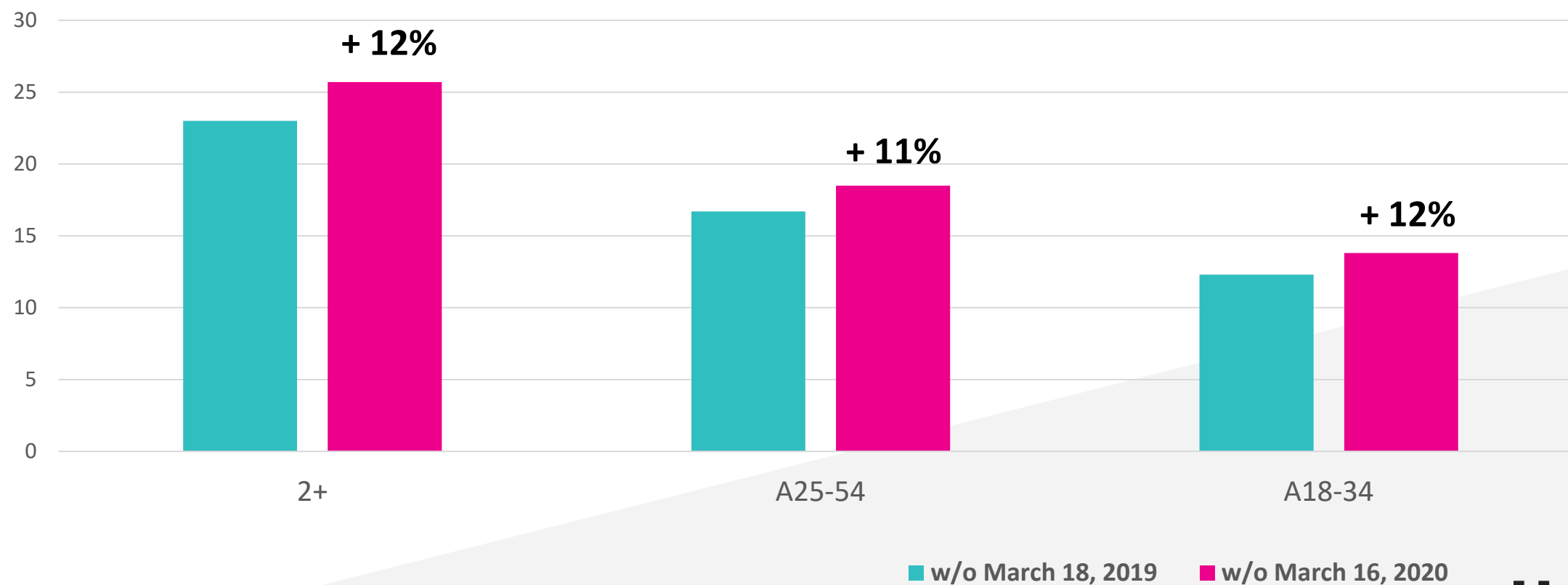


Canada's TV viewing through COVID-19

Week 30 - beginning March 16 2020

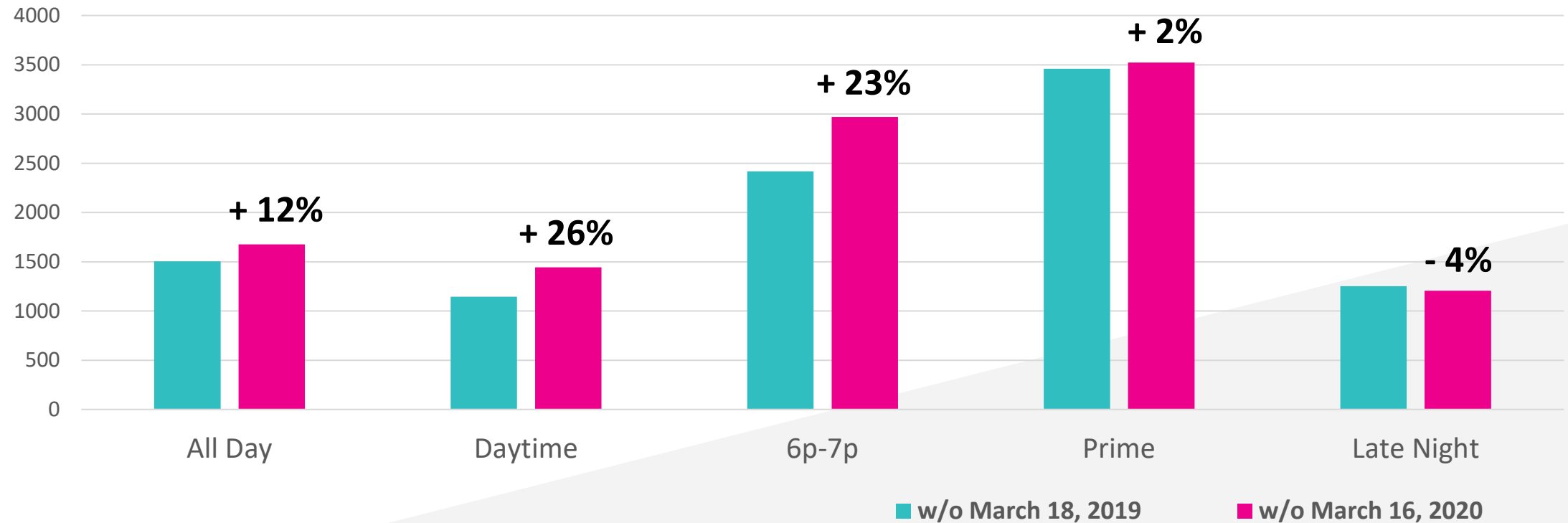
Canadians are **watching more tv**

Total Canada
Average Weekly Hours Per Capita



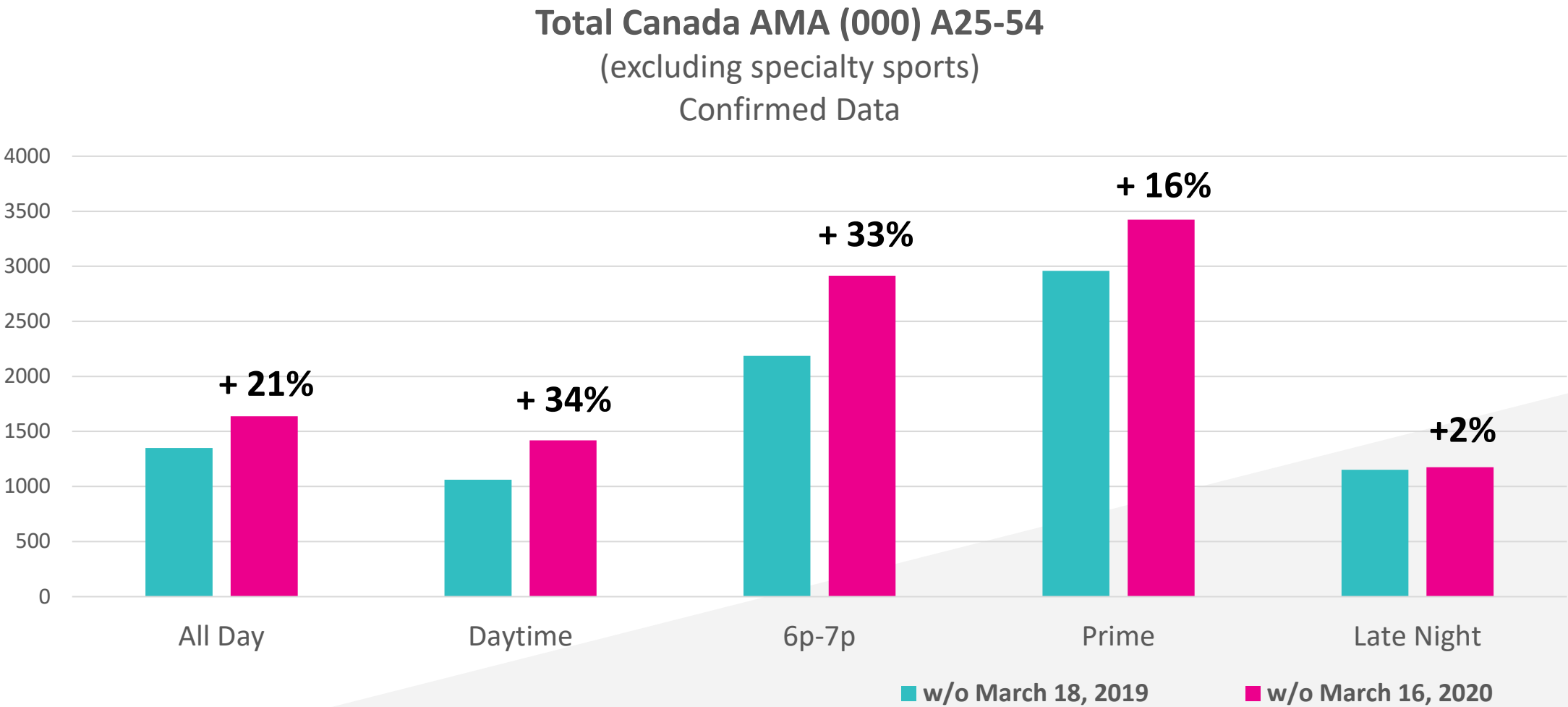
tv viewing has increased across almost every daypart

Total Canada AMA (000) A25-54
Confirmed Data

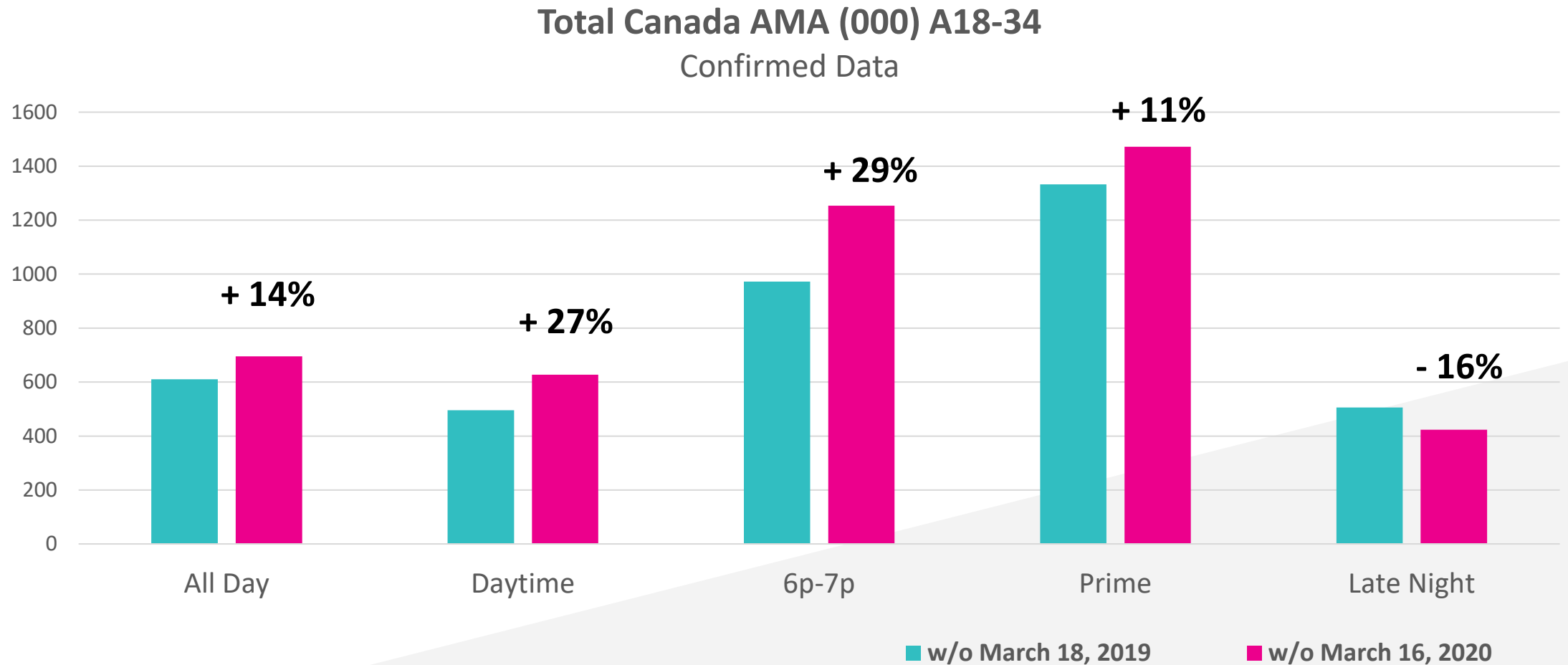


Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A25-54

increases are higher when sports networks excluded



Canadians A18-34 are watching significantly more tv

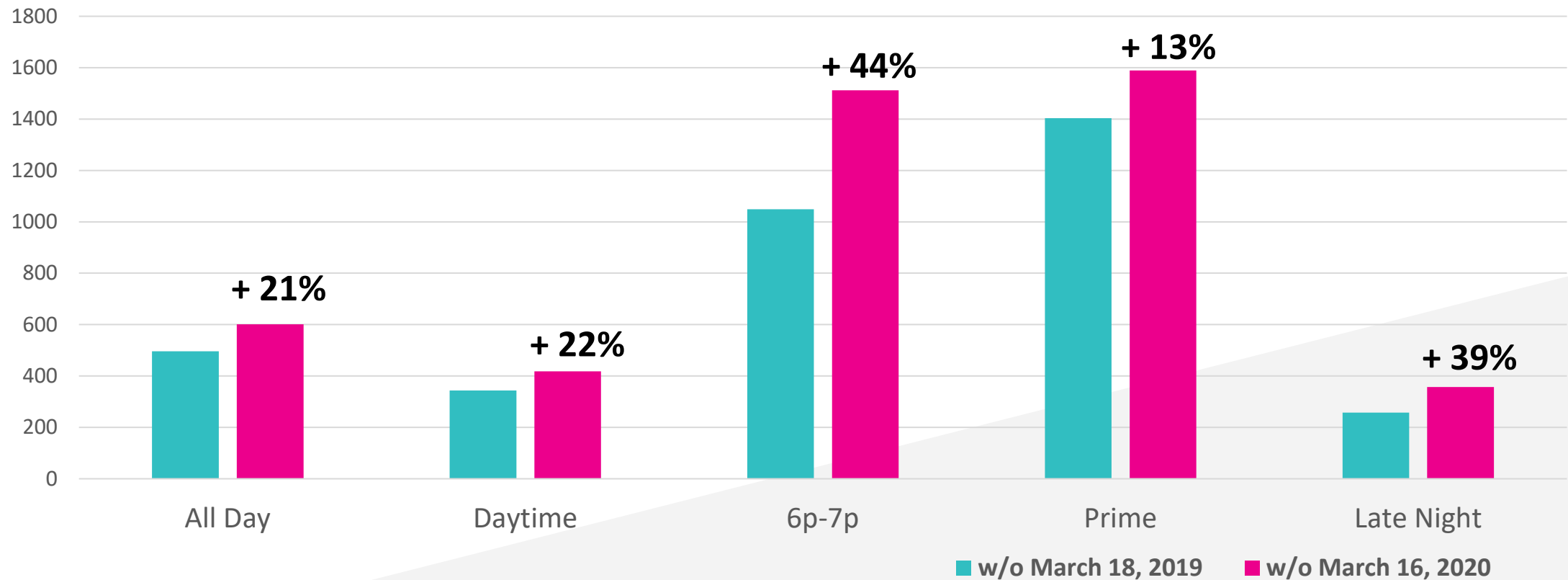


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significant AMA growth on Canadian conventional tv

Canadian Conventional TV AMA (000) A25-54

Confirmed Data

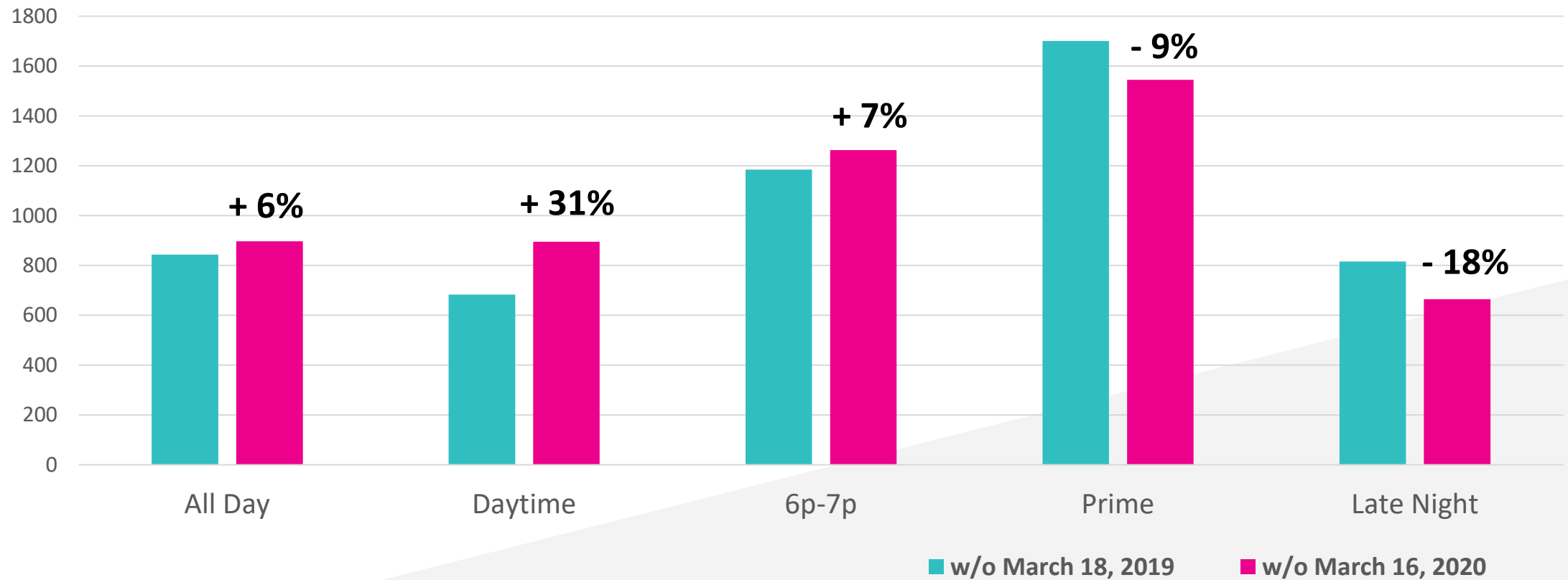


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dramatic daytime growth on Canadian specialty tv

Canadian Specialty TV AMA (000) A25-54

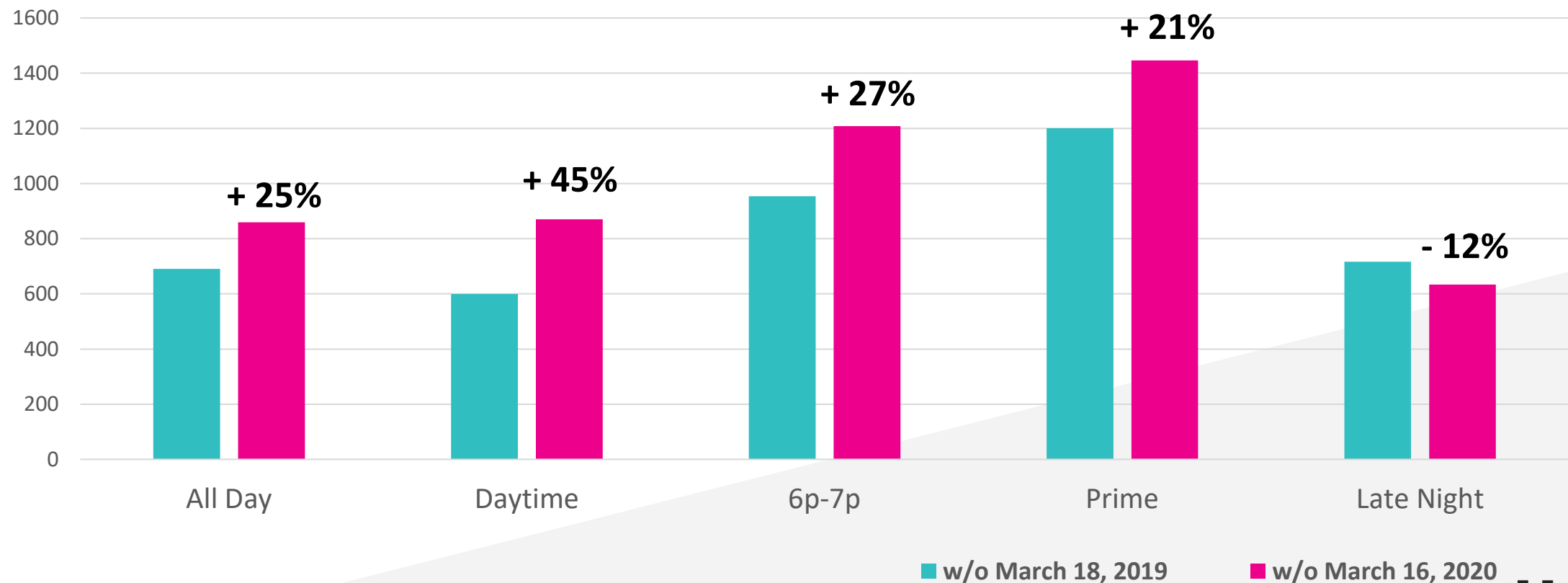
Confirmed Data



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explosive viewership gains for Canadian Specialty TV ex sports

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

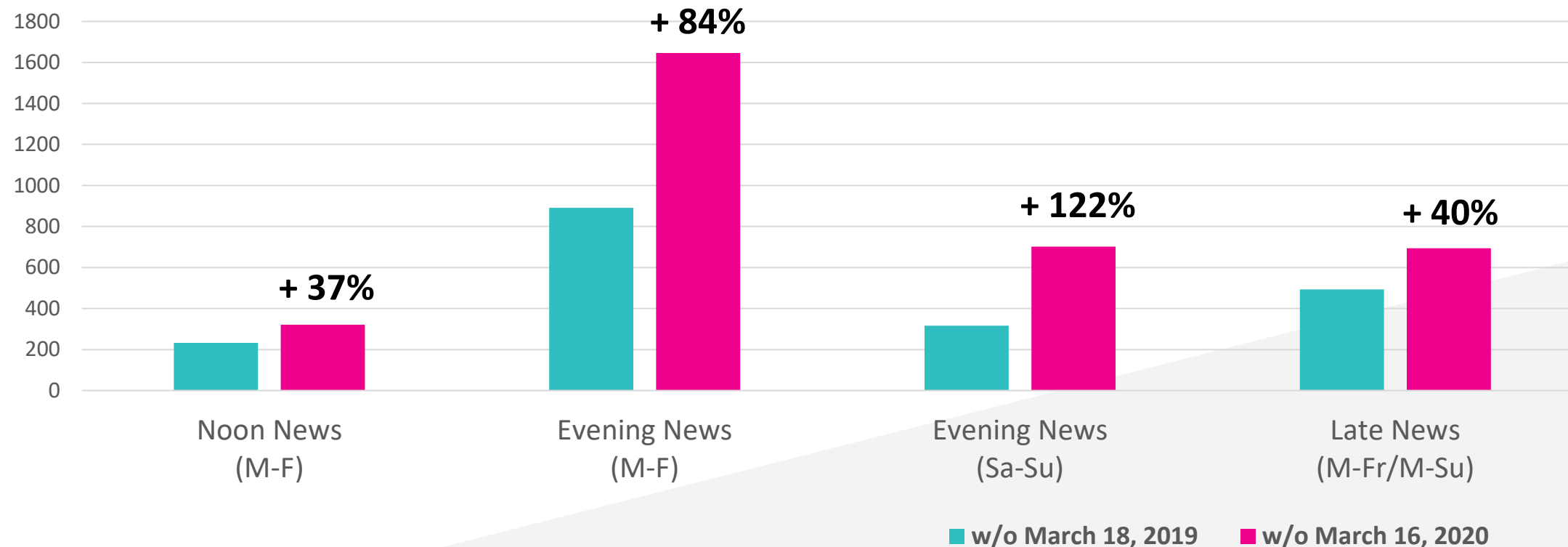


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substantial increases for Canadian conventional news programs

Canadian Conventional TV News AMA (000) A25-54

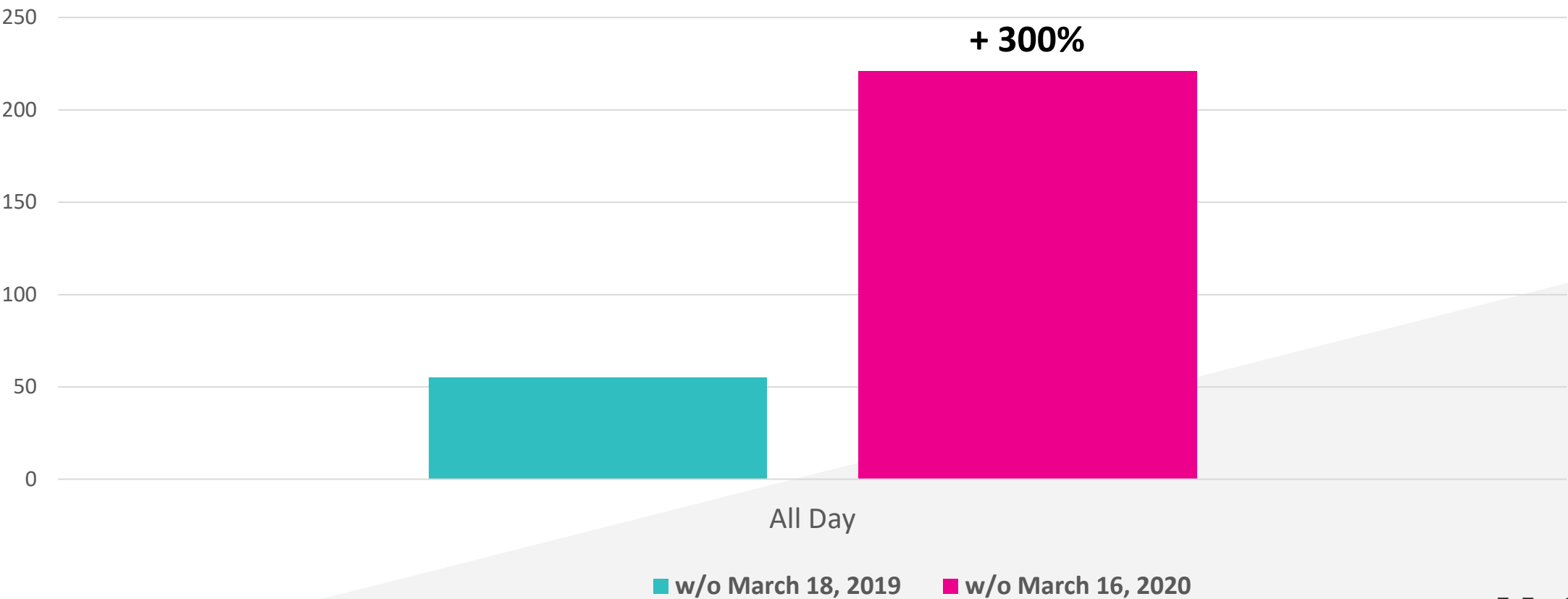
Confirmed Data



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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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