

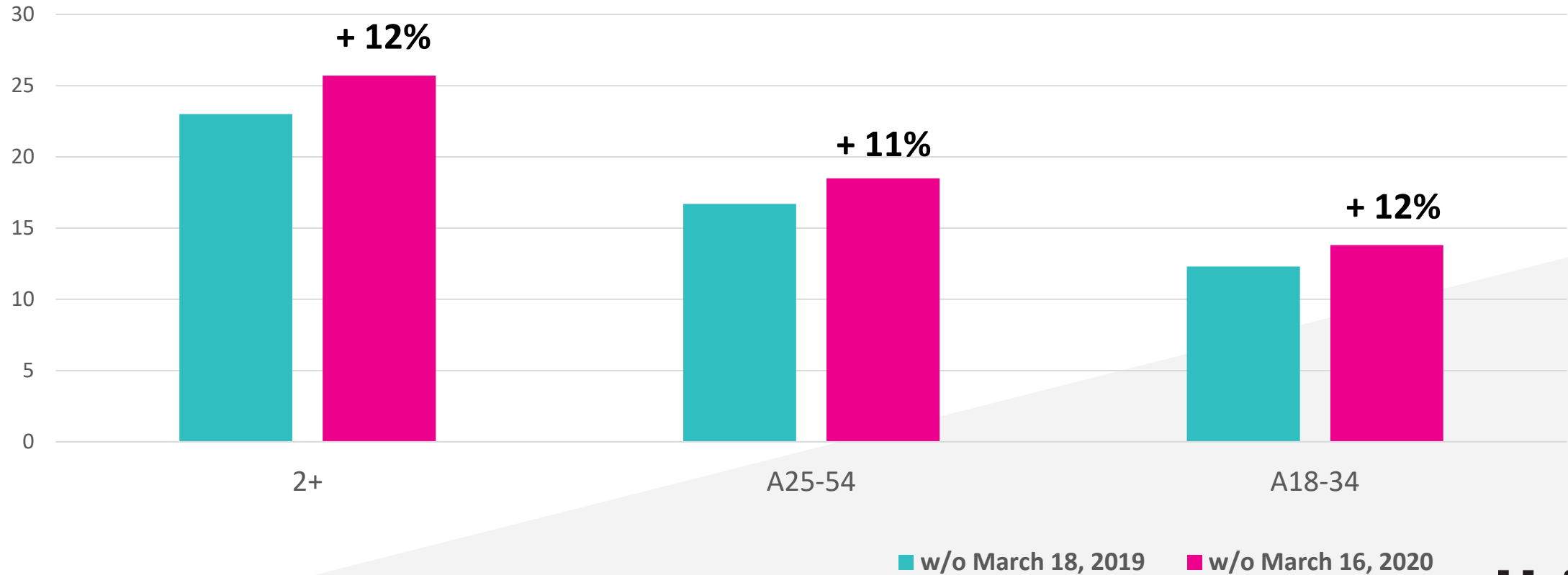
A graphic consisting of several concentric circles of varying shades of gray, centered on the left side of the page. The circles are of different diameters and are spaced out, creating a ripple effect that extends towards the center of the page.

Canada's TV viewing through COVID-19

week 30 - beginning March 16 2020

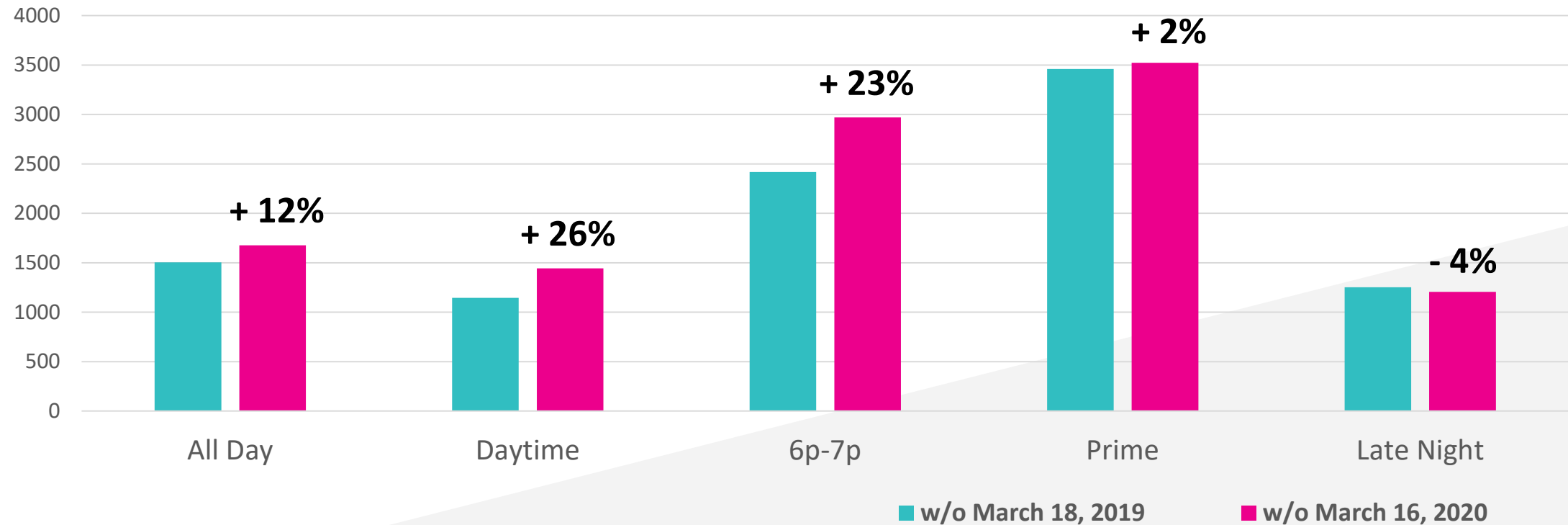
Canadians are watching more tv

Total Canada
Average Weekly Hours Per Capita



tv viewing has increased across almost every daypart

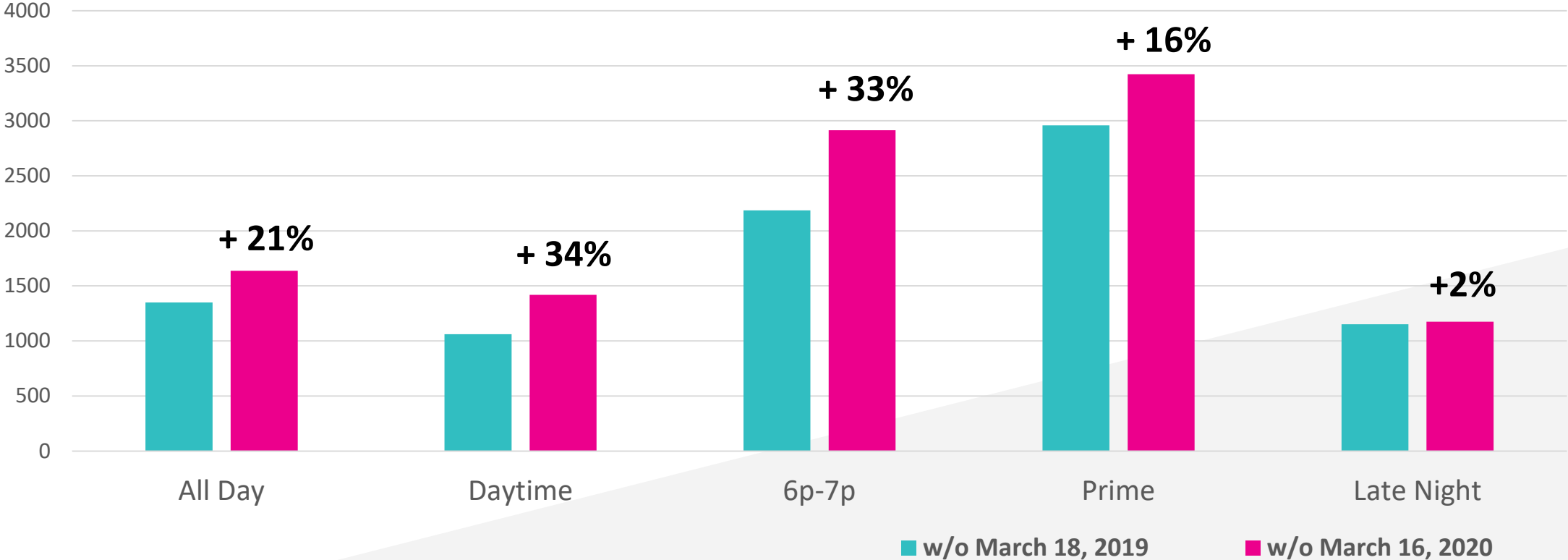
Total Canada AMA (000) A25-54
Confirmed Data



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

increases are higher when sports networks excluded

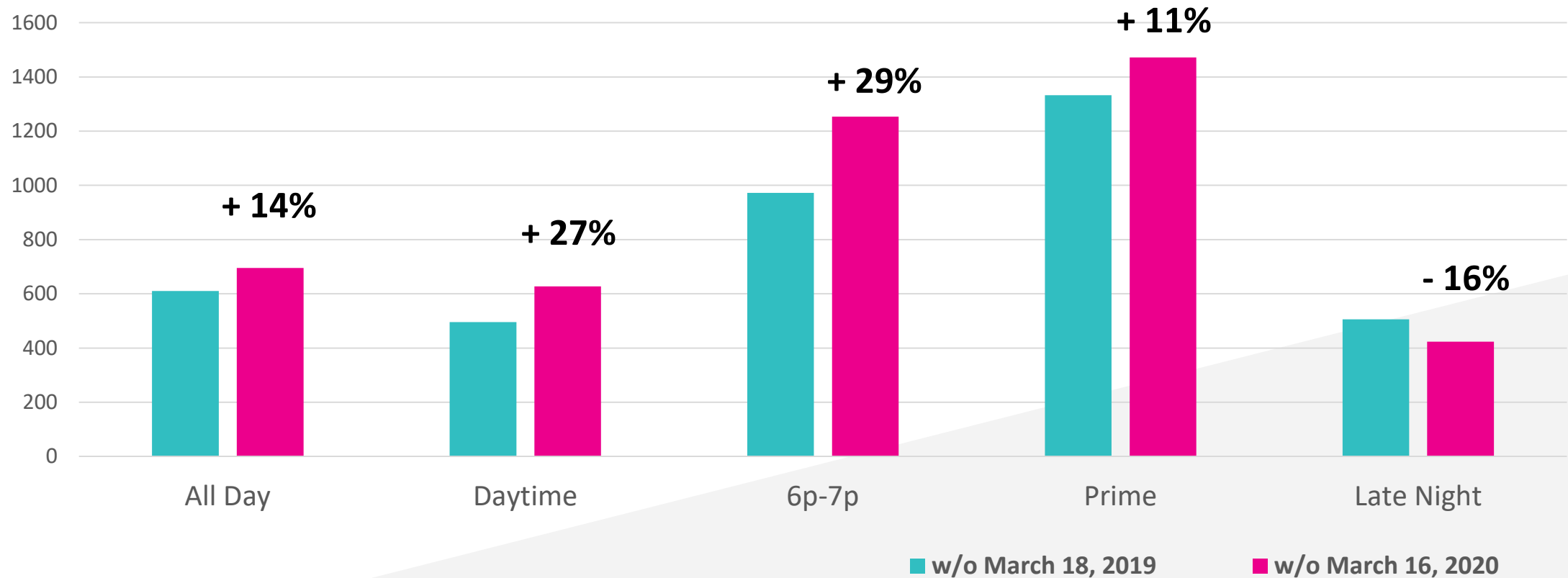
Total Canada AMA (000) A25-54
(excluding specialty sports)
Confirmed Data



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

Canadians A18-34 are watching significantly more tv

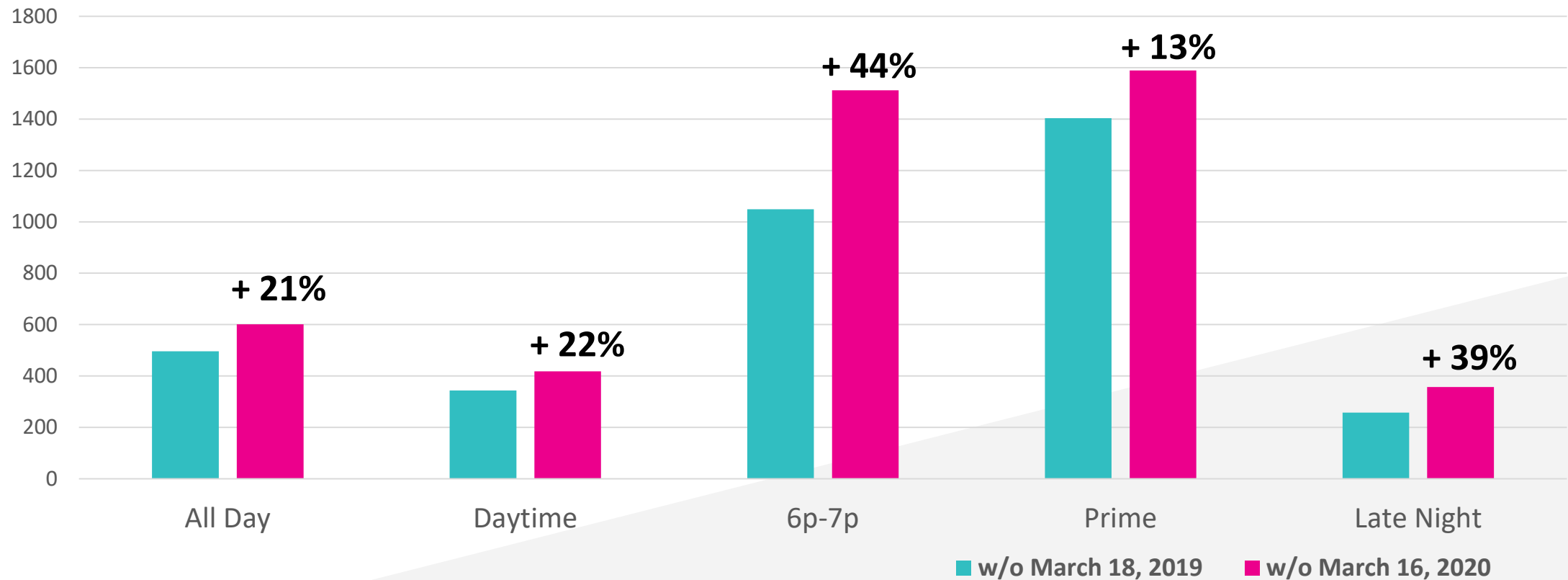
Total Canada AMA (000) A18-34
Confirmed Data



significant AMA growth on Canadian conventional tv

Canadian Conventional TV AMA (000) A25-54

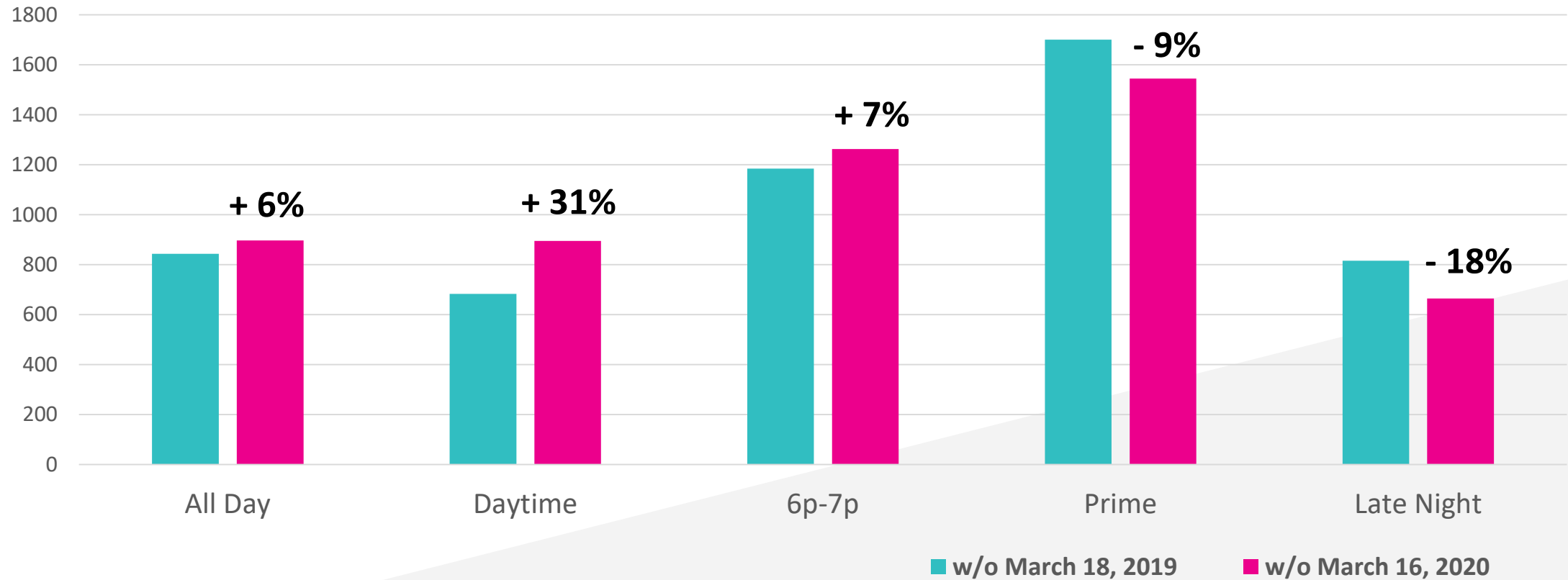
Confirmed Data



dramatic daytime growth on Canadian specialty tv

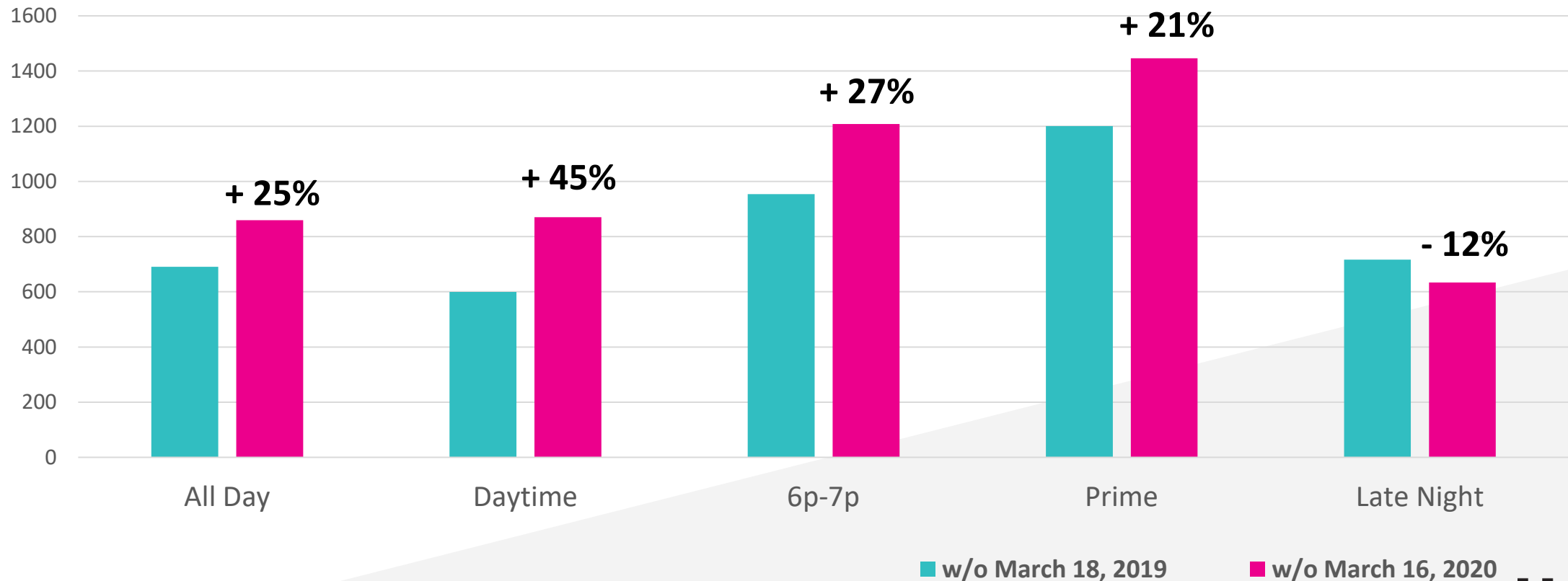
Canadian Specialty TV AMA (000) A25-54

Confirmed Data



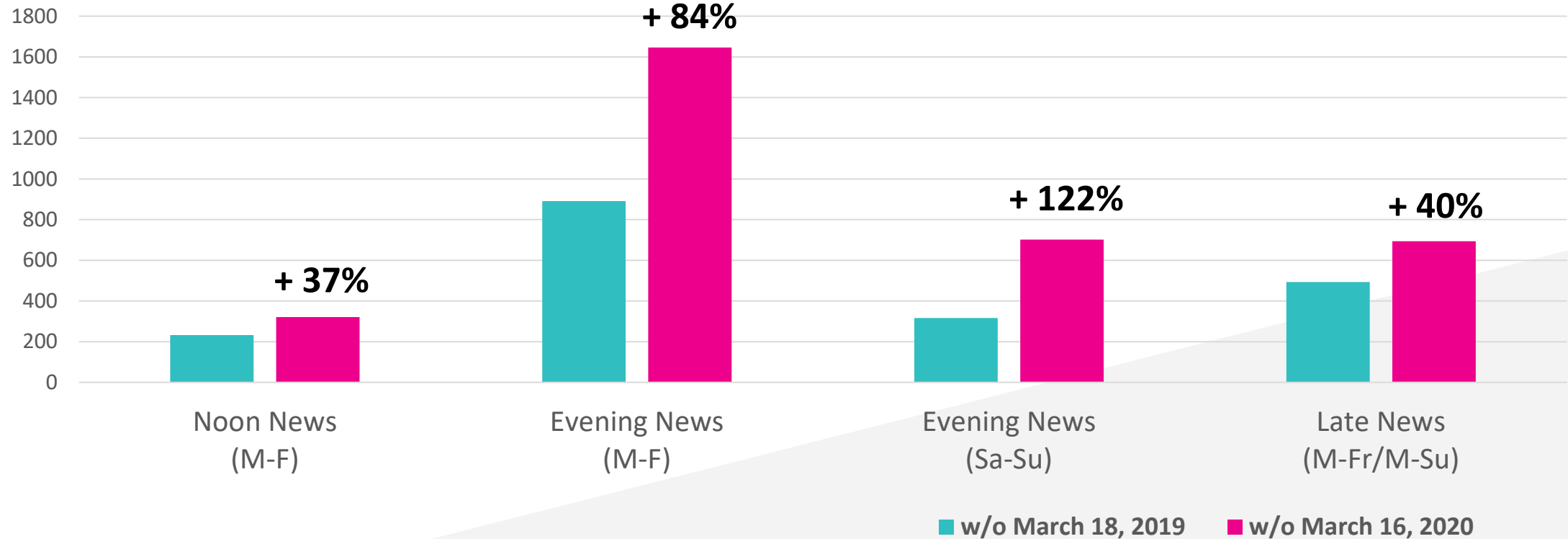
explosive viewership gains for Canadian Specialty TV ex sports

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



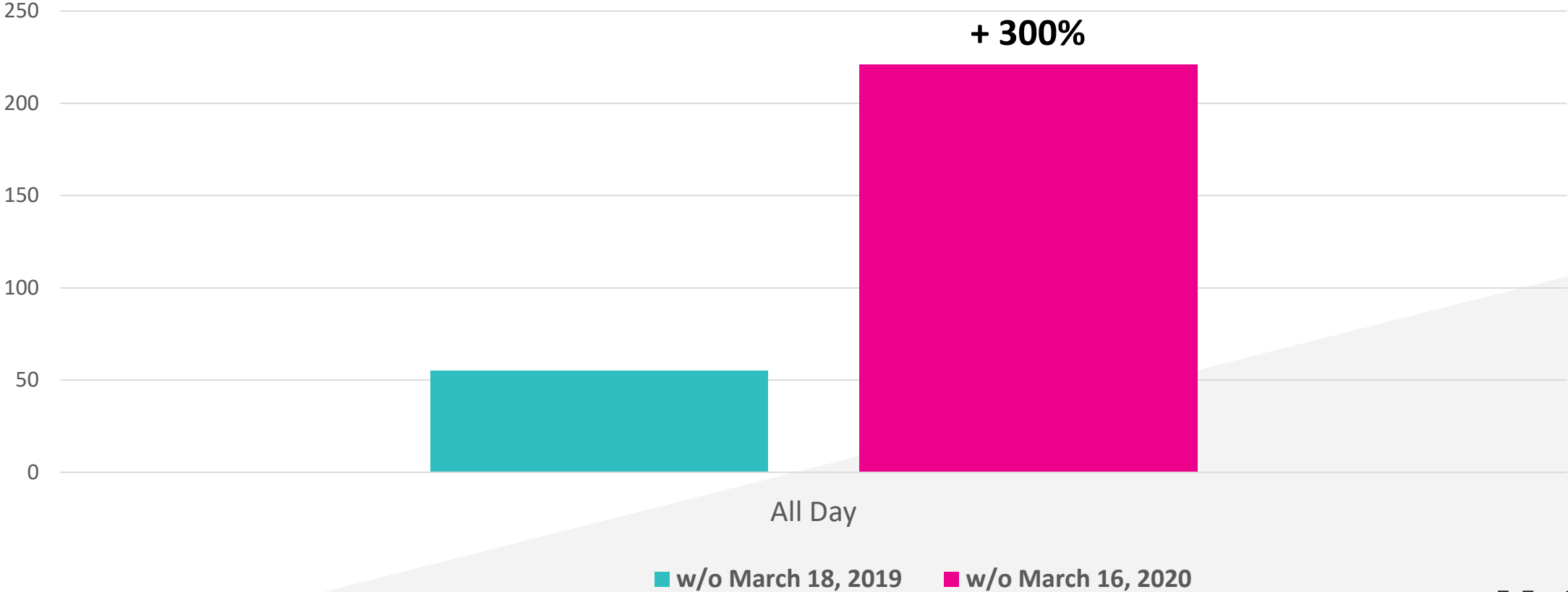
substantial increases for Canadian conventional news programs

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



impressive growth for Canadian specialty news networks

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



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

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