

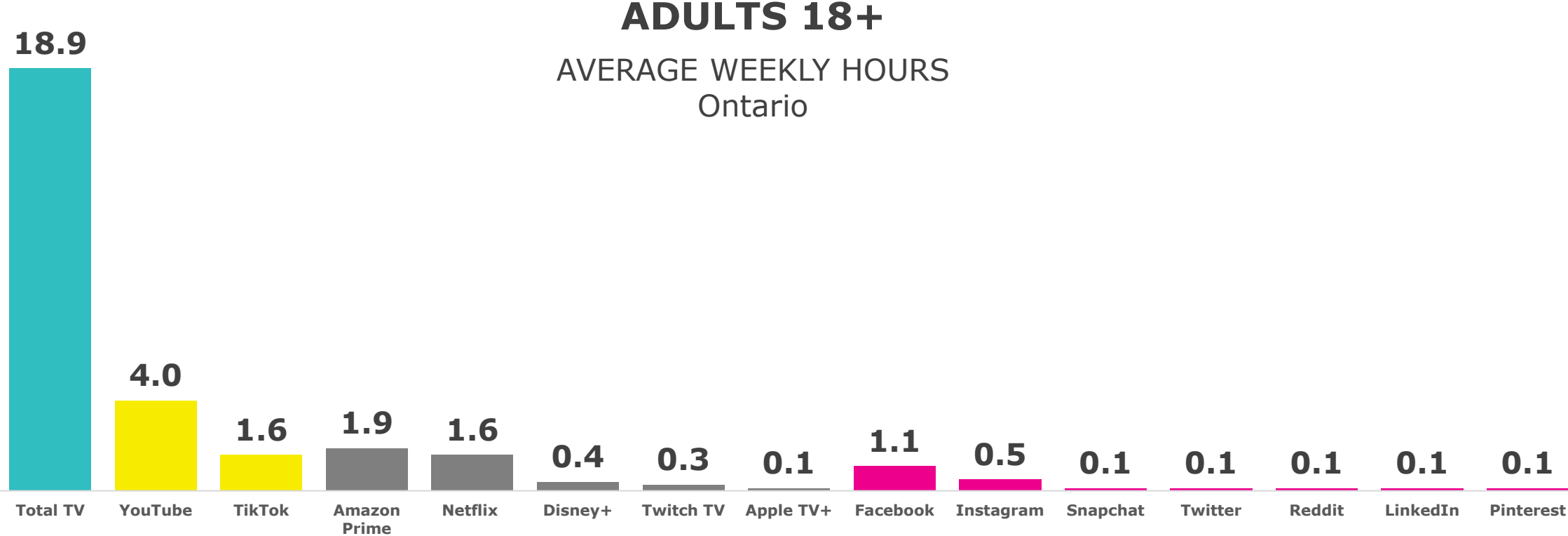


tv & streaming
viewership

September 2022

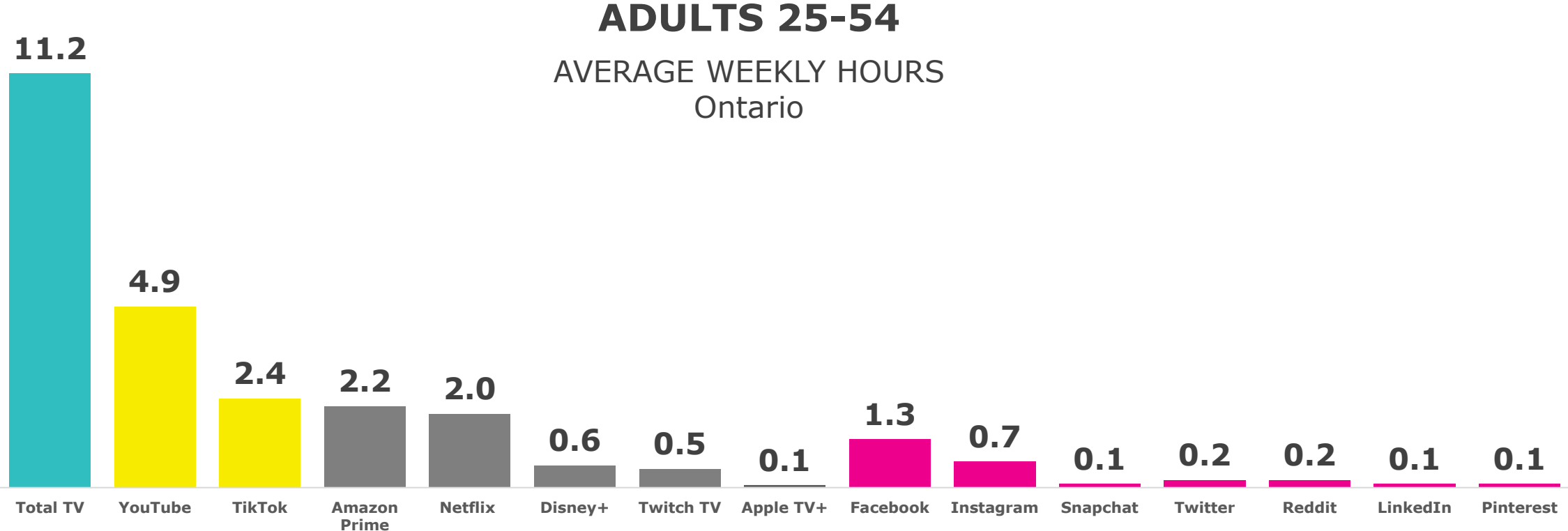
think^{tv}

Time spent with Total TV far exceeds YouTube, the top-ranked pure play streaming services, and social media



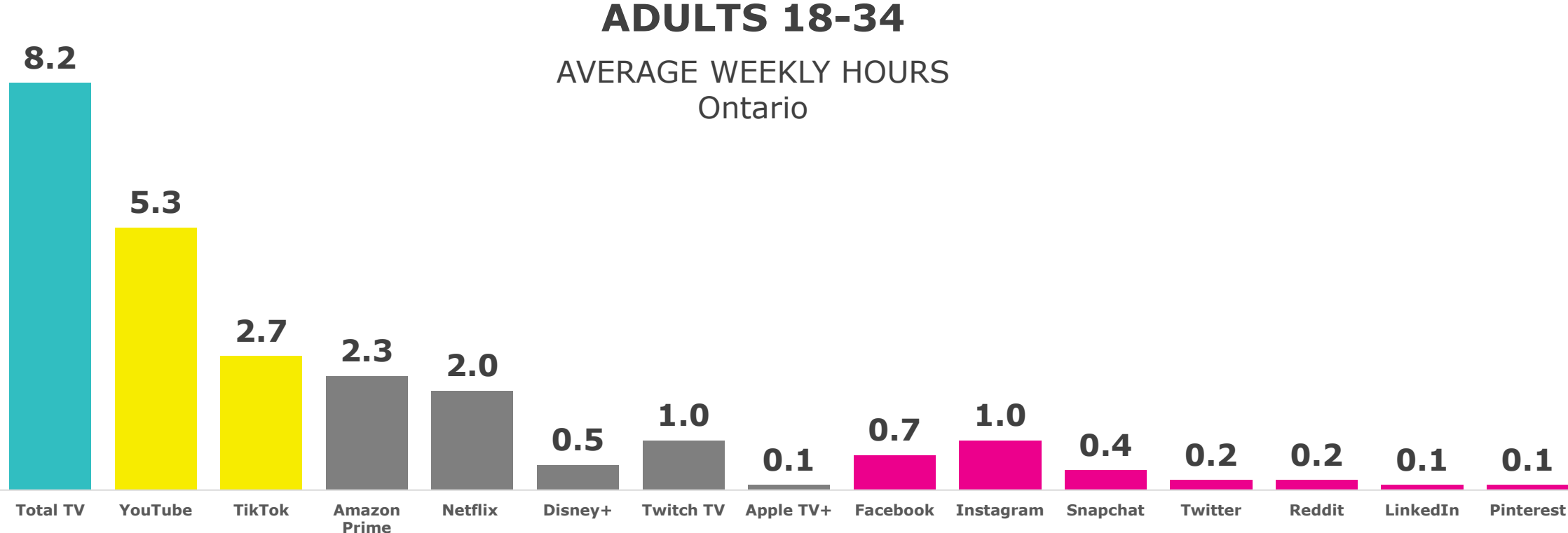
Source: Numeris, VAM, Sept 2022 for Total TV (linear and broadcaster streaming), pure play streaming services, YouTube and TikTok | in-home viewing only
Comscore, Sept 2022 for social media (Facebook, Instagram, Snapchat, Twitter, Reddit, LinkedIn, Pinterest) | All time spent per capita

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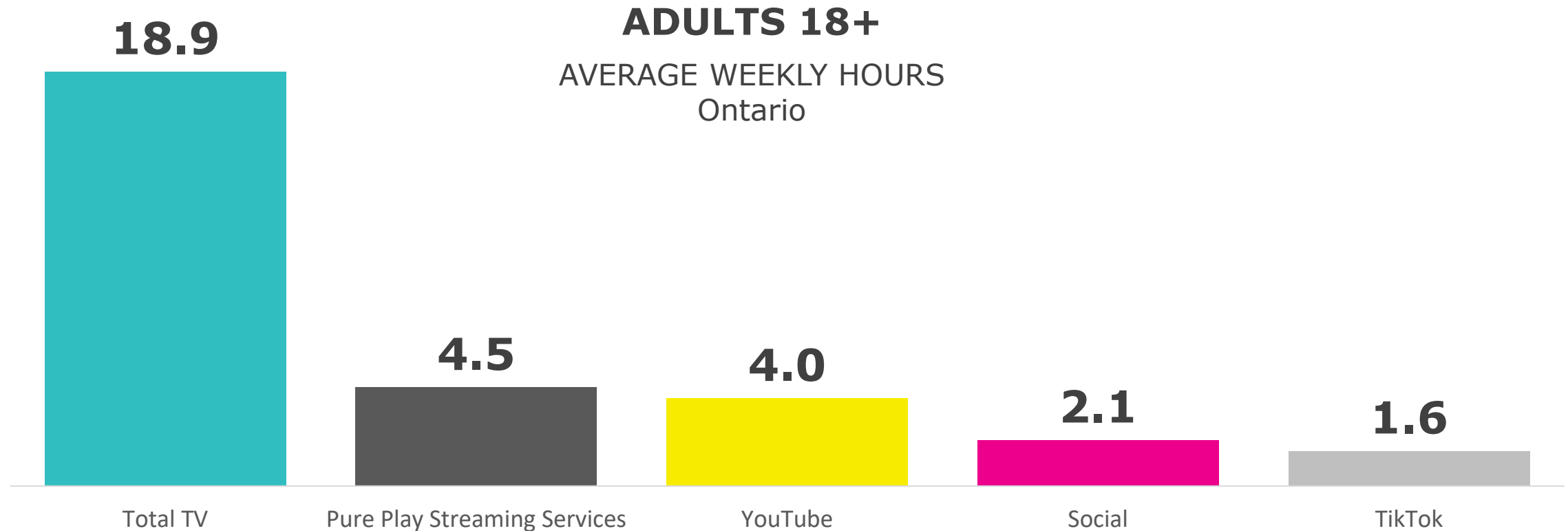
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more time spent with Total TV



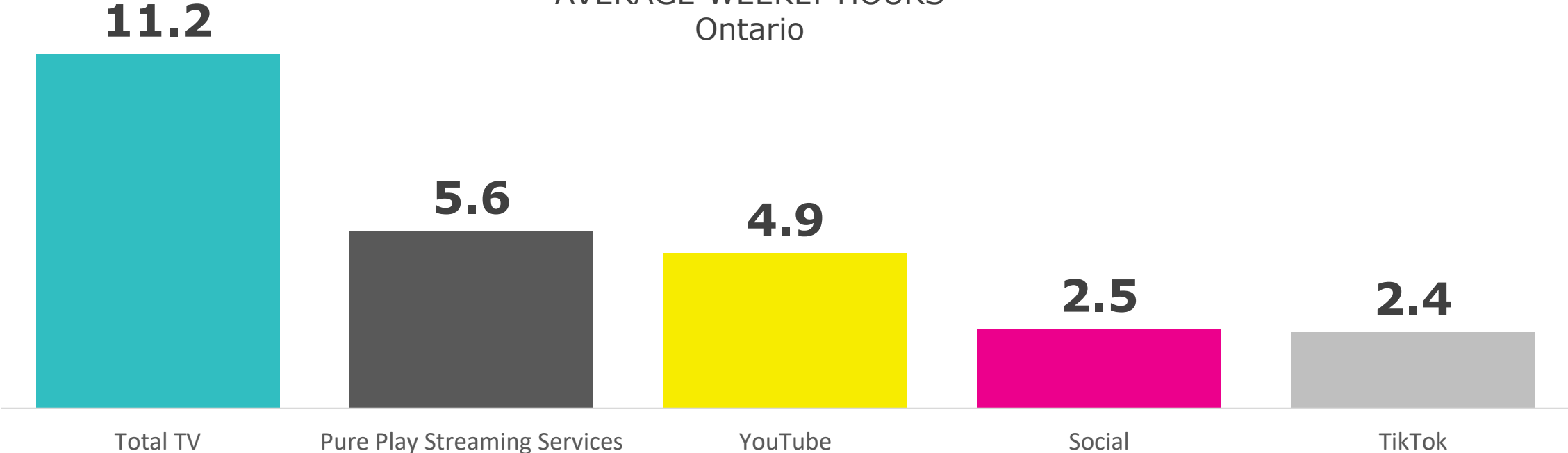
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more time spent with Total TV

ADULTS 25-54

AVERAGE WEEKLY HOURS
Ontario



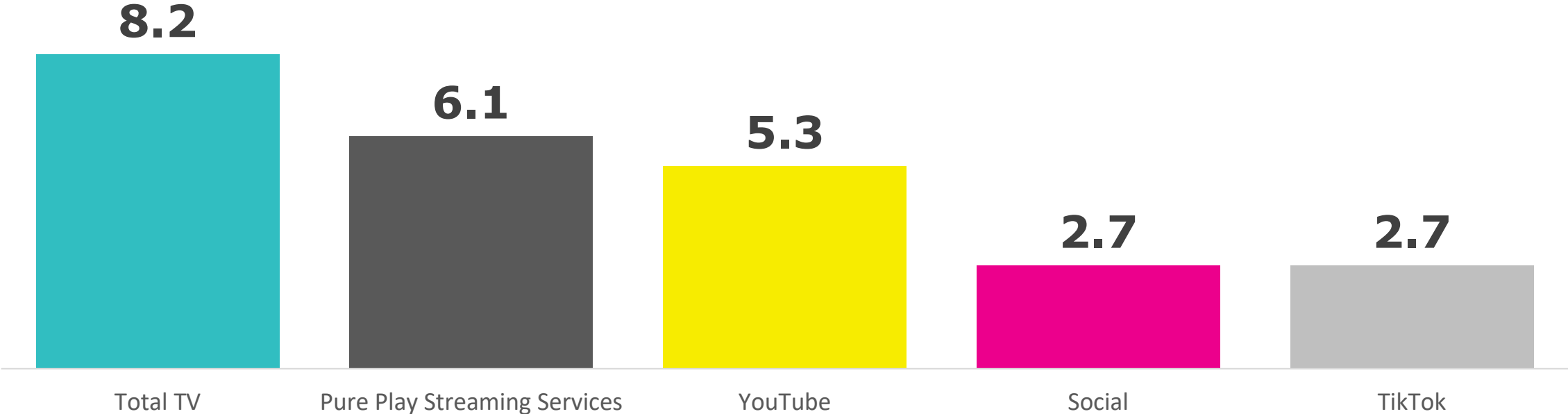
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more time spent with Total TV

ADULTS 18-34
AVERAGE WEEKLY HOURS
Ontario



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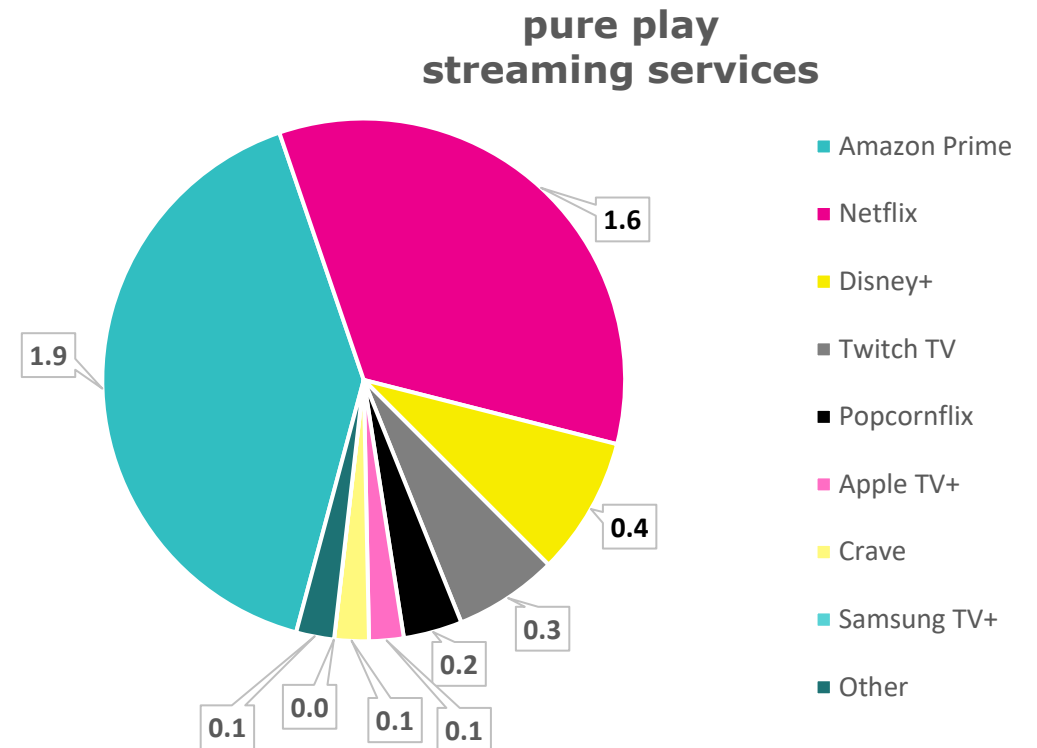
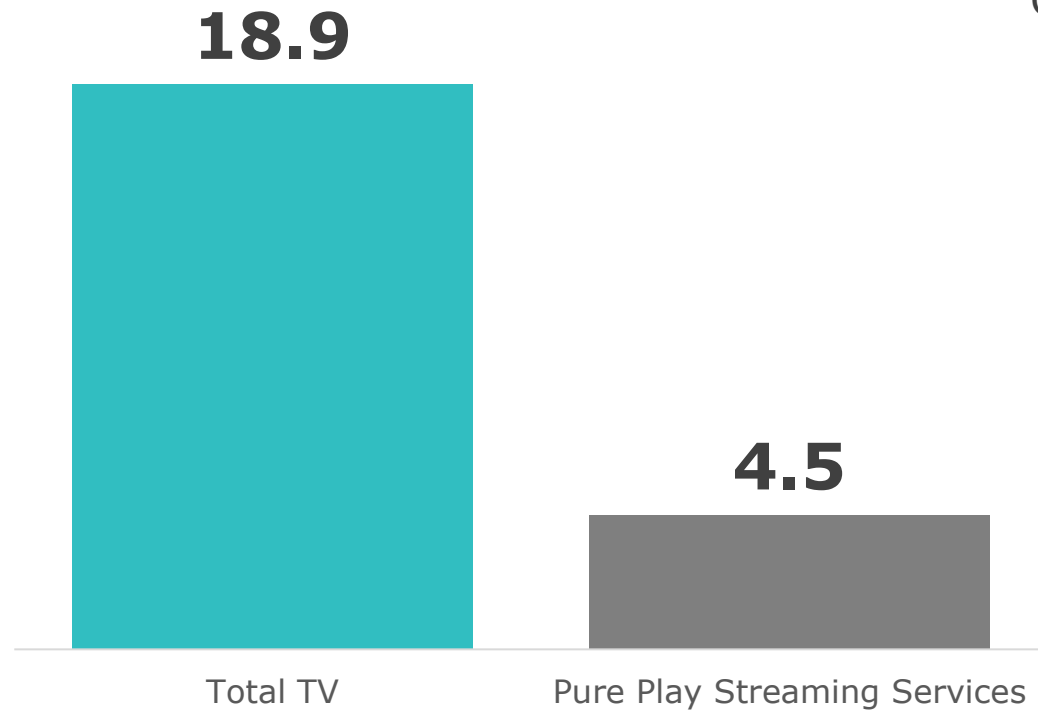
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time spent with Total TV far exceeds time on pure play streaming services

ADULTS 18+

AVERAGE WEEKLY HOURS
Ontario

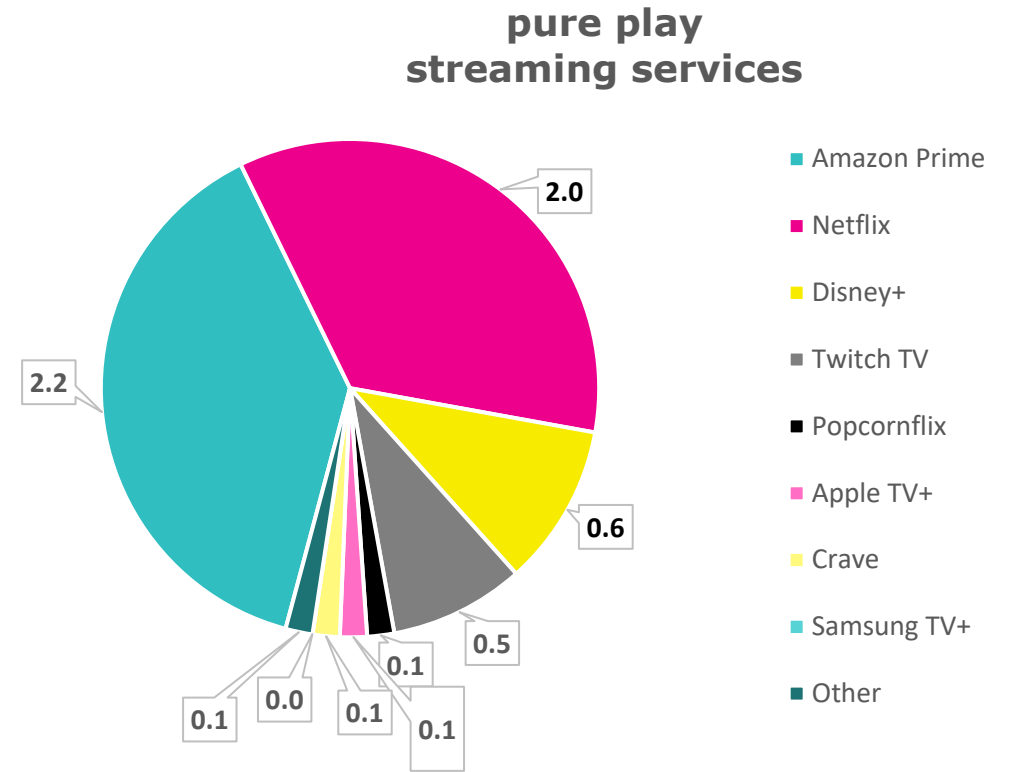
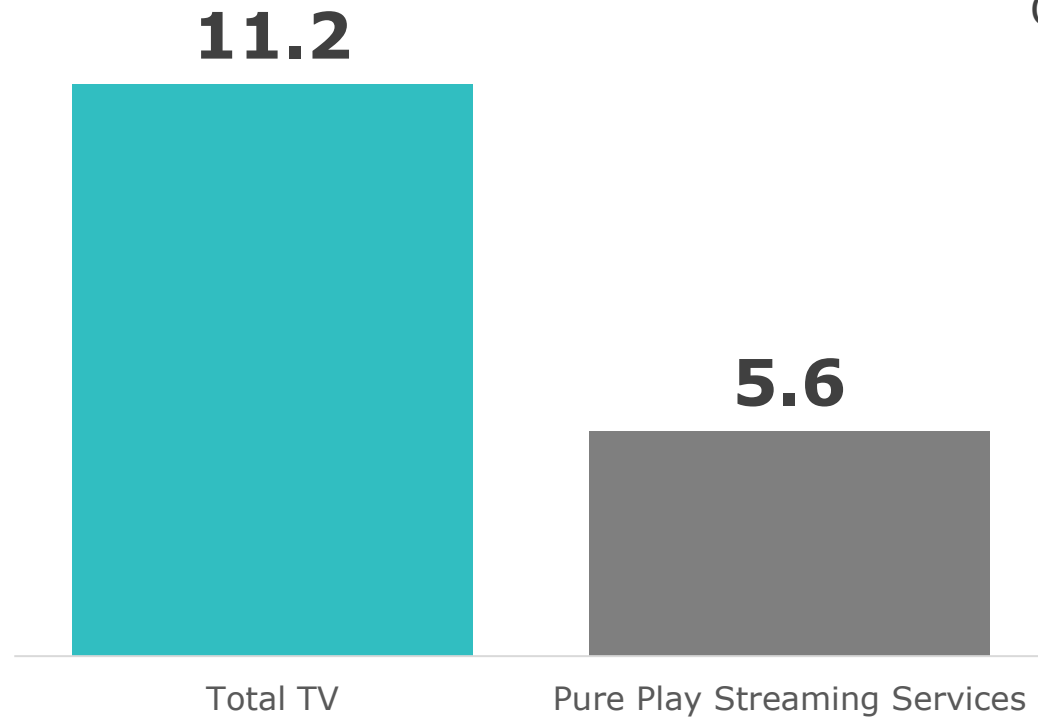


Source: Numeris, VAM, Sept 2022 for Total TV (linear and broadcaster streaming) & pure play streaming services; in-home viewing only |

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ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario



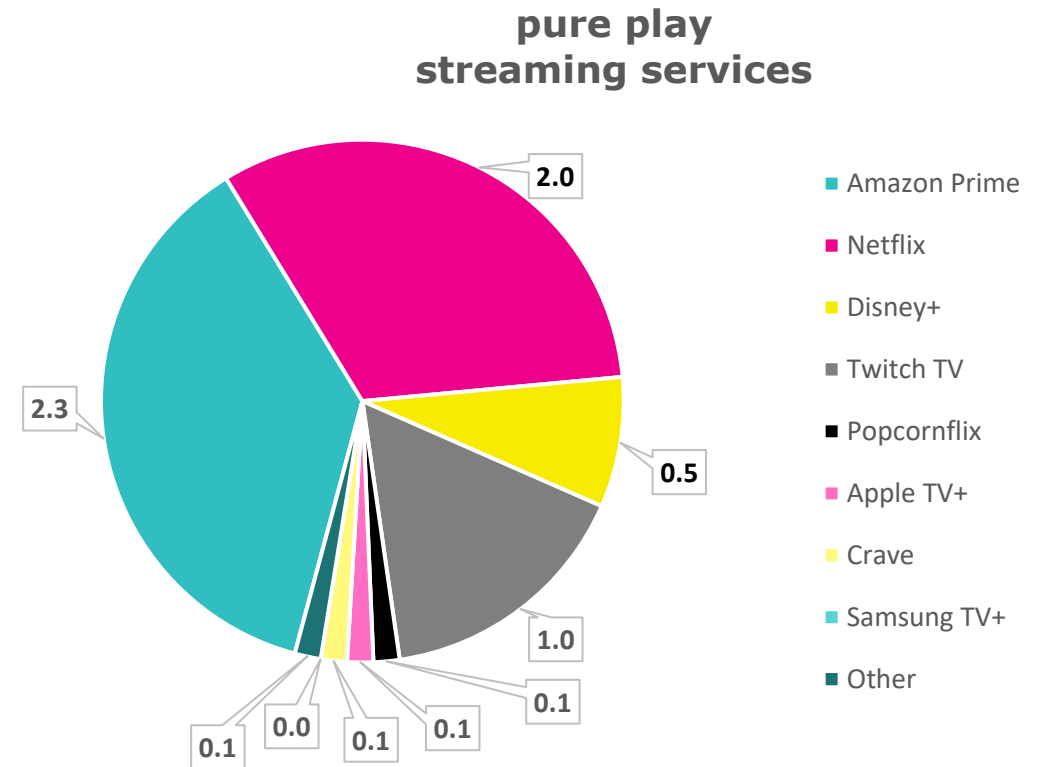
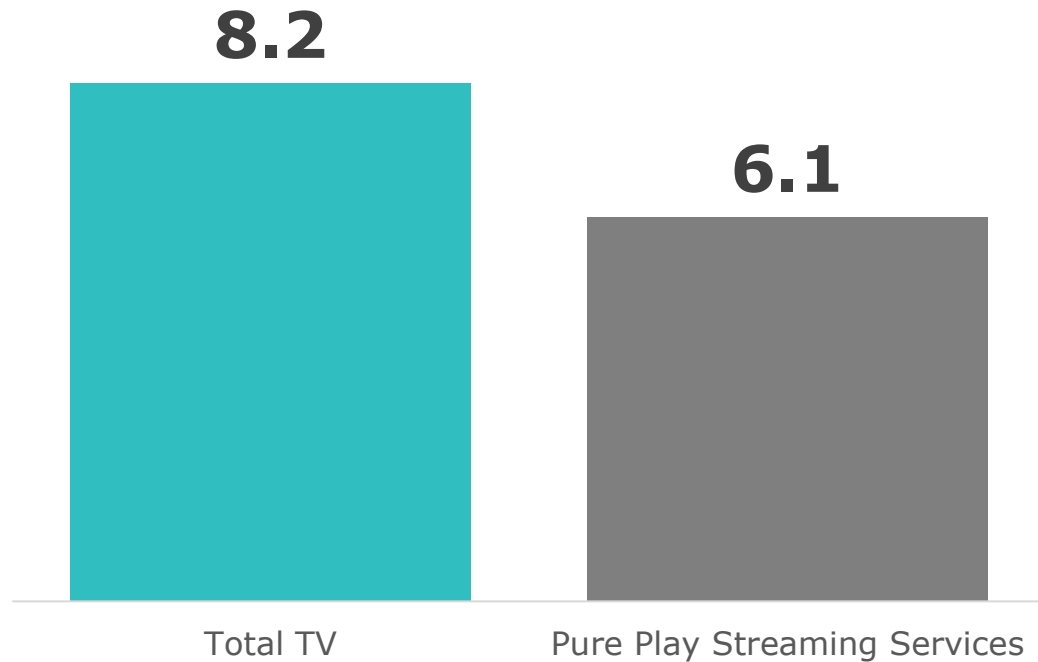
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ADULTS 18-34

AVERAGE WEEKLY HOURS
Ontario



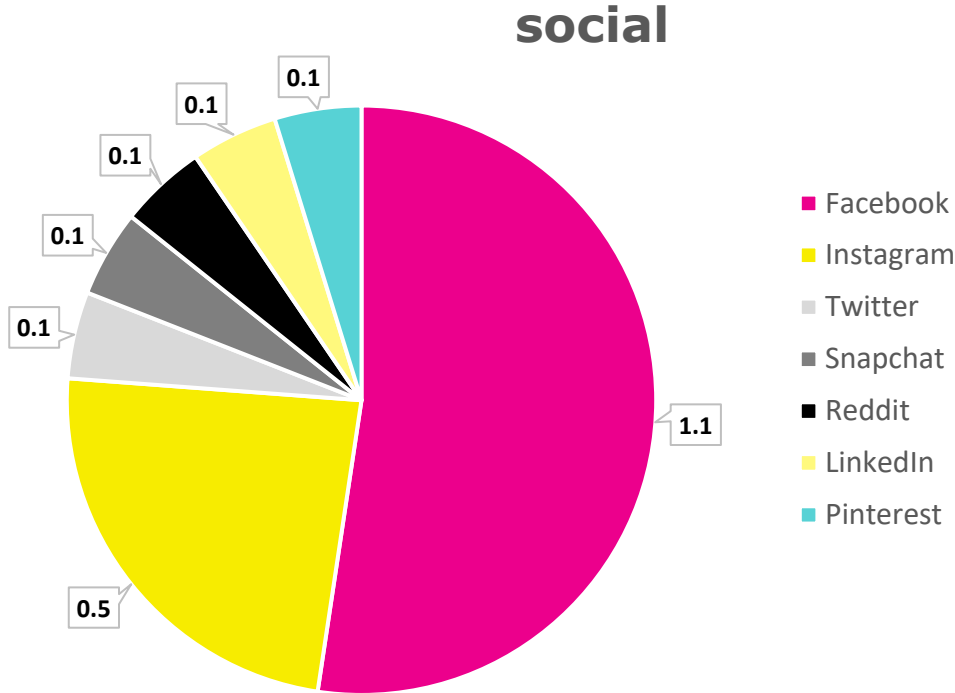
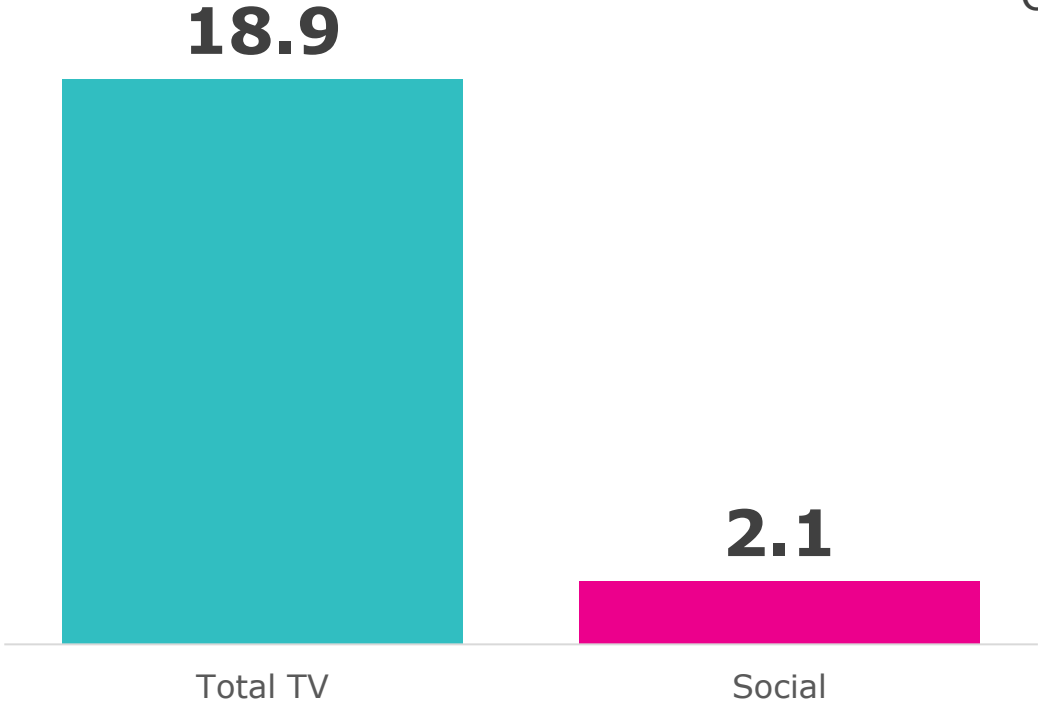
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time spent watching Total TV far exceeds time spent on social

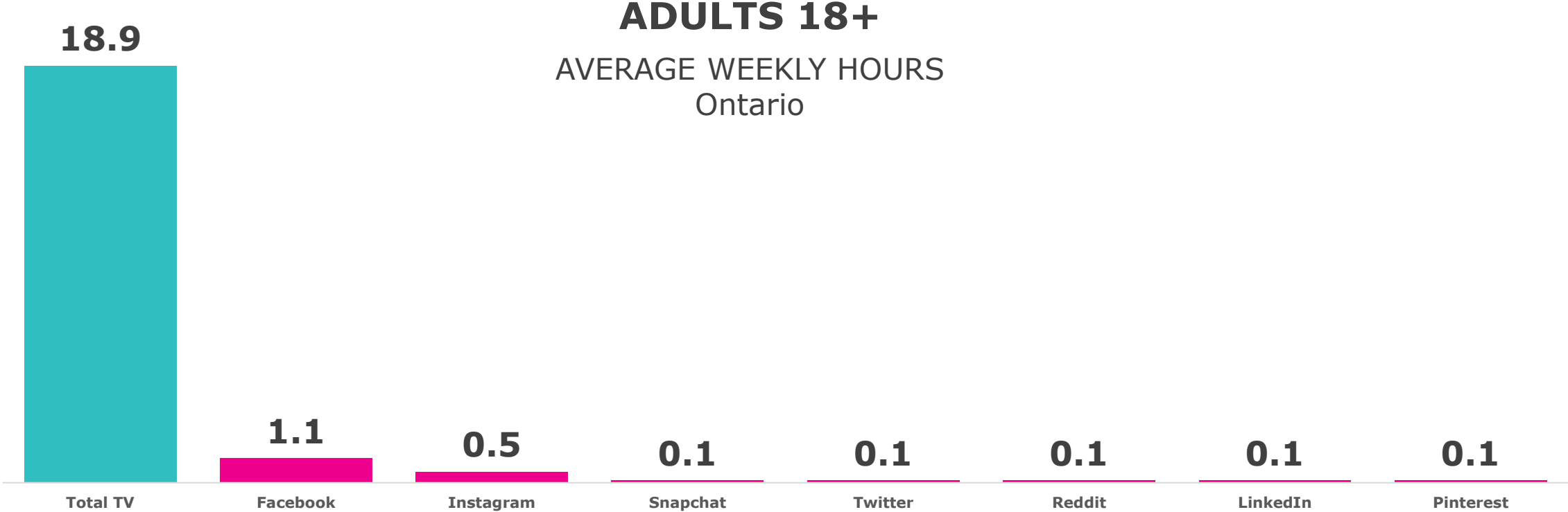
ADULTS 18+

AVERAGE WEEKLY HOURS
Ontario



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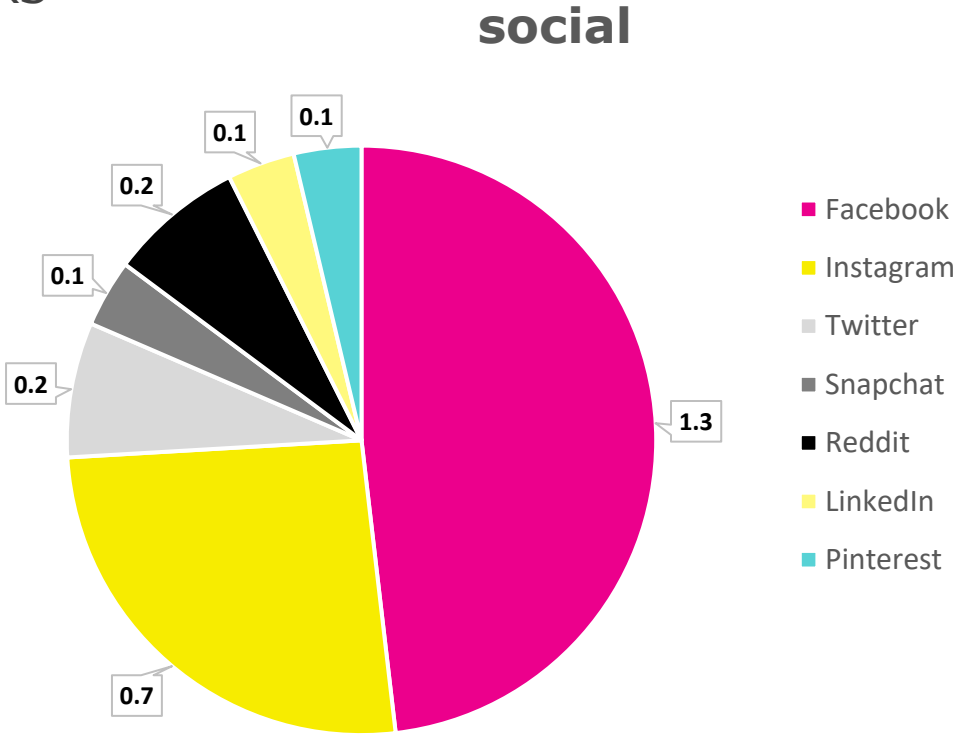
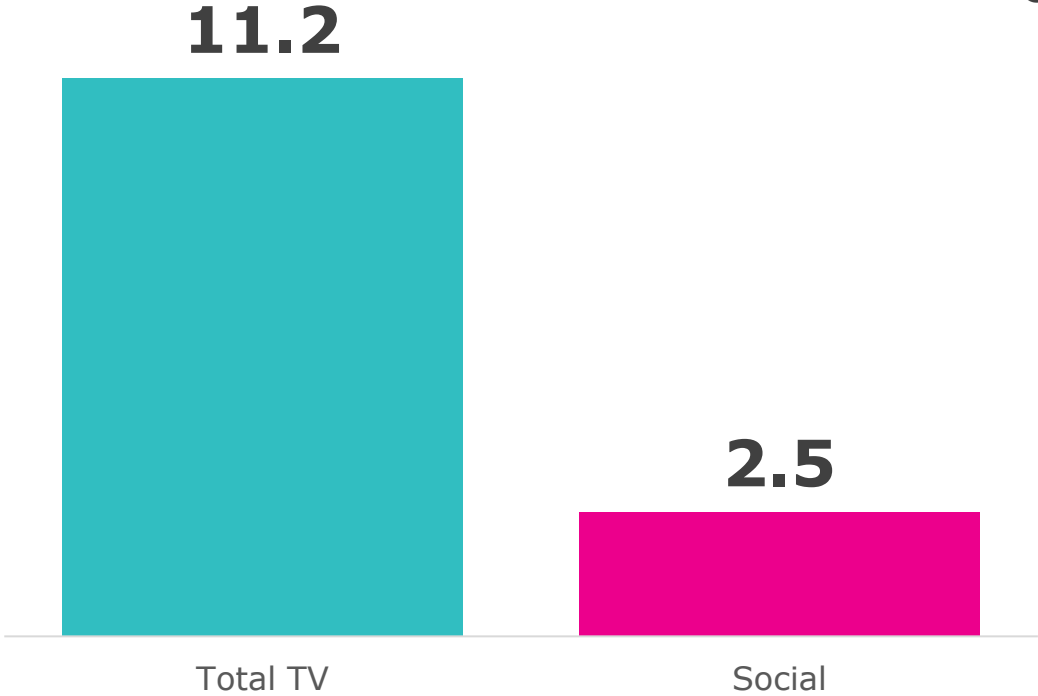


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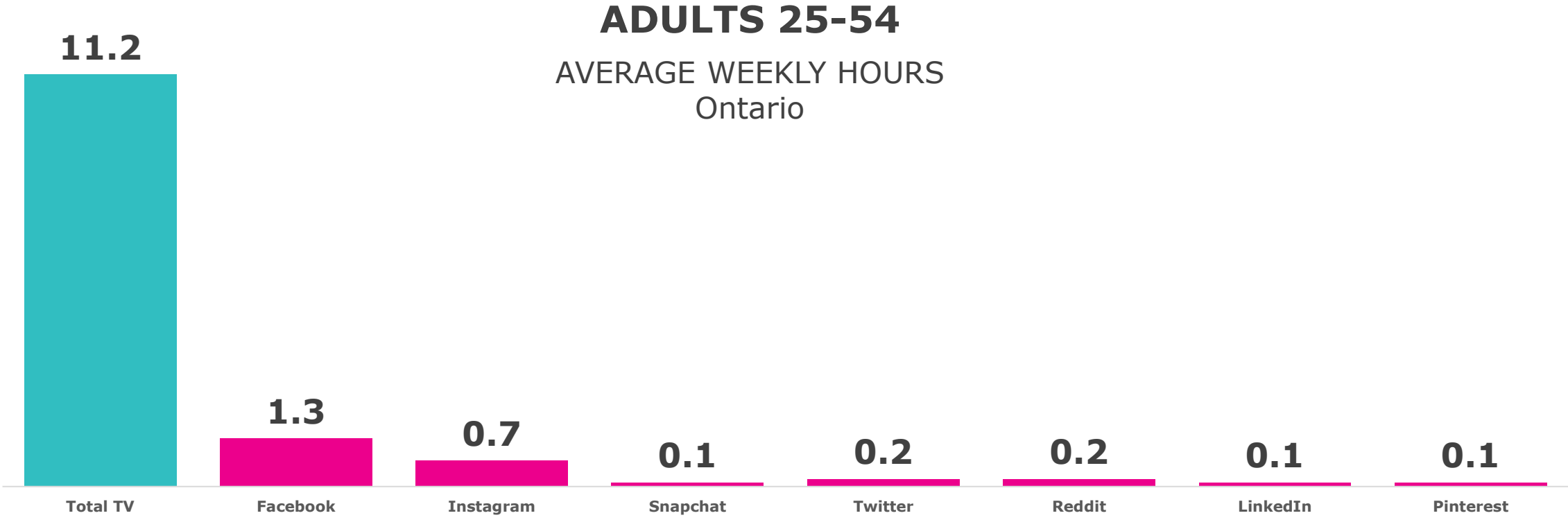
ADULTS 25-54

AVERAGE WEEKLY HOURS
Ontario



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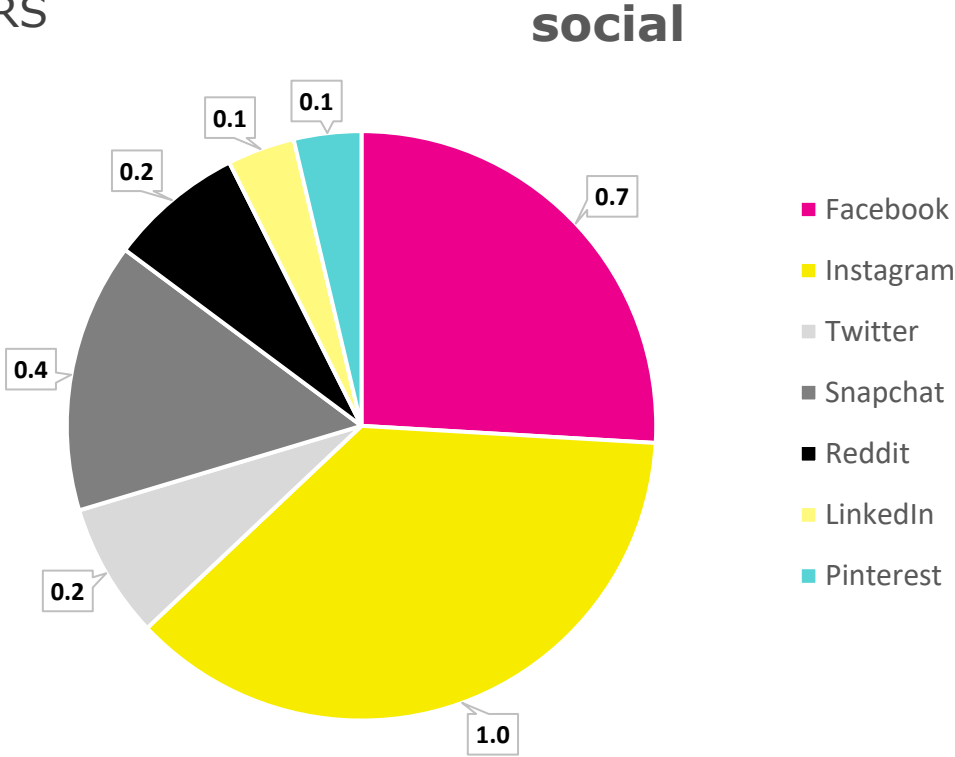
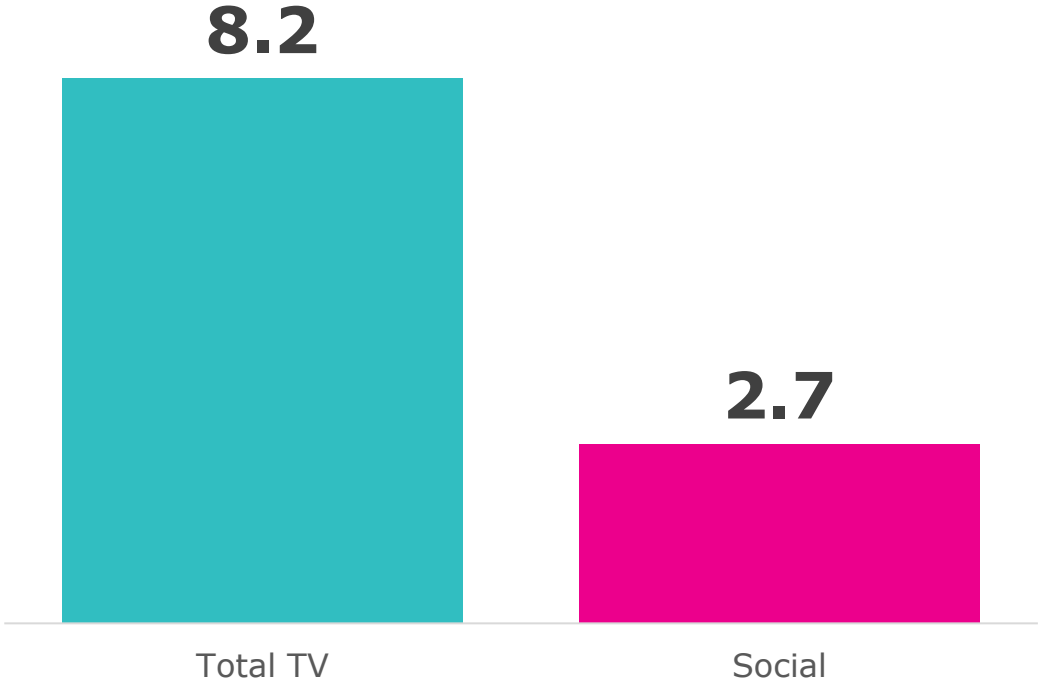


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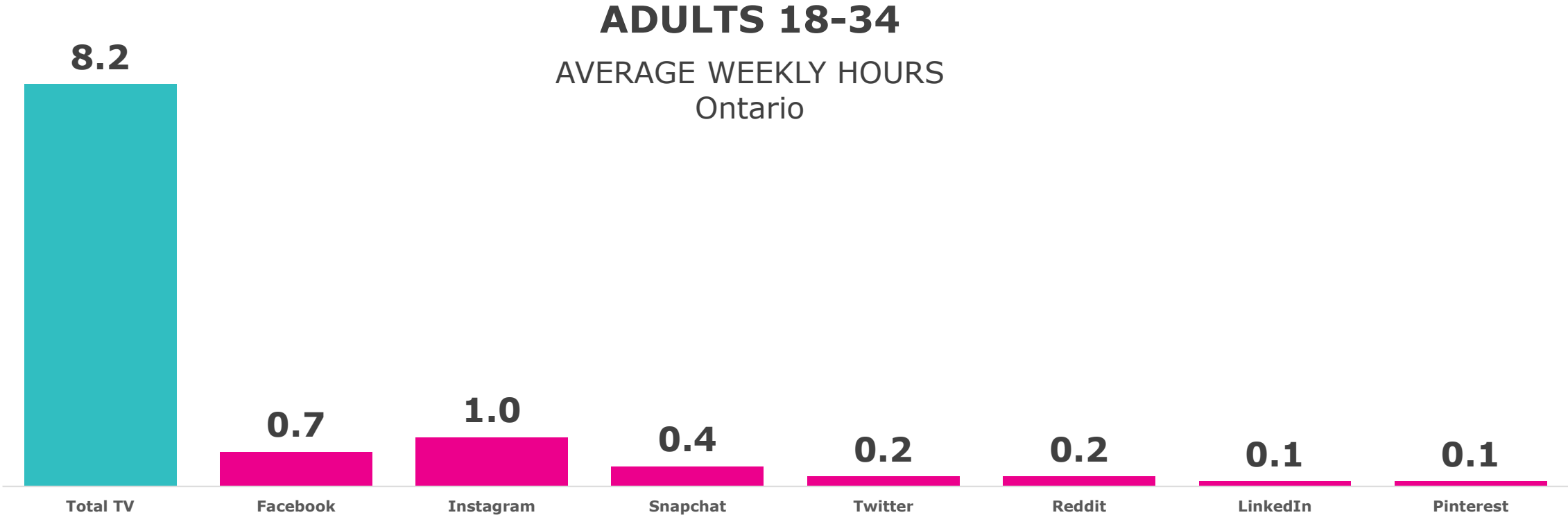
ADULTS 18-34

AVERAGE WEEKLY HOURS
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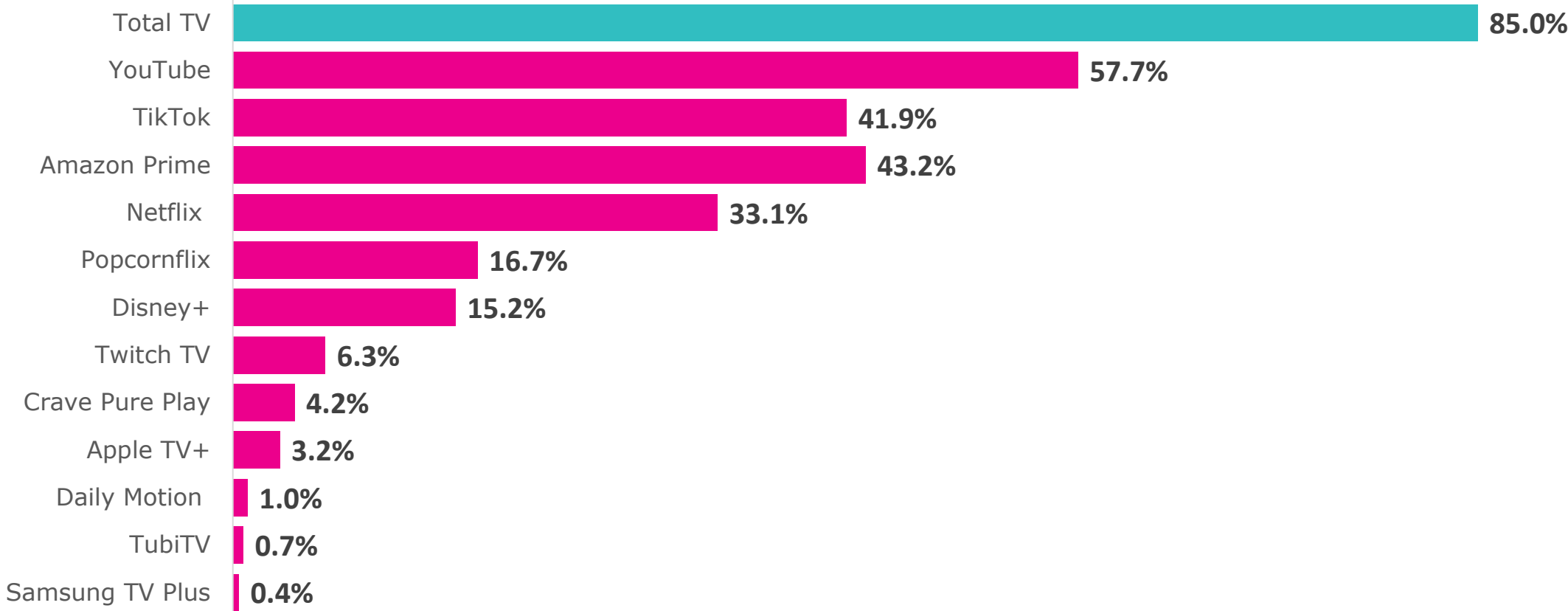
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Total TV has the highest reach

ADULTS 18+
AVERAGE WEEKLY REACH%
Ontario



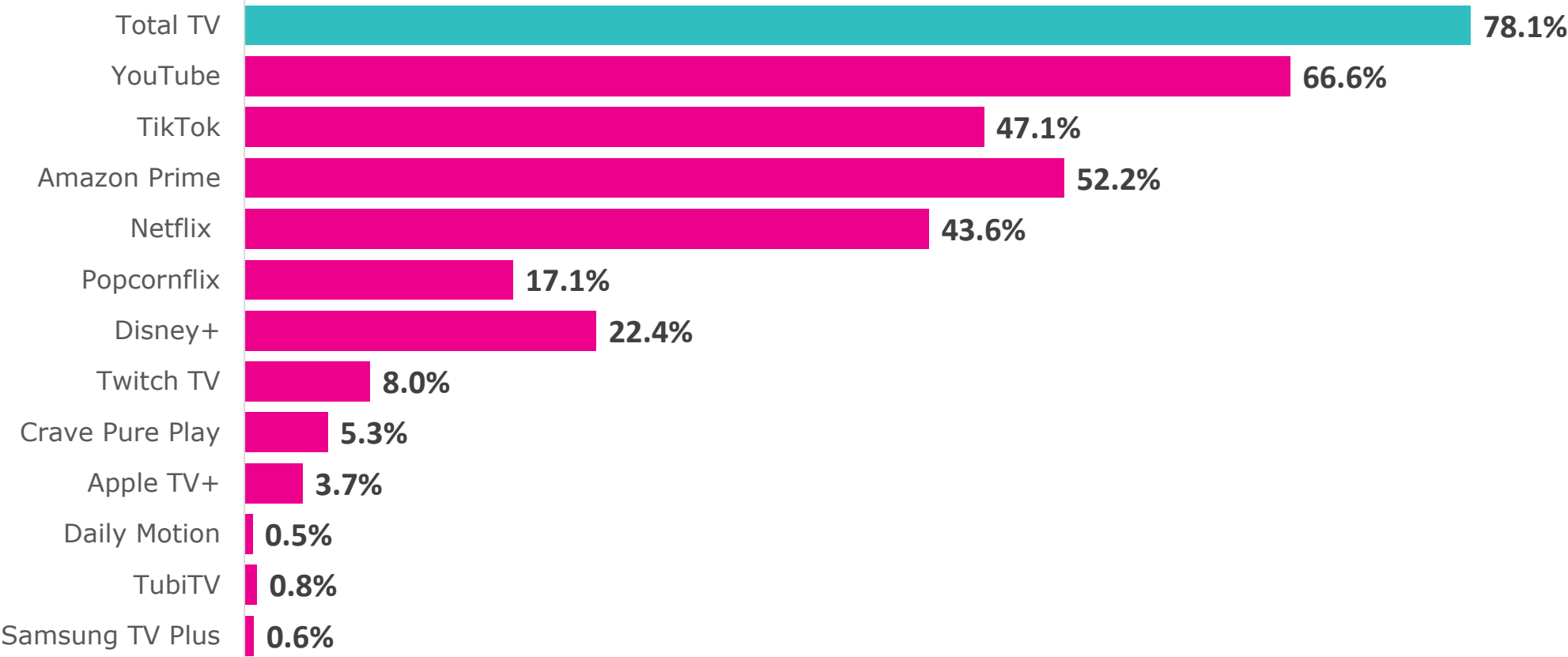
Source: Numeris, VAM, Sept 2022 | in-home viewing only | All time spent per capita



Total TV has the highest reach

ADULTS 25-54

AVERAGE WEEKLY REACH%
Ontario



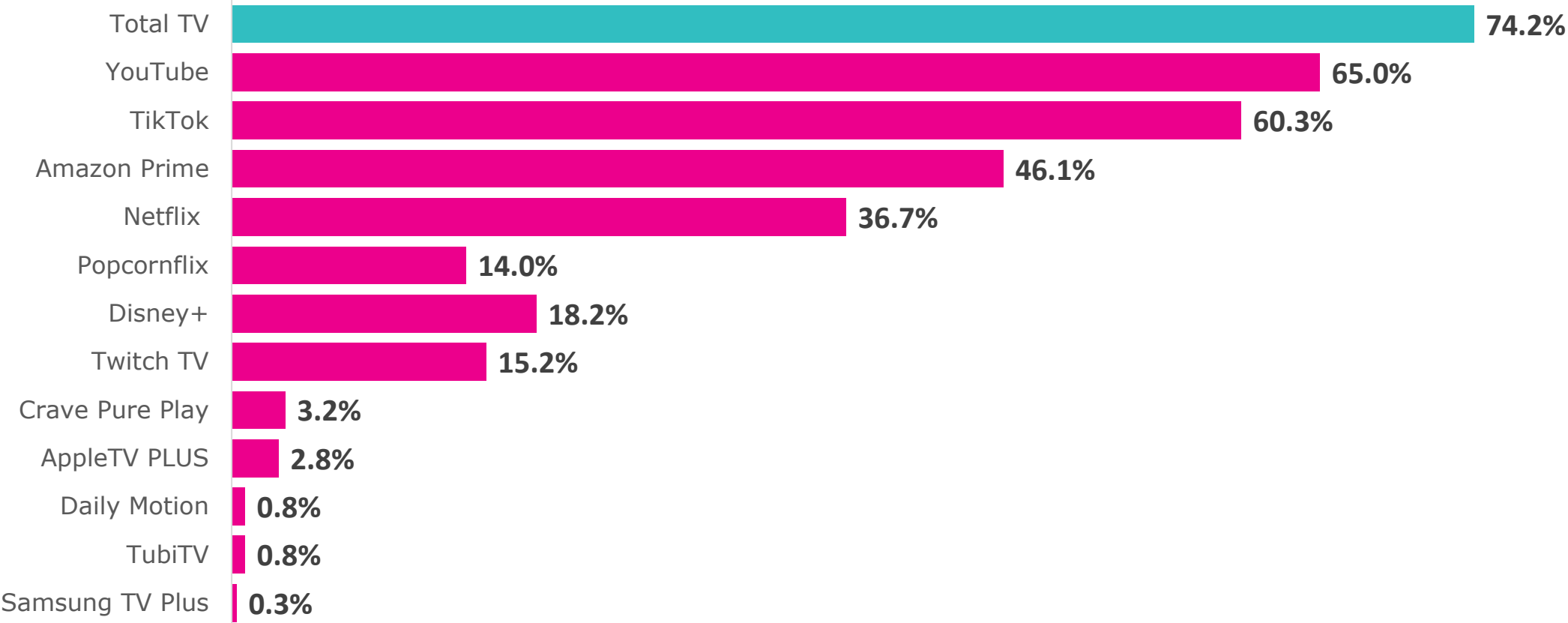
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Total TV has the highest reach

ADULTS 18-34

AVERAGE WEEKLY REACH%
Ontario



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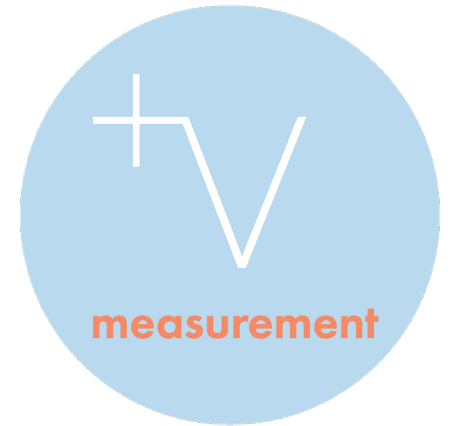
about VAM

VAM – Video Audience Measurement - is a cross-platform measurement tool developed and provided by Numeris.

Launched in Fall 2021, VAM captures video consumption from linear television, OTT services and online viewing on all devices and platforms. By holistically measuring what is being consumed by demographic, market, device and platform, the media industry is able to understand and compare the value of investment in both linear and digital video, and identify the consumer video journey and trends. The data is based on the fusion of the Numeris online and television panels viewing, resulting in cross-platform audience measurement.

Currently covering the Ontario and French Quebec markets, information is available to clients monthly to help inform planning and mix media modelling.

MORE INFORMATION



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