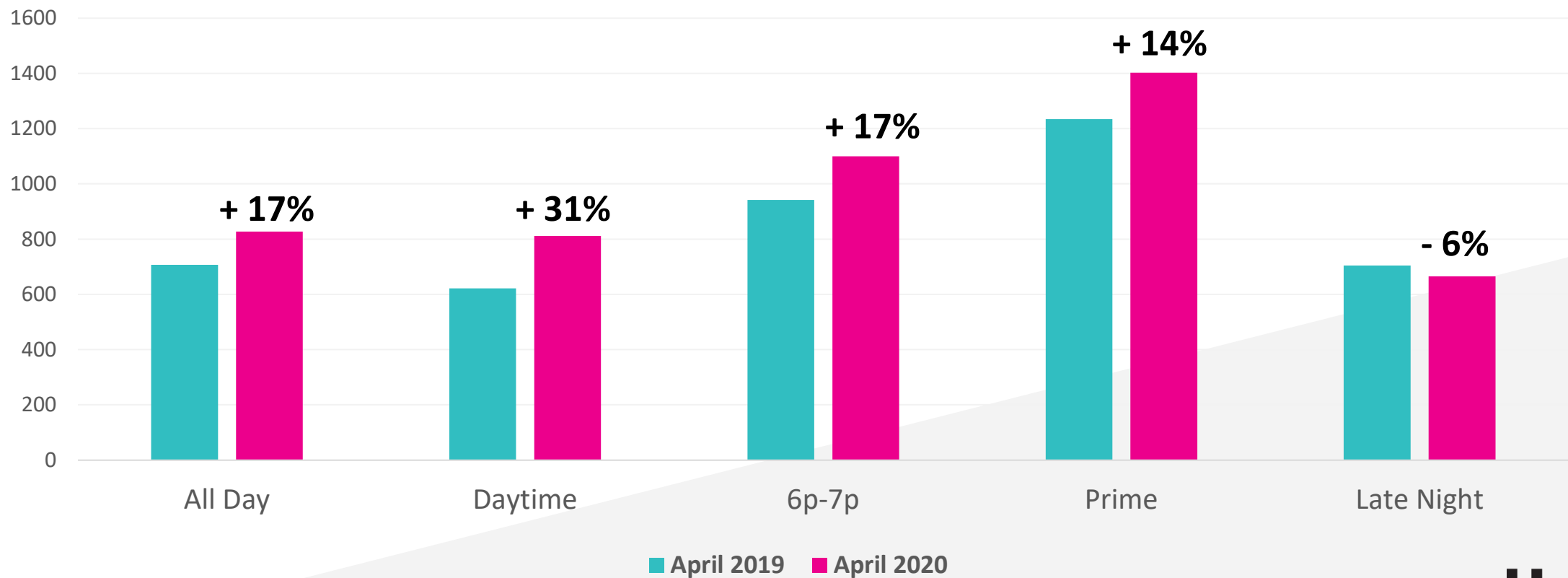
Canadian Specialty TV AMA (000) **A25-54**  
Confirmed Data



\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A25-54

# substantial growth for Canadian specialty tv when sports excluded

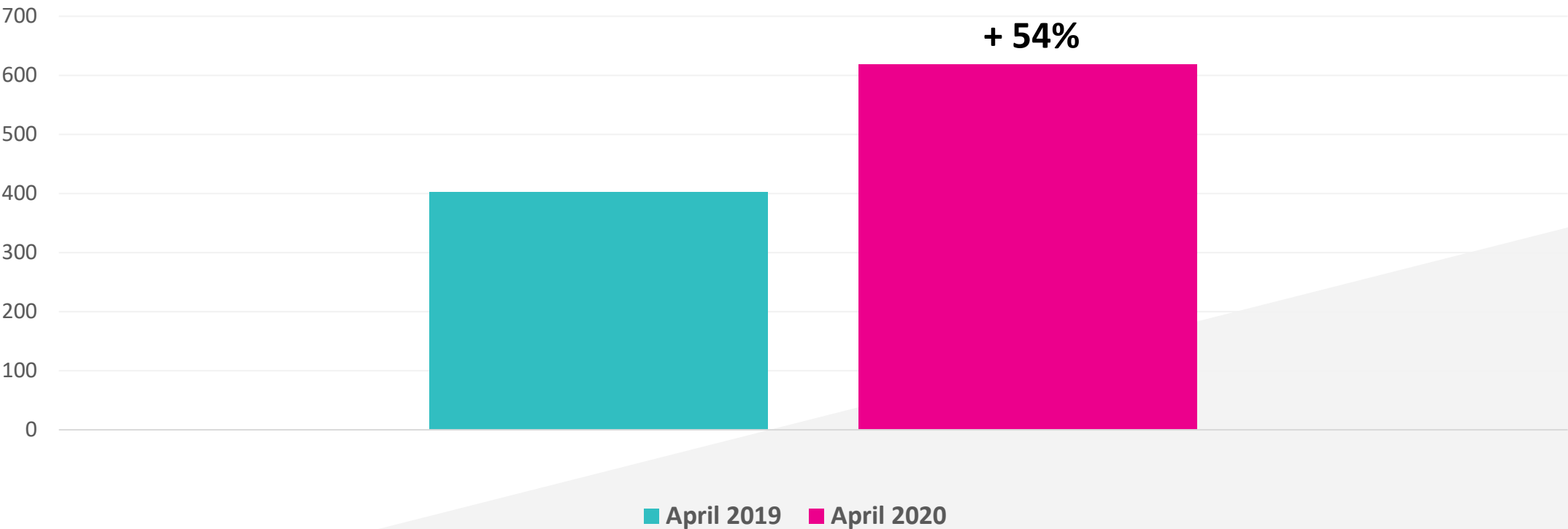
Canadian Specialty TV AMA (000) A25-54  
(excluding specialty sports)  
Confirmed Data



\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A25-54 – excluding Specialty sports

# impressive growth in Canadian conventional national news

Canadian Conventional National News AMA (000) A25-54  
Confirmed Data



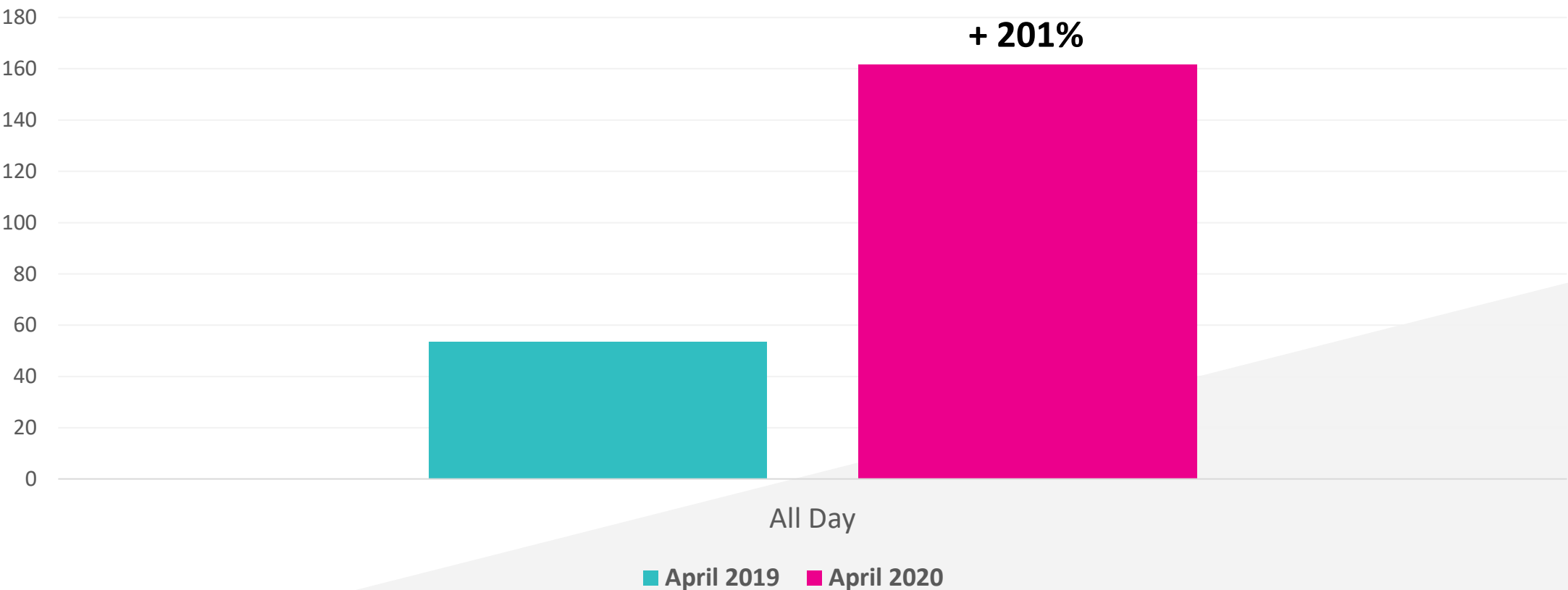
\*April 2019: April 1 – 28; April 2020:: March 30 – April 26

Source: Numeris PPM, Total Canada, Confirmed, A25-54



# massive growth for Canadian specialty tv news

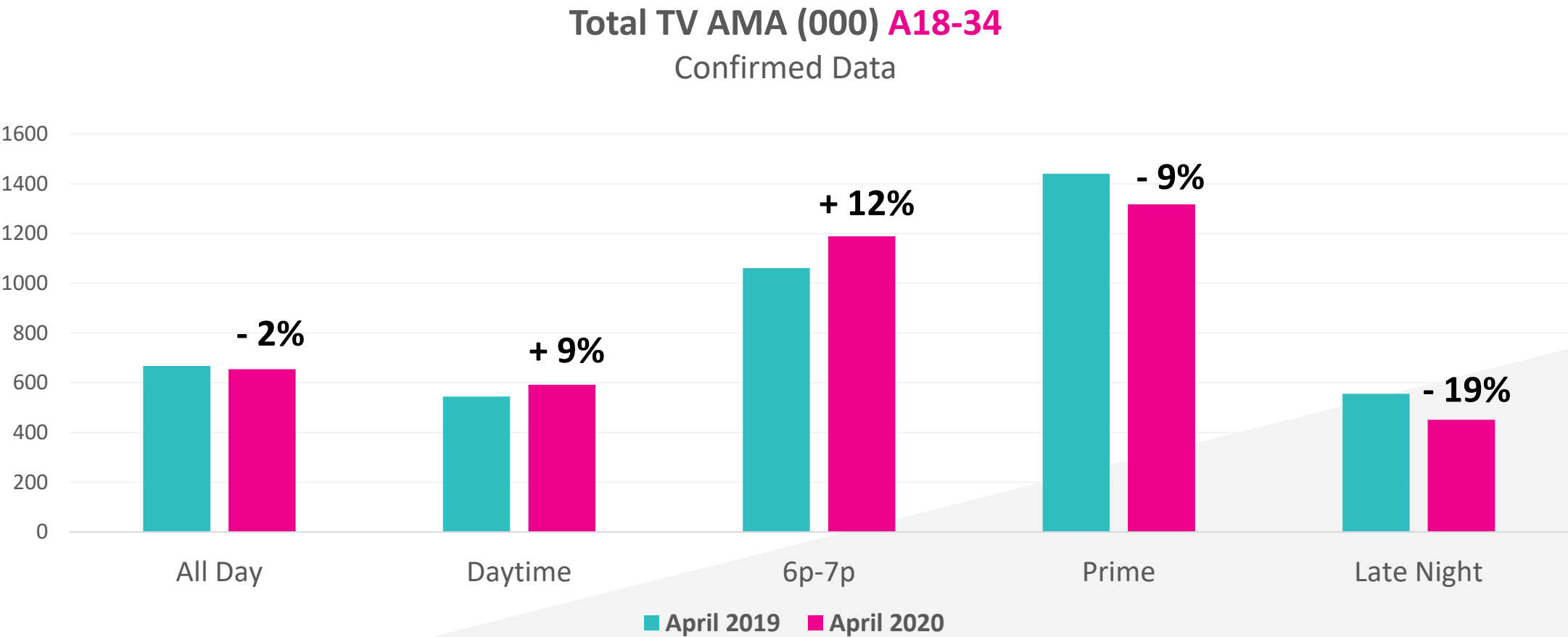
Canadian Specialty TV News AMA (000) **A25-54**  
Confirmed Data



\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A25-54

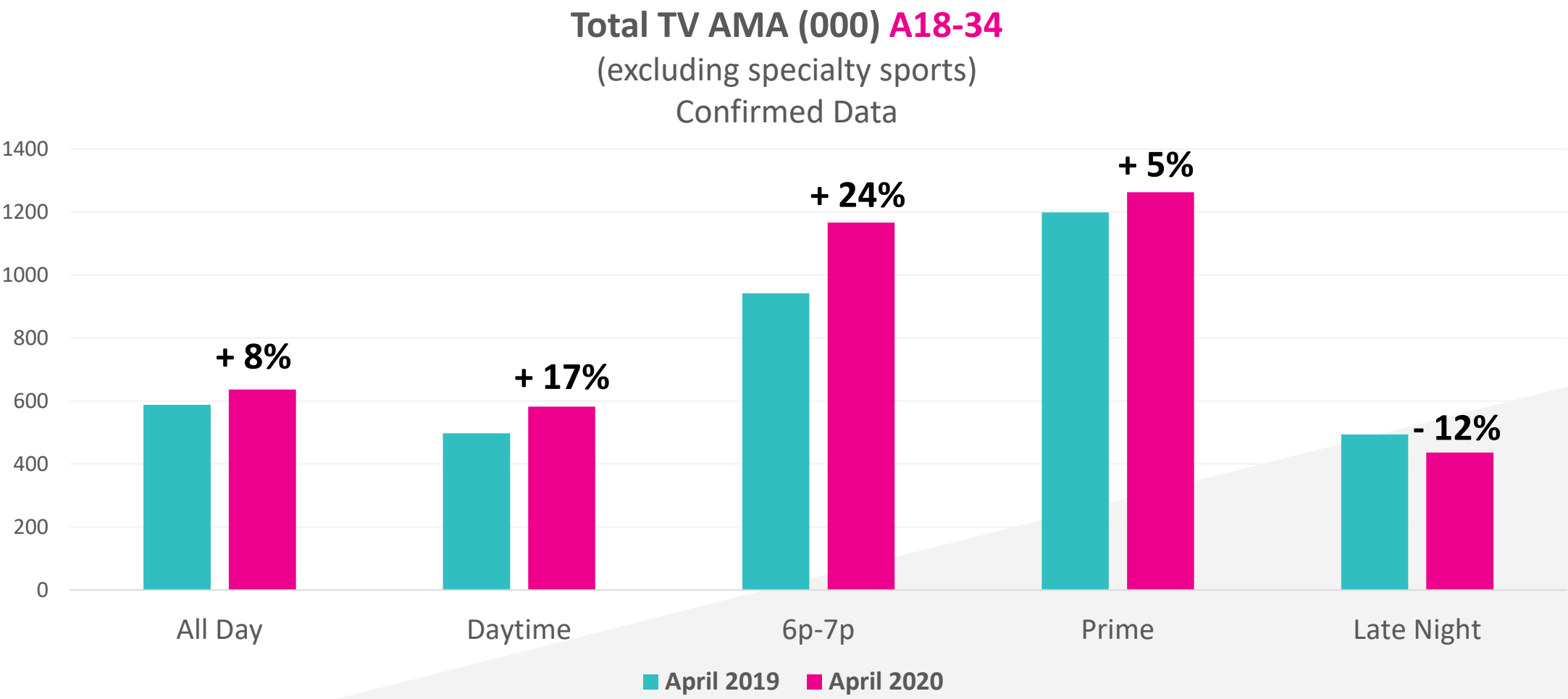


# growth for adults 18-34 in evening and daytime



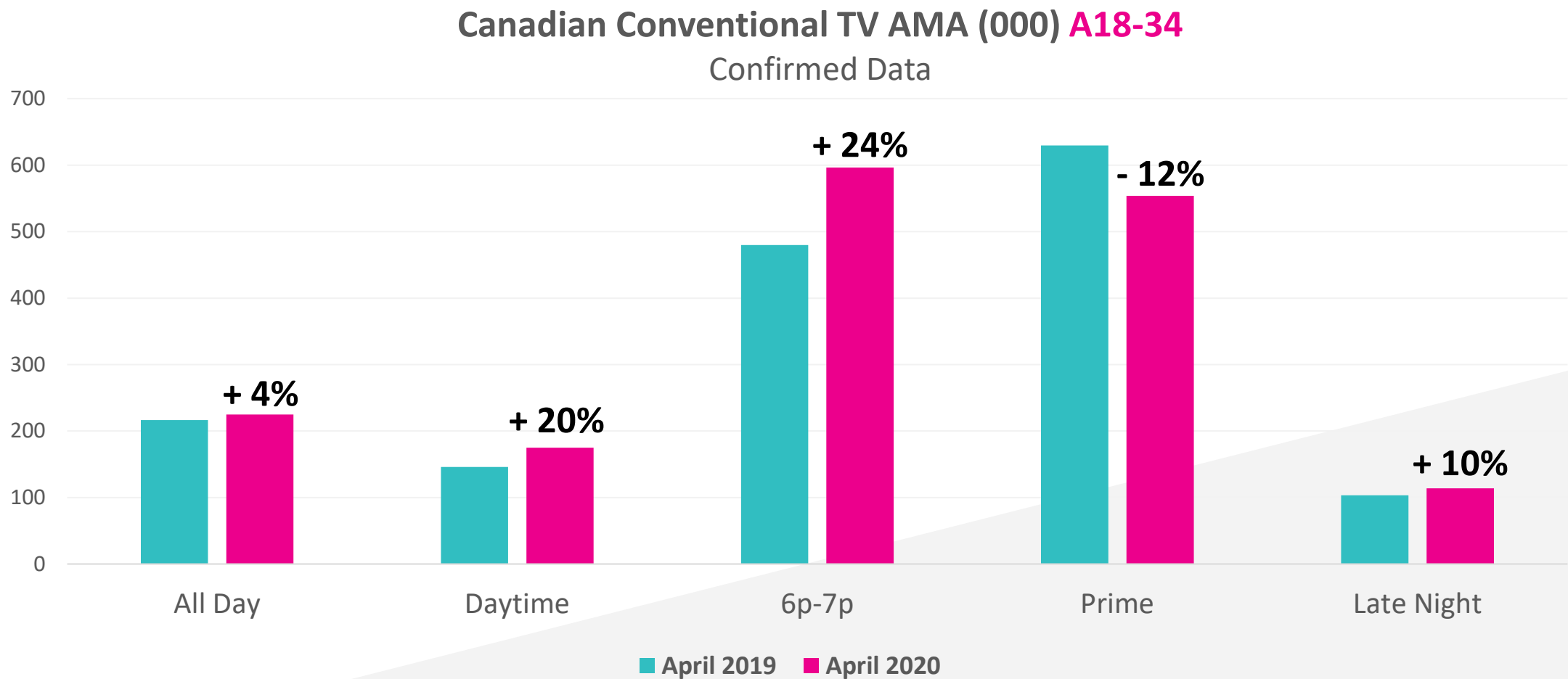
\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A18-34

# audience growth increases when sports networks excluded



\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A18-34 – excluding Specialty sports

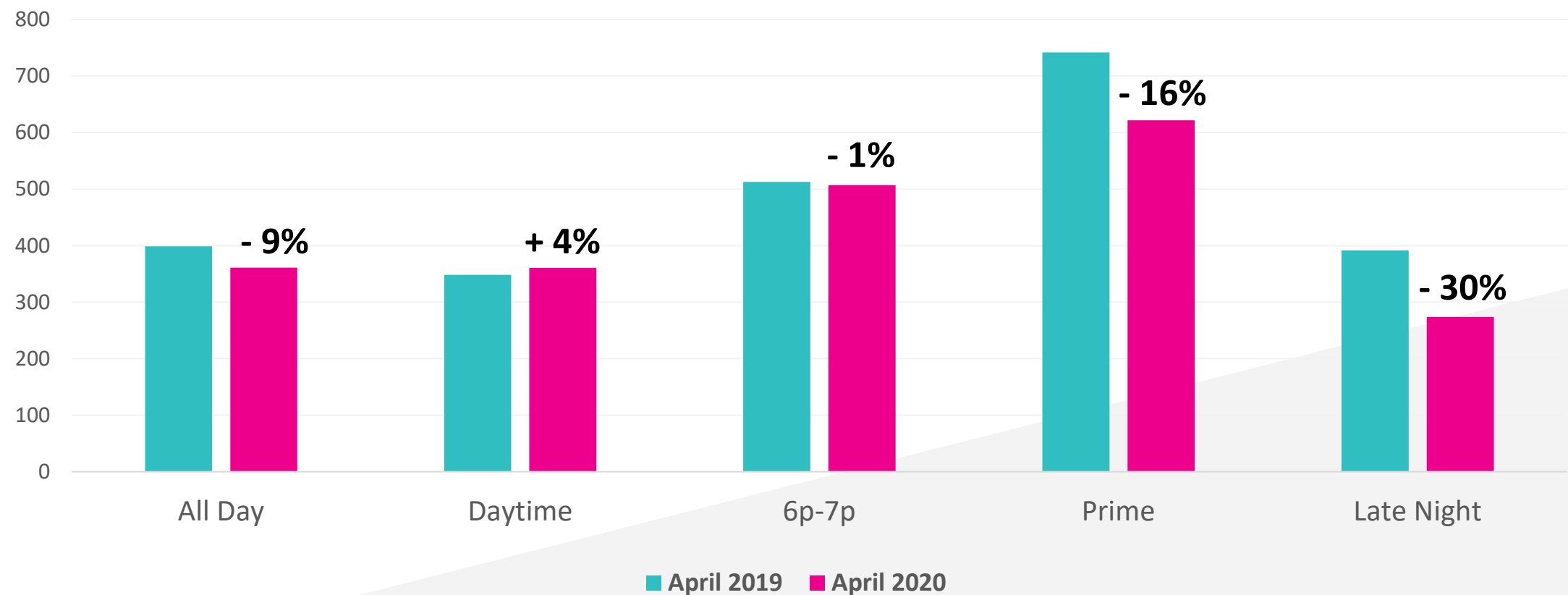
# Canadian conventional tv up 4% for adults 18-34, greatest growth in evening and daytime



\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A18-34

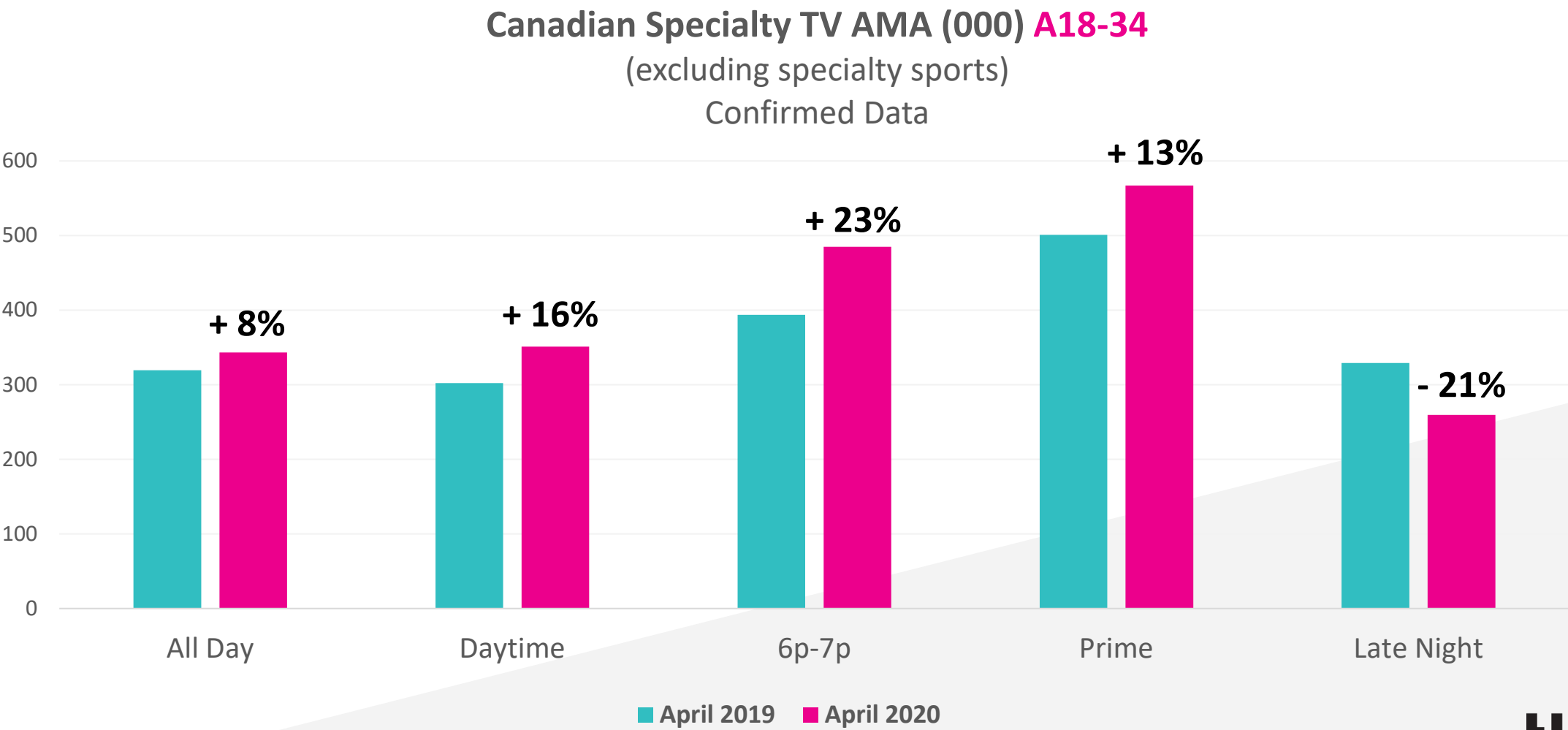
# growth in daytime for adults 18-34 in Canadian specialty TV

Canadian Specialty TV AMA (000) **A18-34**  
Confirmed Data



\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A18-34

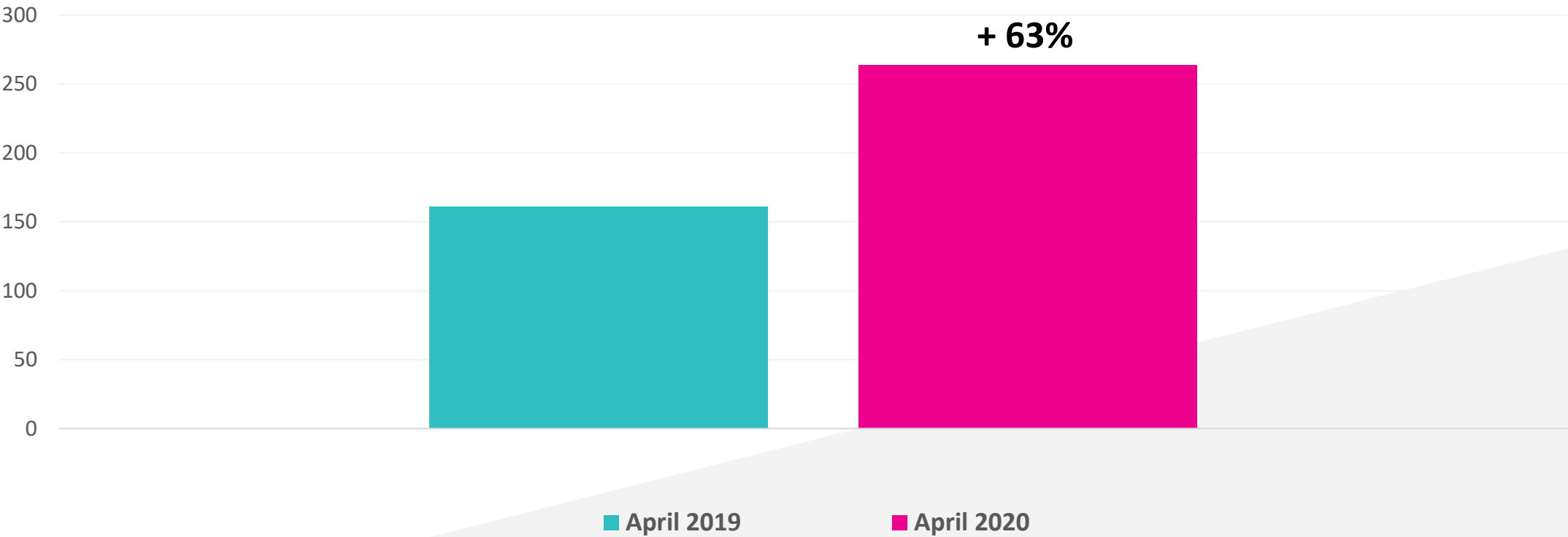
# audience growth significant for Canadian specialty tv when sports networks excluded



\*April 2019: April 1 – 28; April 2020: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A18-34 – excluding Specialty sports

# Canadian conventional national news **up 63%** for adults 18-34

Canadian Conventional National News AMA (000) **A18-34**  
Confirmed Data

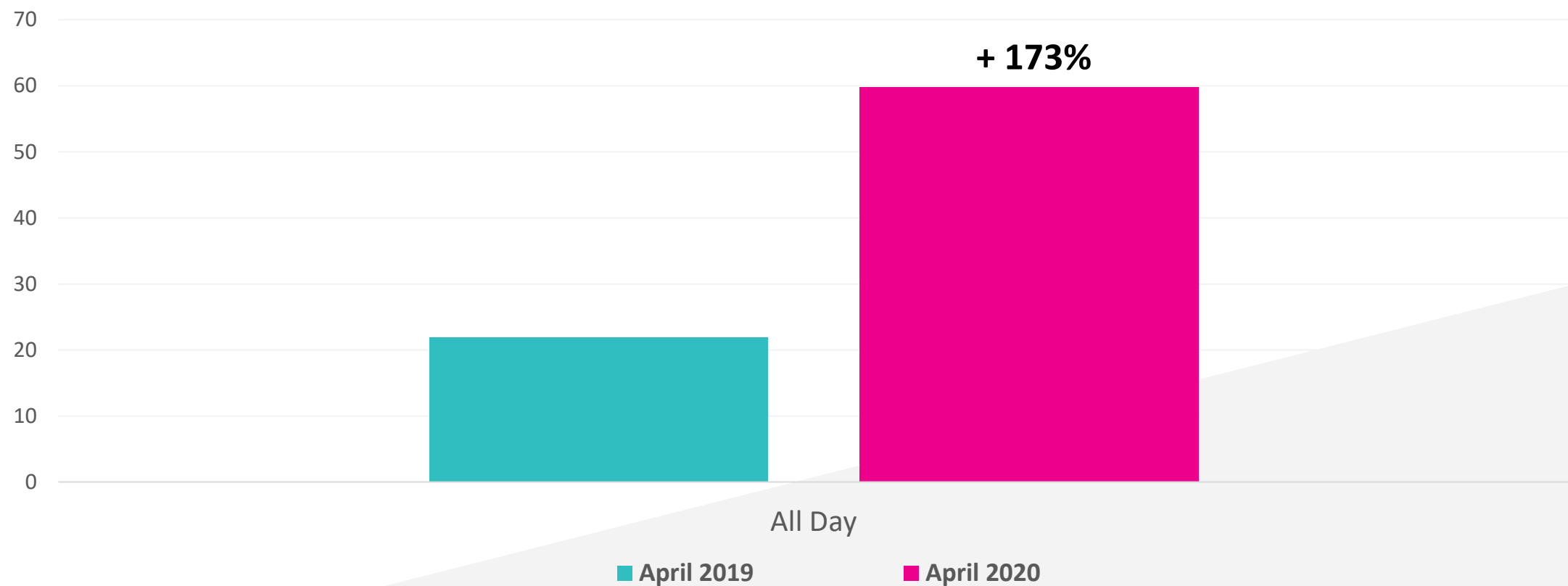


\*April 2019: April 1 – 28; April 2020:: March 30 – April 26

Source: Numeris PPM, Total Canada, Confirmed, A18-34

# Canadian specialty news up 173% for adults 18-34

Canadian Specialty TV News AMA (000) A18-34  
Confirmed Data



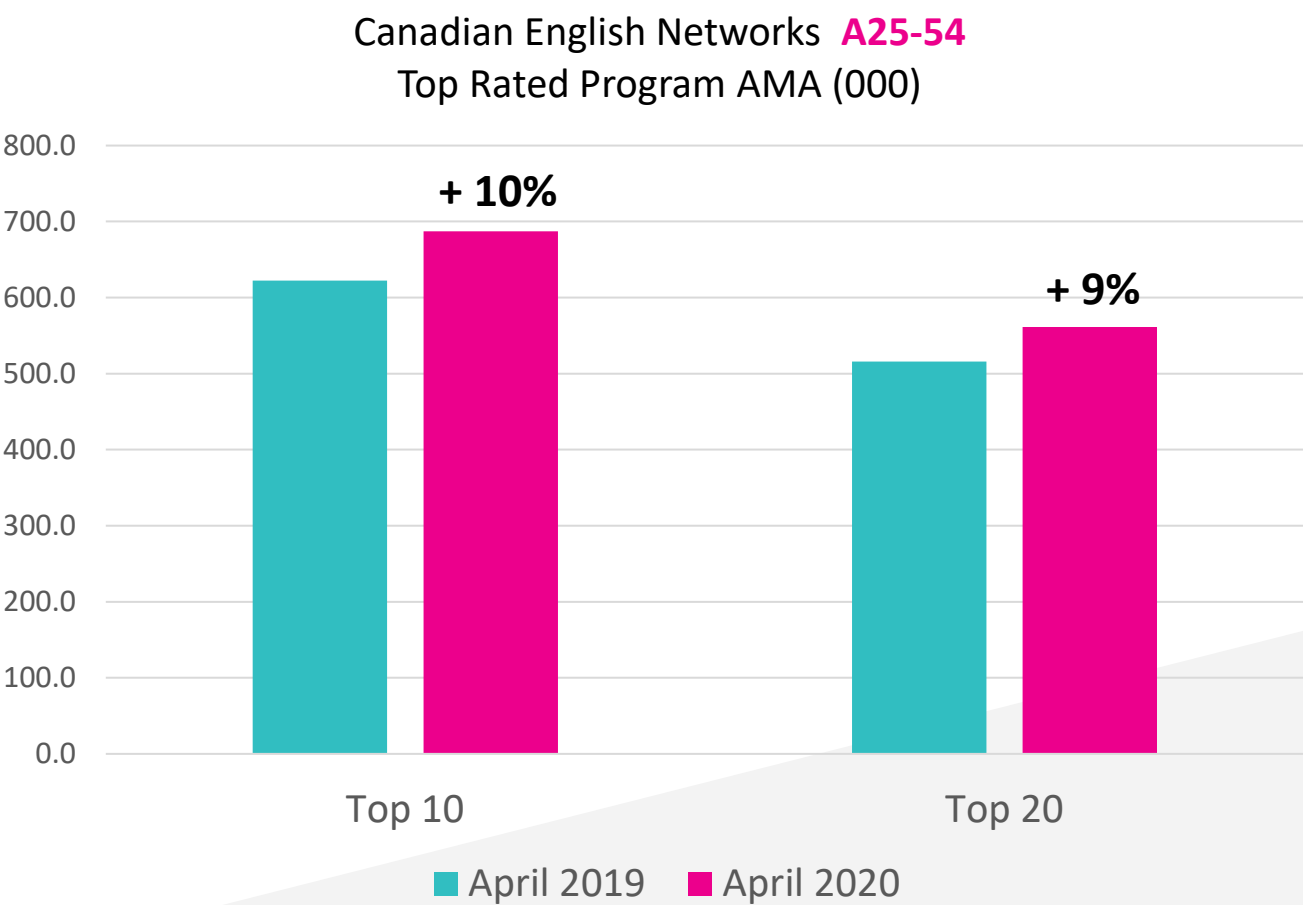
\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A18-34





# April's top shows performed better than they did last year

audiences for this year's **April Top 10 and Top 20** first run episodes **increased by 10% and 9%** respectively over last year (adults 25-54)



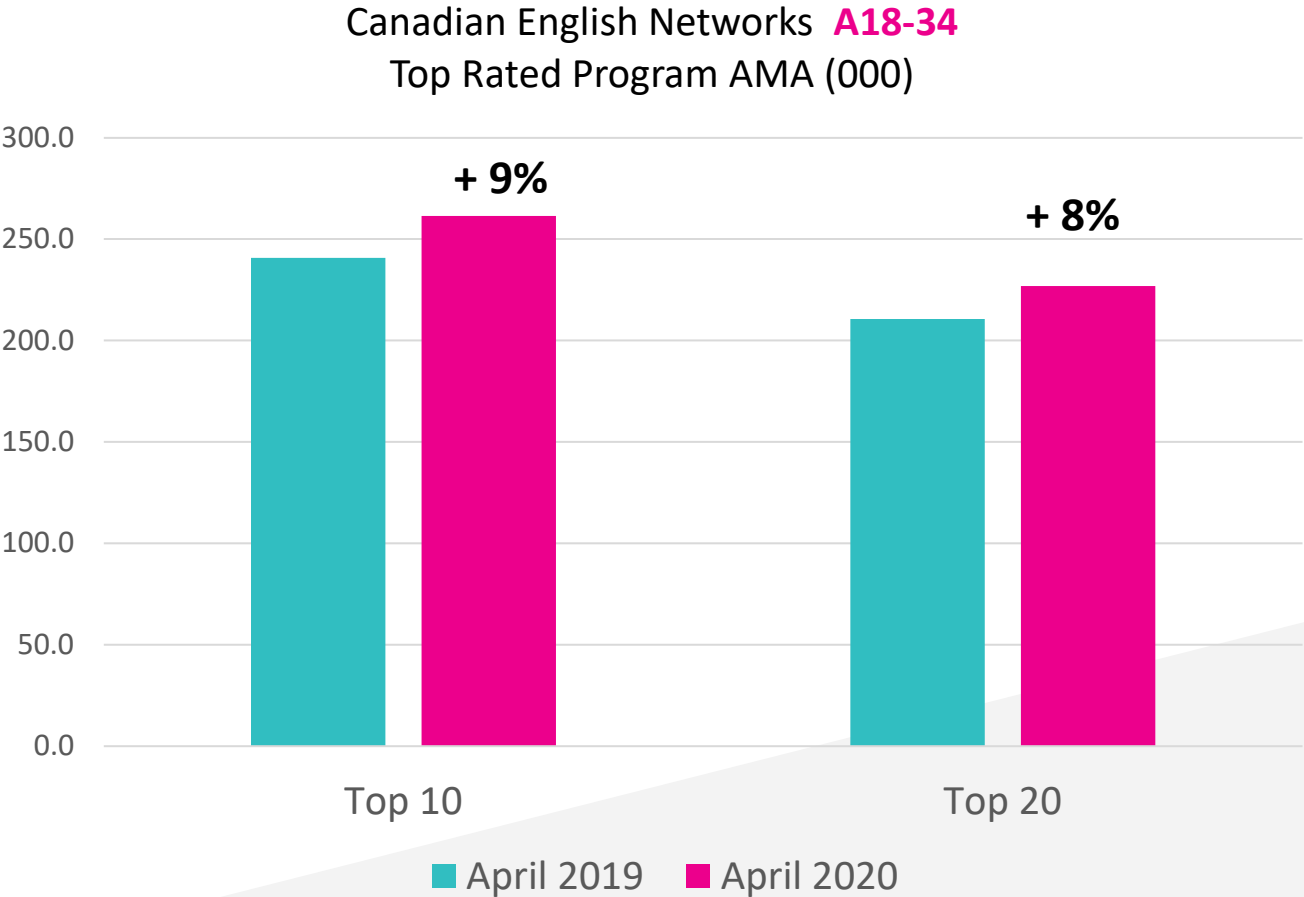
| Top 20 English Network Programs<br>APRIL 2020 A25-54 |         |
|------------------------------------------------------|---------|
| Program                                              | Network |
| Grey's Anatomy                                       | CTV     |
| Survivor                                             | Global  |
| 9-1-1                                                | Global  |
| The Rookie                                           | CTV     |
| Station 19                                           | CTV     |
| Young Sheldon                                        | CTV     |
| New Amsterdam                                        | Global  |
| Schitt's Creek                                       | CBC     |
| FBI                                                  | Global  |
| NCIS                                                 | Global  |
| Modern Family                                        | Global  |
| Chicago Fire                                         | CITY    |
| Magnum P.I.                                          | CTV     |
| S.W.A.T.                                             | Global  |
| Law & Order: SVU                                     | CTV     |
| MacGyver                                             | Global  |
| Bull                                                 | Global  |
| Hawaii Five-0                                        | Global  |
| Will & Grace                                         | Global  |
| NCIS: Los Angeles                                    | Global  |

\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada, Mo-Su Confirmed, April 2020 v April 2019, Original Episodes only



# April's top shows performed better than they did last year

audiences for this year's **April Top 10 and Top 20** first run episodes increased by 9% and 8% respectively over last year (adults 18-34)



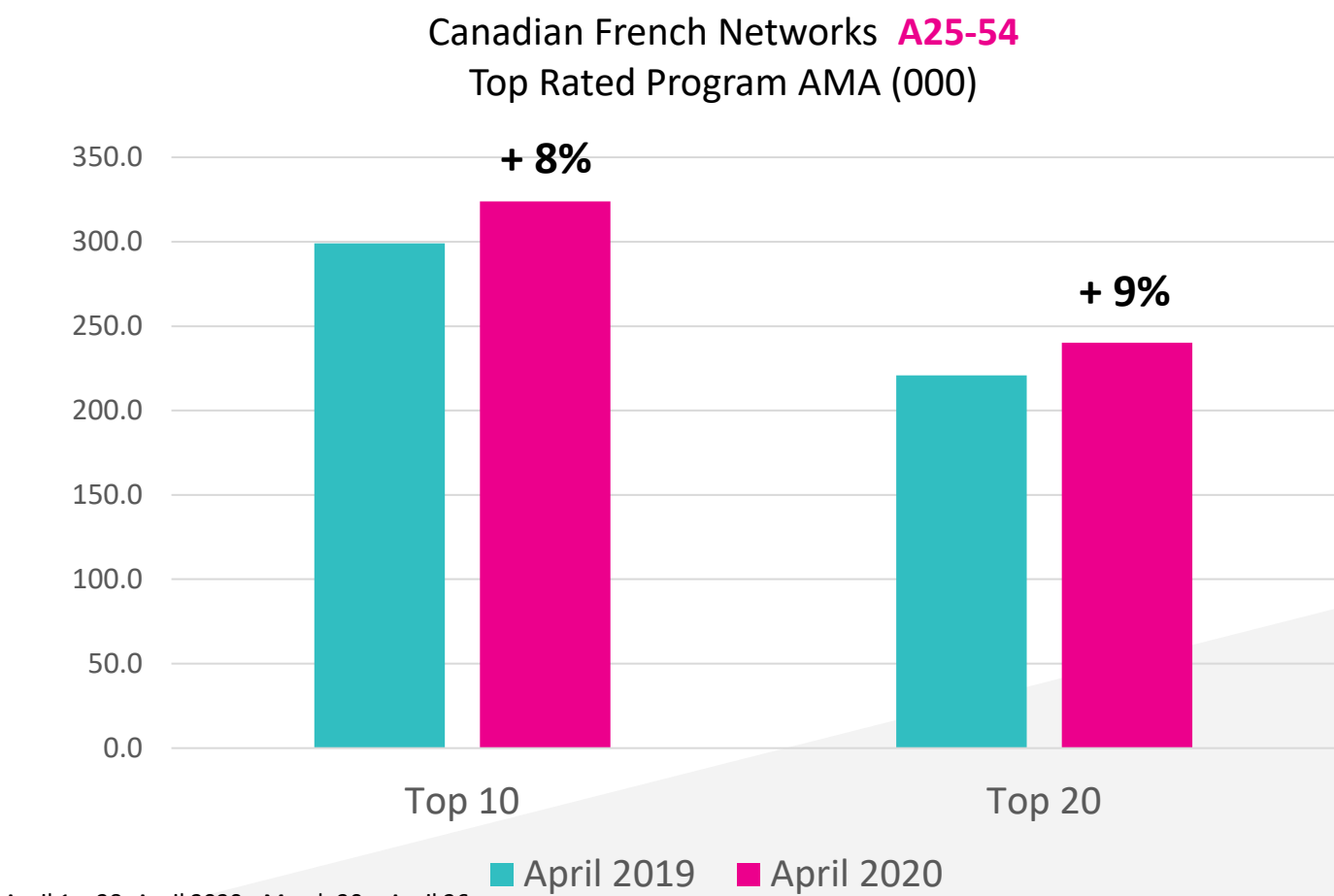
| Top 20 English Network Programs<br>APRIL 2020 A18-34 |         |
|------------------------------------------------------|---------|
| Program                                              | Network |
| Grey's Anatomy                                       | CTV     |
| Survivor                                             | Global  |
| 9-1-1                                                | Global  |
| The Rookie                                           | CTV     |
| Station 19                                           | CTV     |
| New Amsterdam                                        | Global  |
| Law & Order: SVU                                     | CTV     |
| Schitt's Creek                                       | CBC     |
| NCIS                                                 | Global  |
| Modern Family                                        | Global  |
| Chicago Fire                                         | CITY    |
| Magnum P.I.                                          | CTV     |
| S.W.A.T.                                             | Global  |
| Young Sheldon                                        | CTV     |
| MacGyver                                             | Global  |
| Bull                                                 | Global  |
| Hawaii Five-0                                        | Global  |
| Will & Grace                                         | Global  |
| Chicago PD                                           | CITY    |
| Blue Bloods                                          | CTV     |

\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada, Mo-Su Confirmed, April 2020 v April 2019, Original Episodes only



# April's top French network shows performed better than they did last year

audiences for this year's **April Top 10 and Top 20** first run episodes of **French network shows** increased by **8%** and **9%** respectively over last year (adults 25-54)



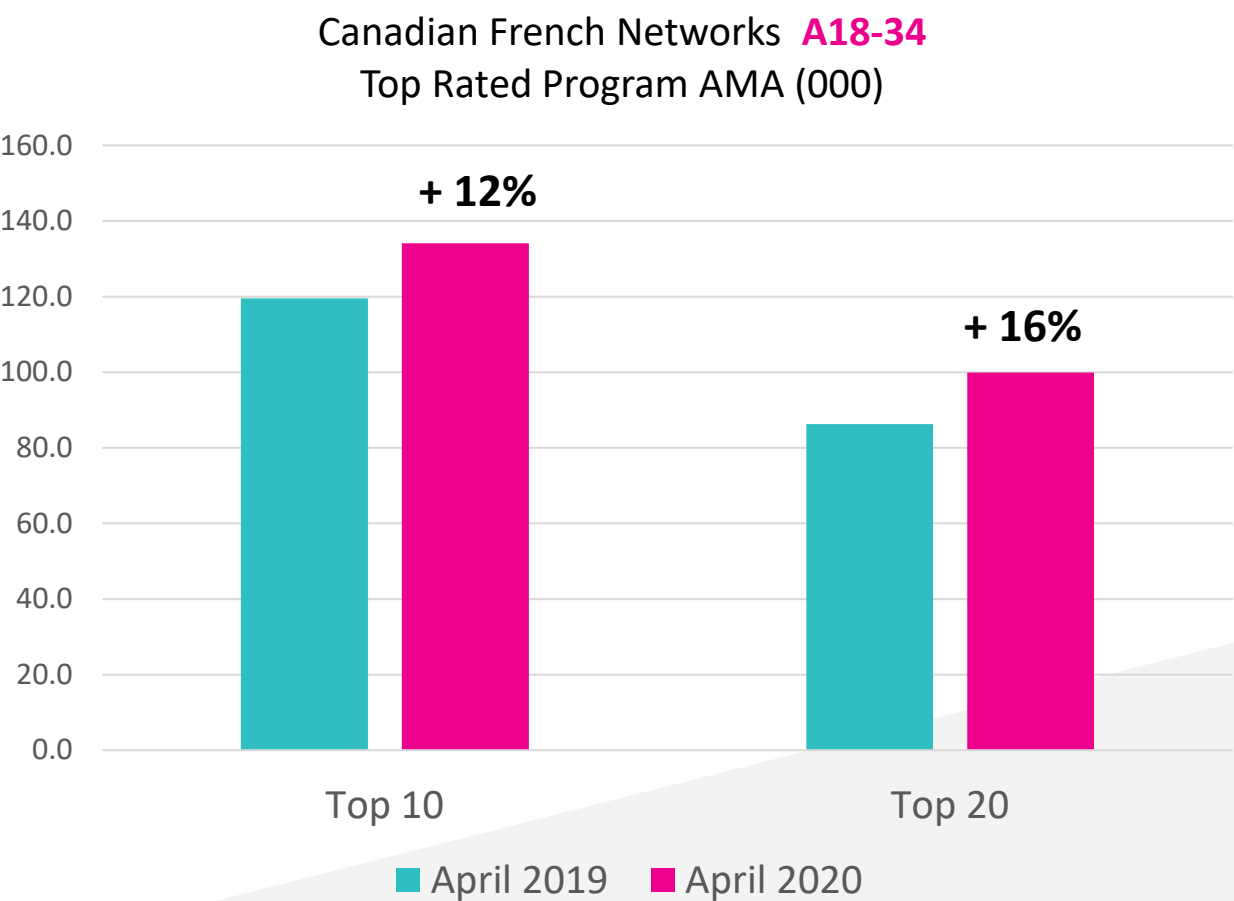
| Top 20 French Network Programs<br>APRIL 2020 A25-54 |         |
|-----------------------------------------------------|---------|
| Program                                             | Network |
| District 31                                         | SRC     |
| Lâcher prise                                        | SRC     |
| Infoman                                             | SRC     |
| Le Tricheur                                         | TVA     |
| Les Chefs                                           | SRC     |
| La Vraie Nature                                     | TVA     |
| L'amour est dans le pré                             | V       |
| Refuge Animal                                       | TVA     |
| Dans l'oeil du dragon                               | SRC     |
| La Facture                                          | SRC     |
| La Recrue                                           | TVA     |
| L'Épicerie                                          | SRC     |
| Ca Finit Bien La Semaine                            | TVA     |
| Cine-Extra                                          | TVA     |
| CineMax                                             | TVA     |
| Chicago Fire: Caserne 51                            | TVA     |
| Du Talent a Revendre                                | TVA     |
| Les enfants de la télé                              | SRC     |
| Combien vaut cette maison?                          | TVA     |
| Bonsoir bonsoir                                     | SRC     |

\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada, Mo-Su Confirmed, April 2019 v April 2020, Original Episodes only



# April's top French network shows performed better than they did last year

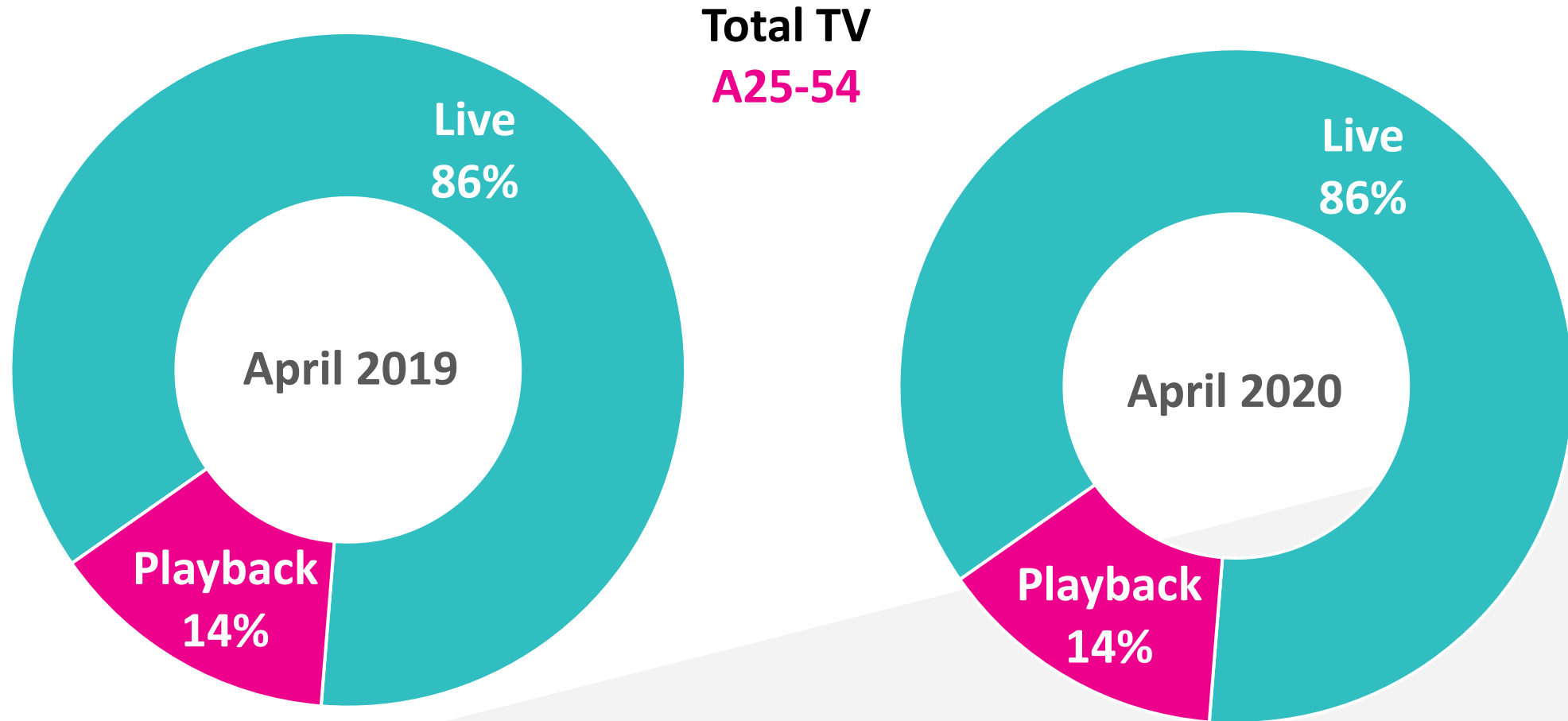
audiences for this year's **April Top 10 and Top 20** first run episodes of **French network shows** increased by **12% and 16%** respectively over last year (adults 18-34)



| Top 20 French Network Programs<br>APRIL 2020 A18-34 |         |
|-----------------------------------------------------|---------|
| Program                                             | Network |
| District 31                                         | SRC     |
| Lâcher prise                                        | SRC     |
| Infoman                                             | SRC     |
| VLOG                                                | TVA     |
| Le Tricheur                                         | TVA     |
| Les Chefs                                           | SRC     |
| La Vraie Nature                                     | TVA     |
| L'amour est dans le pré                             | V       |
| Refuge Animal                                       | TVA     |
| Dans l'oeil du dragon                               | SRC     |
| La Facture                                          | SRC     |
| La Recrue                                           | TVA     |
| L'Épicerie                                          | SRC     |
| Ca Finit Bien La Semaine                            | TVA     |
| Cine-Extra                                          | TVA     |
| CineMax                                             | TVA     |
| Chicago Fire: Caserne 51                            | TVA     |
| Du Talent A Revendre                                | TVA     |
| Découverte                                          | TVA     |
| Du Talent A Revendre                                | TVA     |

\*April 2019: April 1 – 28; April 2020:: March 30 – April 26  
Source: Numeris PPM, Total Canada, Mo-Su Confirmed, April 2020 v April 2019, Original Episodes only

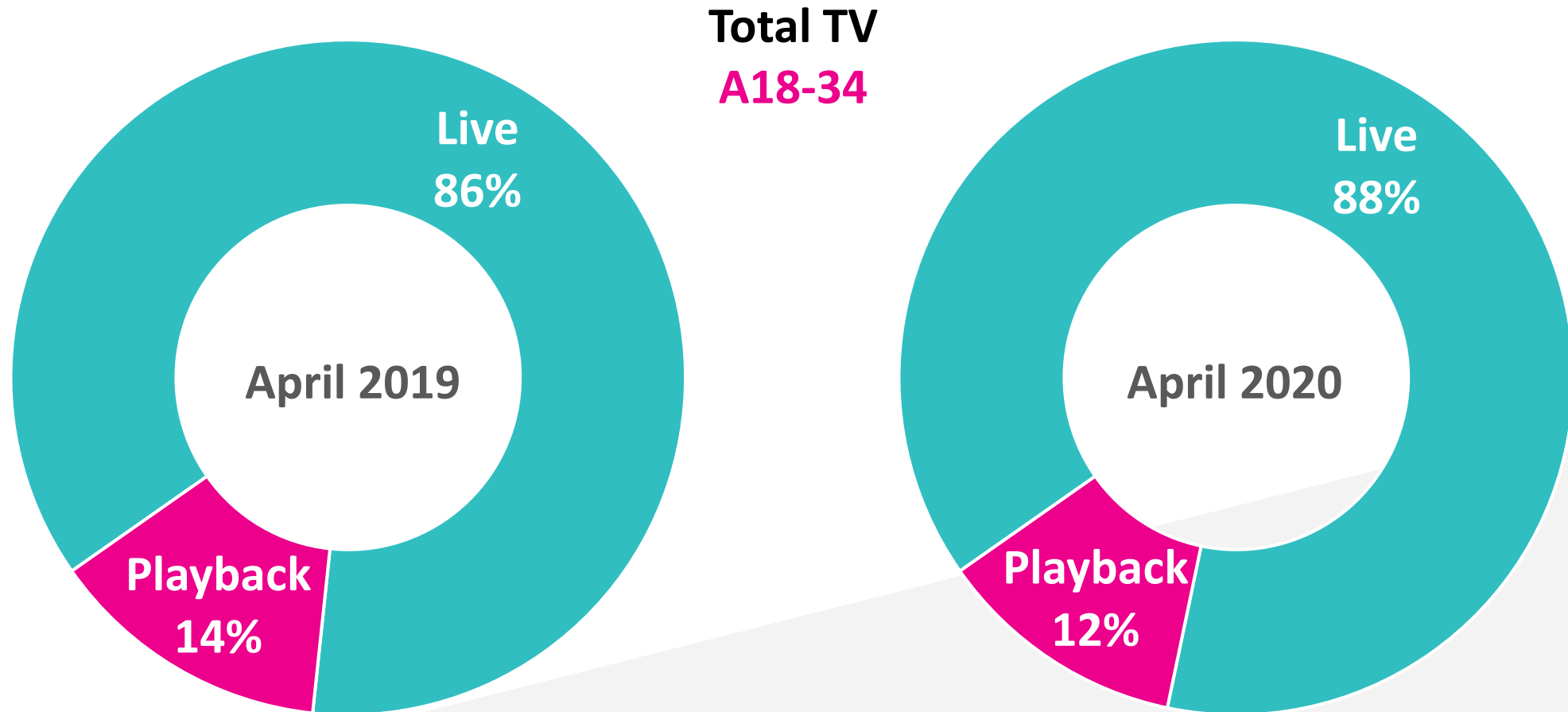
# the vast majority of tv viewing continues to be live, even without sporting events



think<sup>tv</sup>

\*April 2019: April 1 – 28; April 2020: March 30 – April 26  
Source: Numeris PPM, Total Canada, Mo-Su Confirmed, April 2019 v April 2020

# the vast majority of tv viewing continues to be live, even without sporting events



**think**<sup>tv</sup>

\*April 2019: April 1 – 28; April 2020: March 30 – April 26  
Source: Numeris PPM, Total Canada, Mo-Su Confirmed, April 2019 v April 2020

**reach us @**



**info@thinktv.ca**

---



**@thinktvca**

---



**thinktv.ca**