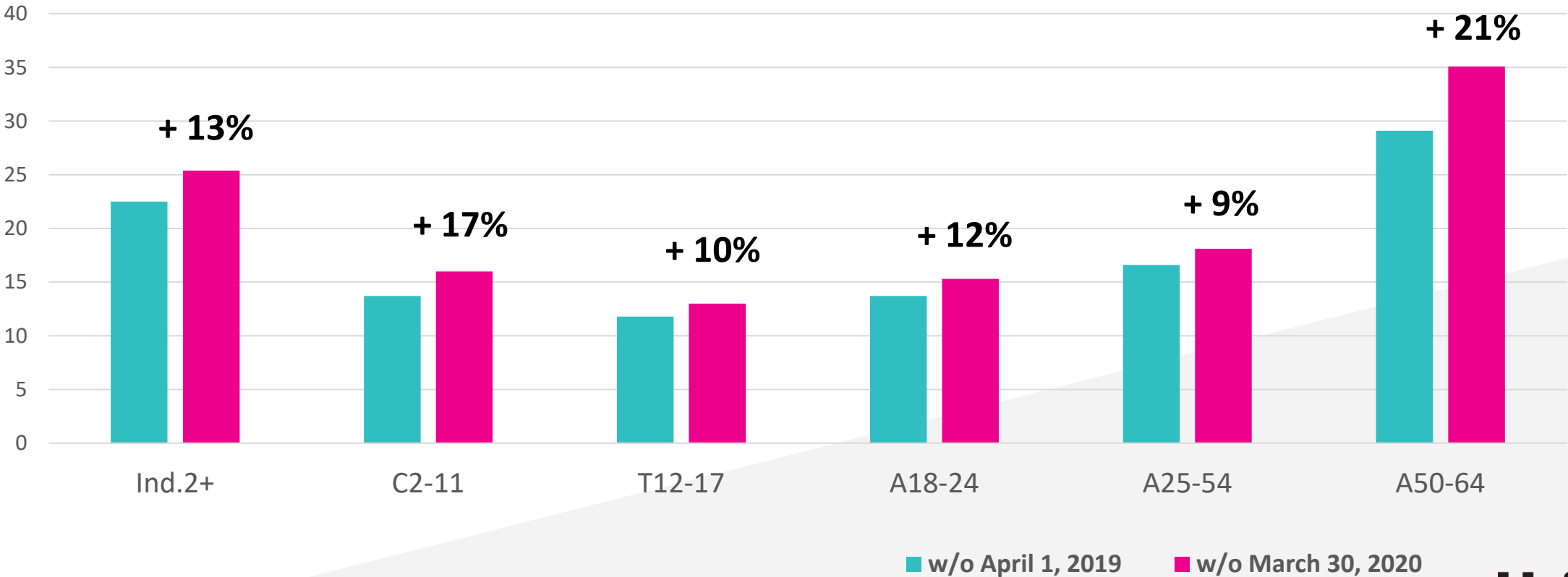


Canada's TV viewing through COVID-19

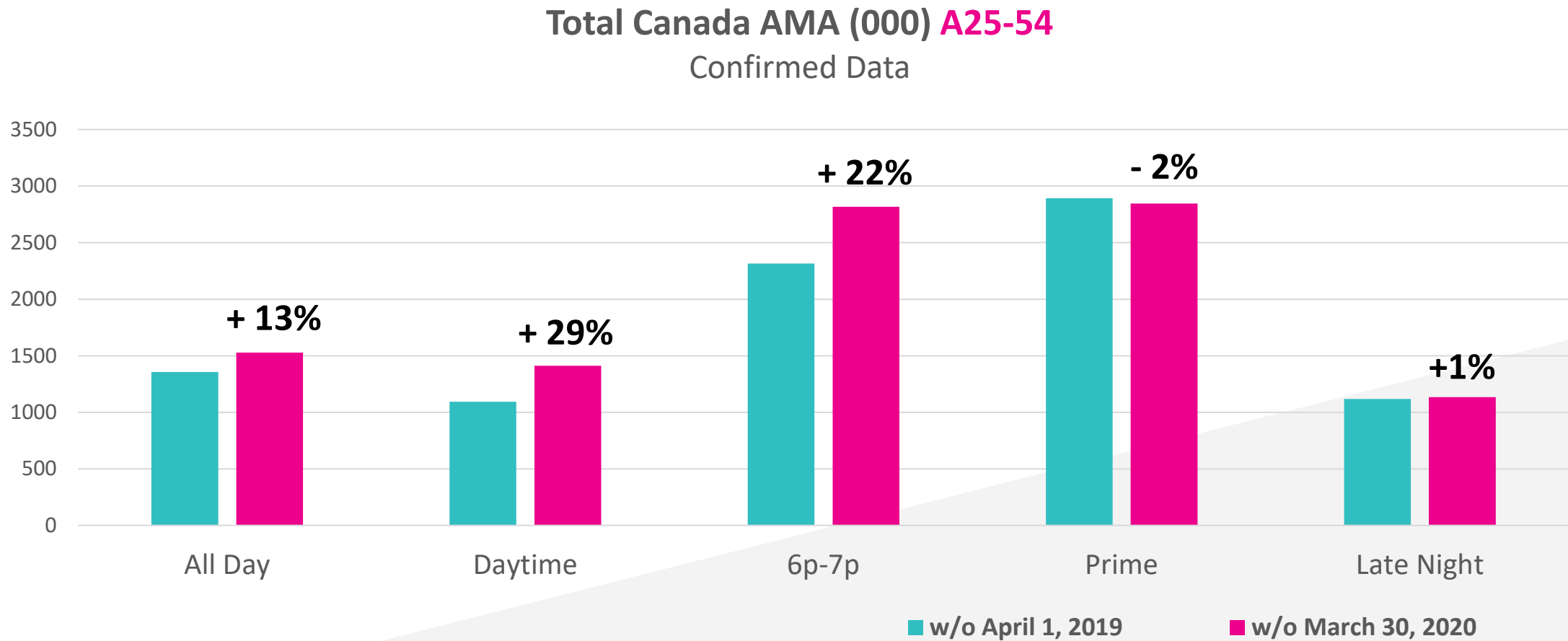
Week 32 – Beginning March 30, 2020

Canadians are watching more tv

Total Canada
Average Weekly Hours Per Capita

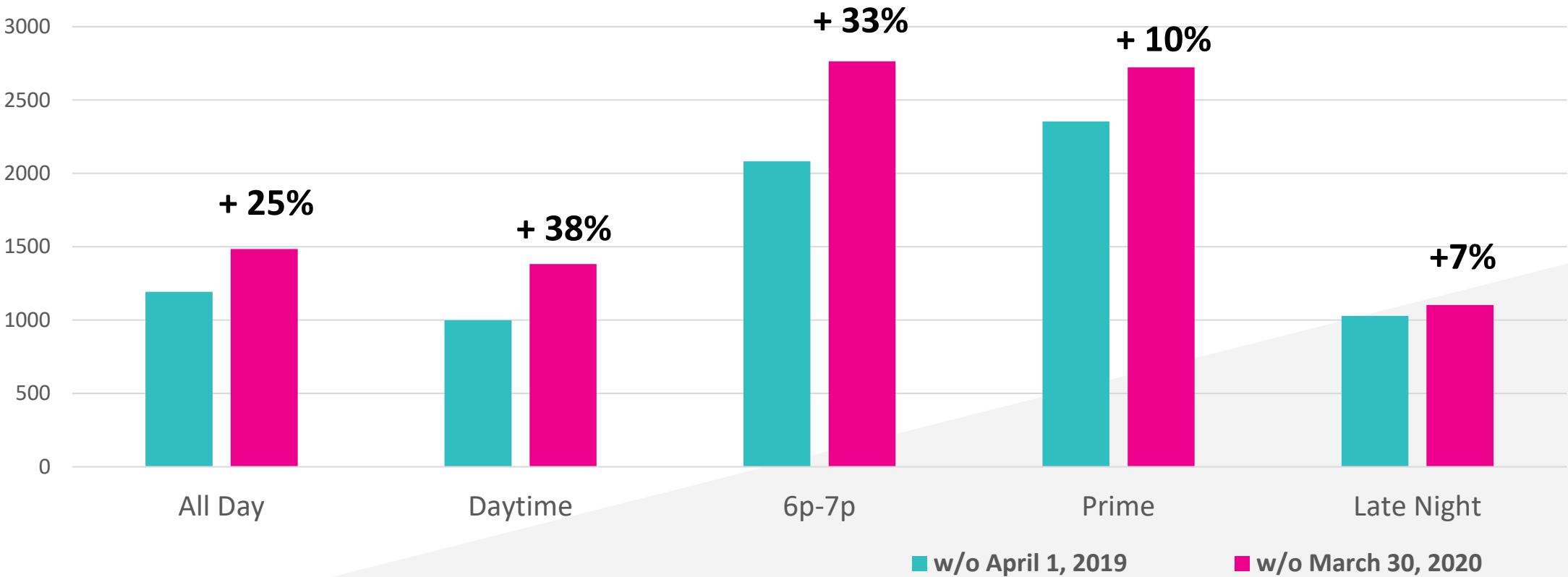


audience growth across almost every daypart



growth is higher when sports networks excluded

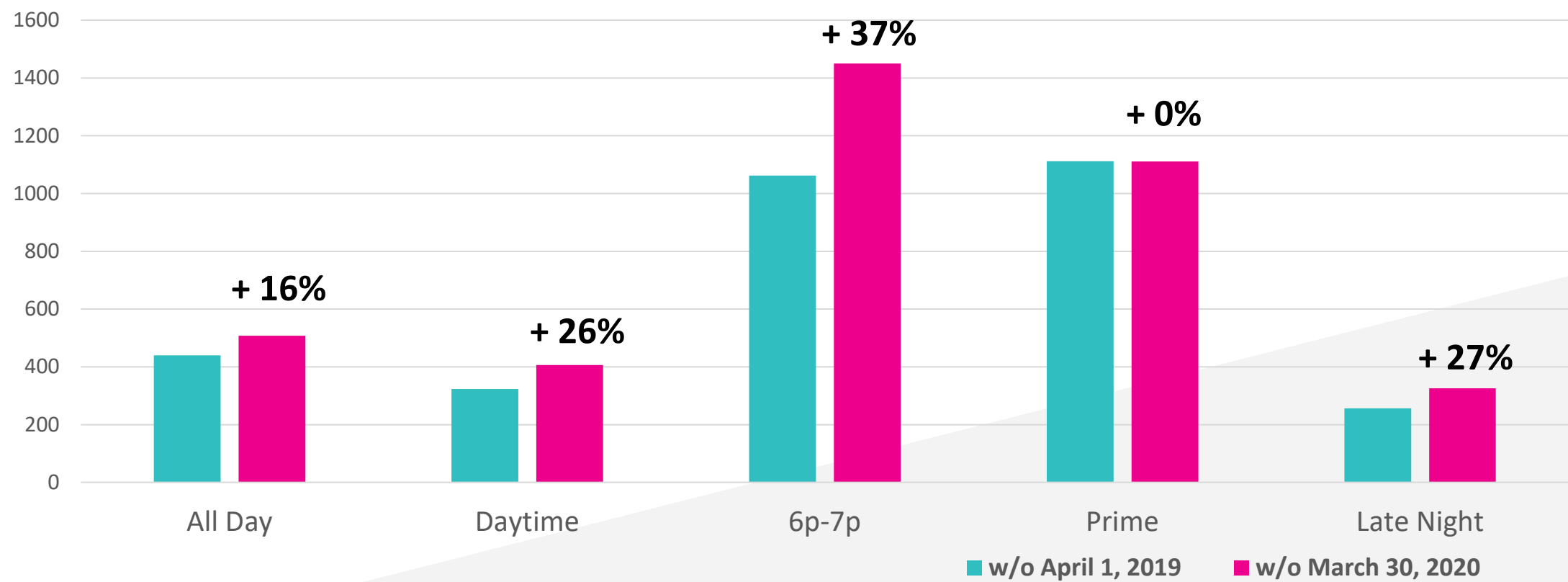
Total Canada AMA (000) **A25-54**
(excluding specialty sports)
Confirmed Data



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

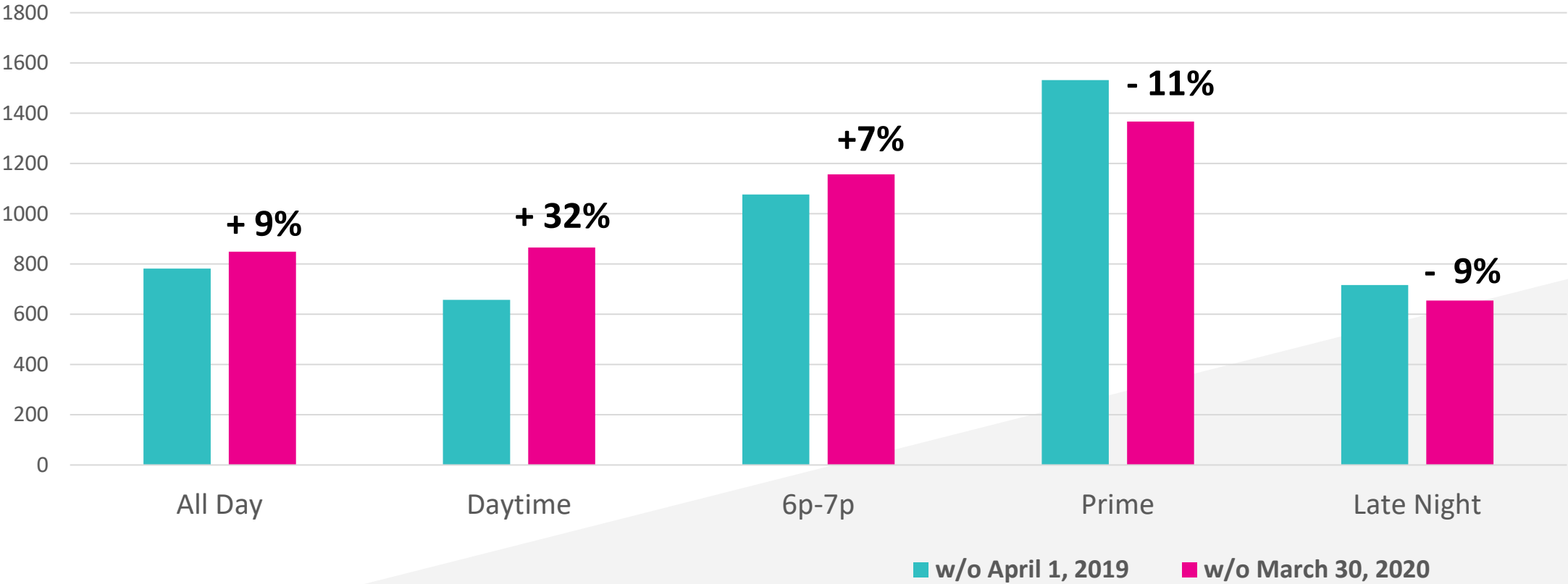
audience increases on Canadian conventional tv across almost every daypart

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



daytime audience growth on Canadian specialty tv

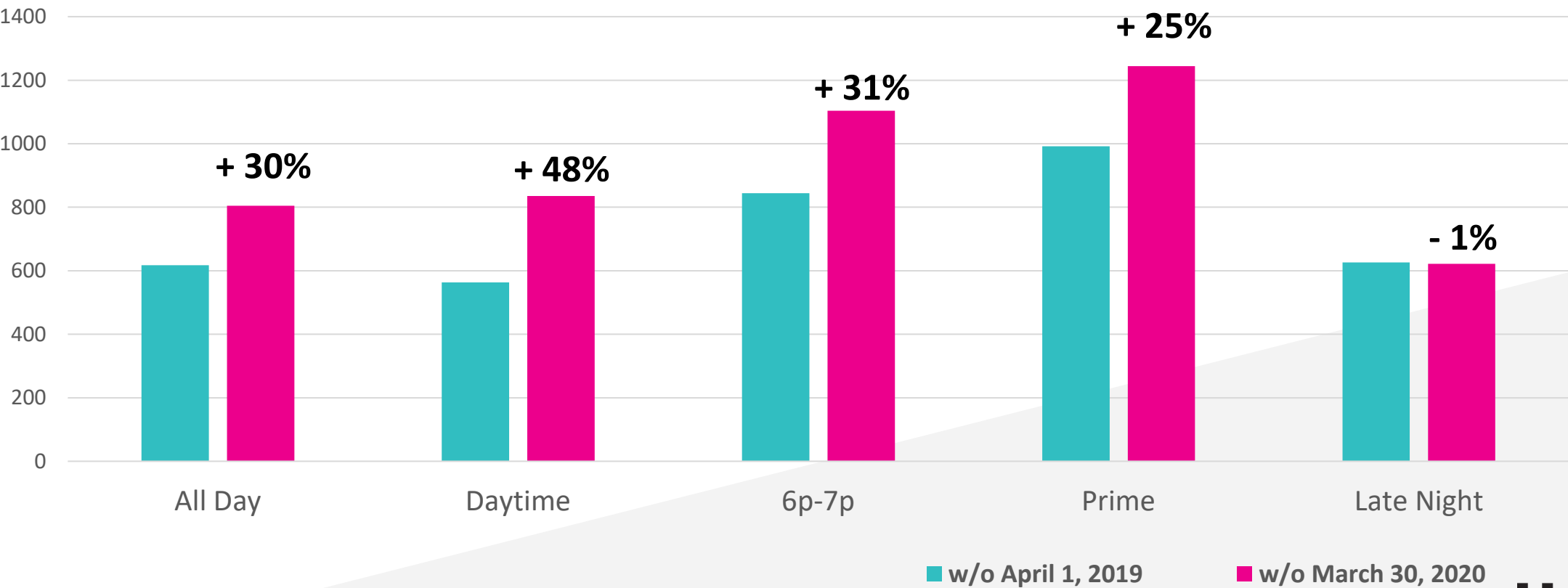
Canadian Specialty TV AMA (000) **A25-54**
Confirmed Data



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

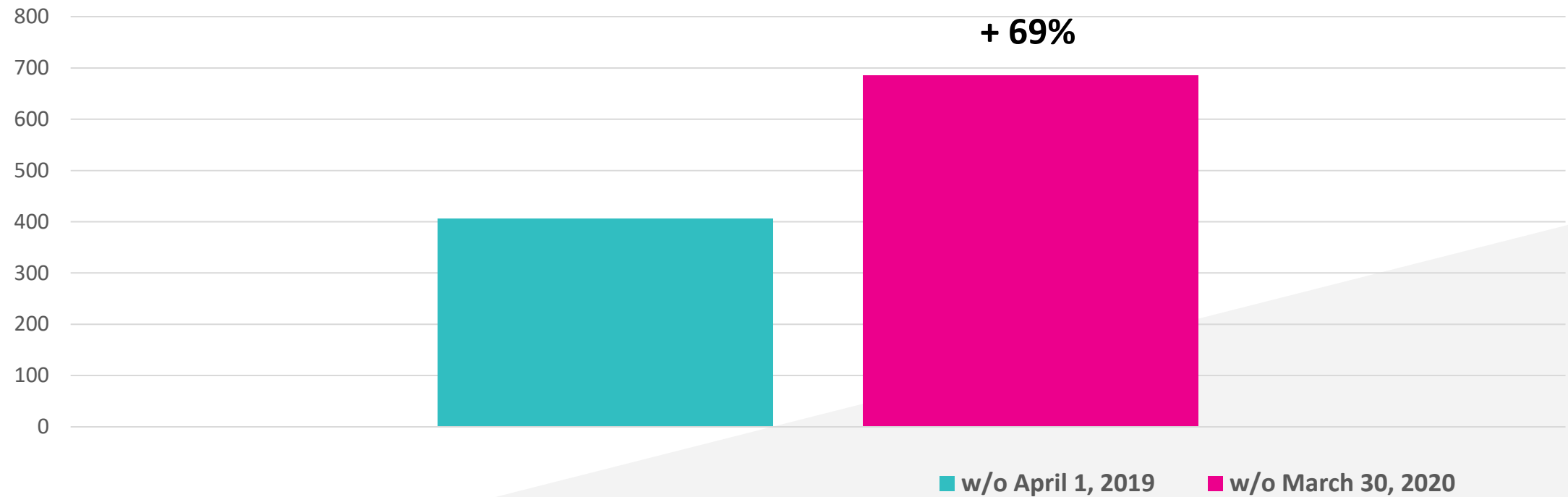
audience growth extends to primetime for Canadian specialty tv ex sports

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



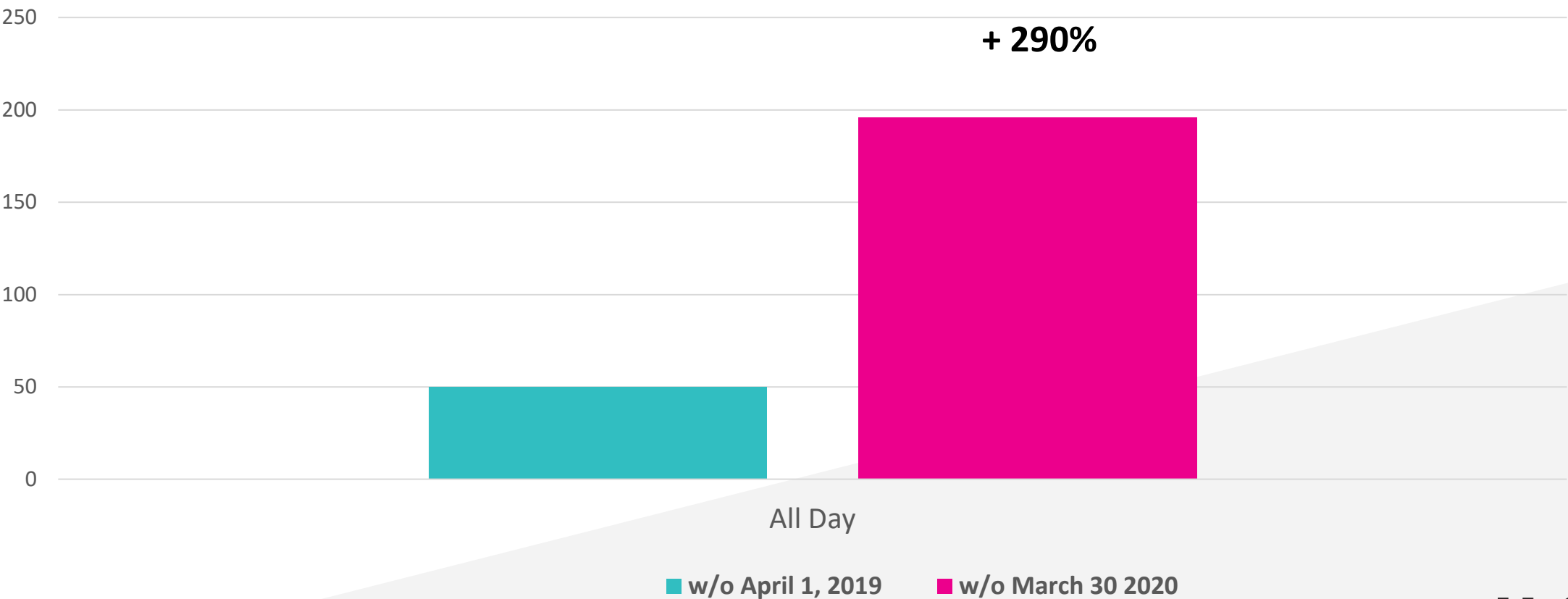
significant AMA increase for Canadian conventional national news

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



explosive growth for Canadian specialty news networks

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



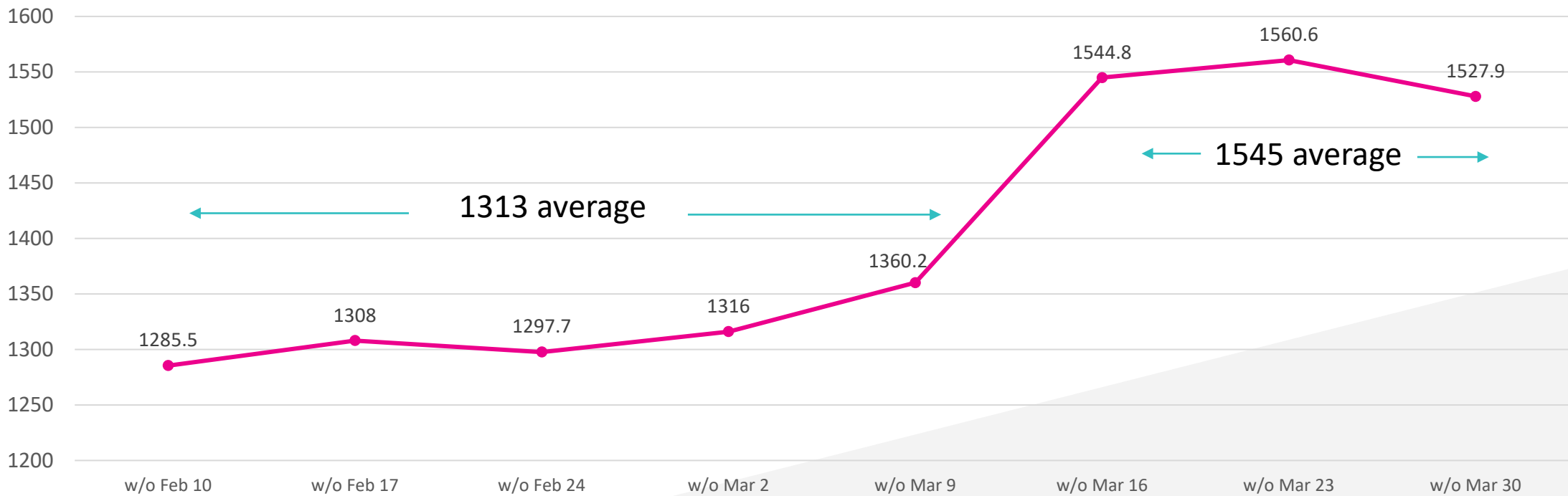
Canada's TV viewing through COVID-19

Winter / Spring trends

Feb 10 2020 – April 5 2020

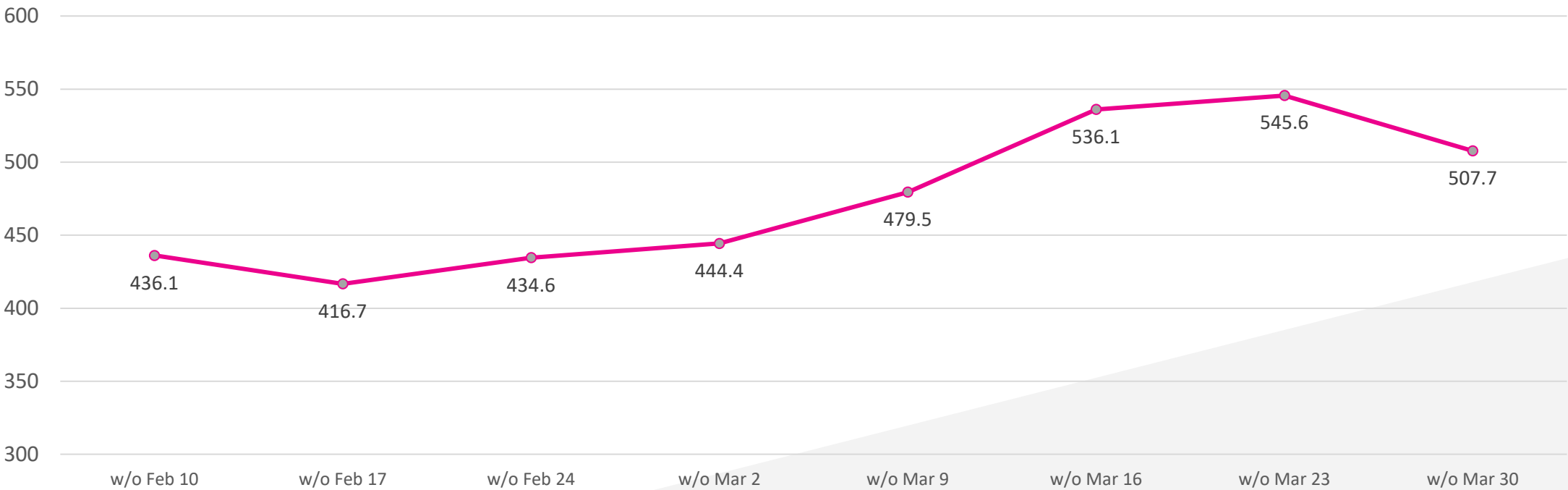
total tv viewing up 18% compared to pre-COVID-19 period

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



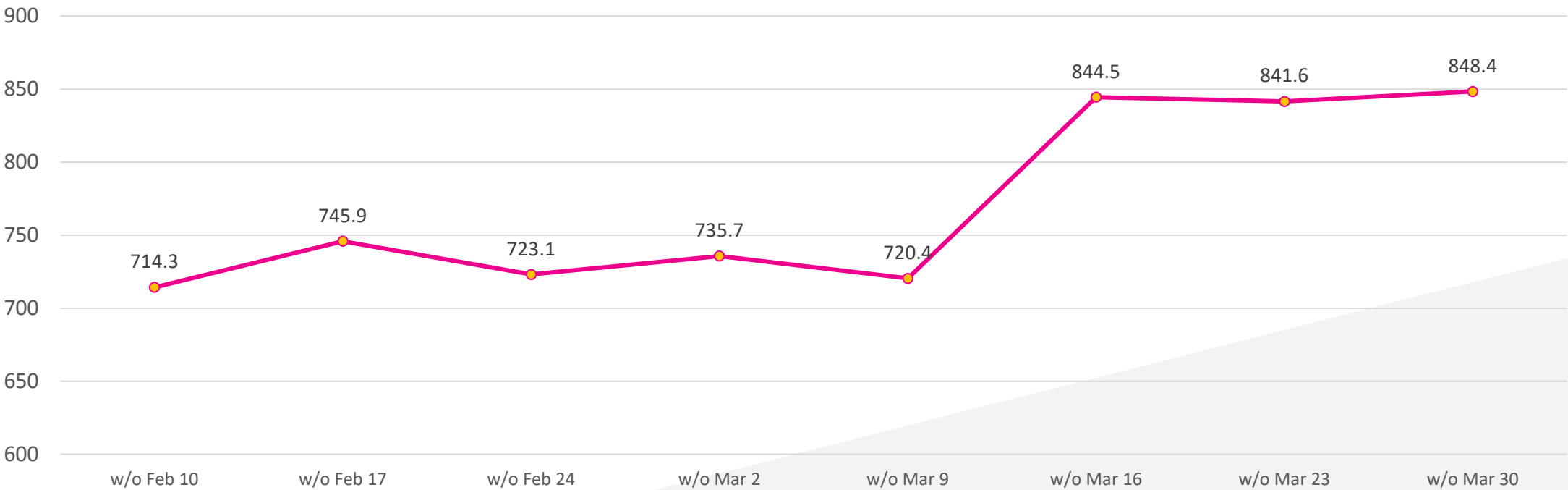
Canadian conventional tv

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



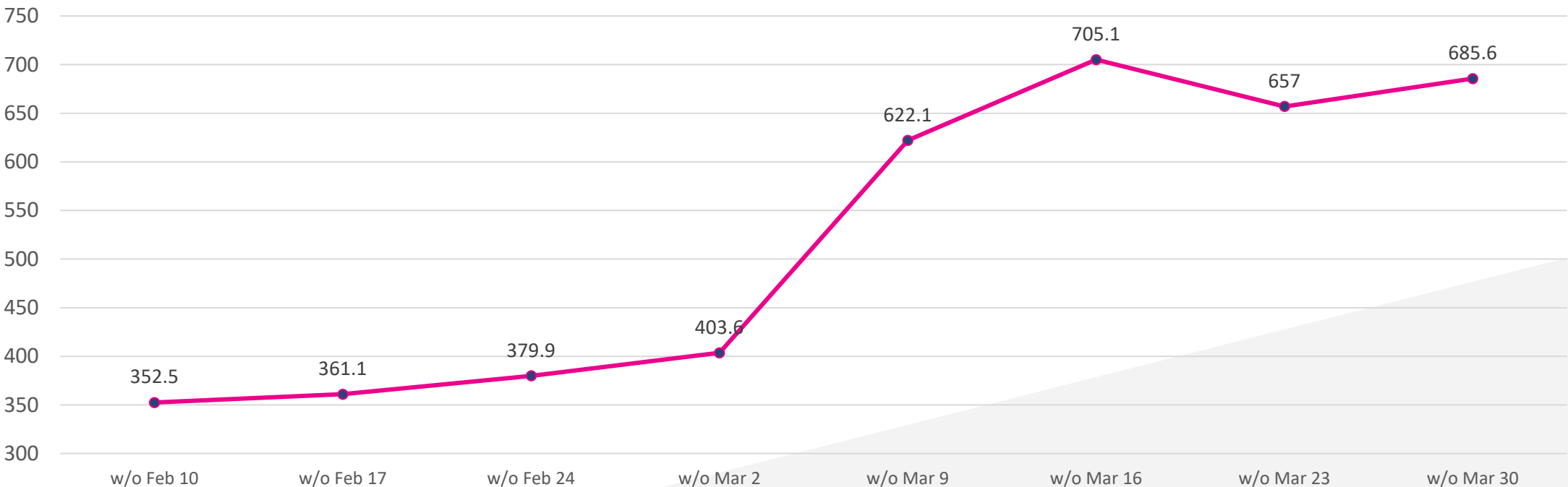
Canadian specialty tv

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



Canadian conventional news programs

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

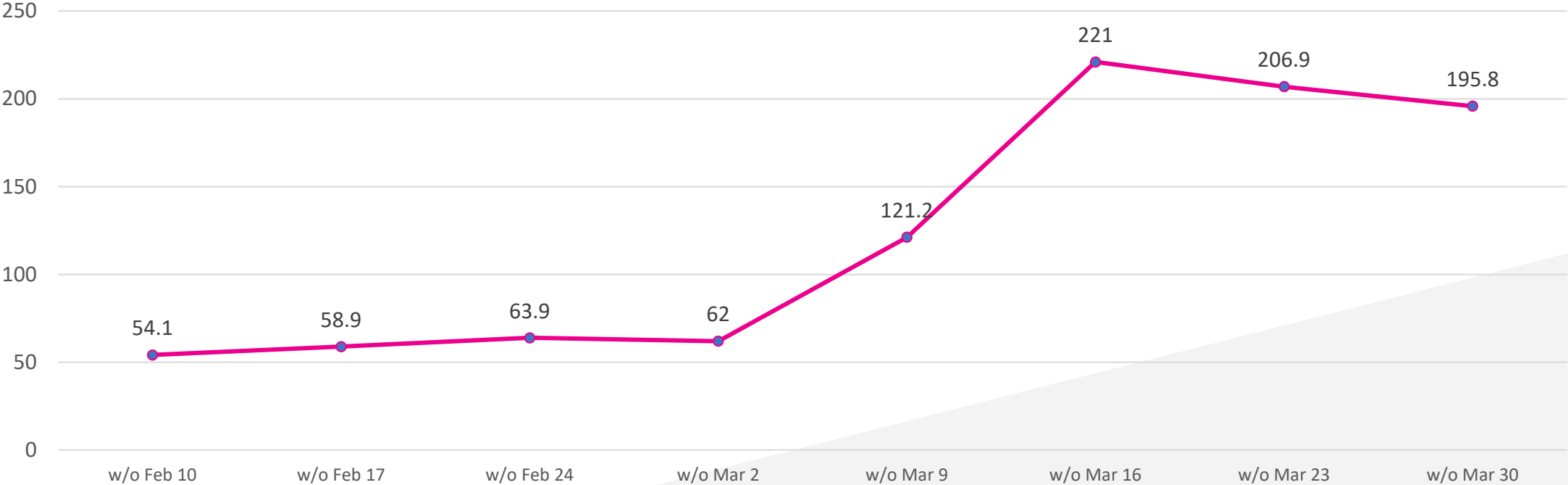


*Includes Mo-Su National news from CBC, CTV and Global



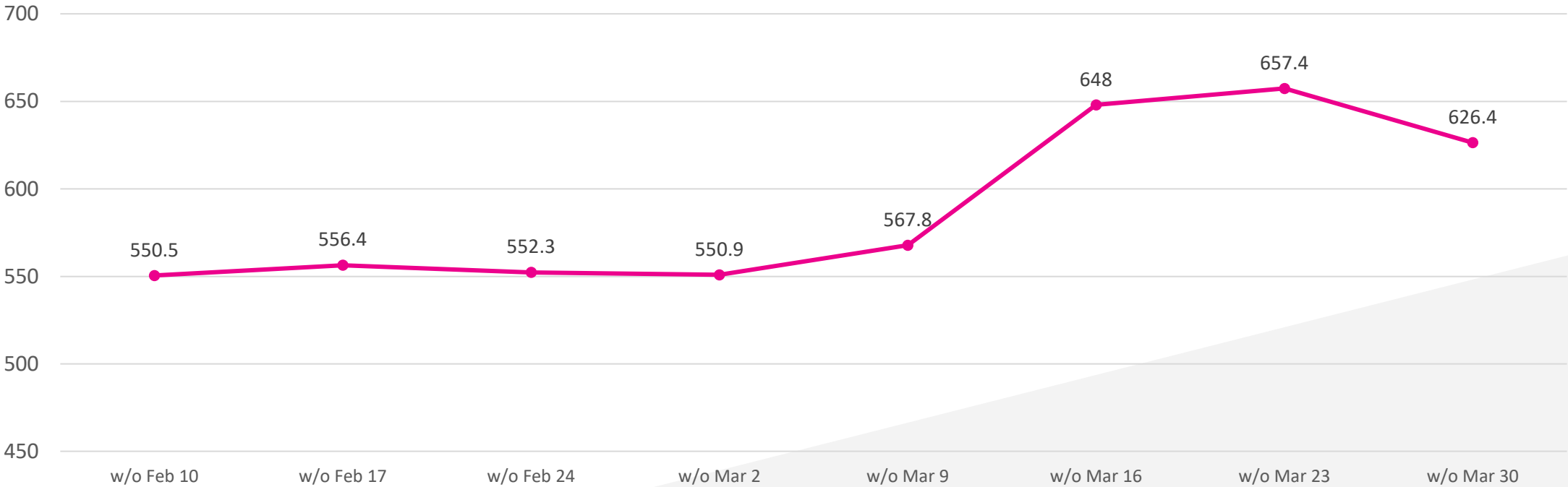
Canadian specialty news networks

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



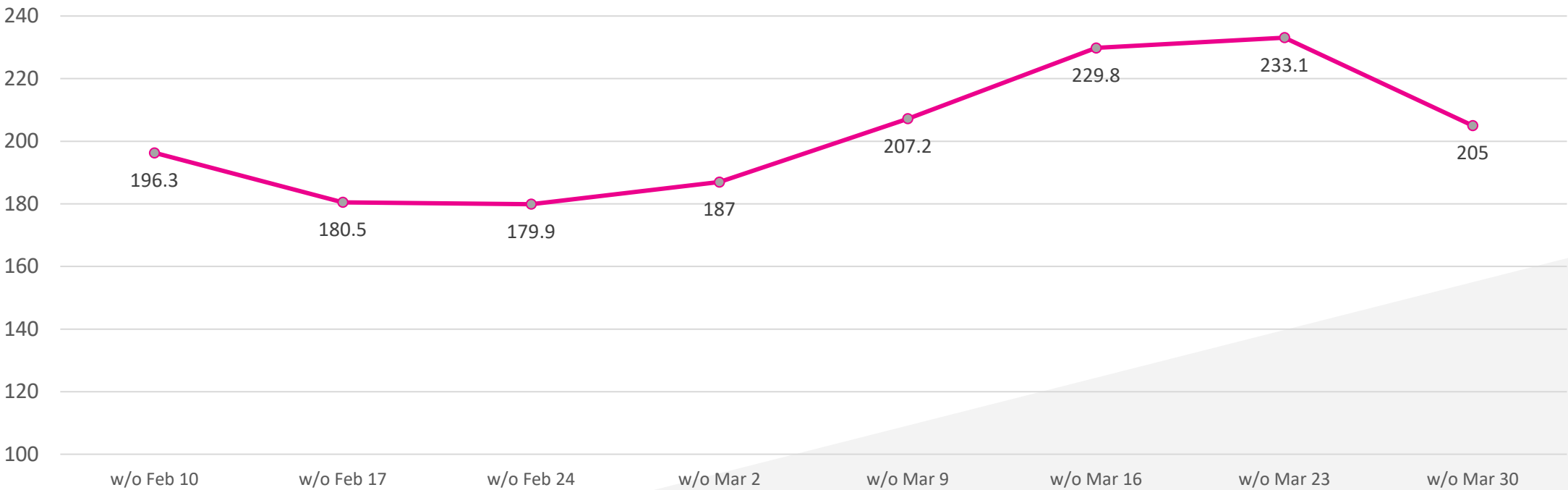
Total TV adults 18-34

Total Television AMA (000) Trending - A18-34
Confirmed Data



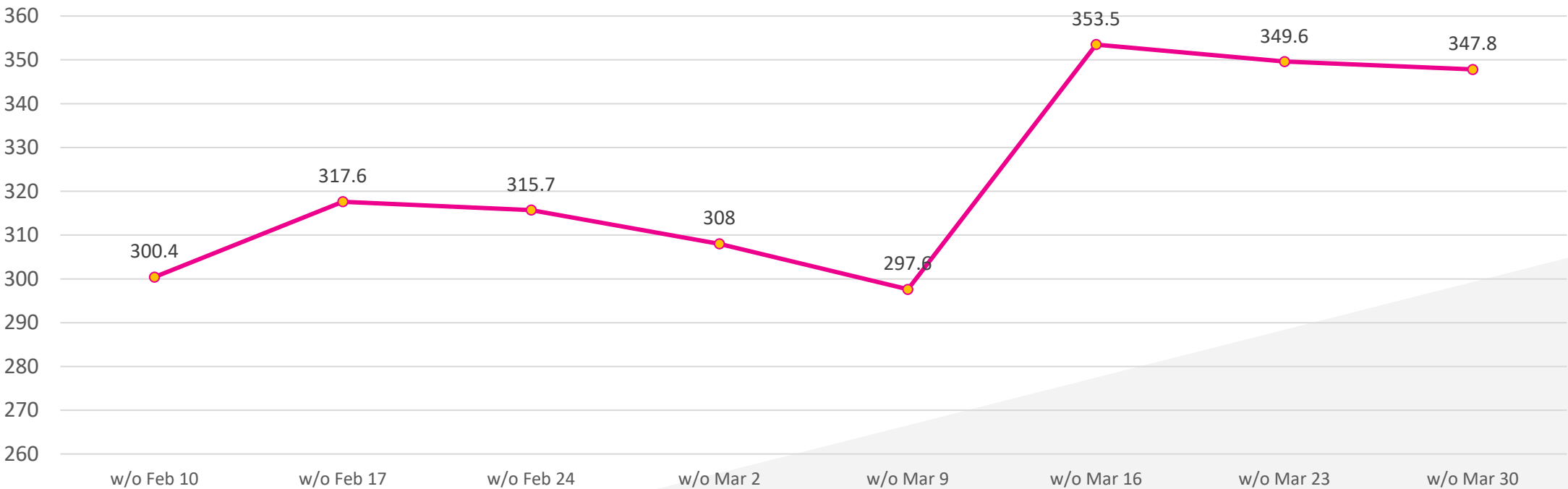
Canadian conventional tv adults 18-34

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



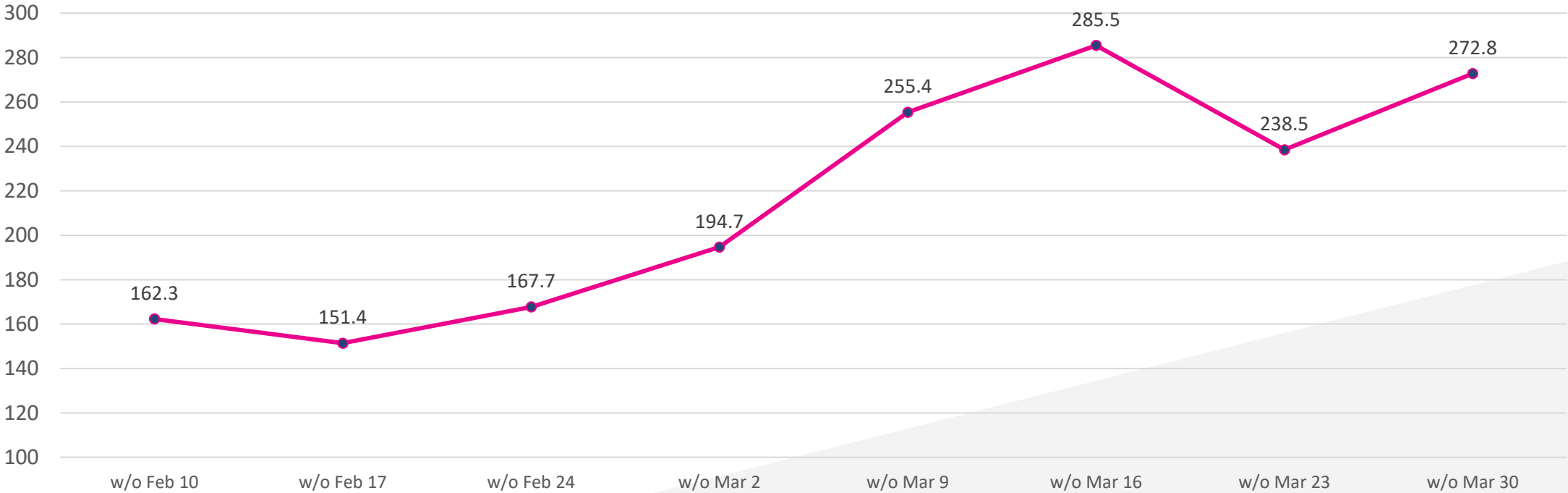
Canadian specialty tv adults 18-34

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



Canadian conventional news programs adults 18-34

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

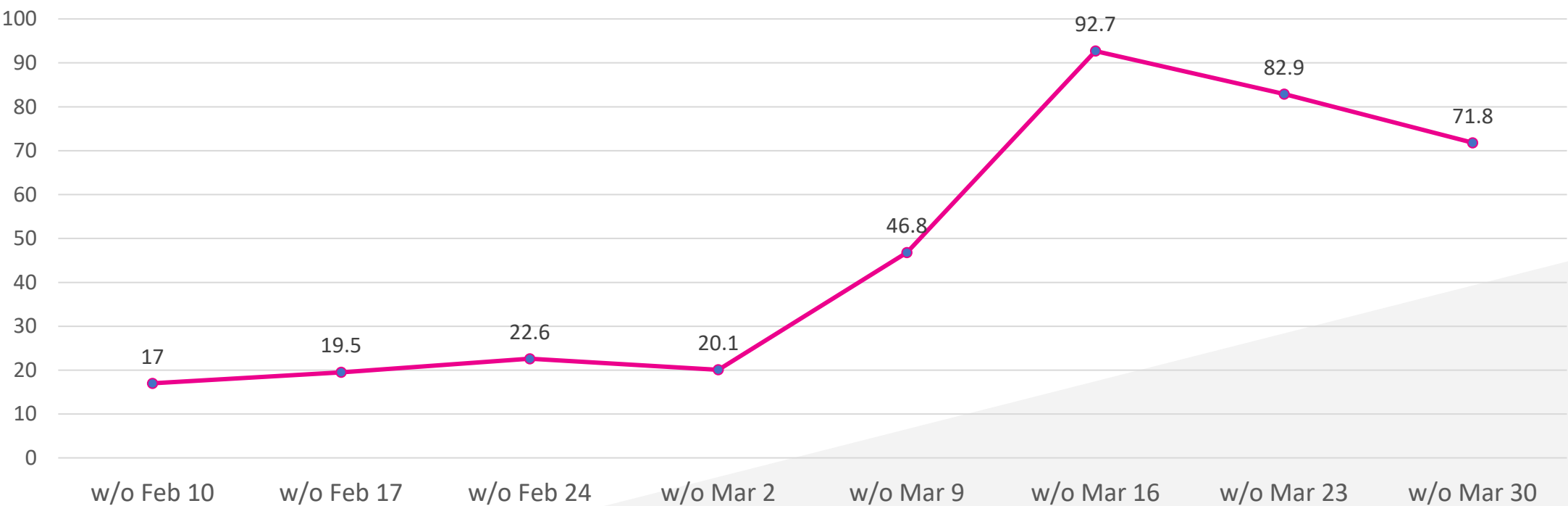


*Includes Mo-Su National news from CBC, CTV and Global



Canadian specialty news networks adults 18-34

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



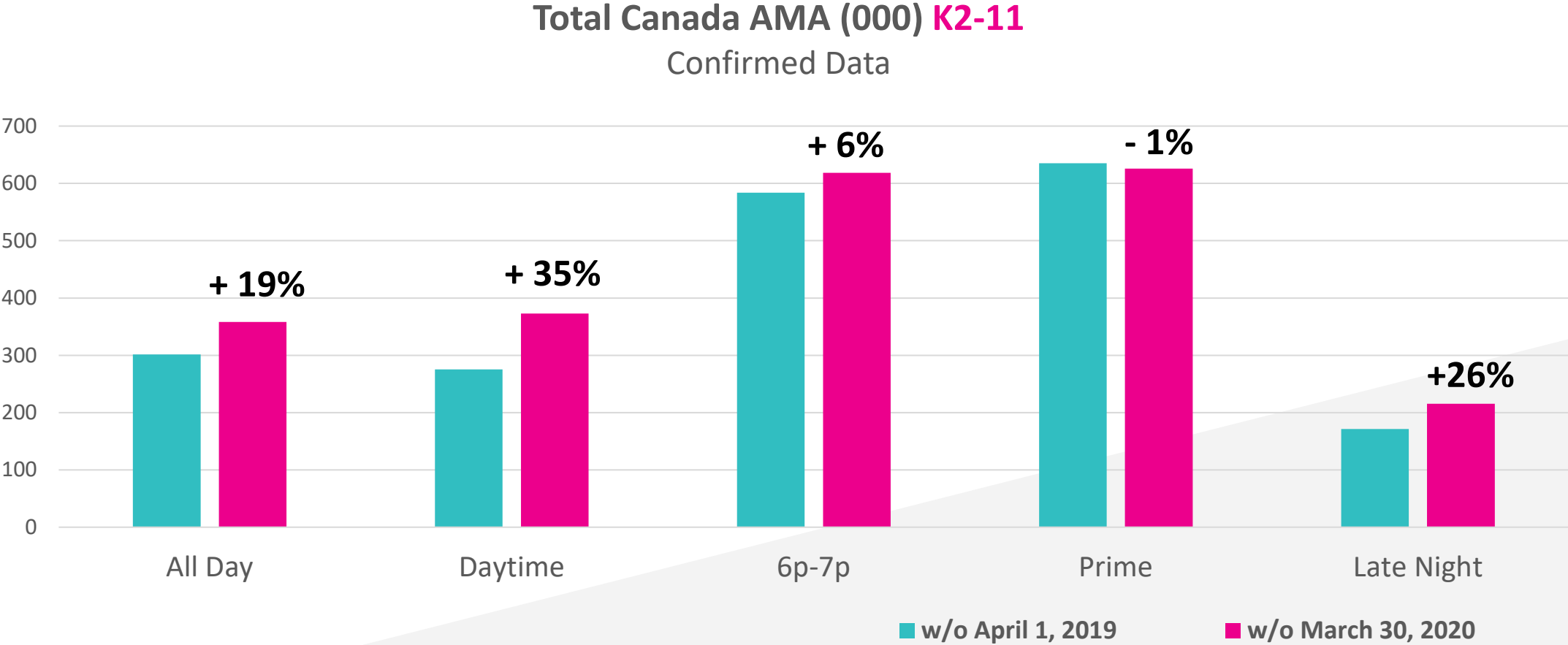
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, A18-34

Canada's TV viewing through COVID-19

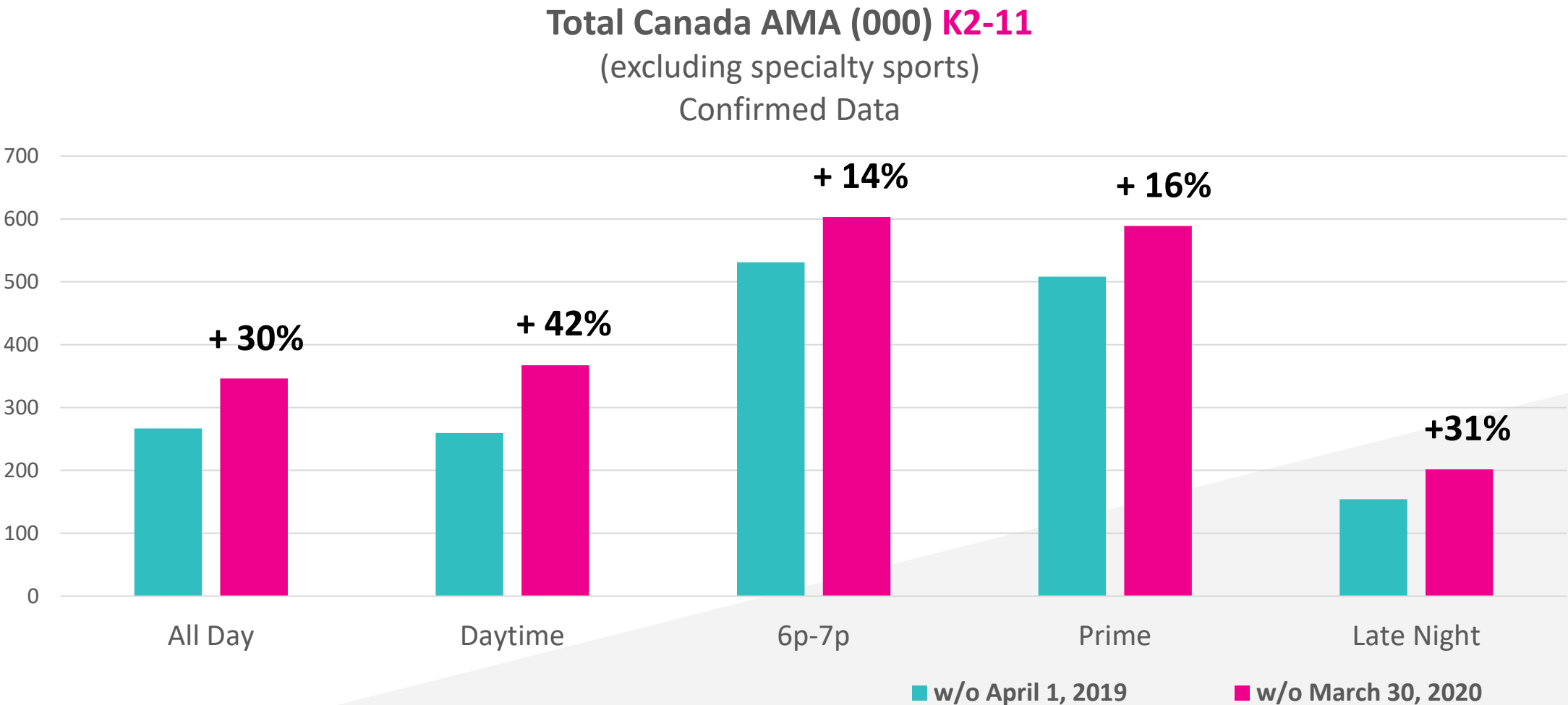
Kids 2-11

Week 32 - beginning March 30, 2020

kids viewing has increased across almost every daypart



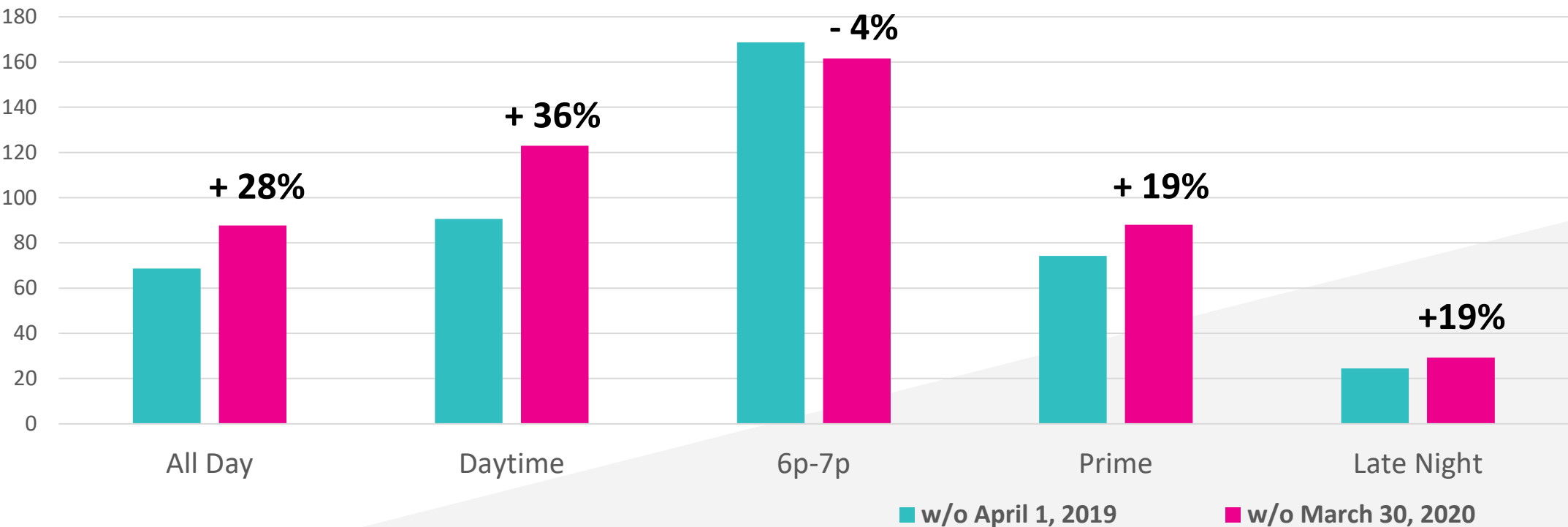
increases are higher when sports networks excluded



Source: Numeris PPM, Total Canada Mo-Su, Confirmed, K2-11 – excluding Specialty sports

significant AMA growth for kids' specialty channels

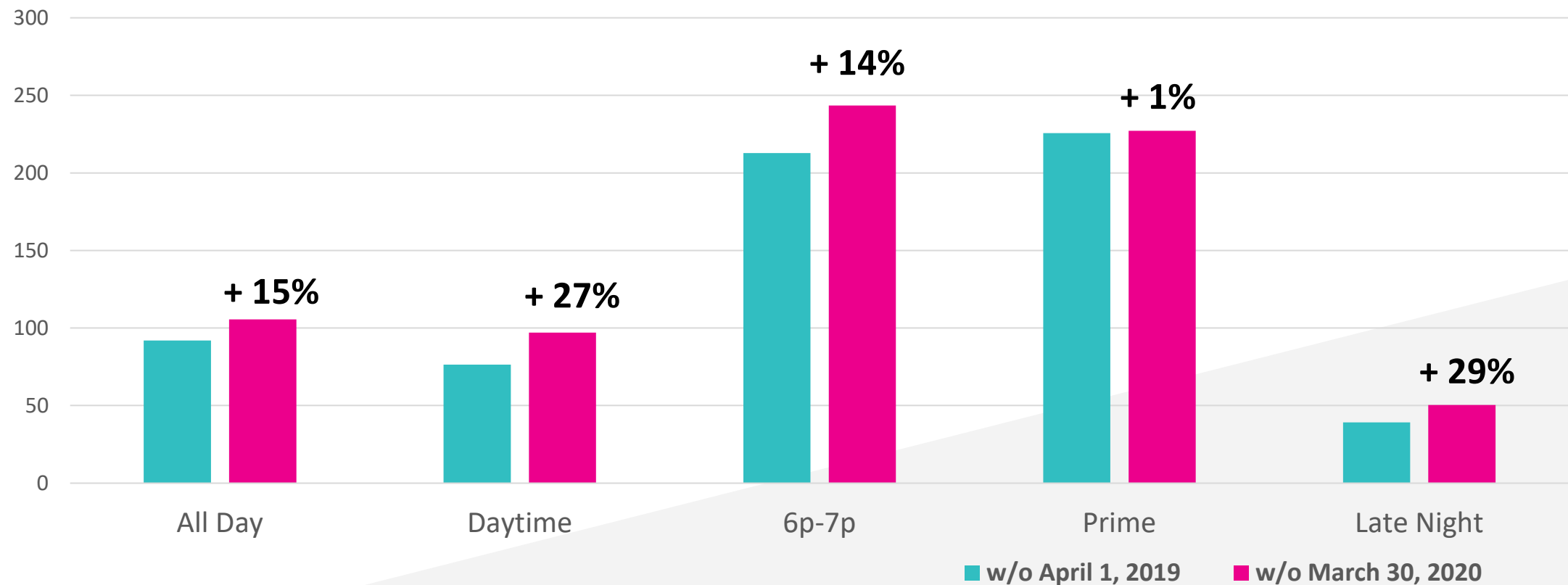
Kids' Specialty Channels
Total Canada AMA (000) **K2-11**
Confirmed Data



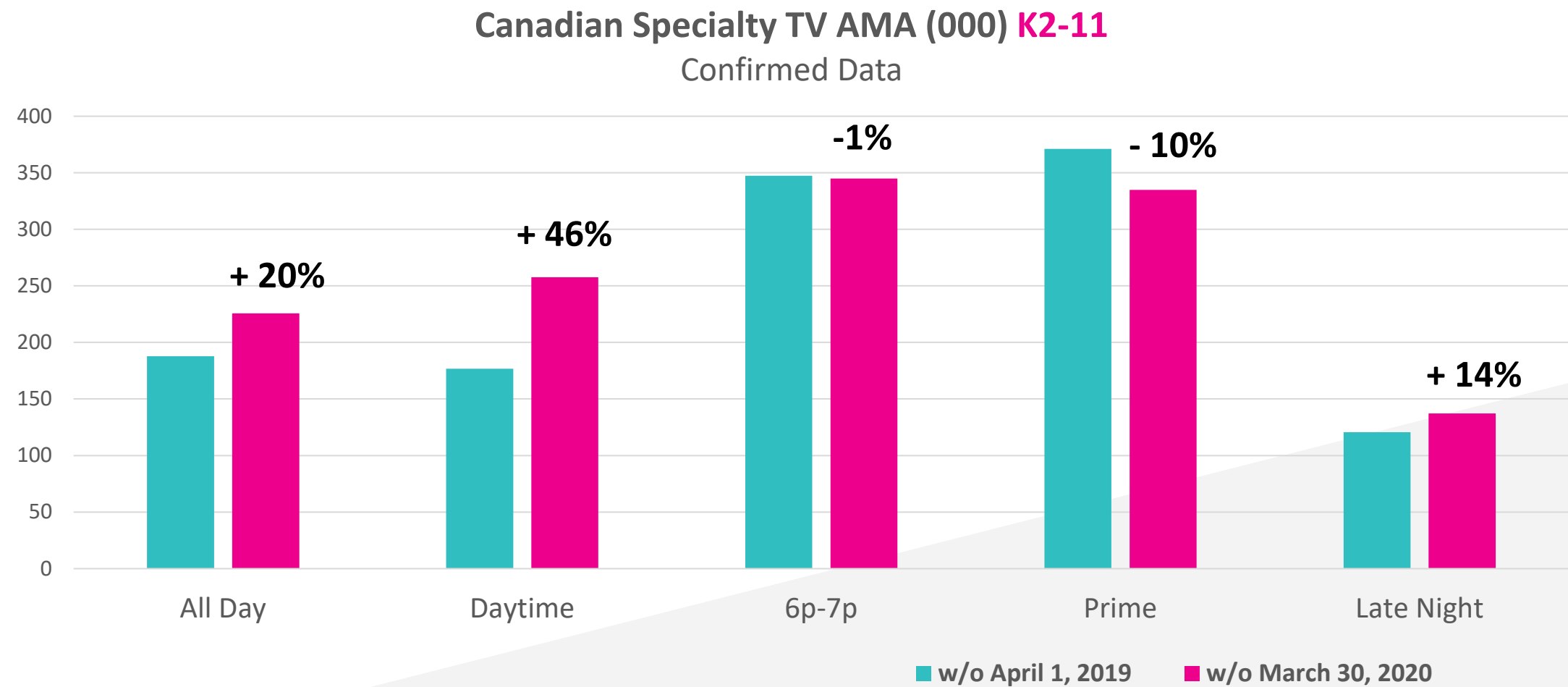
Source: Numeris PPM, Total Canada Mo-Su, Confirmed, K2-11; Station list includes: Cartoon Network, Family ++, Disney++, Teletoon (Eng + Fr): Nickelodeon, Telemagino, Treehouse, YTV, Yoopa

audience increases on Canadian conventional tv

Canadian Conventional TV AMA (000) K2-11
Confirmed Data

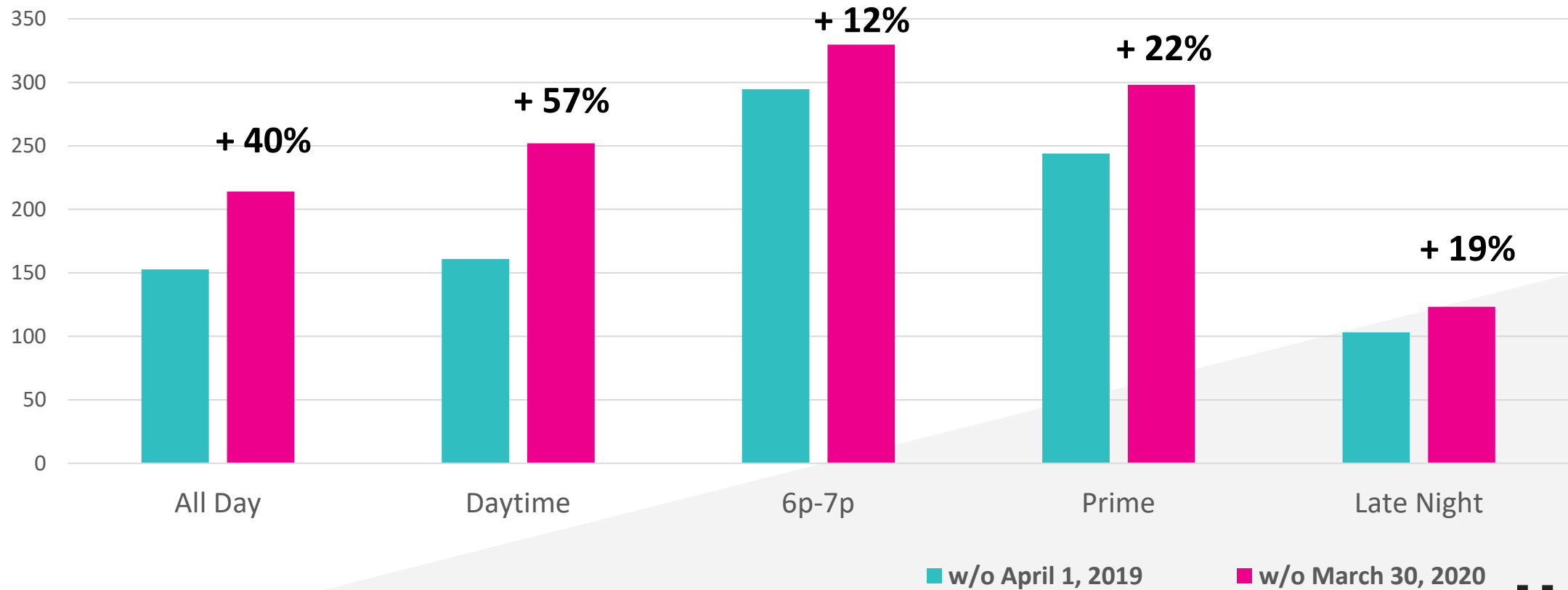


kids watching a lot more daytime Canadian specialty tv



substantial increases for Canadian specialty tv ex sports

Canadian Specialty TV AMA (000) **K2-11**
(excluding specialty sports)
Confirmed Data

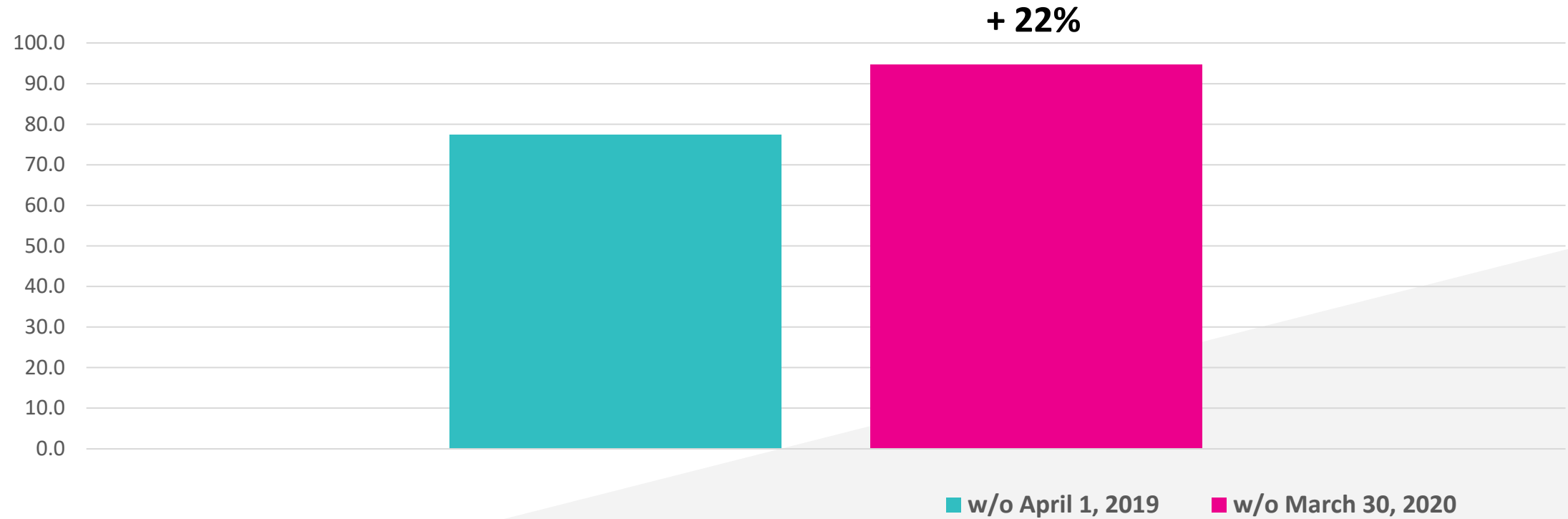


Source: Numeris PPM, Total Canada Mo-Su, Confirmed K2-11 – excluding Specialty sports

kids are watching more news

Canadian Conventional National News AMA (000) K2-11

Confirmed Data



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