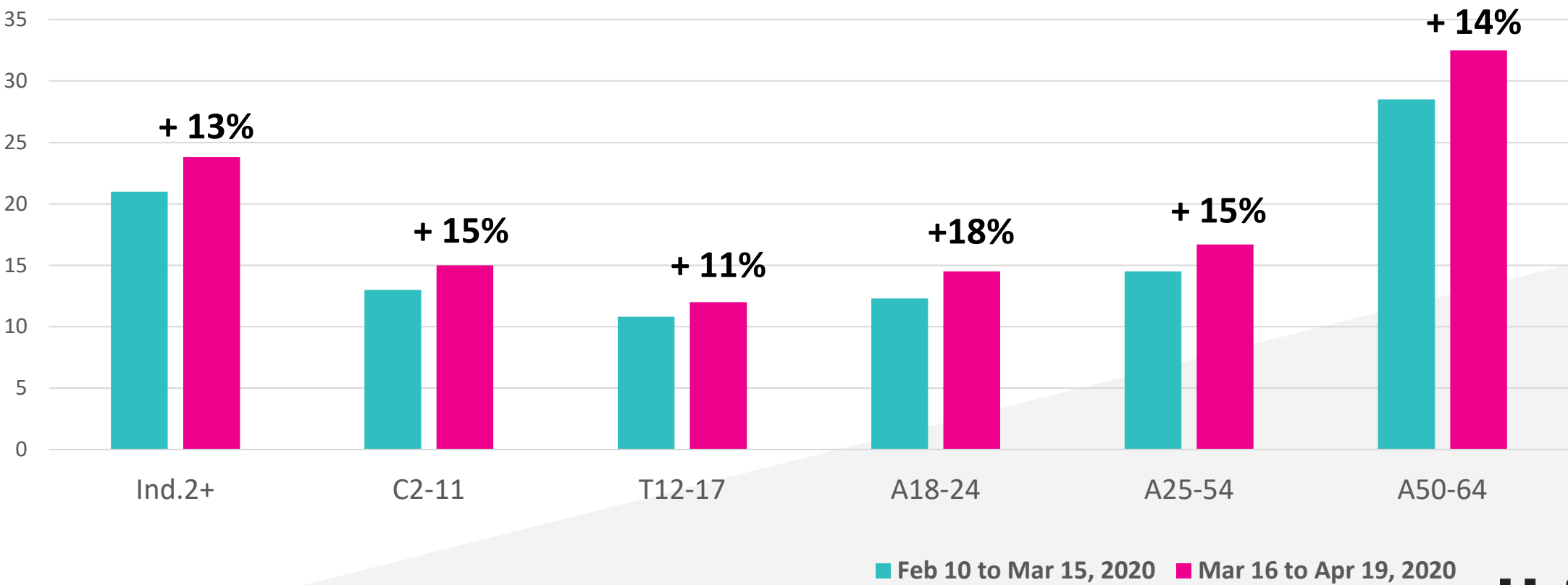


Canada's TV viewing through COVID-19

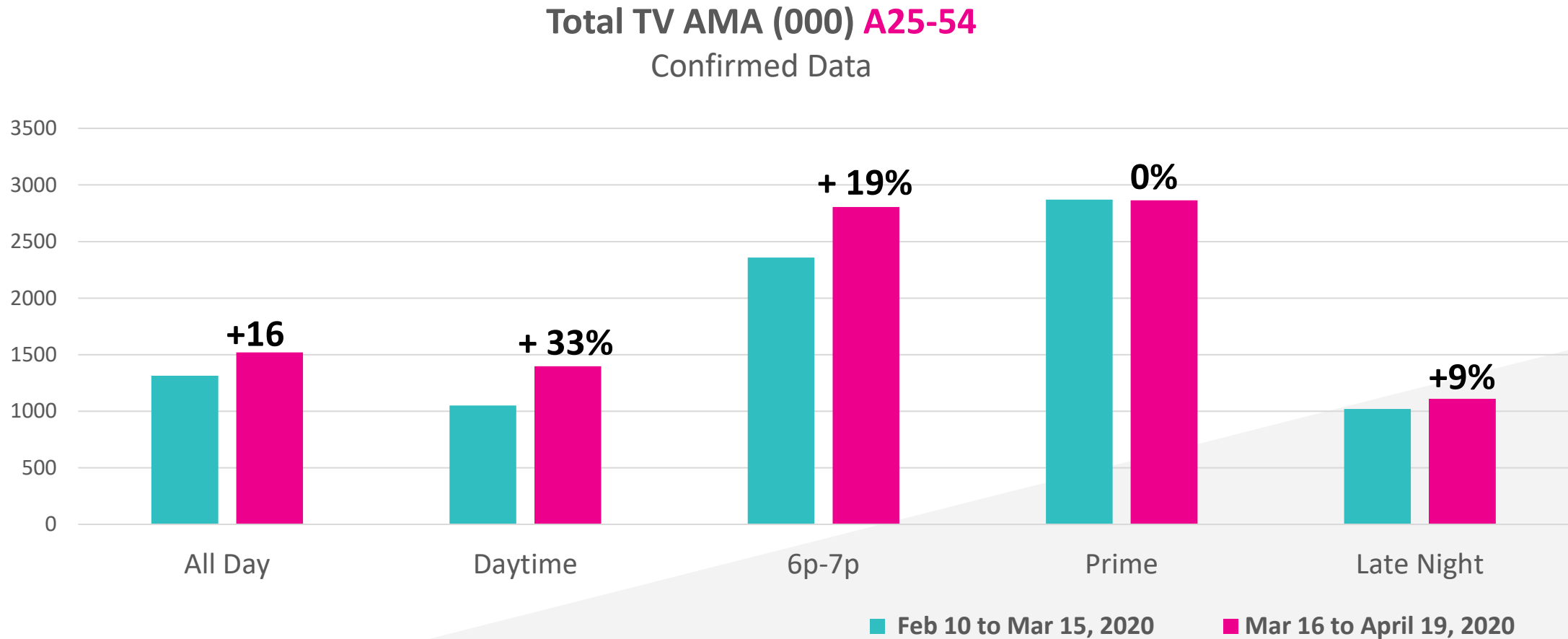
5 weeks pre and post COVID19

Canadians of all ages **watching significantly more tv** since the COVID crisis began

Total Canada
Average Weekly Hours Per Capita

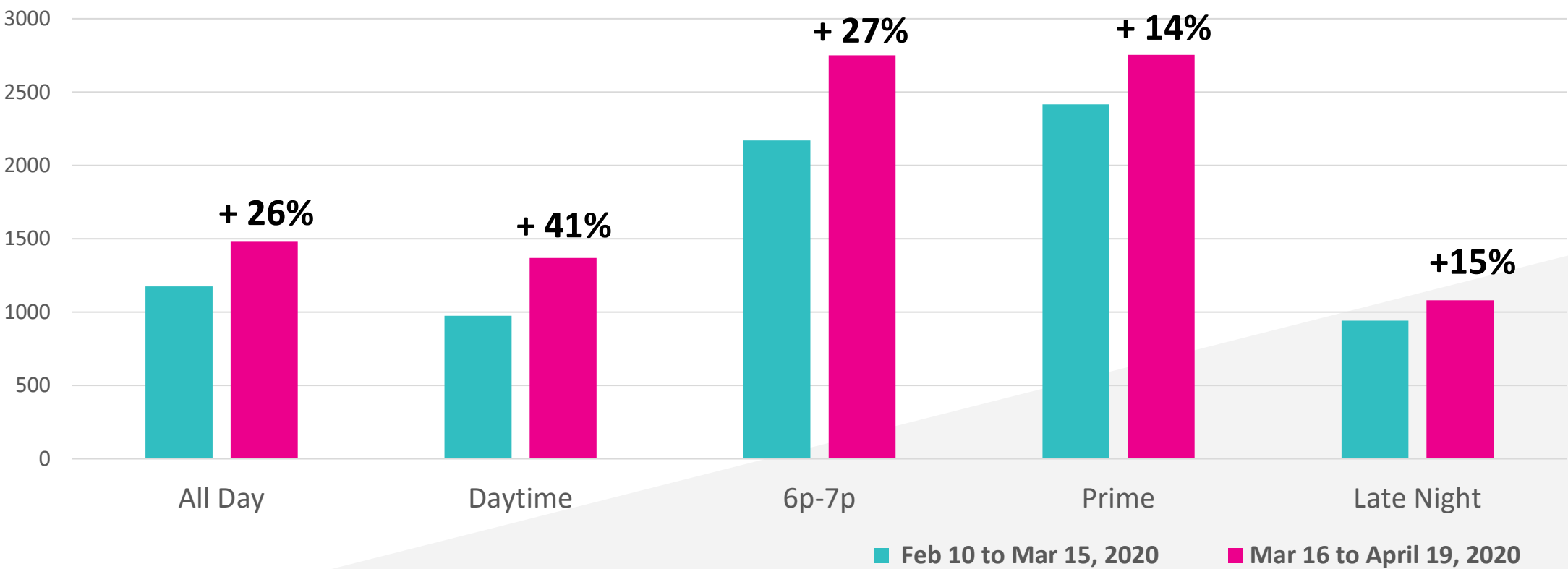


greatest audience growth in **daytime** and **evening**



growth across all dayparts when sports networks excluded

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

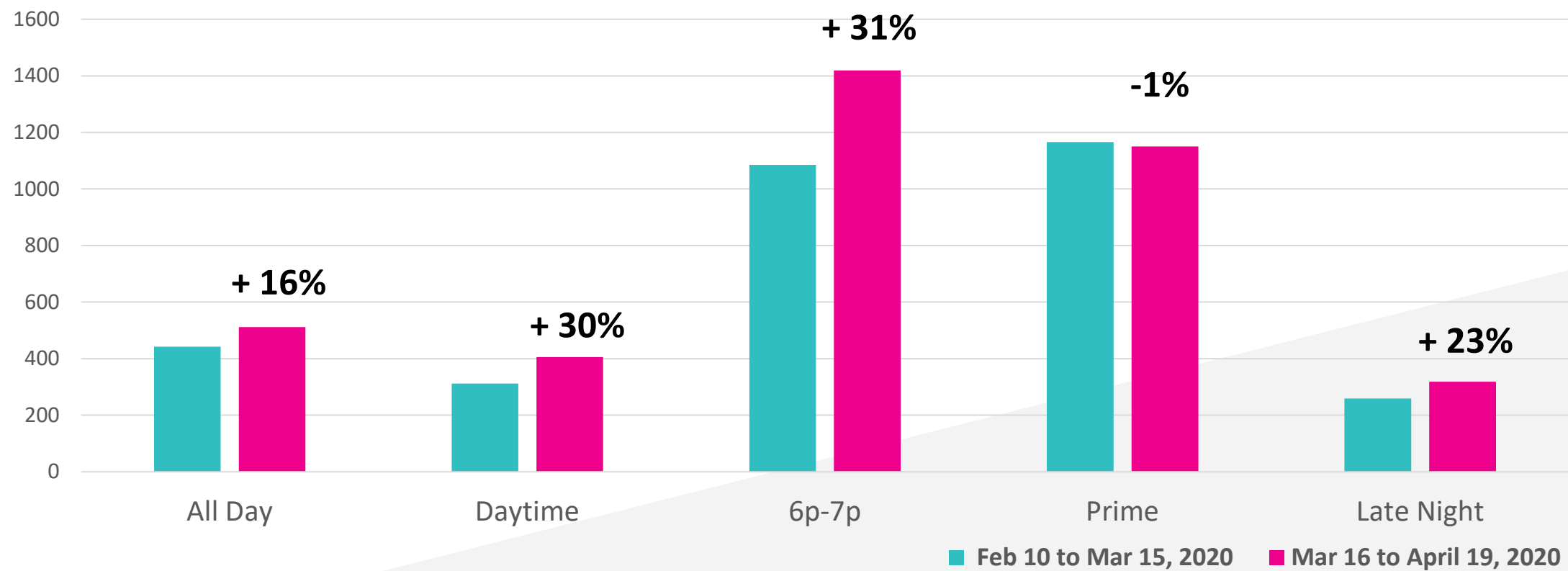


Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A25-54 – excluding Specialty sports

Canadian conventional tv **up significantly** across almost every daypart

Canadian Conventional TV AMA (000) **A25-54**

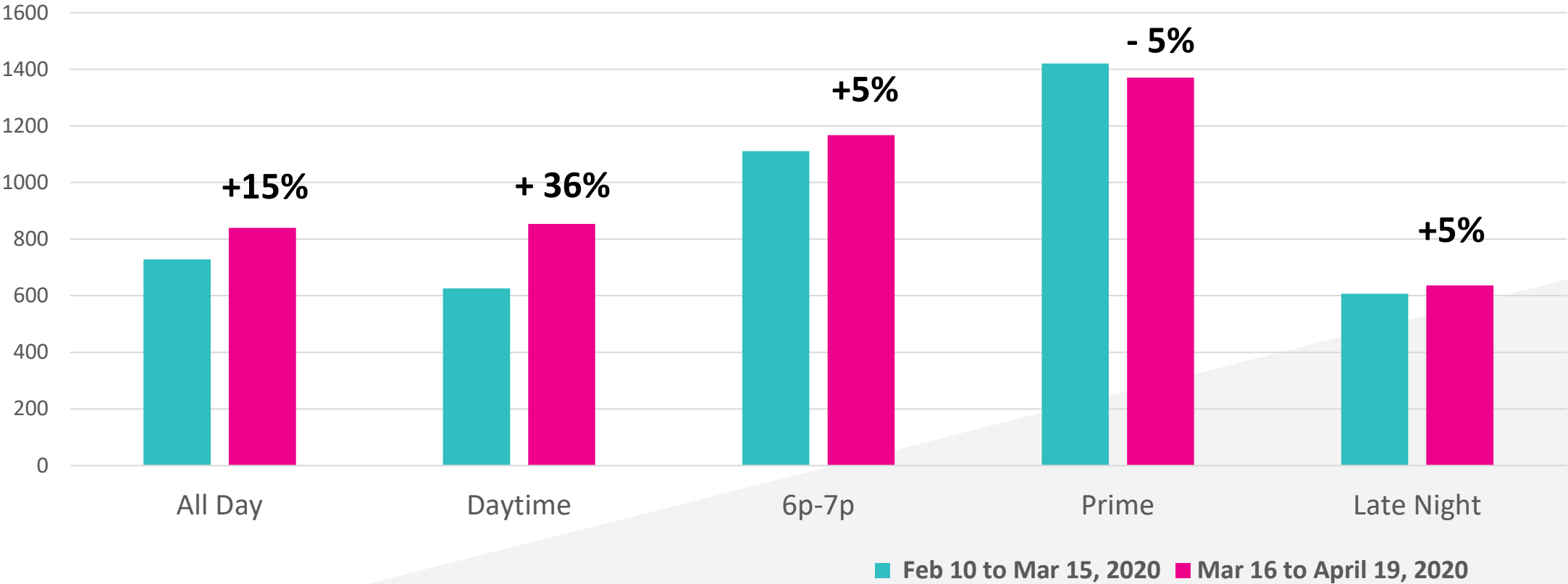
Confirmed Data



substantial daytime growth for Canadian specialty tv

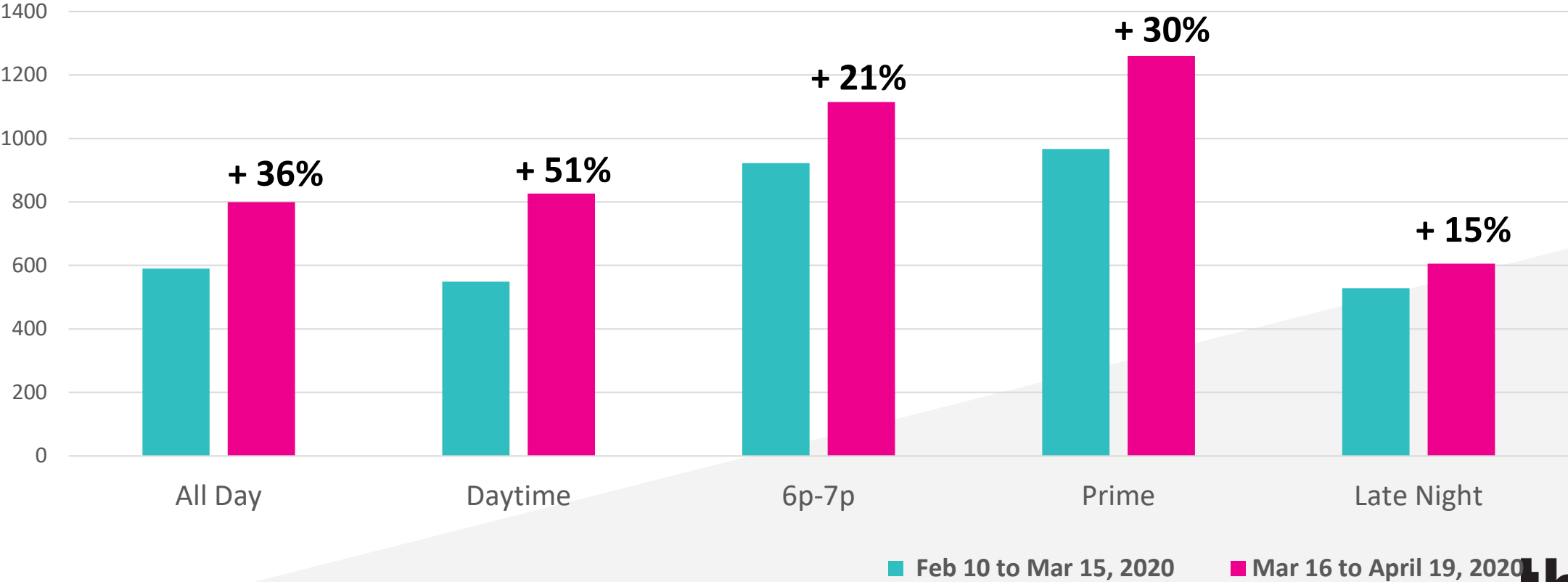
Canadian Specialty TV AMA (000) A25-54

Confirmed Data



Canadian specialty tv growth greater when sports excluded

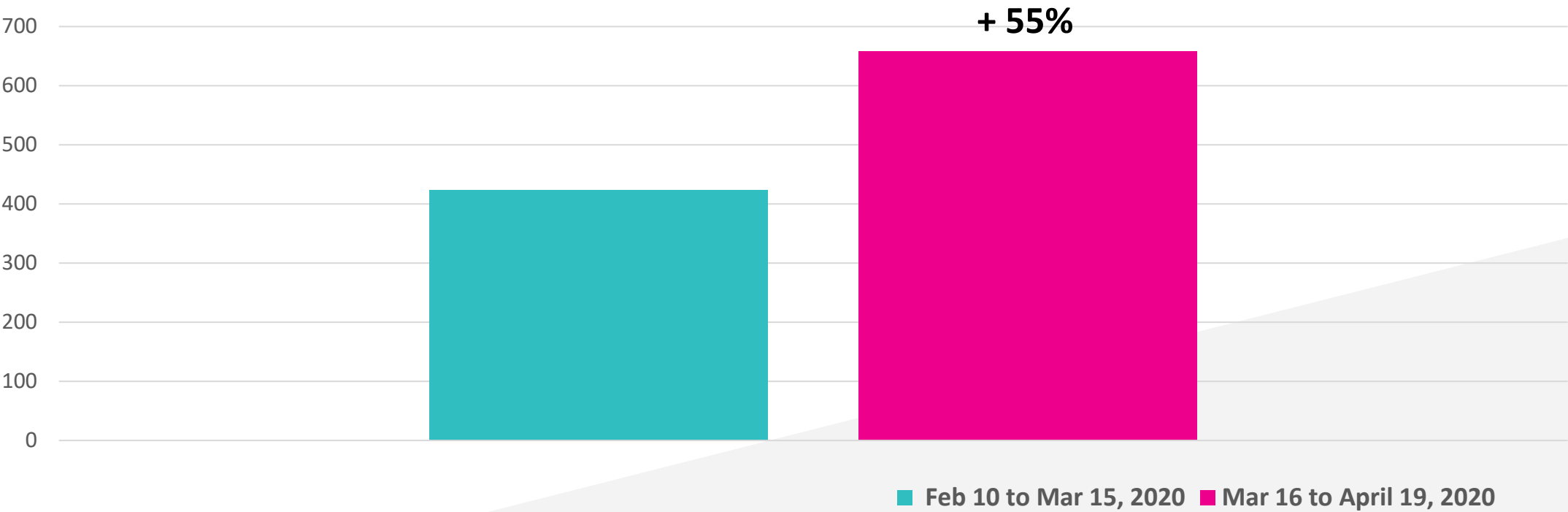
Canadian Specialty TV AMA (000) **A25-54**
(excluding specialty sports)
Confirmed Data



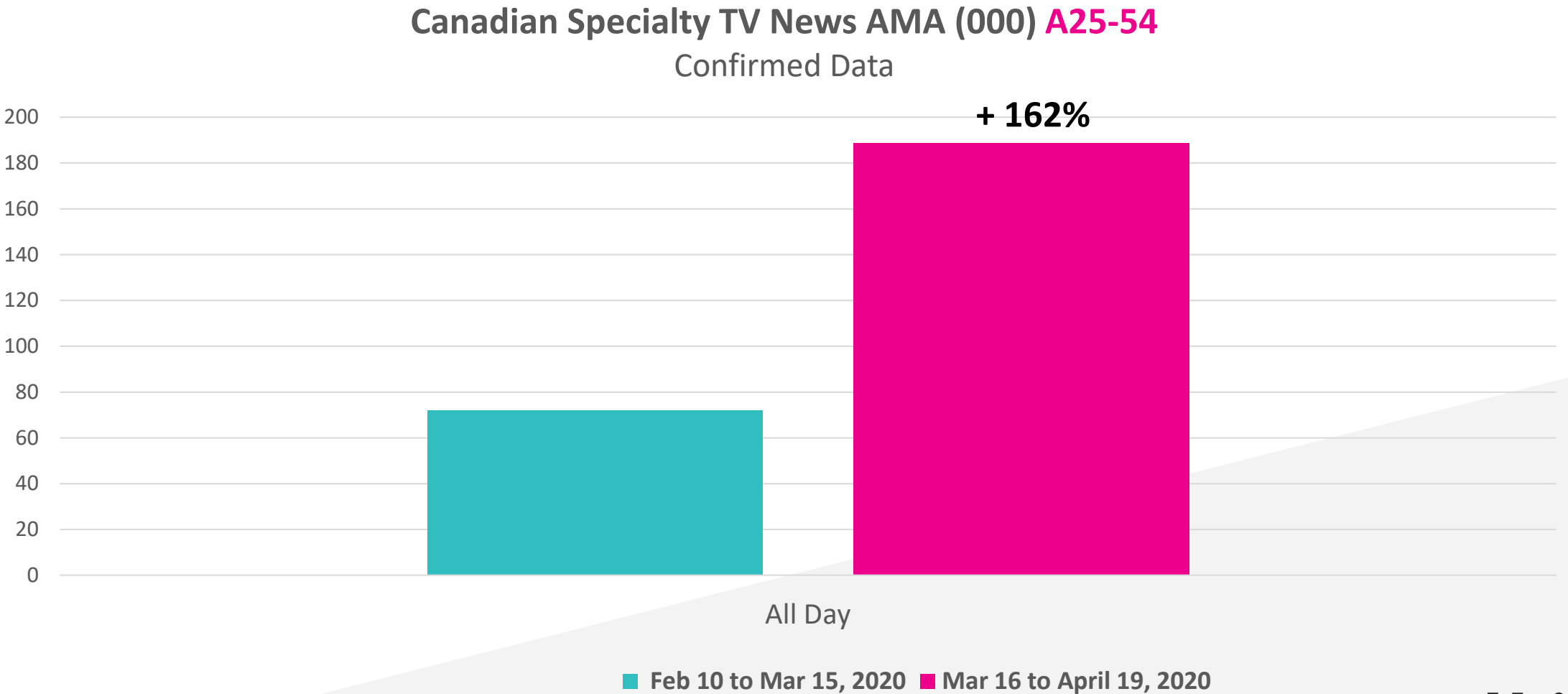
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A25-54 – excluding Specialty sports

impressive growth in Canadian conventional national news

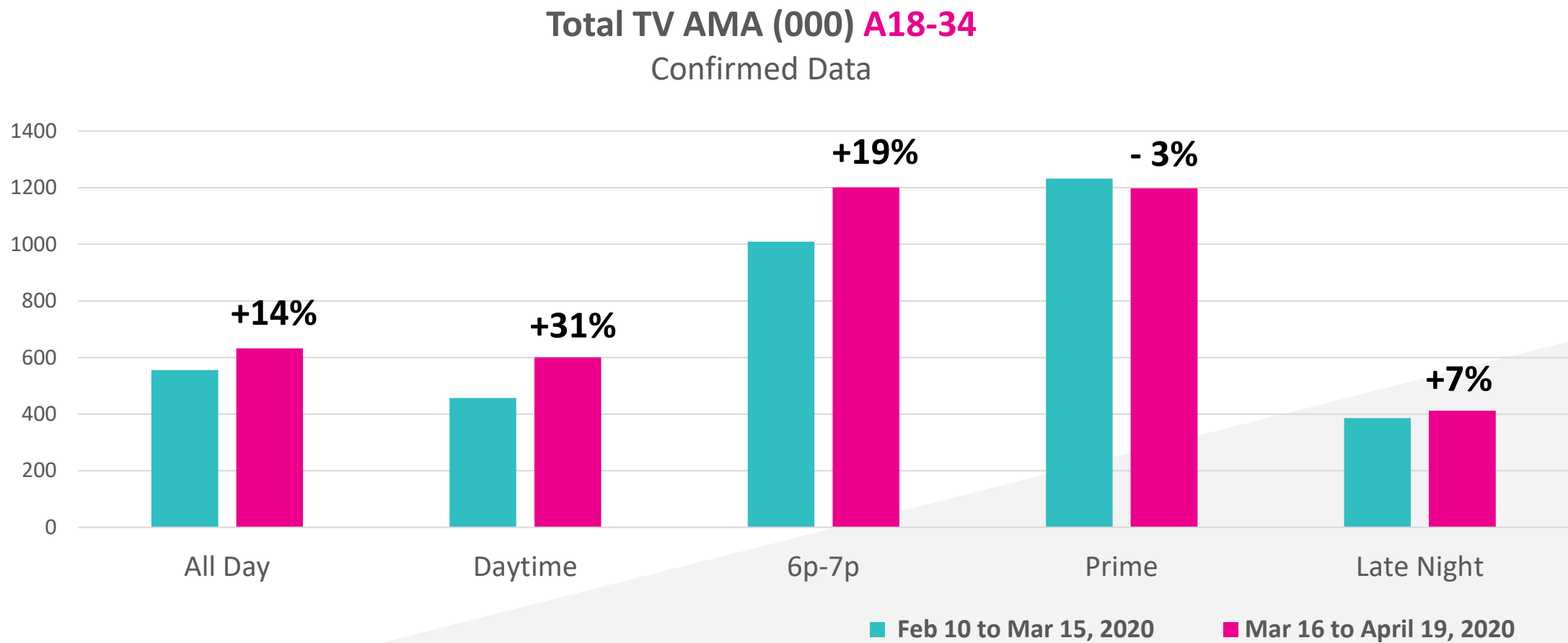
Canadian Conventional National News AMA (000) A25-54
Confirmed Data



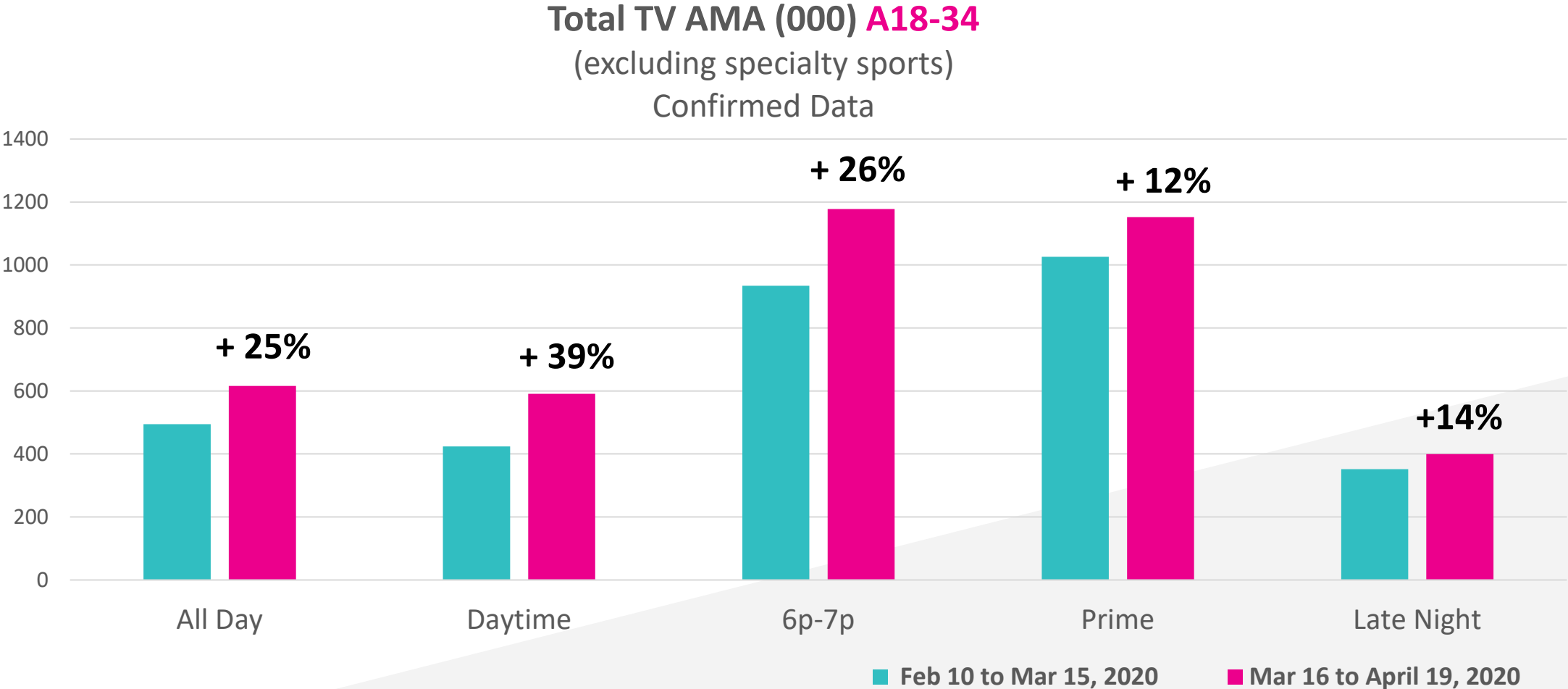
massive growth for Canadian specialty tv news



major daytime and evening growth for adults 18-34

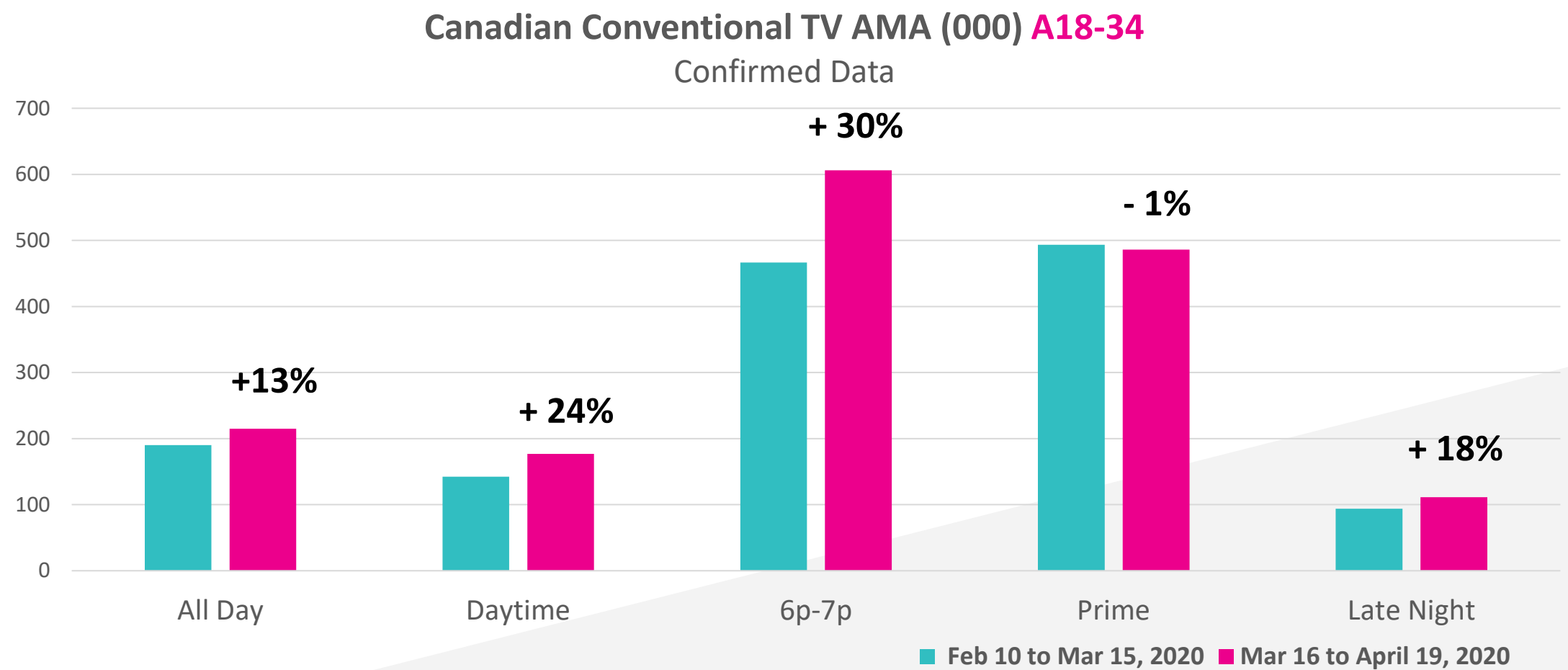


audience growth increases when sports networks excluded

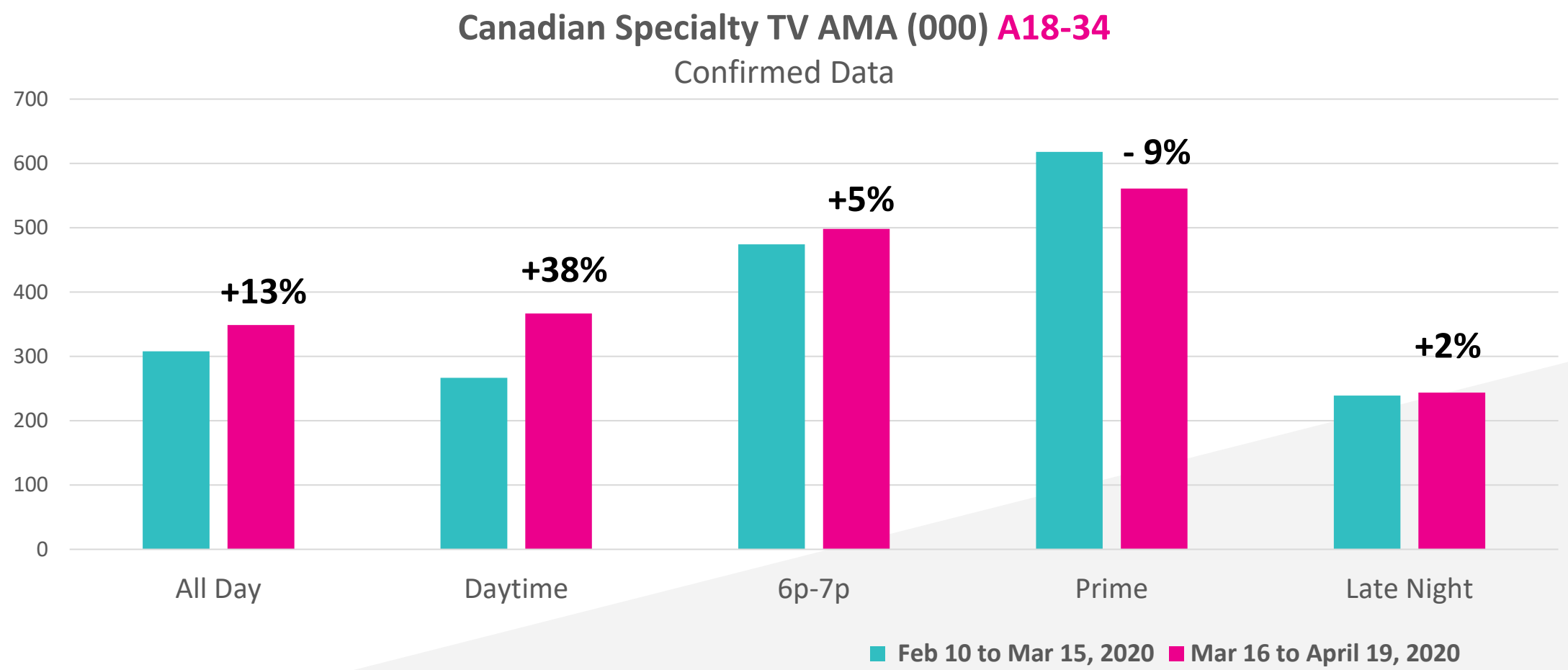


Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A18-34 – excluding Specialty sports

Canadian conventional tv up 13% for adults 18-34, greatest growth in evening and daytime



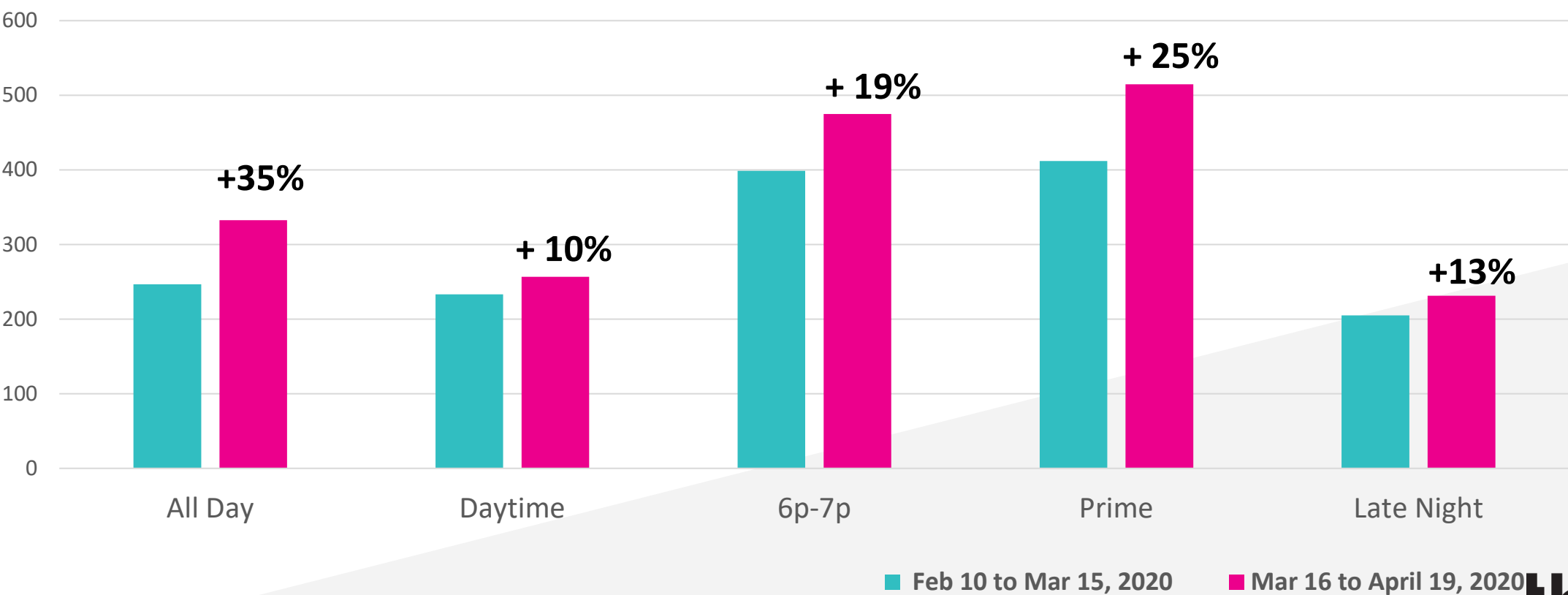
Canadian specialty tv up 13% for adults 18-34 with solid growth in daytime



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

audience growth on Canadian specialty tv greater when sports networks excluded

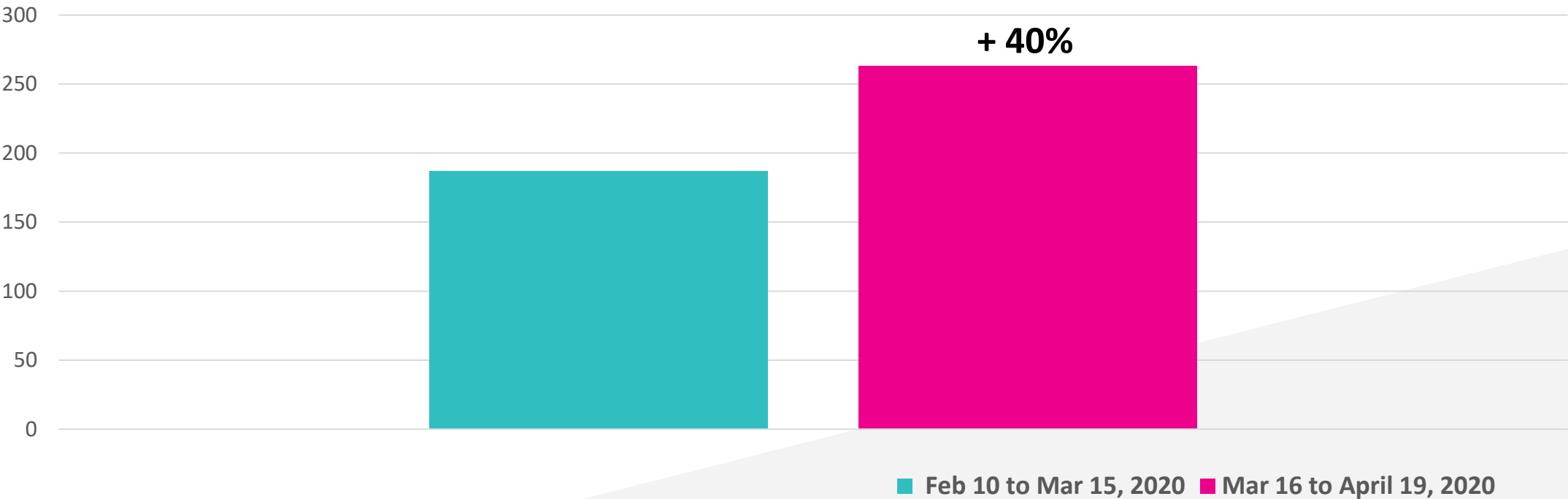
Canadian Specialty TV AMA (000) **A18-34**
(excluding specialty sports)
Confirmed Data



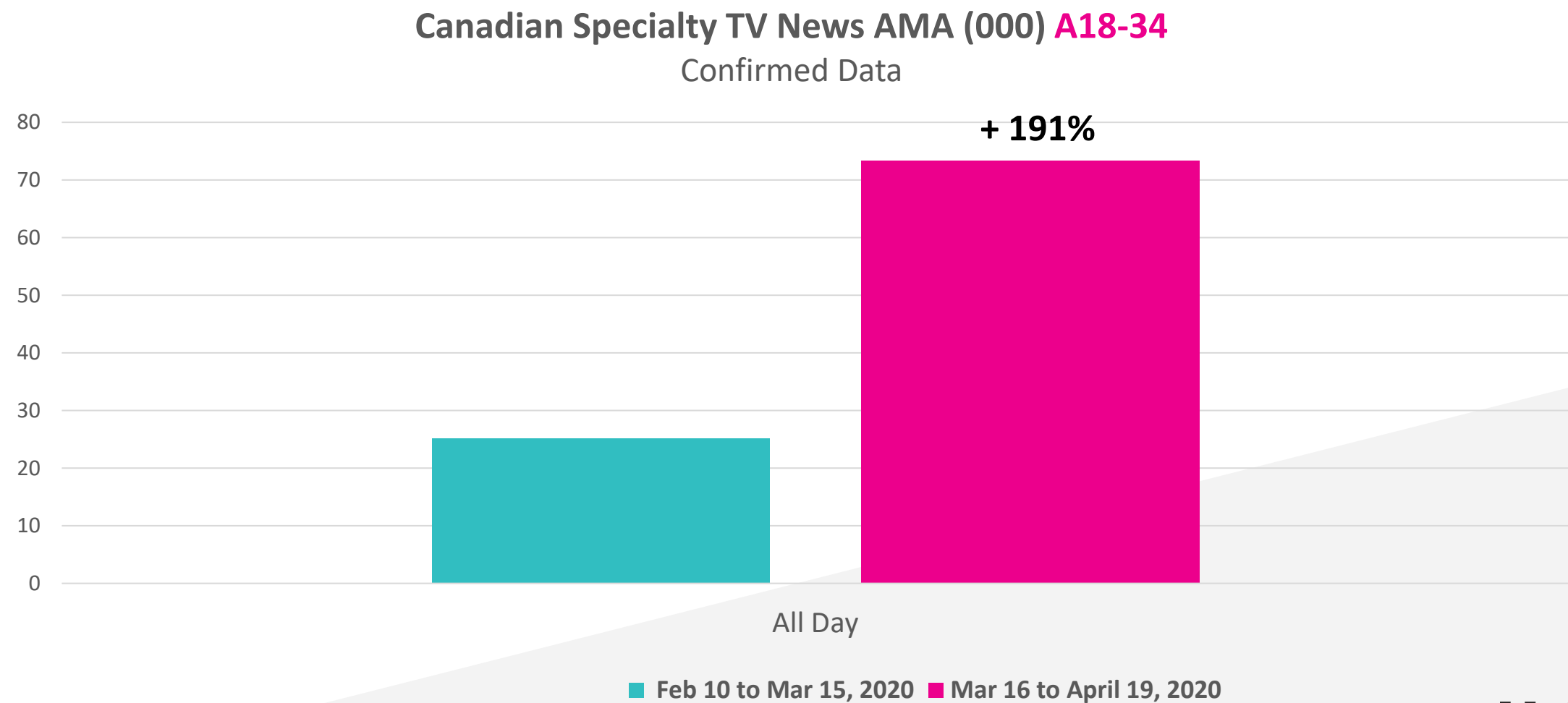
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A18-34 – excluding Specialty sports

solid audience growth of adults 18-34 for Canadian conventional national news

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



massive audience growth of adults 18-34 for Canadian specialty news



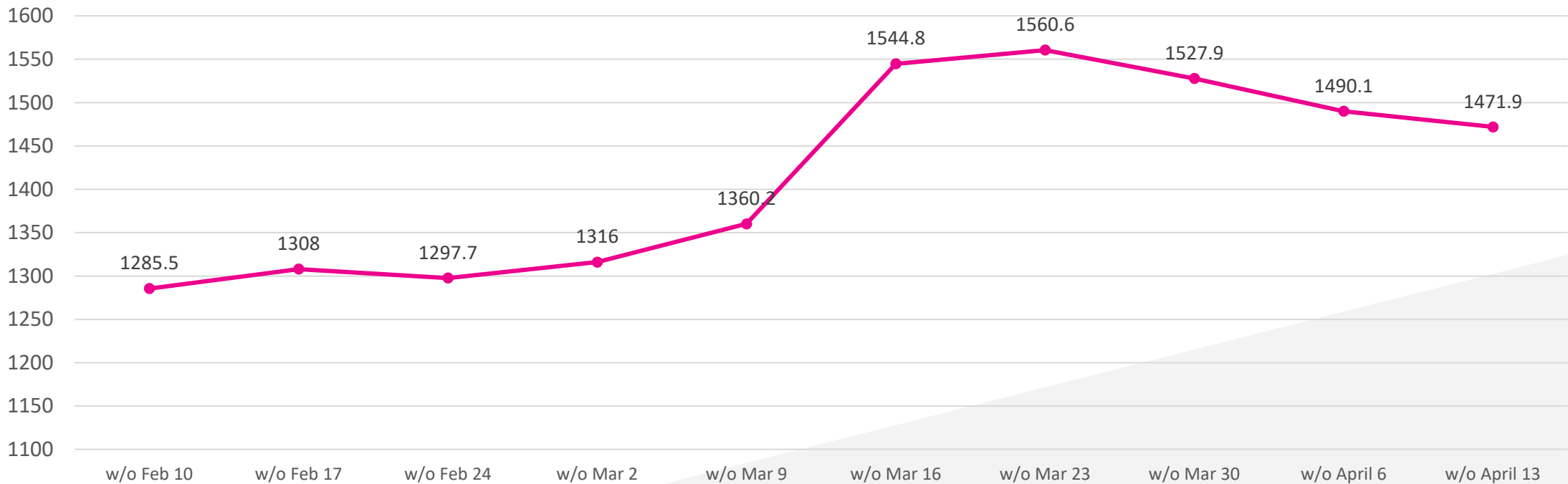
Canada's TV viewing through COVID-19

Winter/Spring trends

Feb 10, 2020 – April 19, 2020

total television viewing **up 16%*** for A25-54

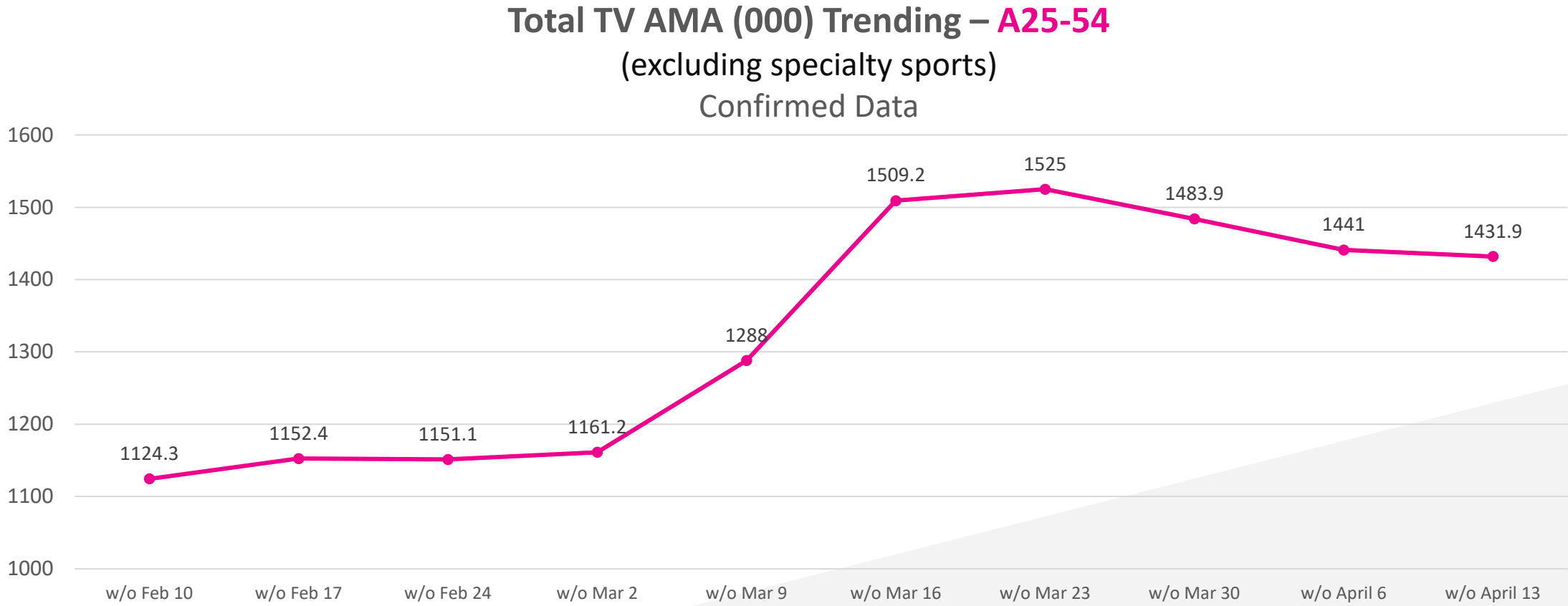
Total TV AMA (000) Trending – **A25-54**
Confirmed Data



*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



total television up 25%* for A25-54 excluding specialty sports

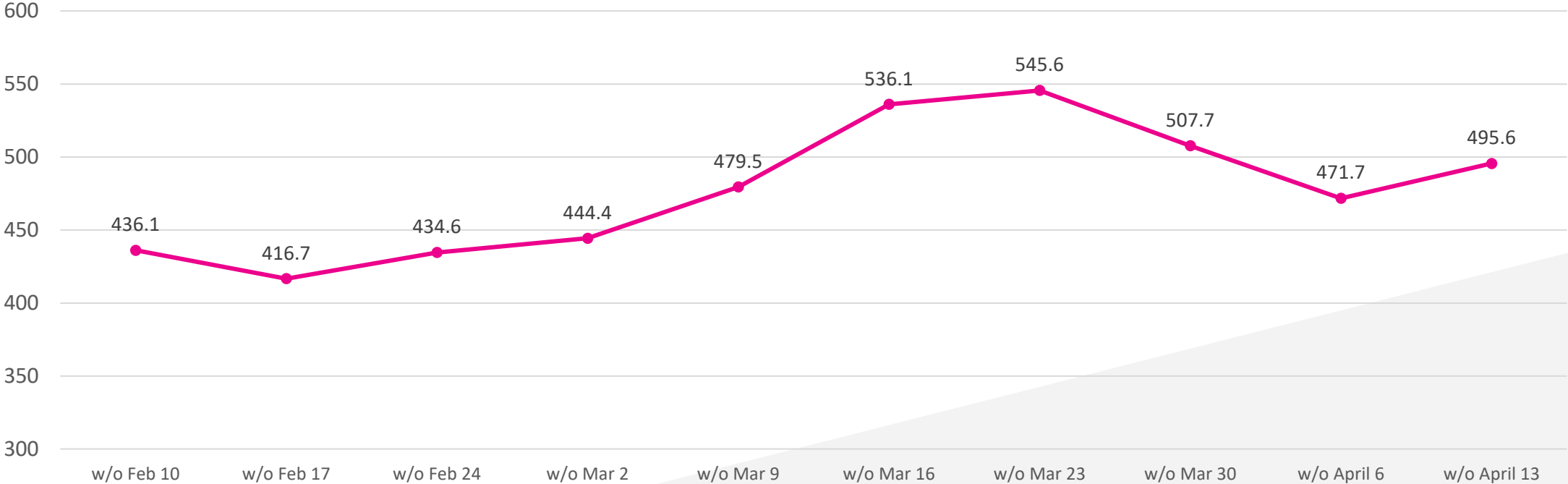


*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



Canadian conventional tv up 16%* for A25-54

Canadian Conventional AMA (000) Trending – A25-54
Confirmed Data

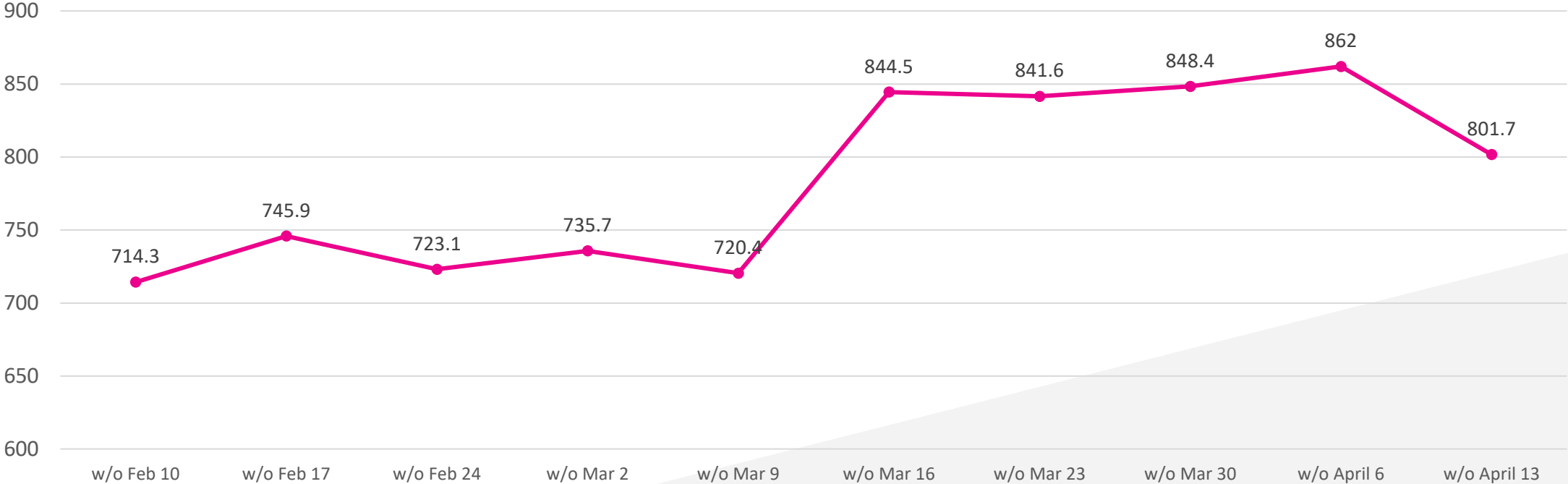


*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



Canadian specialty tv up 15%* for A25-54

Canadian Specialty AMA (000) Trending – A25-54
Confirmed Data

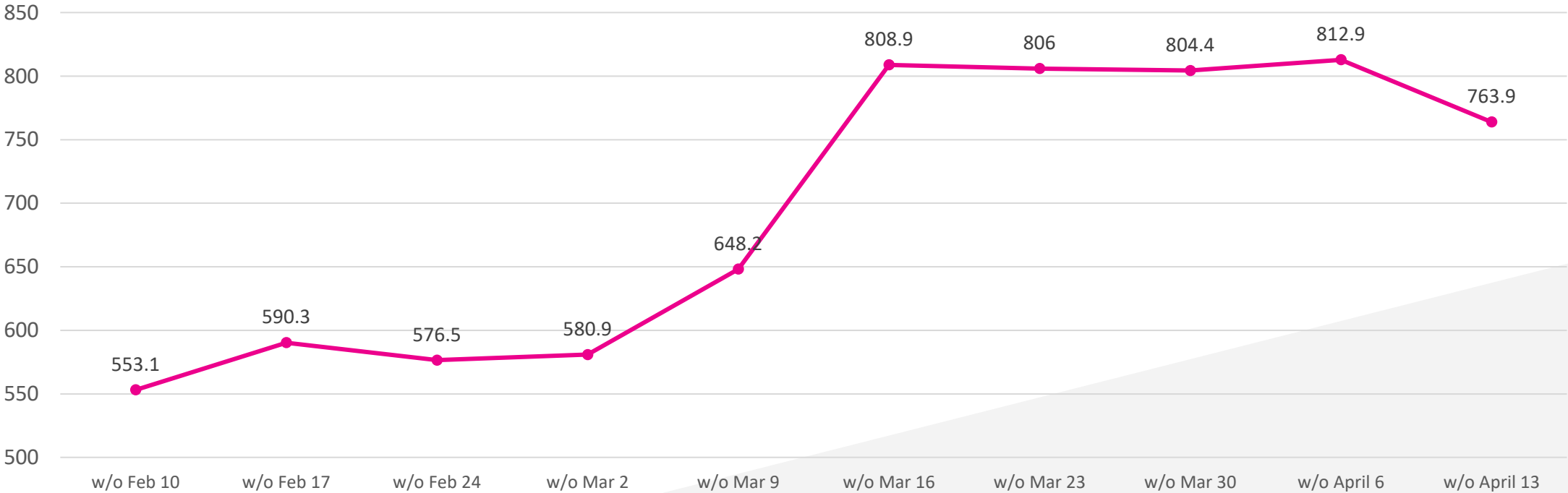


*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



Canadian specialty tv up 36%* excluding specialty sports

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

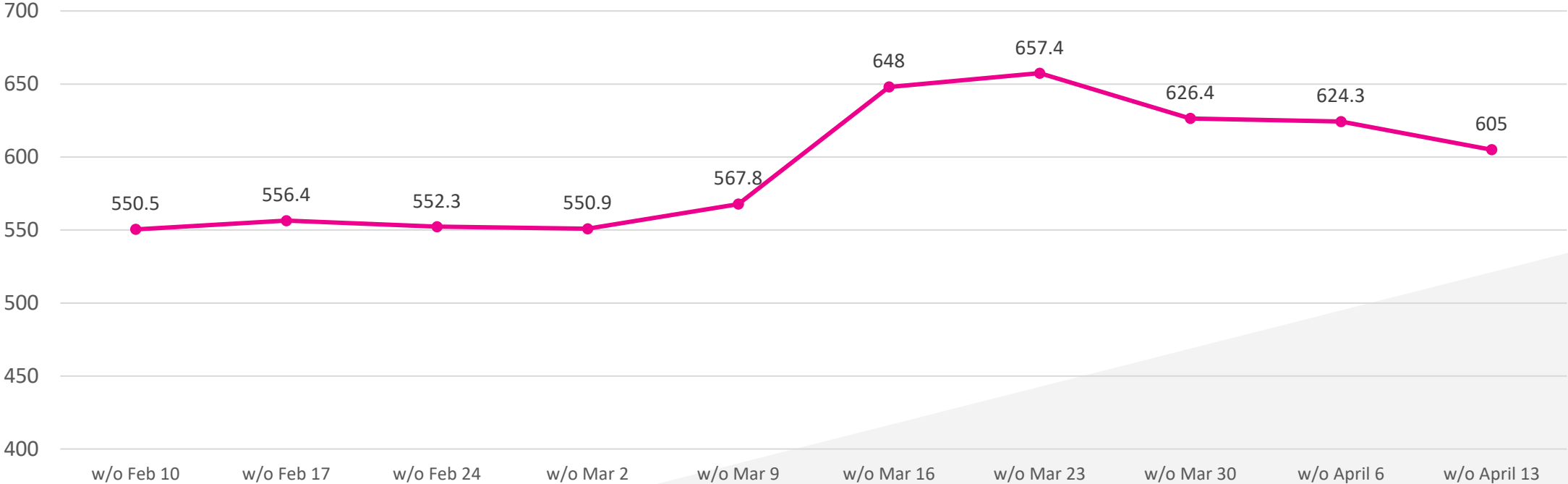


*Comparing 5 weeks beginning Feb 10 to 4 weeks beginning March 16



total television viewing **up 14%*** for A18-34

Total TV AMA (000) Trending – **A18-34**
Confirmed Data

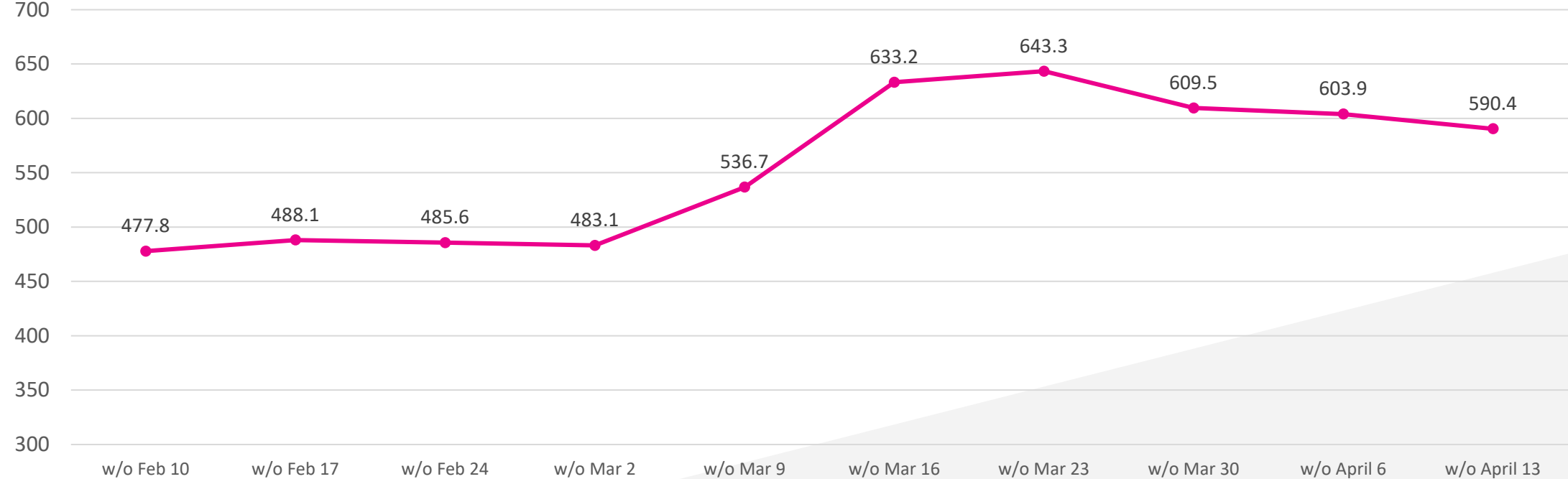


*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



total tv viewing up 25%* A18-34 excluding specialty sports

Total TV AMA (000) Trending – A18-34
(excluding specialty sports)
Confirmed Data

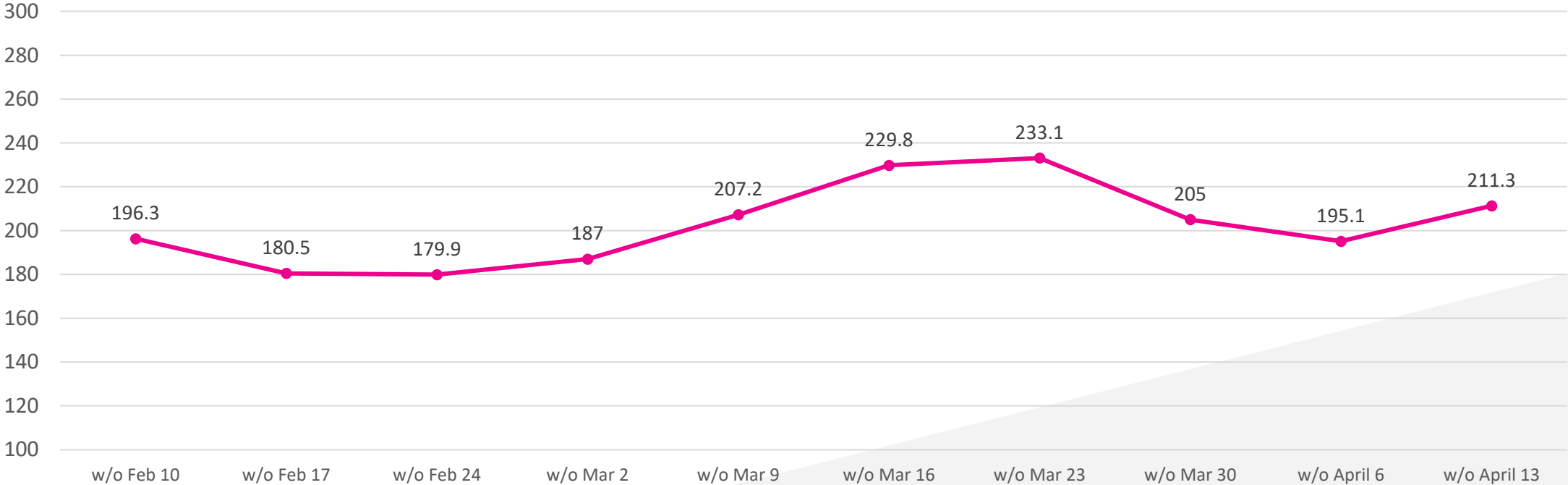


*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



Canadian conventional tv up 13%* for A18-34

Canadian Conventional AMA (000) Trending – A18-34
Confirmed Data

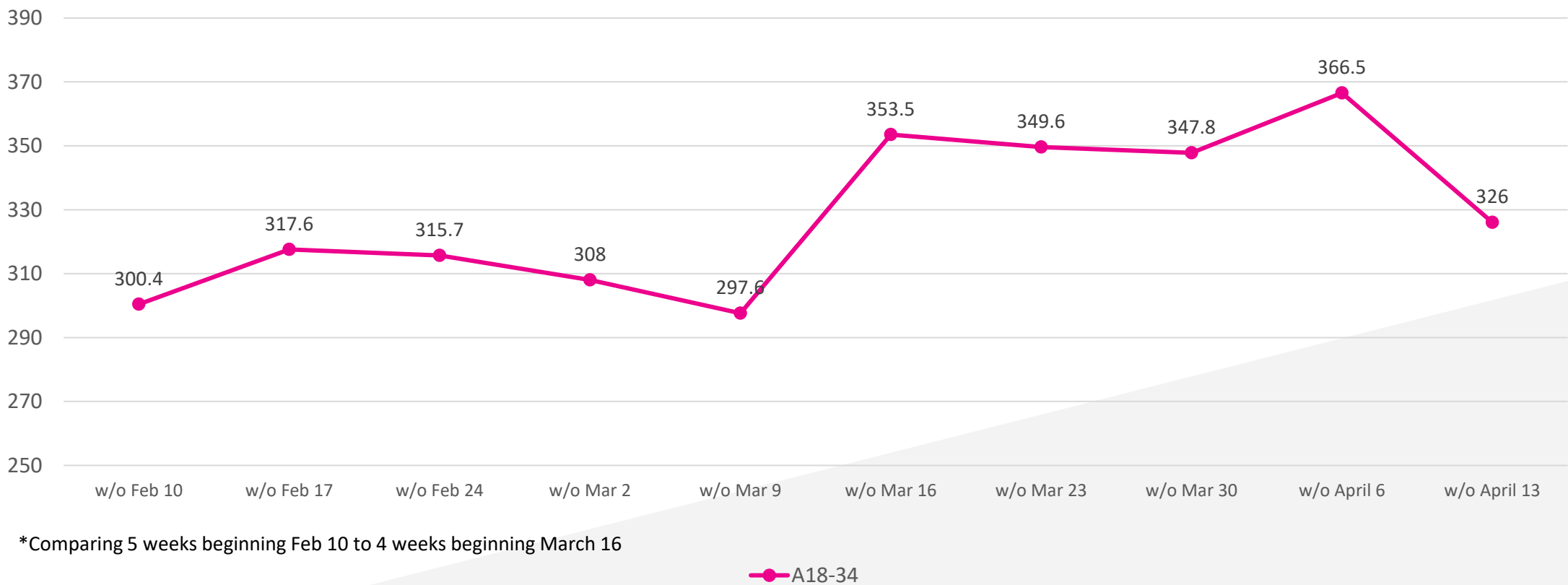


*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



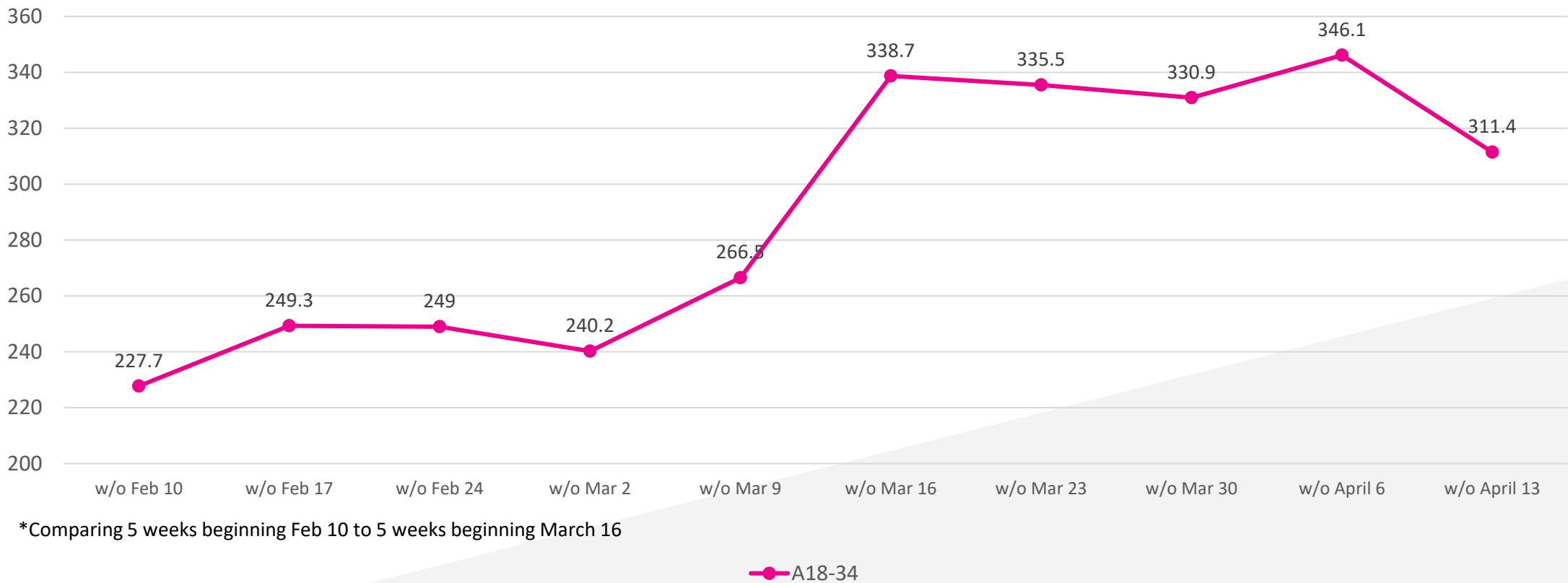
Canadian specialty tv up 13%* for A18-34

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



Canadian specialty tv up 35%* for A18-34 excl. specialty sports

Canadian Specialty TV AMA (000) Trending – A18-34
(excluding specialty sports)
Confirmed Data



Canada's TV viewing through COVID-19

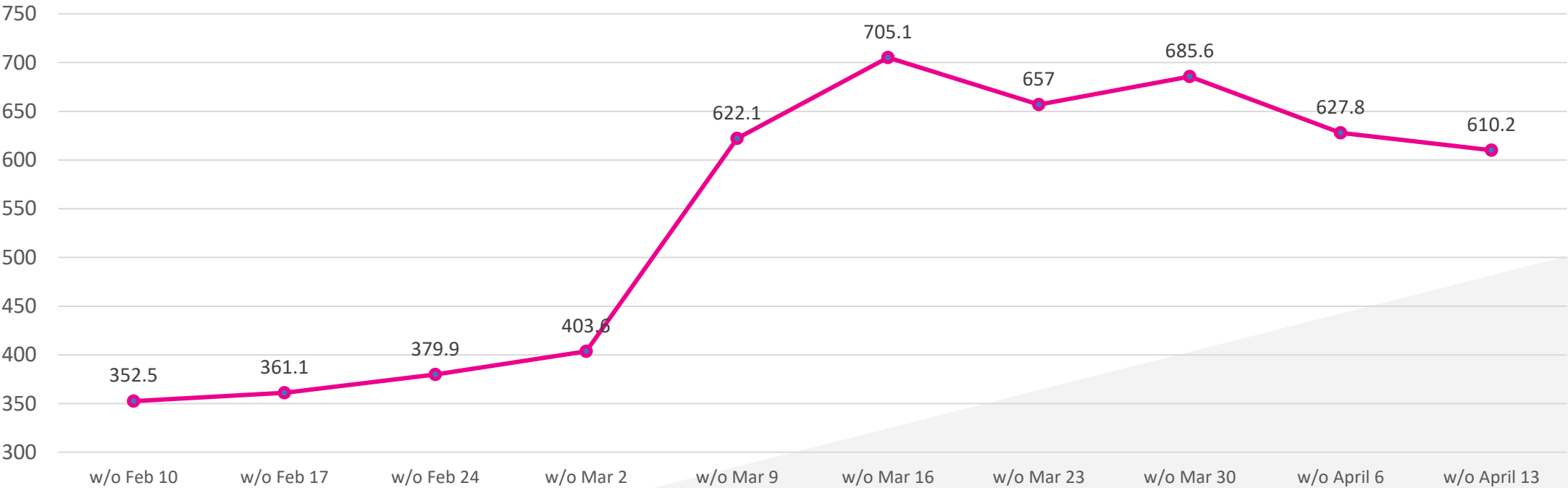
Winter/Spring trends

News

Feb 10, 2020 – April 19, 2020

Canadian conventional network news up a substantial 55%*

Canadian Conventional Network News AMA (000) Trending – A25-54
Confirmed Data

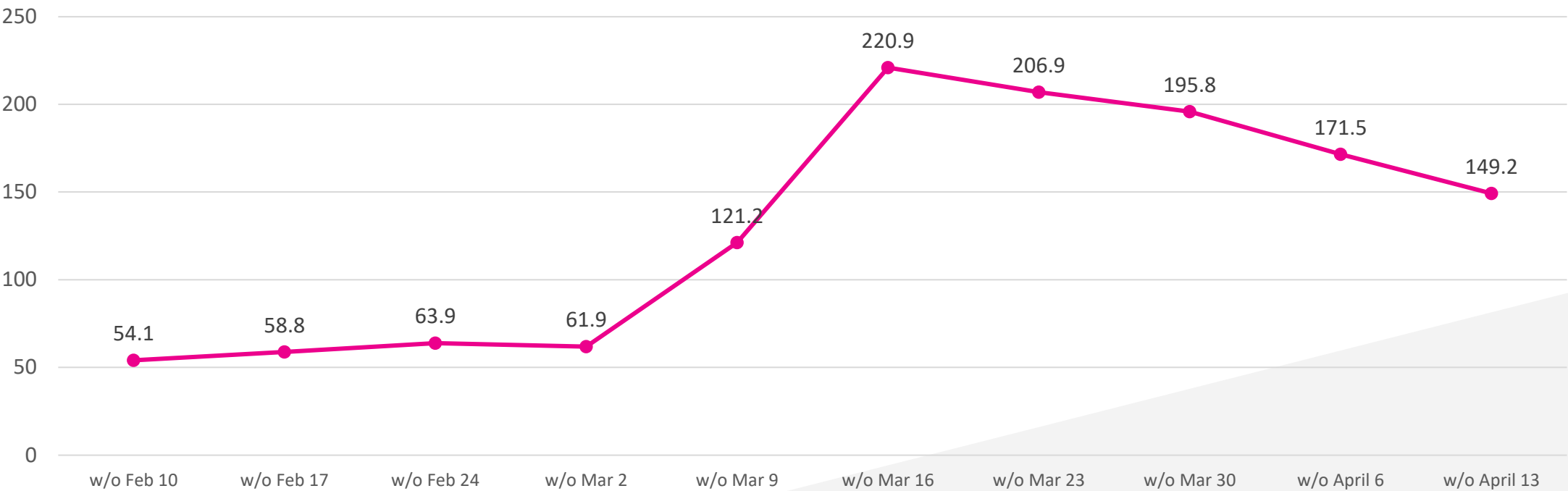


*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



Canadian specialty news networks up an impressive 162%*

Canadian Specialty Network News AMA (000) Trending – A25-54
Confirmed Data

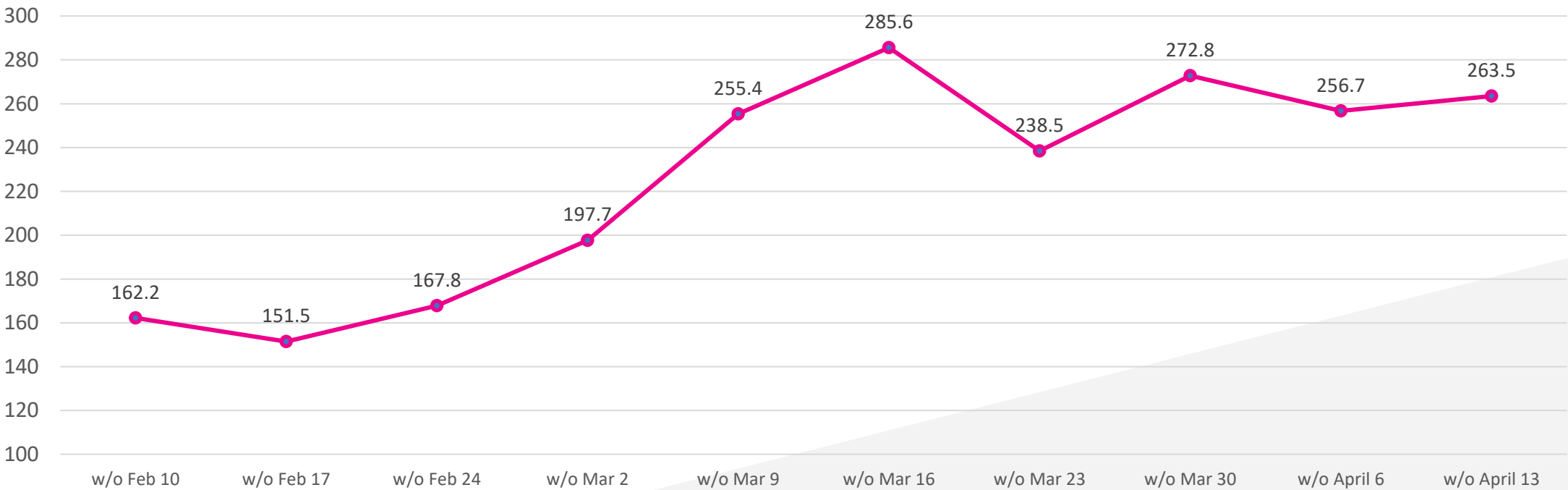


*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



Canadian conventional network news up 40%* for A18-34

Canadian Conventional Network News AMA (000) Trending – A18-34
Confirmed Data

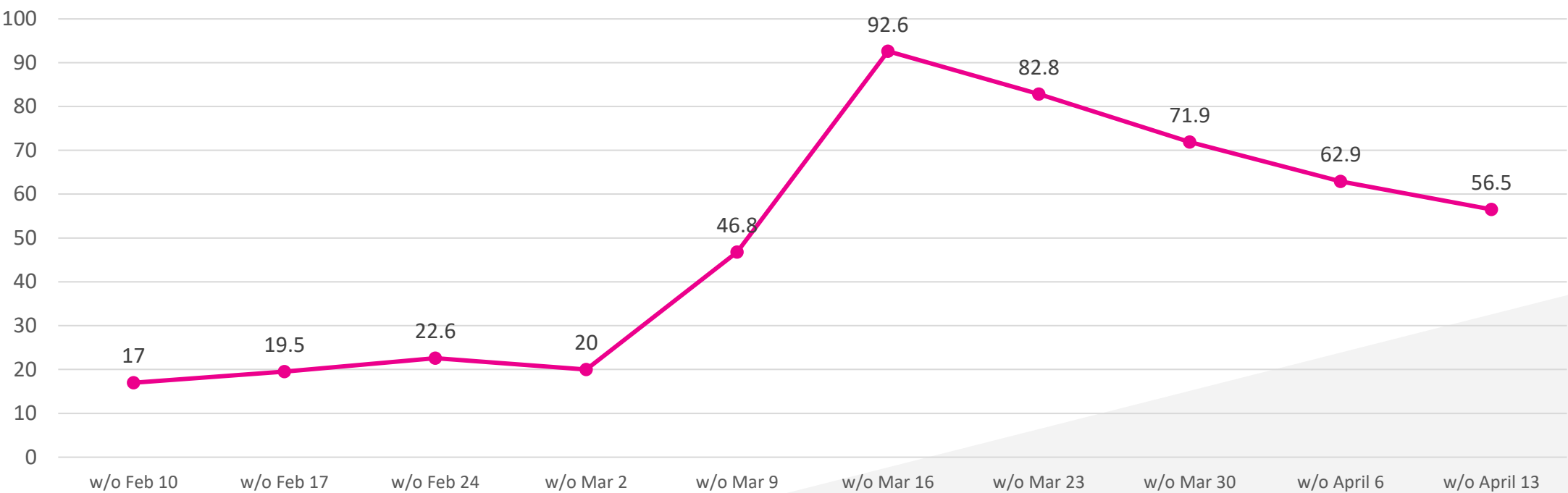


*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16



Canadian specialty news networks up 191%* for A18-34

Canadian Specialty Network News AMA (000) Trending – A18-34
Confirmed Data



*Comparing 5 weeks beginning Feb 10 to 5 weeks beginning March 16

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