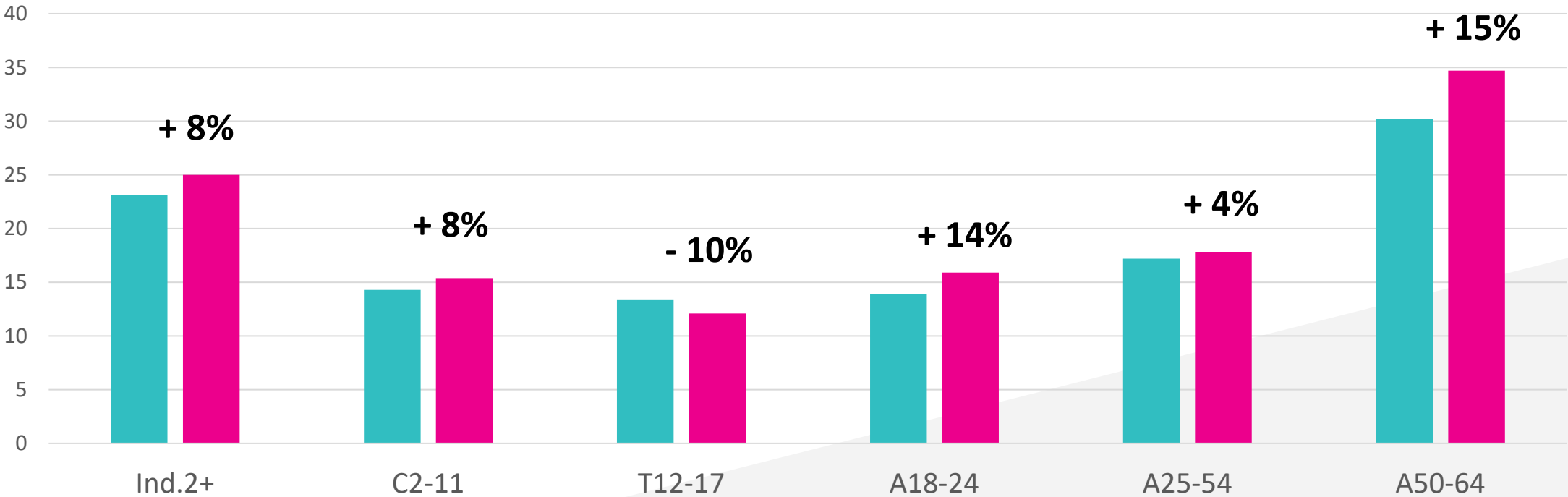


Canada's TV viewing through COVID-19

Week 33 - beginning April 6, 2020

Canadians are watching more tv

Total Canada
Average Weekly Hours Per Capita

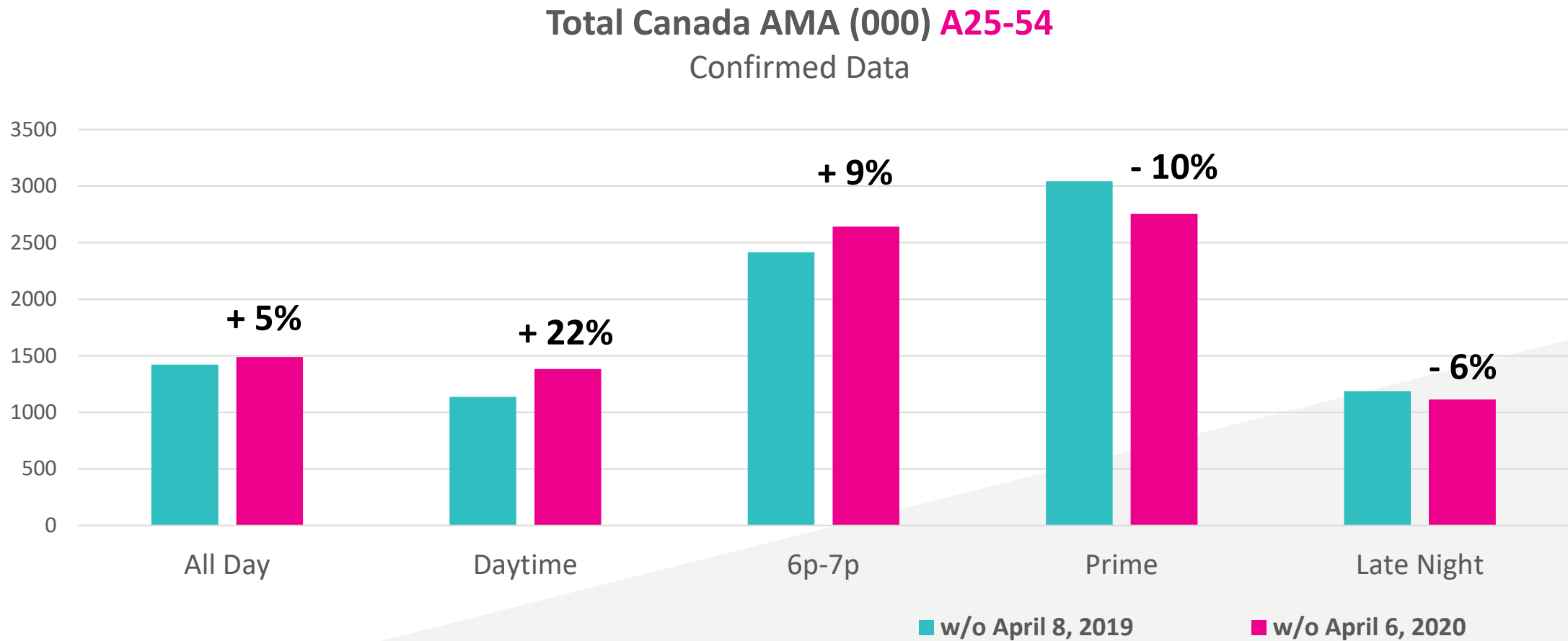


■ w/o April 8, 2019 ■ w/o April 6, 2020

Note: April 6, 2020 Easter/Passover week vs. April 8, 2019 non-holiday week



audience growth concentrated in daytime, evening

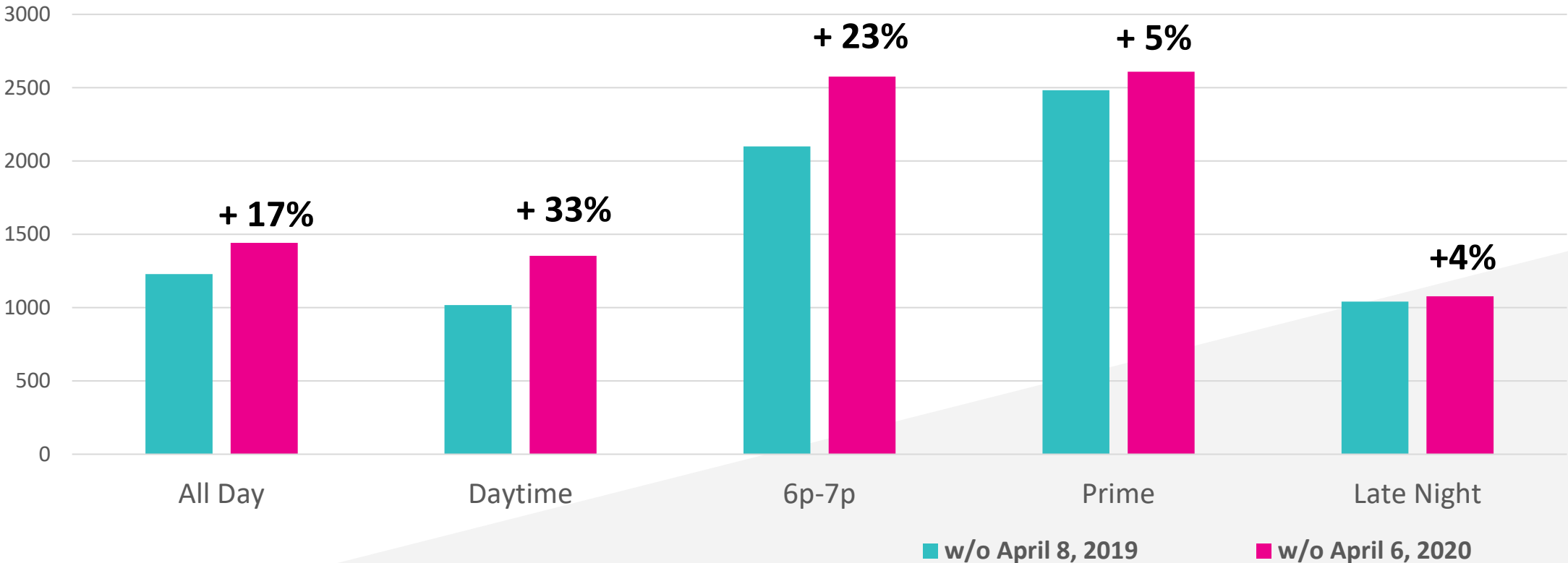


Note: April 6, 2020 Easter/Passover week vs. April 8, 2019 non-holiday week



growth across all dayparts when sports networks are excluded

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



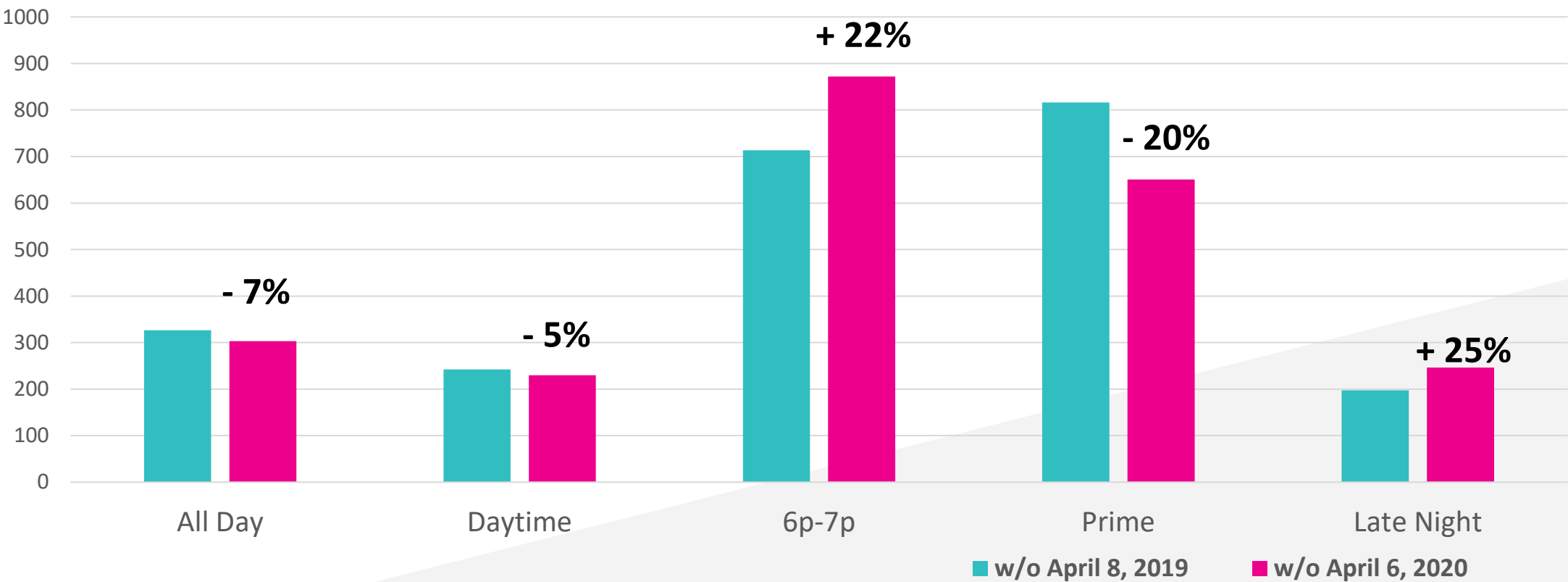
Note: April 6, 2020 Easter/Passover week vs. April 8, 2019 non-holiday week



conventional audiences grow in late night and evening

Canadian Conventional TV AMA (000) A25-54

Confirmed Data

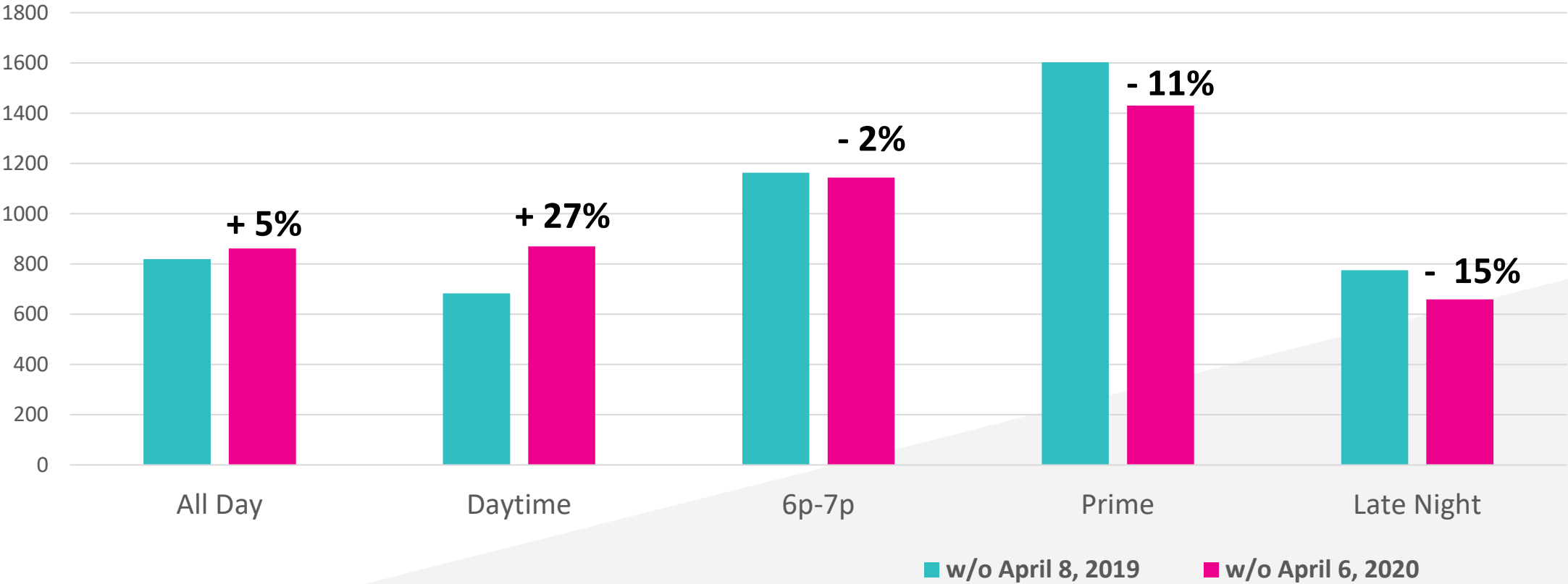


Note: April 6, 2020 Easter/Passover week vs. April 8, 2019 non-holiday week



daytime audience growth on Canadian specialty tv

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

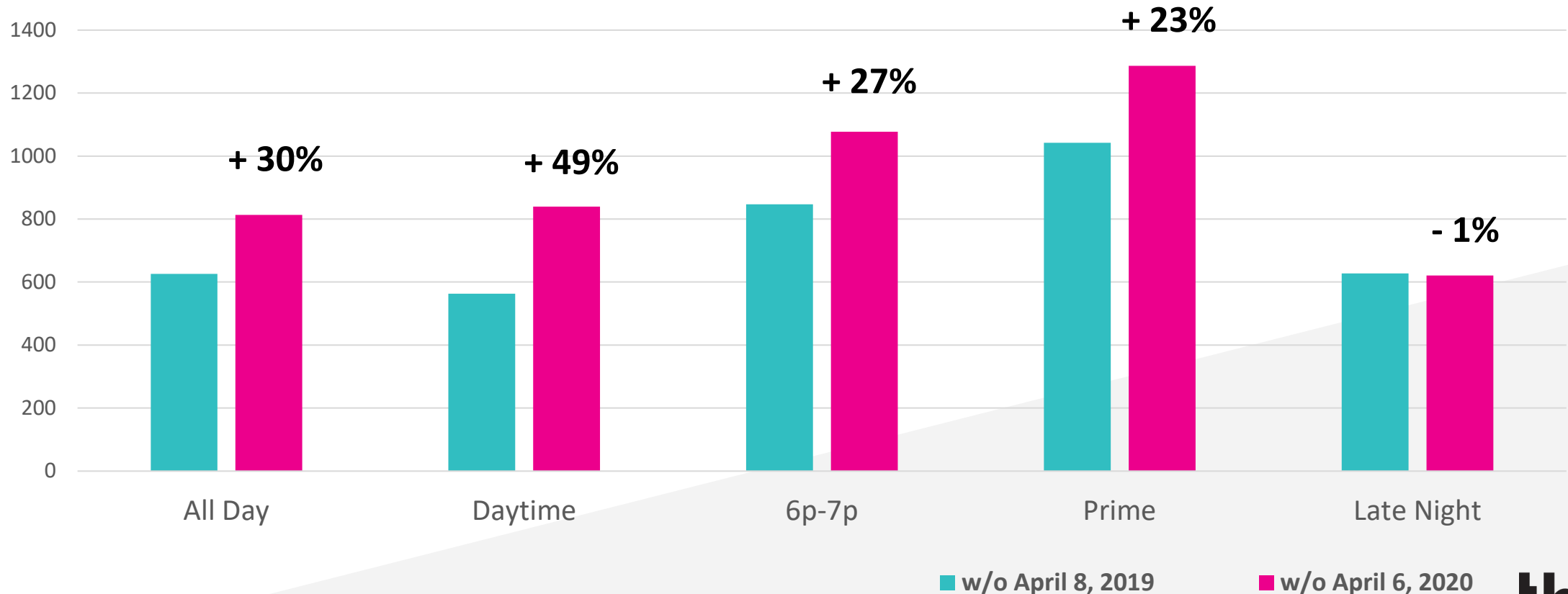


Note: April 6, 2020 Easter/Passover week vs. April 8, 2019 non-holiday week



impressive audience growth across almost every daypart for Canadian specialty excl. sports

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

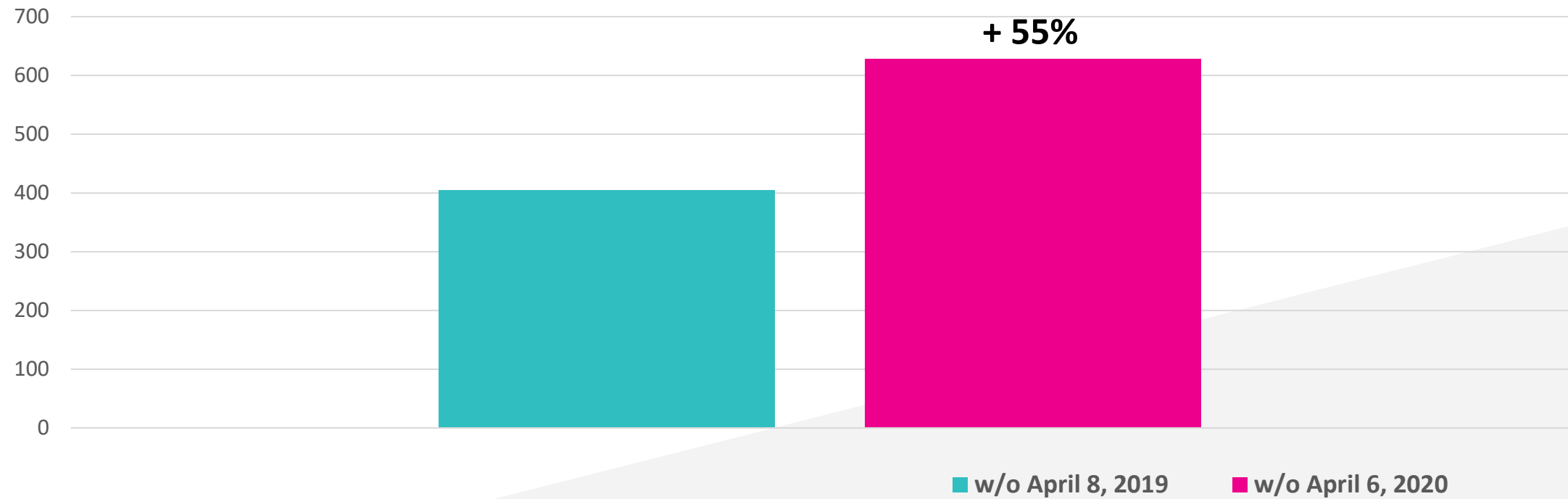


Note: April 6, 2020 Easter/Passover week vs. April 8, 2019 non-holiday week

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substantial AMA increase for conventional national news

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

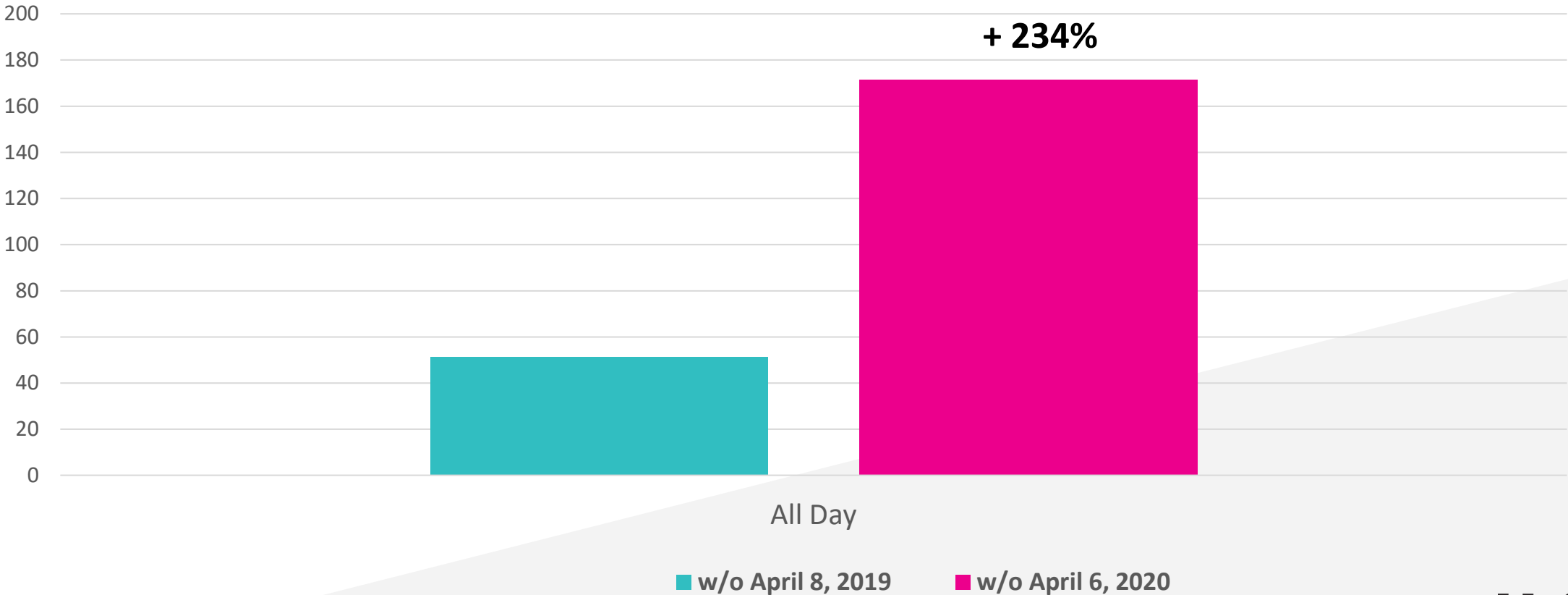


Note: April 6, 2020 Easter/Passover week vs. April 8, 2019 non-holiday week



massive growth for Canadian specialty tv news networks

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



Note: April 6, 2020 Easter/Passover week vs. April 8, 2019 non-holiday week



Canada's TV viewing through COVID-19

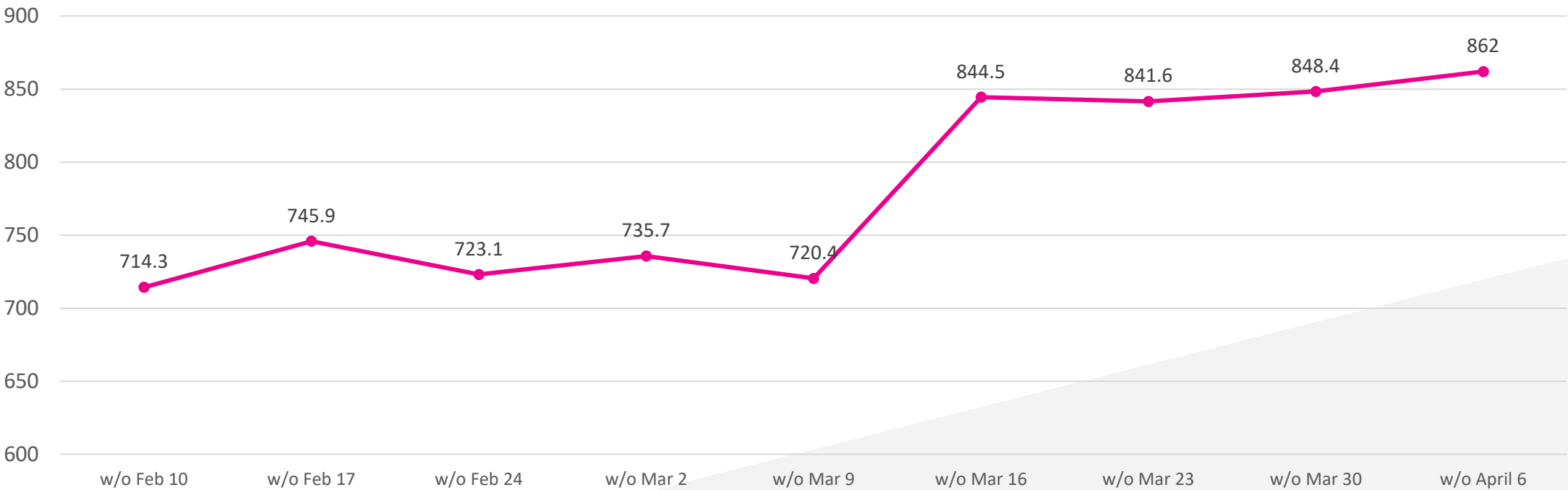
Winter/Spring trends

specialty television

Feb 10, 2020 – April 12, 2020

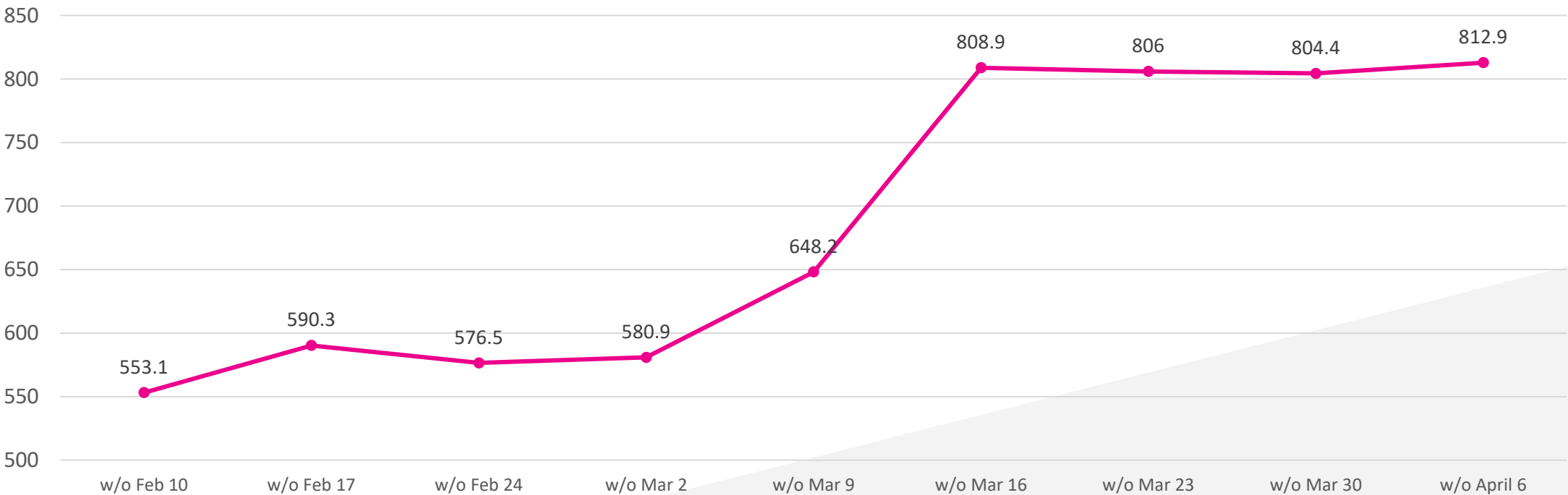
canadian specialty tv continues to grow

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



canadian specialty tv up 37%* excluding specialty sports

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

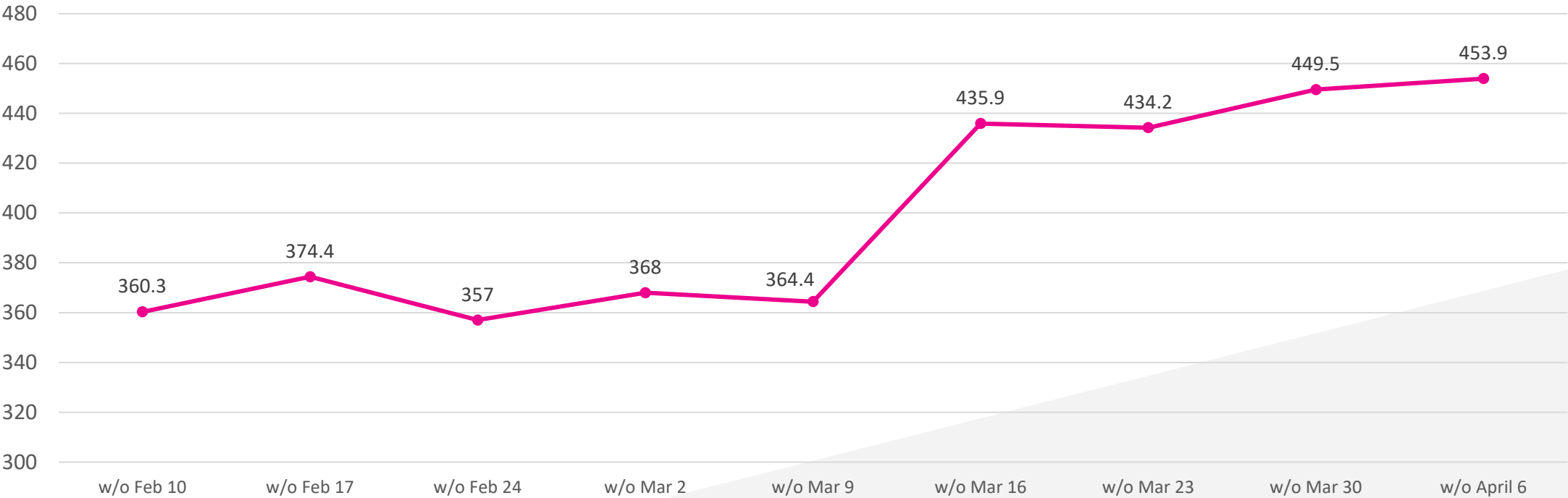


*Comparing 5 weeks beginning Feb 10 to 4 weeks beginning March 16



canadian specialty tv up 21%* for women 25-54

Canadian Specialty TV AMA (000) Trending – W25-54
Confirmed Data



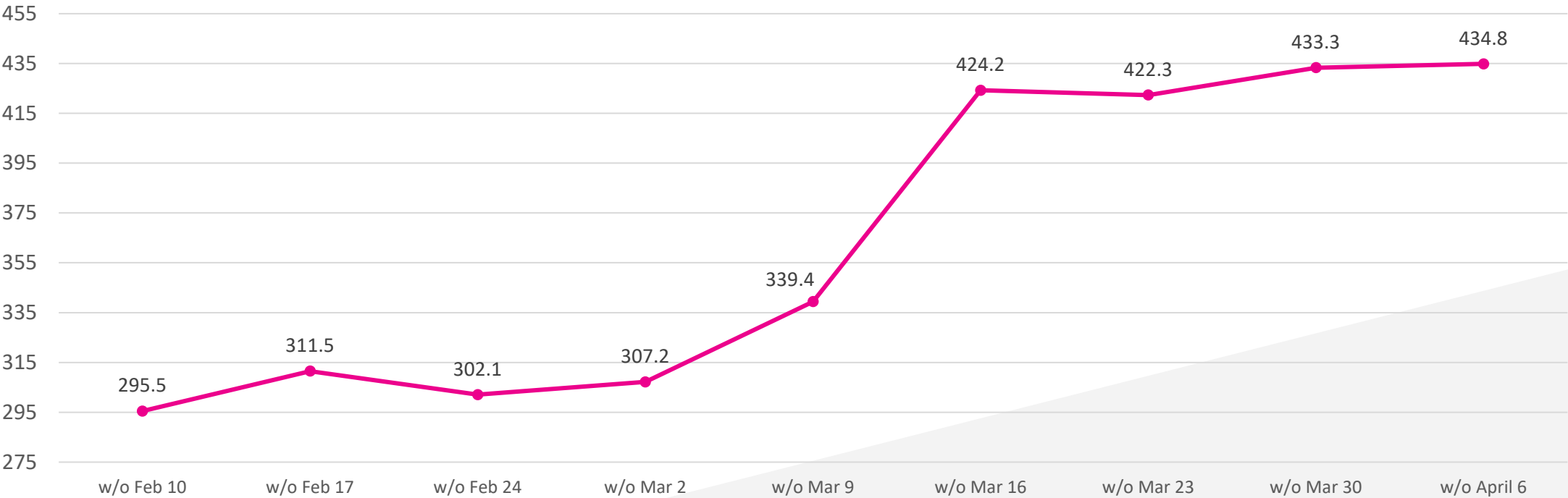
*Comparing 5 weeks beginning Feb 10 to 4 weeks beginning March 16

—●— W25-54



canadian specialty tv up 37%* for W25-54 excl. specialty sports

Canadian Specialty TV AMA (000) Trending – W25-54
(excluding specialty sports)
Confirmed Data



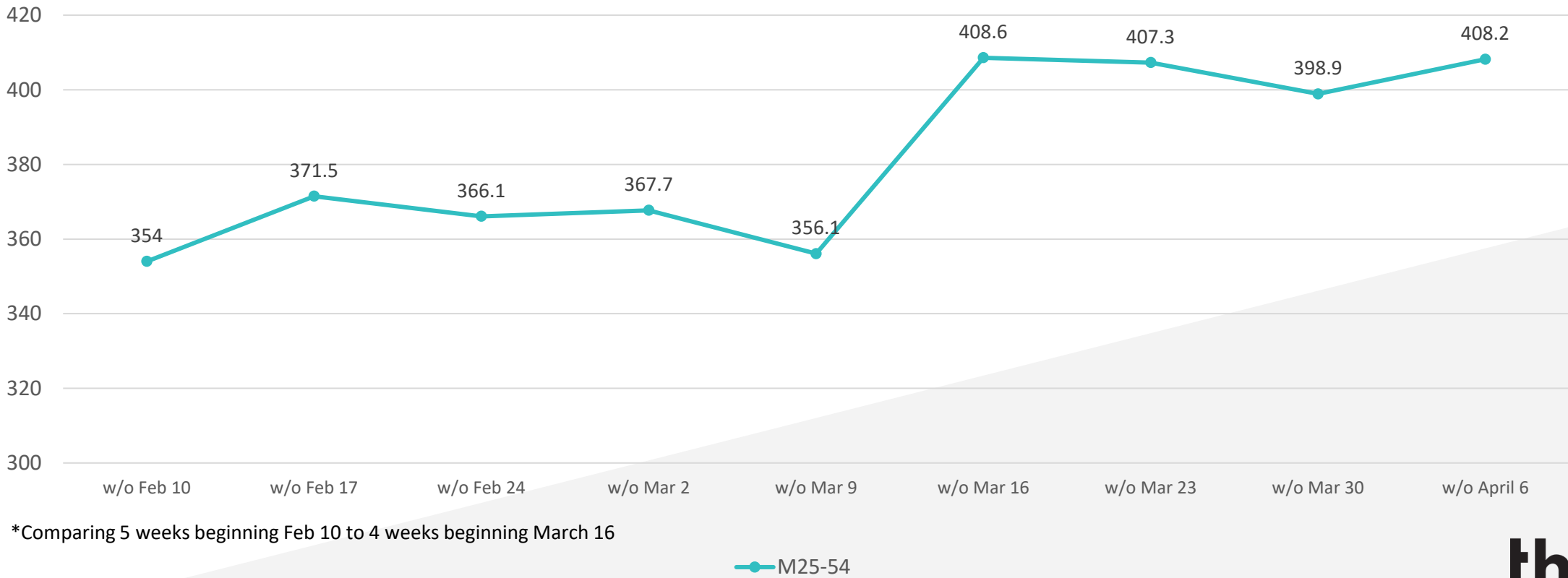
*Comparing 5 weeks beginning Feb 10 to 4 weeks beginning March 16

—●— W25-54



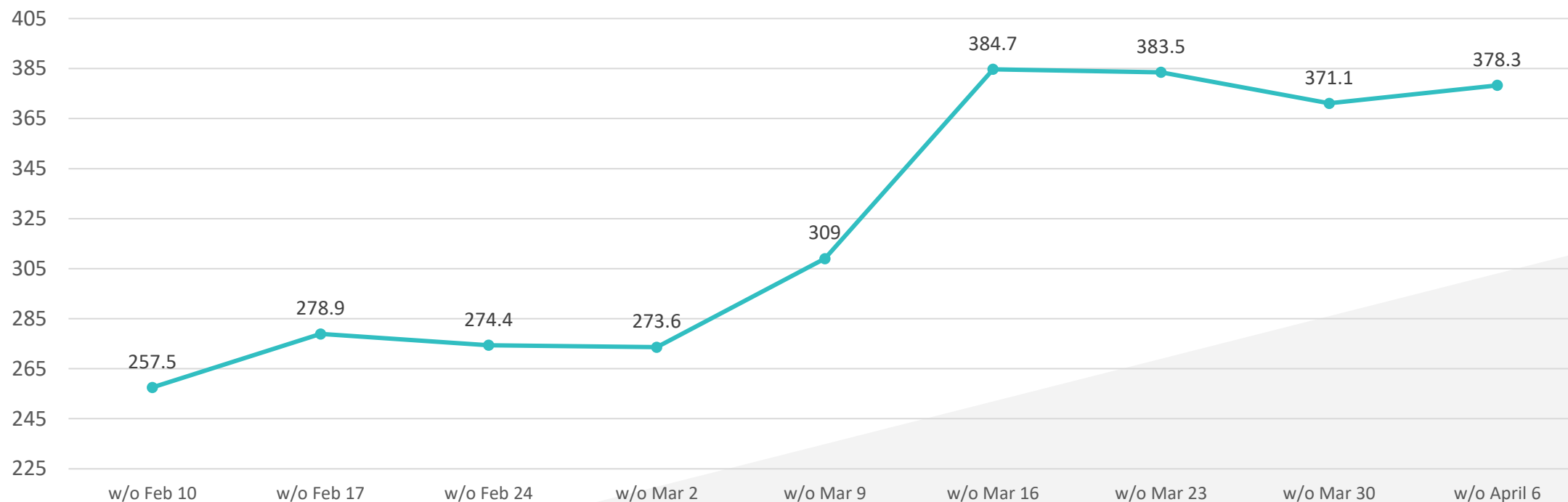
Canadian specialty tv up 12%* for men 25-54

Canadian Specialty TV AMA (000) Trending – M25-54
Confirmed Data



Canadian specialty tv up 36%* for M25-54 excl. specialty sports

Canadian Specialty TV AMA (000) Trending – M25-54 (excluding specialty sports) Confirmed Data



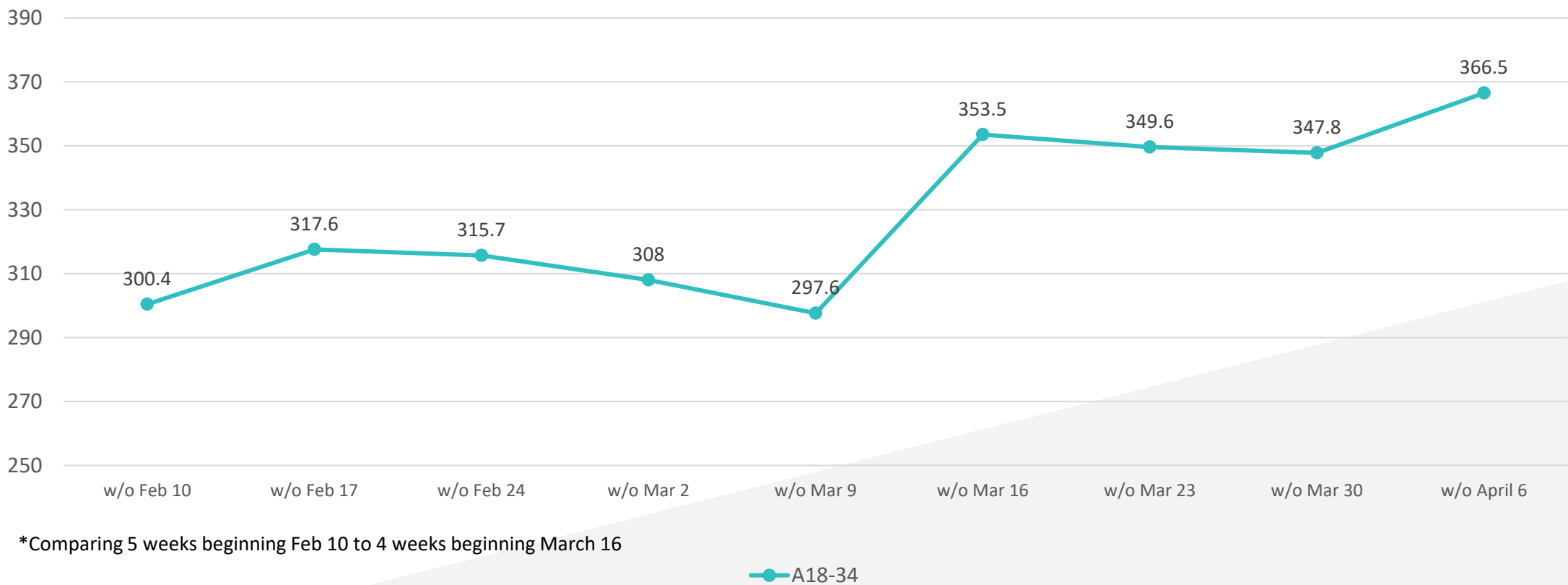
*Comparing 5 weeks beginning Feb 10 to 4 weeks beginning March 16

— M25-54

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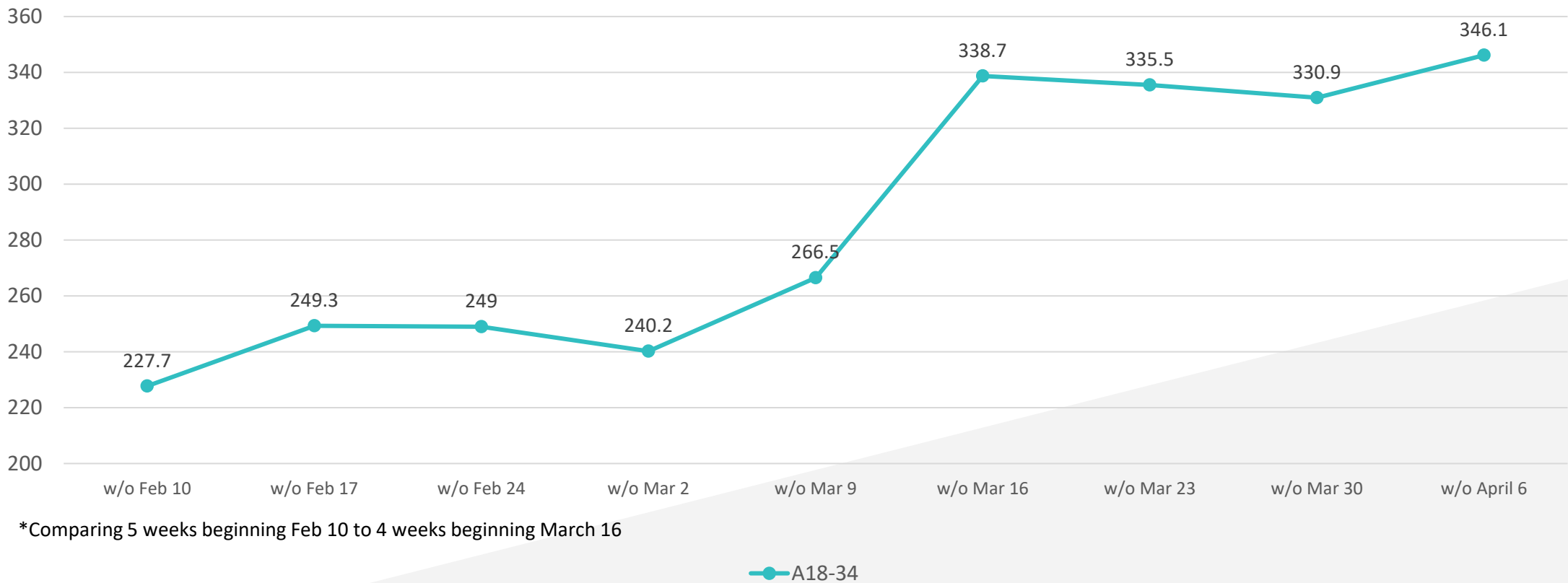
Canadian specialty tv up 15%* for adults 18-34

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



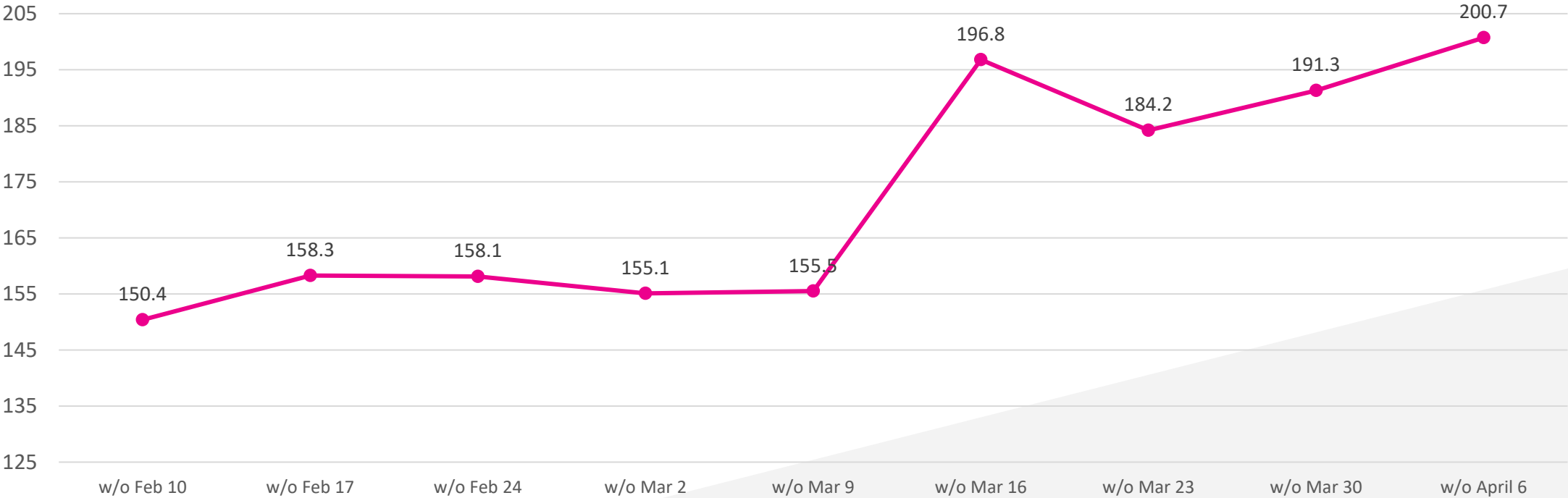
Canadian specialty tv up 37%* for A18-34 excl. specialty sports

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



Canadian specialty tv up 25%* for women 18-34

Canadian Specialty TV AMA (000) Trending – W18-34
Confirmed Data



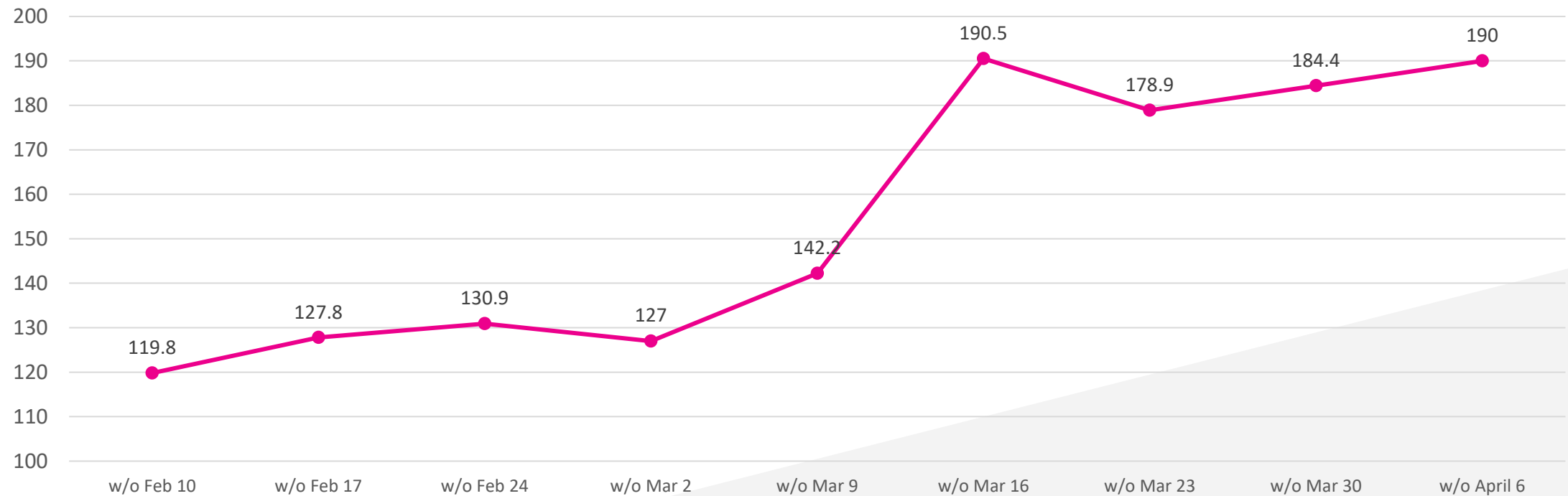
*Comparing 5 weeks beginning Feb 10 to 4 weeks beginning March 16

W18-34



Canadian specialty tv up 44%* for W18-34 excl. specialty sports

Canadian Specialty TV AMA (000) Trending – W18-34
(excluding specialty sports)
Confirmed Data



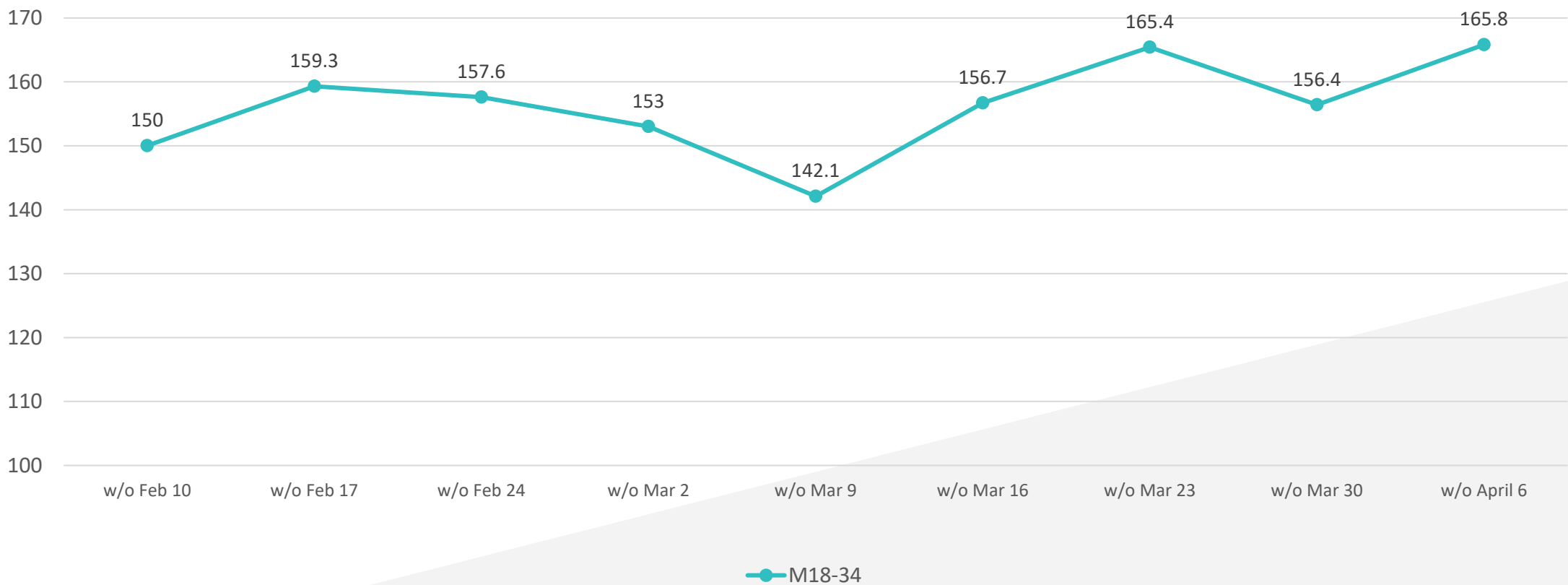
*Comparing 5 weeks beginning Feb 10 to 4 weeks beginning March 16

—●— W18-34

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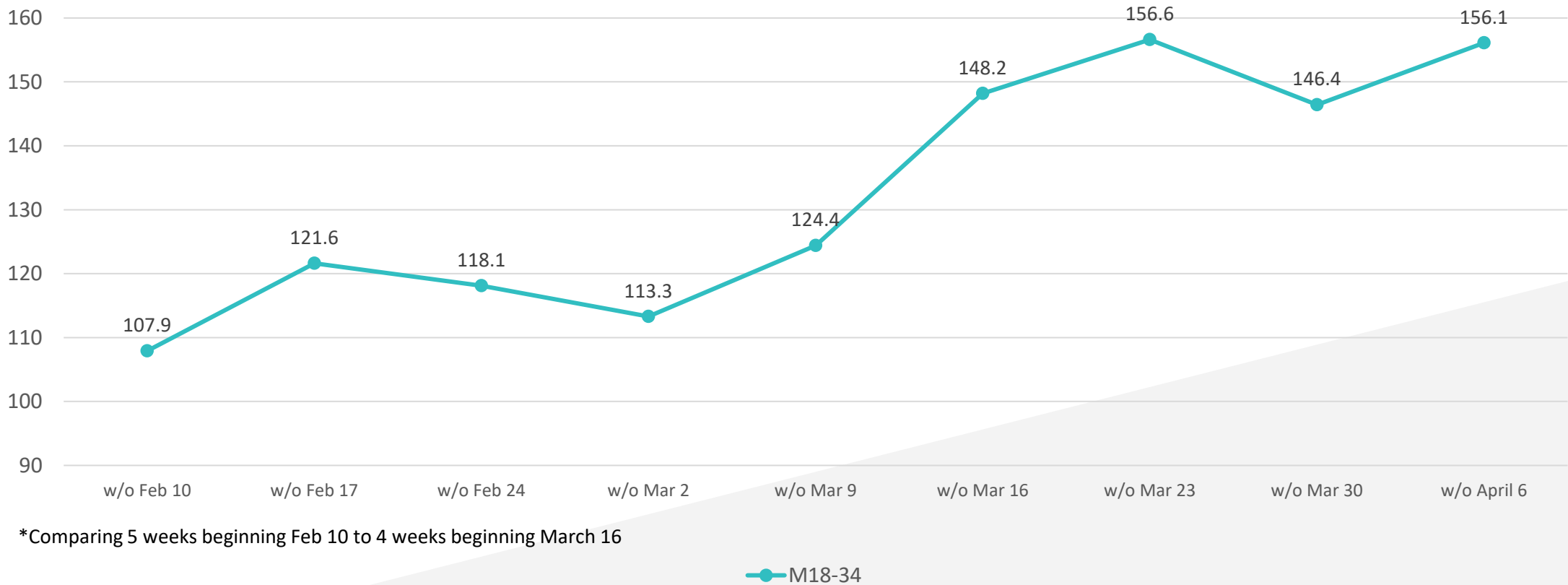
Canadian specialty tv continues to grow with men 18-34

Canadian Specialty TV AMA (000) Trending – M18-34
Confirmed Data



Canadian specialty tv up 30%* for M18-34 excl specialty sports

Canadian Specialty TV AMA (000) Trending – M18-34
(excluding specialty sports)
Confirmed Data



Canada's TV viewing through COVID-19

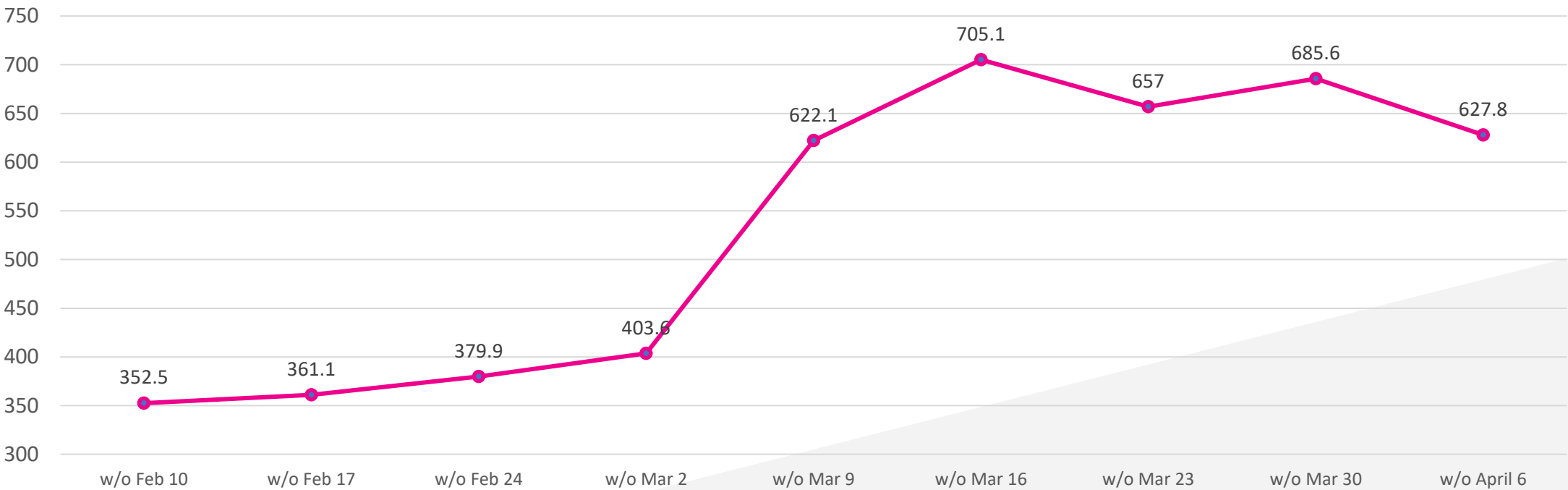
Winter/Spring trends

News

Feb 10, 2020 – April 12, 2020

Canadian conventional network news up a substantial 58%*

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

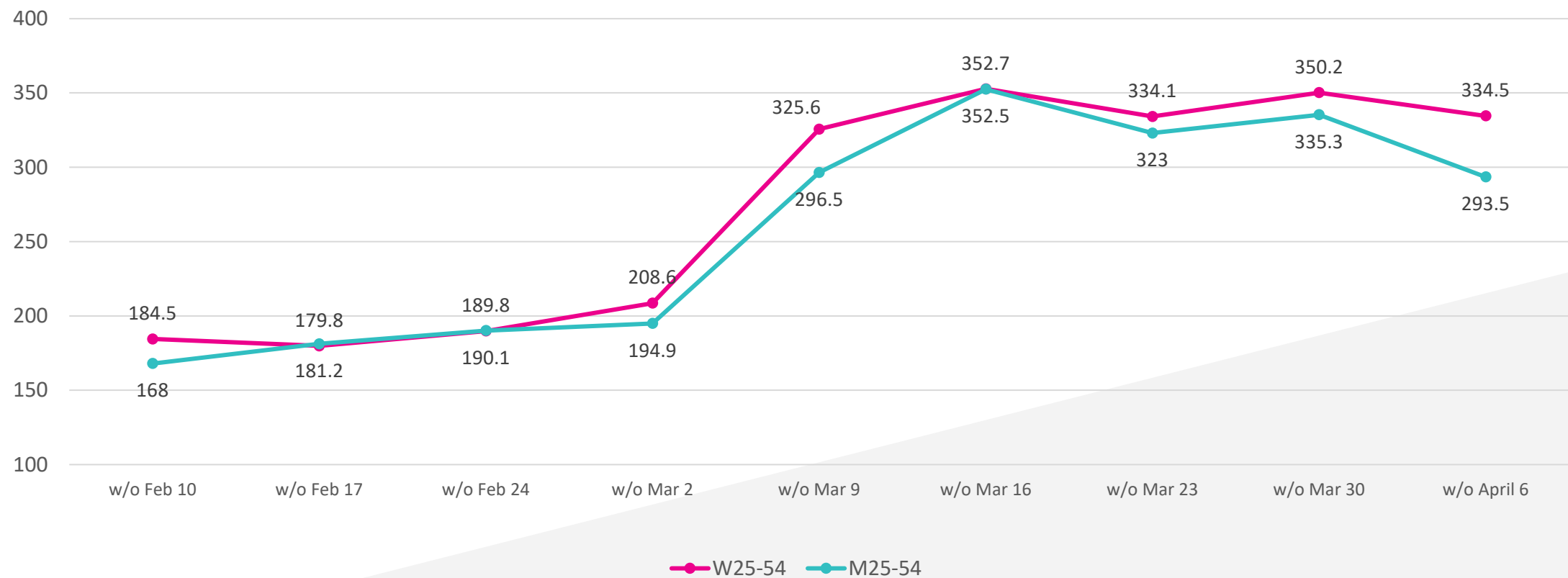


*Comparing 5 weeks beginning Feb 10 to 4 weeks beginning March 16



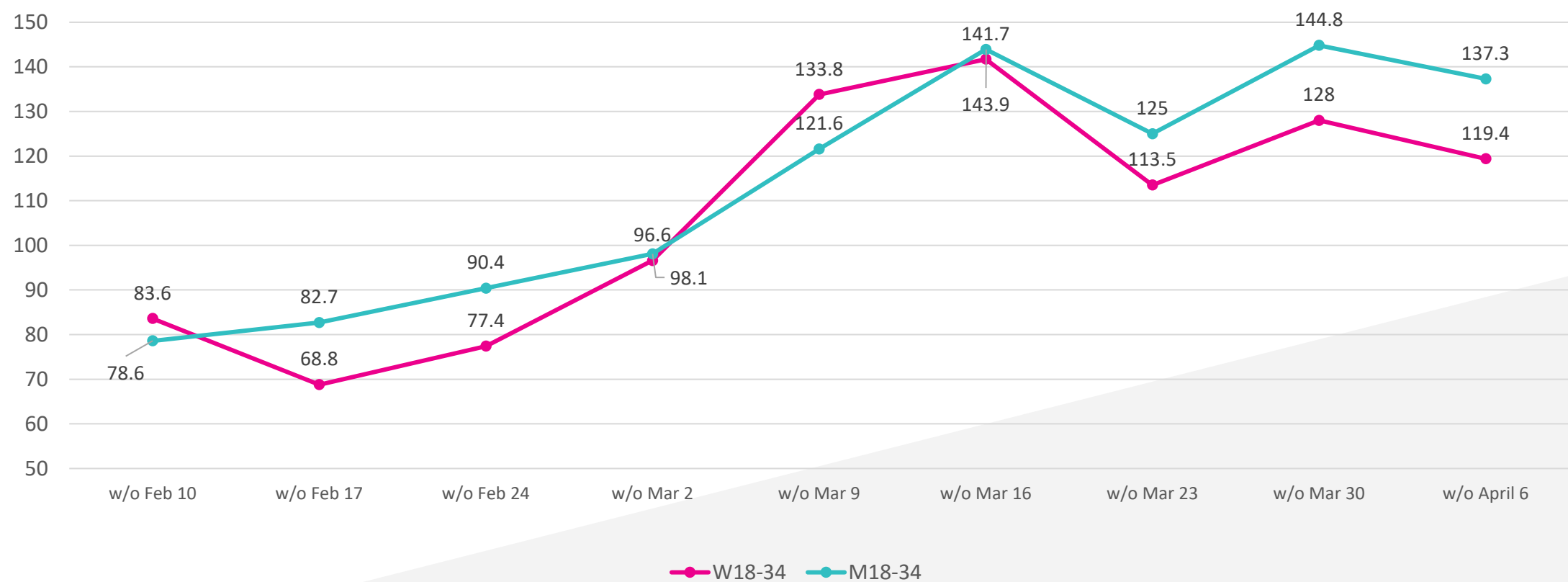
Canadian conventional news up for both women and men

Canadian Conventional Network News AMA (000) Trending – W/M25-54
Confirmed Data



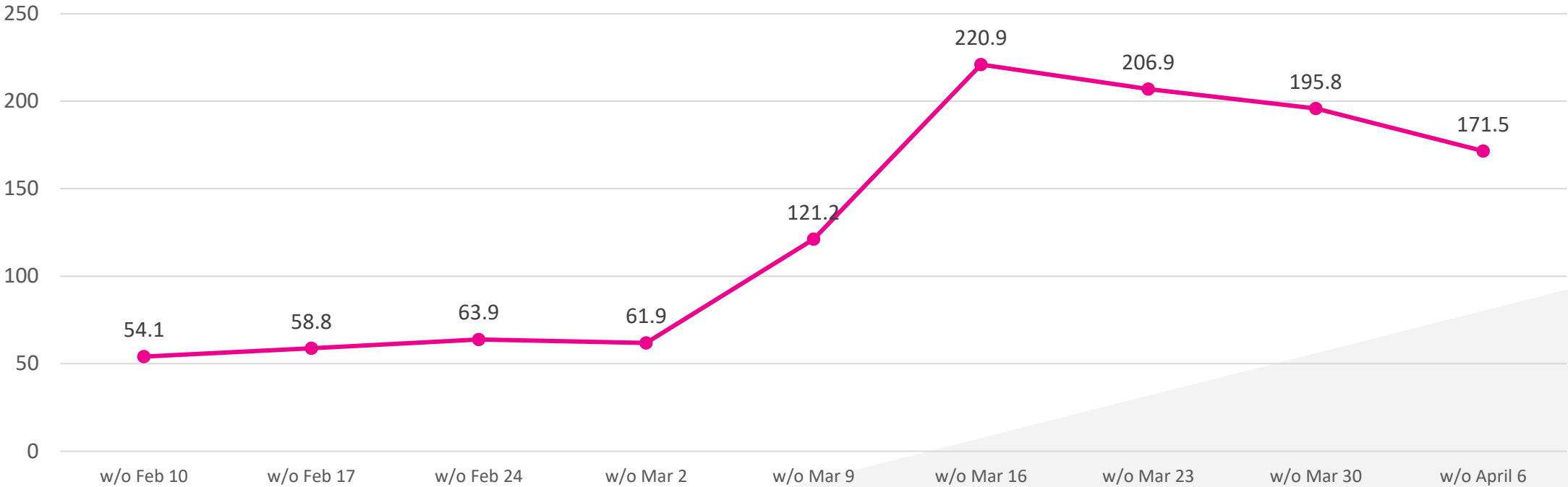
Canadian conventional network news up for young adults

Canadian Conventional Network News AMA (000) Trending – W/M18-34
Confirmed Data



Canadian specialty news networks up almost 300%*

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

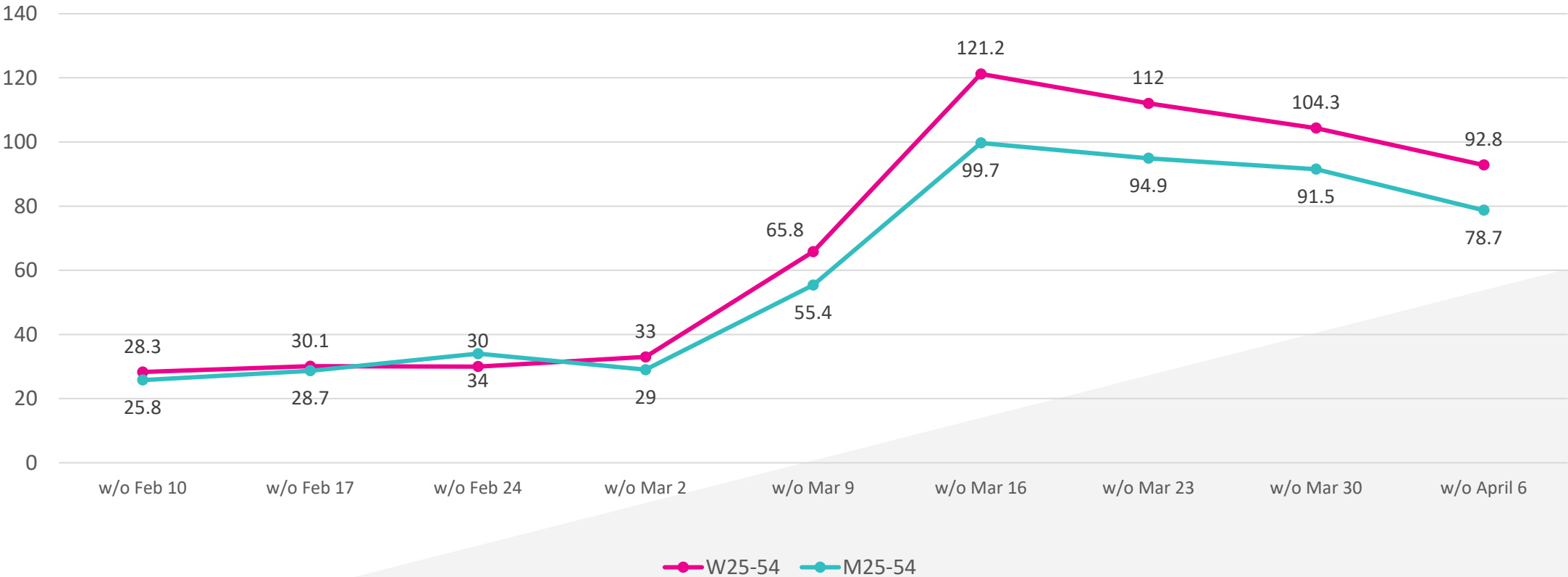


*Comparing 5 weeks beginning Feb 10 to 4 weeks beginning March 16



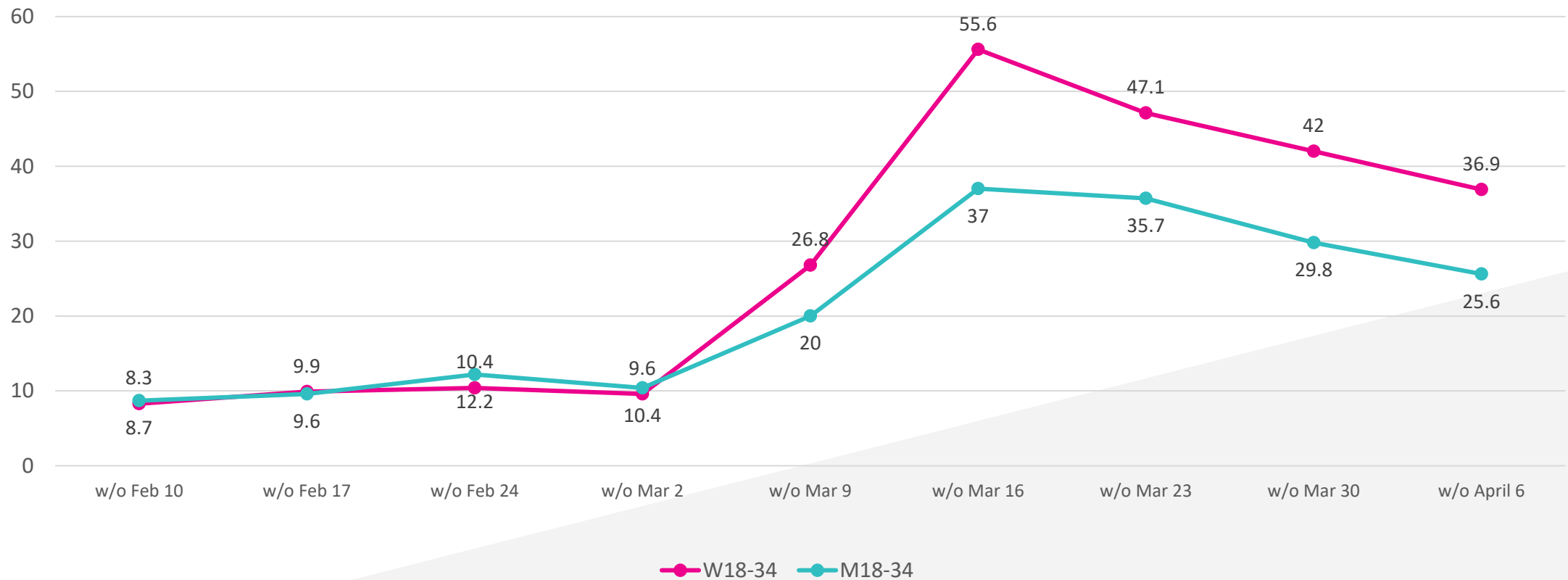
Canadian specialty network news up for both women & men

Canadian Specialty Network News AMA (000) Trending – W/M25-54
Confirmed Data



Canadian specialty news remains up for younger adults

Canadian Specialty News AMA (000) Trending – W/M18-34
Confirmed Data



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