



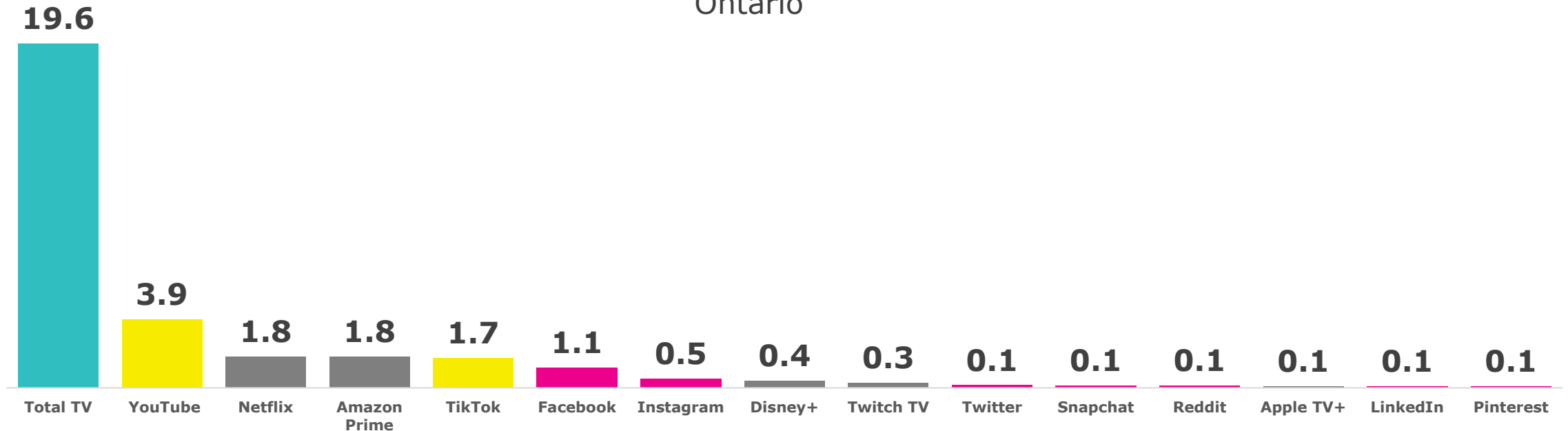
tv & streaming
viewership

ONTARIO Fall 2022

think^{tv}

Total TV dominates time spent

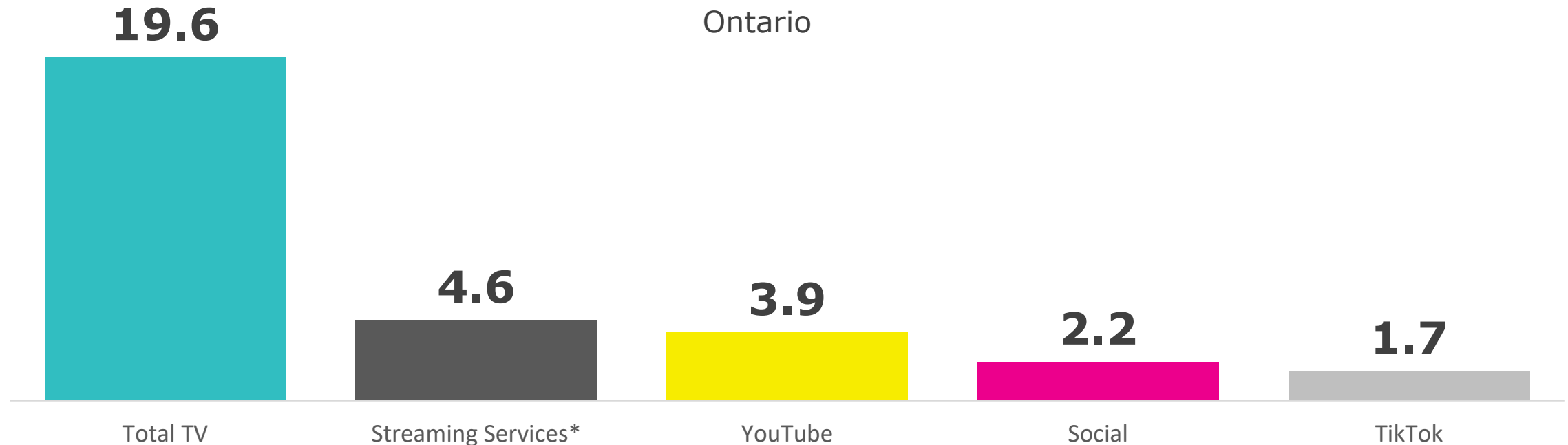
ADULTS 18+
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+), YouTube, and TikTok include in-home viewing only
Sources: Numeris VAM, Sept-Nov 2022 for Total TV, Streaming Services, YouTube, and TikTok; and Comscore, Sept – Nov 2022 for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

time spent with Total TV exceeds YouTube, social media, and all streaming services combined

ADULTS 18+
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

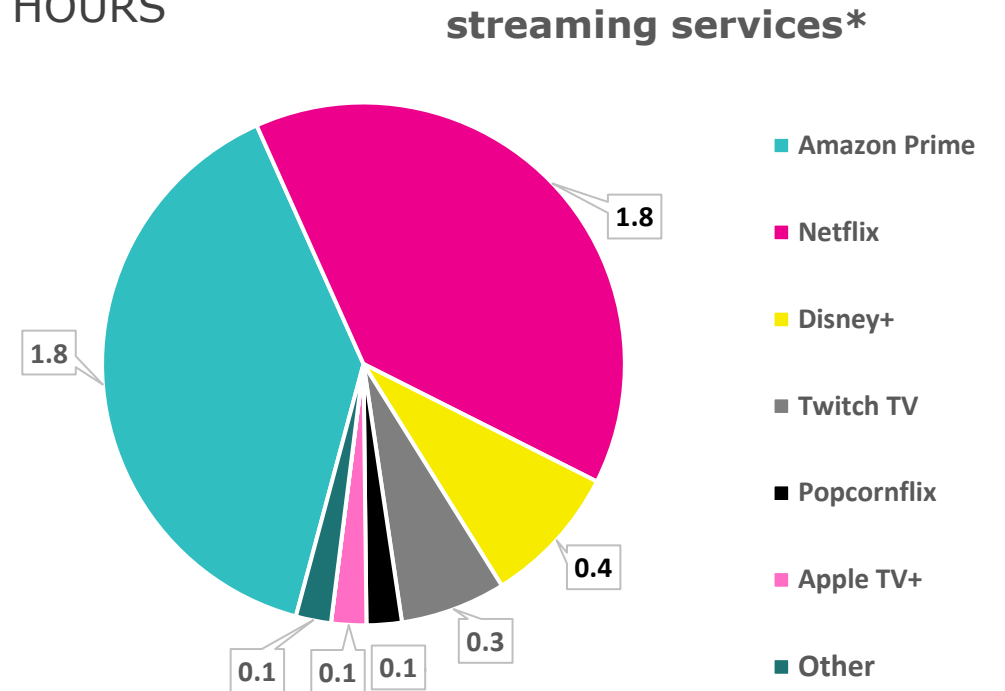
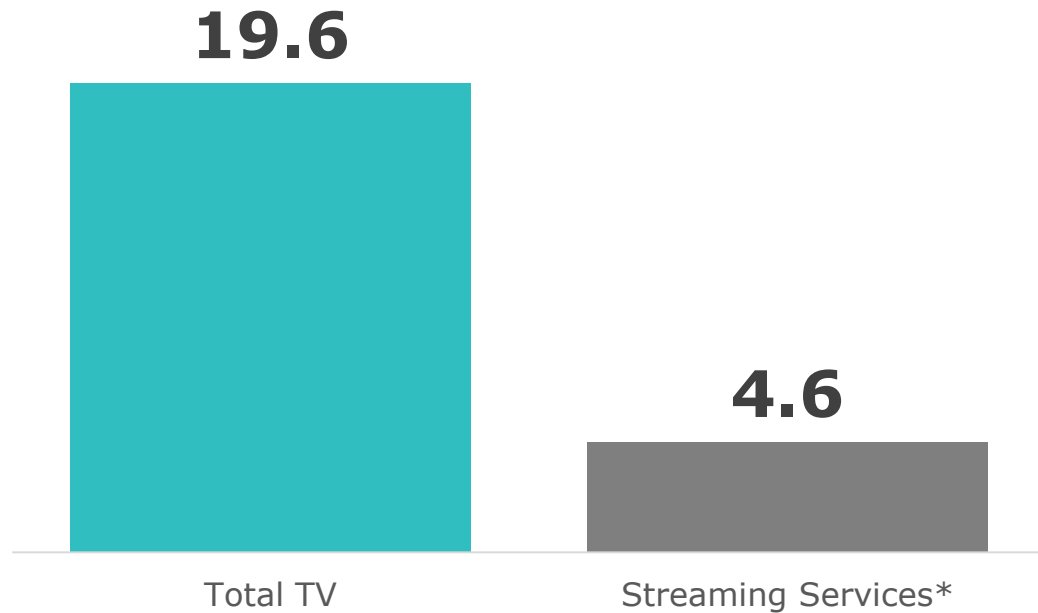
Streaming Services, YouTube, and TikTok include in-home viewing only

* Streaming Services are primarily commercial-free and include Amazon Prime, Netflix, Disney+, Apple TV+, Crave (OTT only), Twitch TV, Popcorn Flix, FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET

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Total TV time far exceeds time spent on streaming services

ADULTS 18+
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services include in-home viewing only

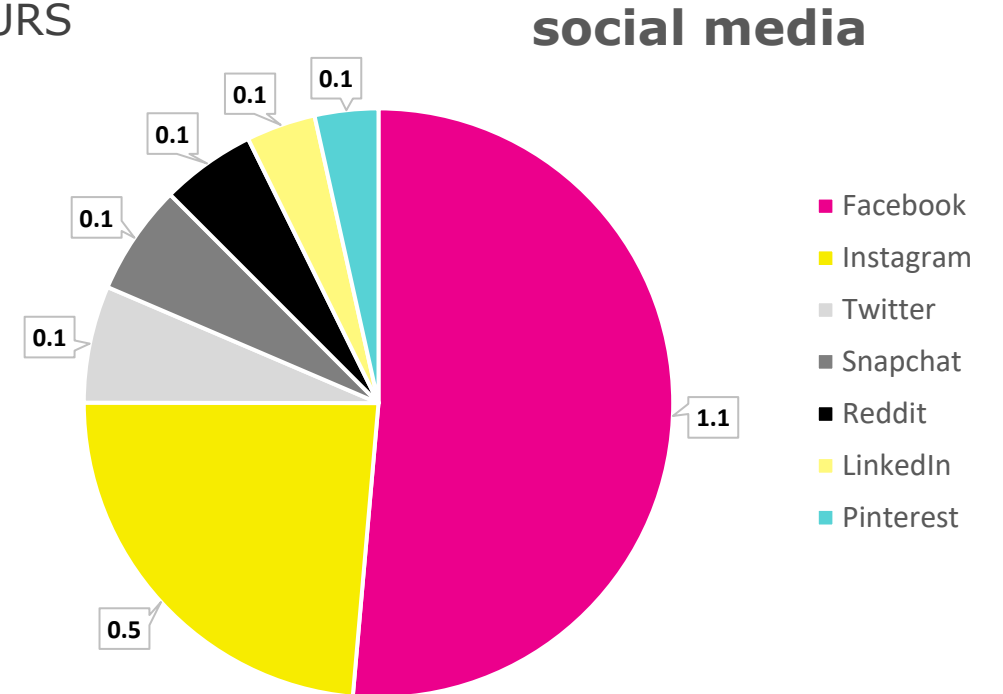
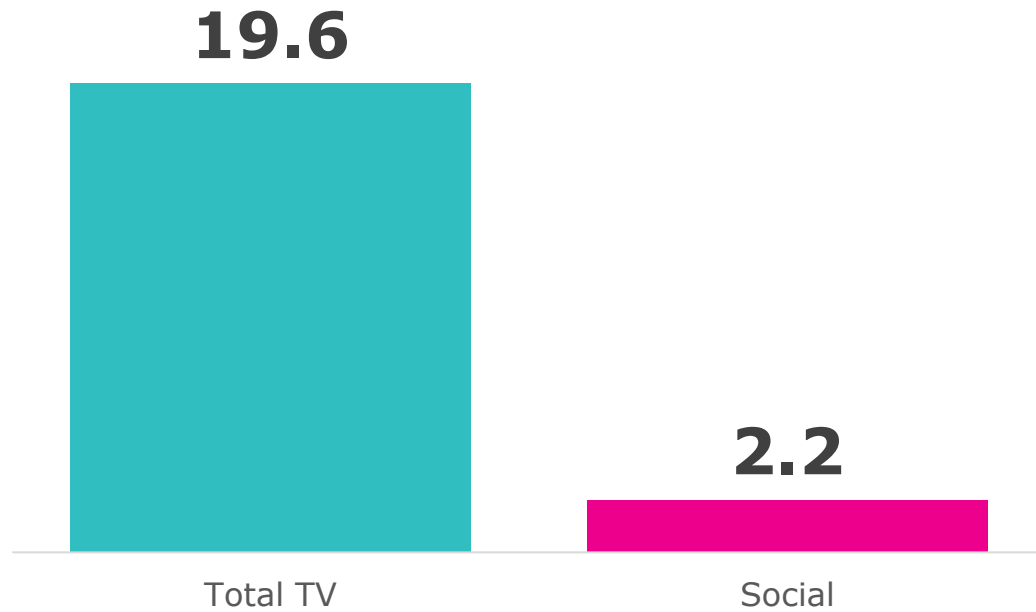
Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET

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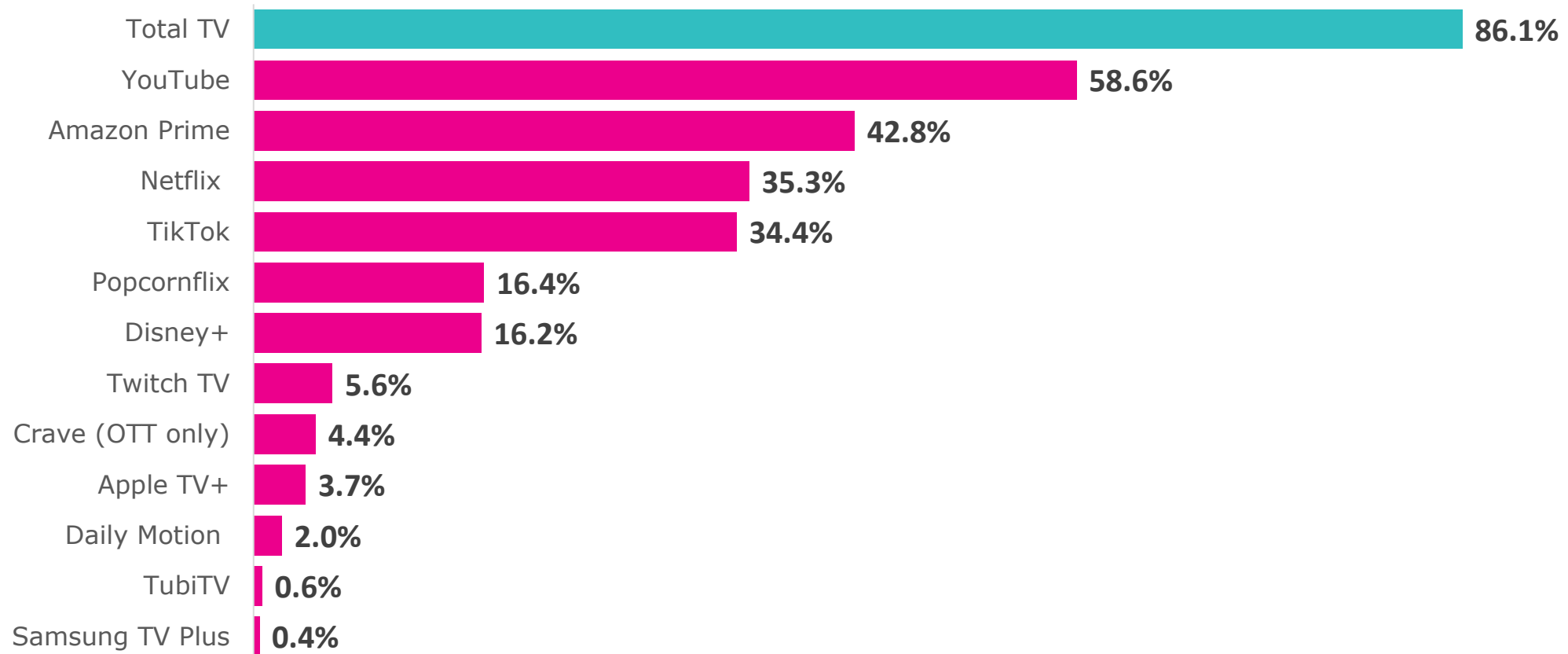
ADULTS 18+
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita
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Total TV has greater reach than streaming services

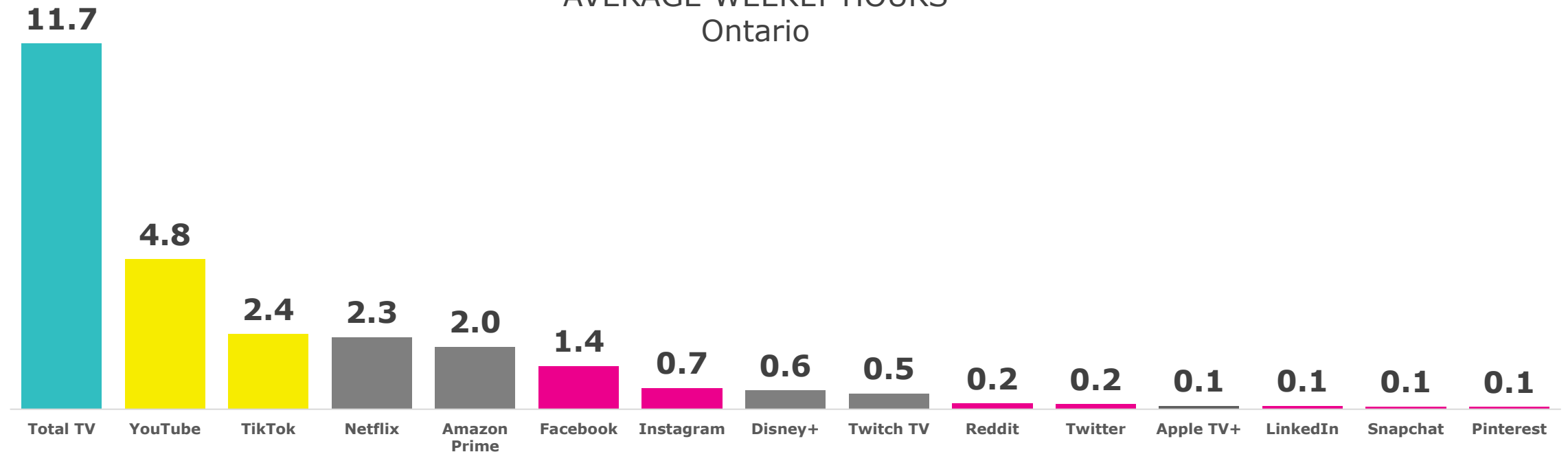
ADULTS 18+
AVERAGE WEEKLY REACH%
Ontario



Total TV defined as linear TV and broadcaster streaming services
Streaming Services include in-home viewing only
Source: Numeris VAM, Sept-Nov 2022

Total TV dominates time spent

ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

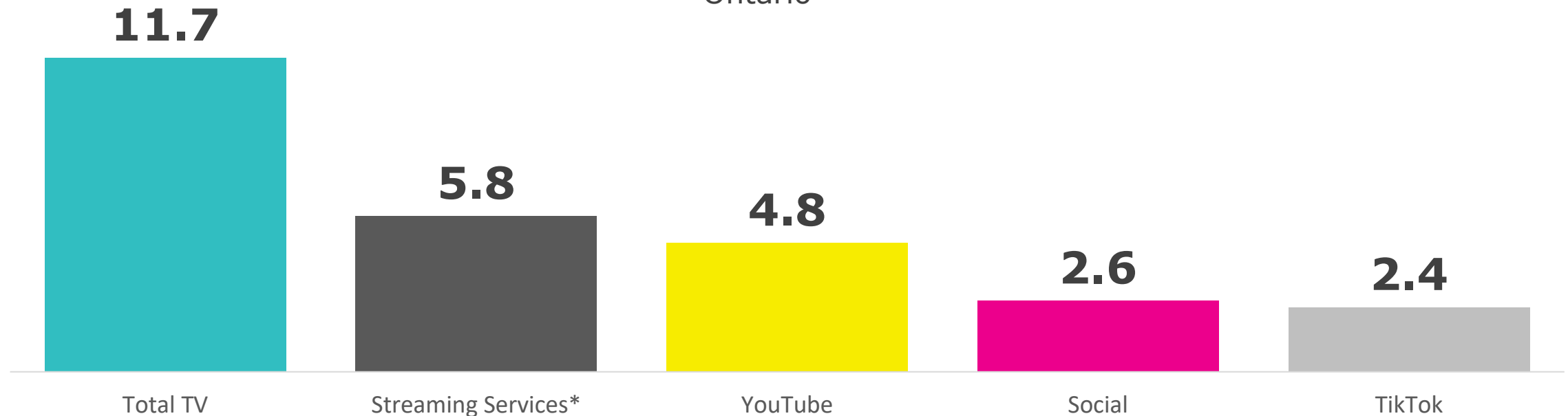
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ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

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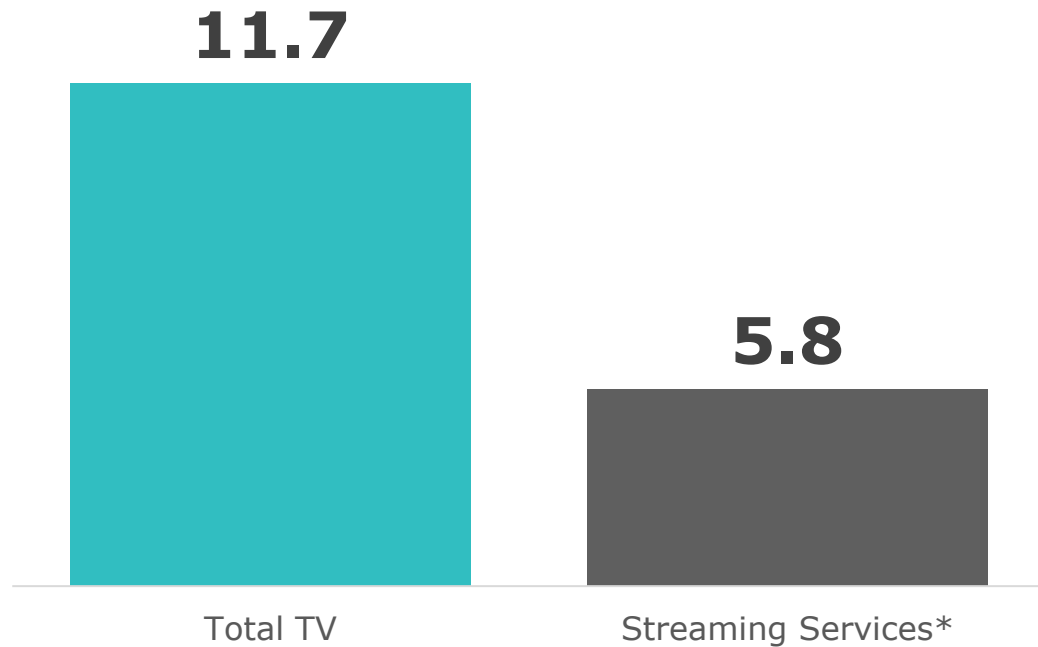
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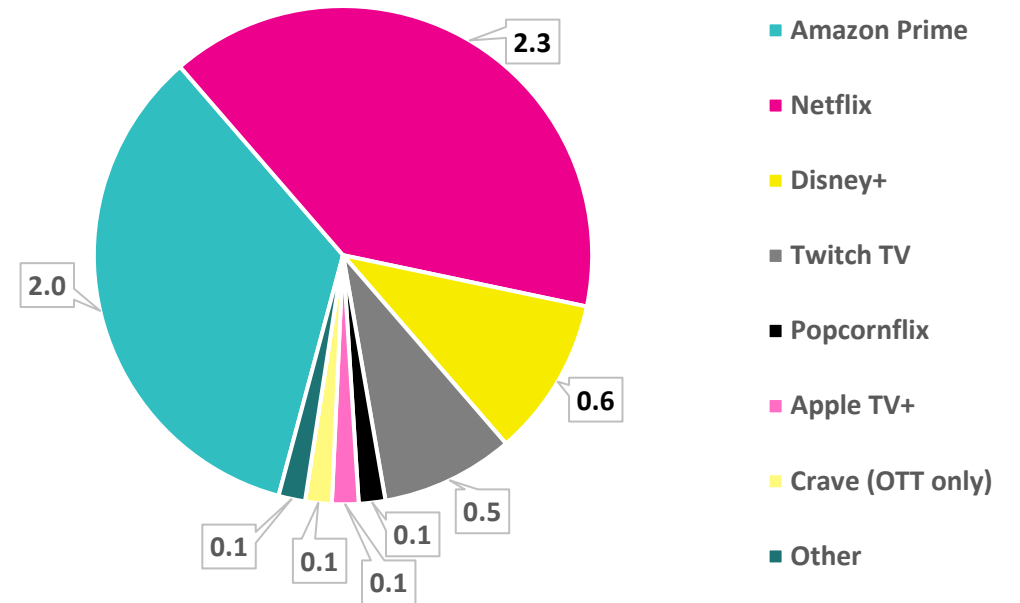
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time spent with Total TV far exceeds time on streaming services

ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario



streaming services*



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services include in-home viewing only

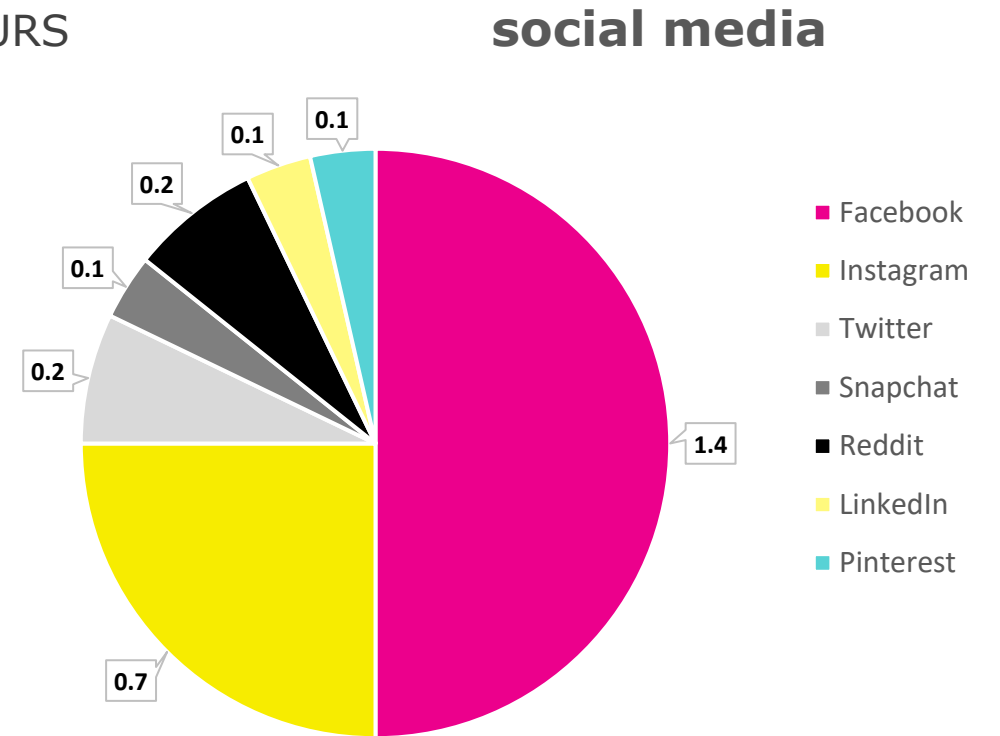
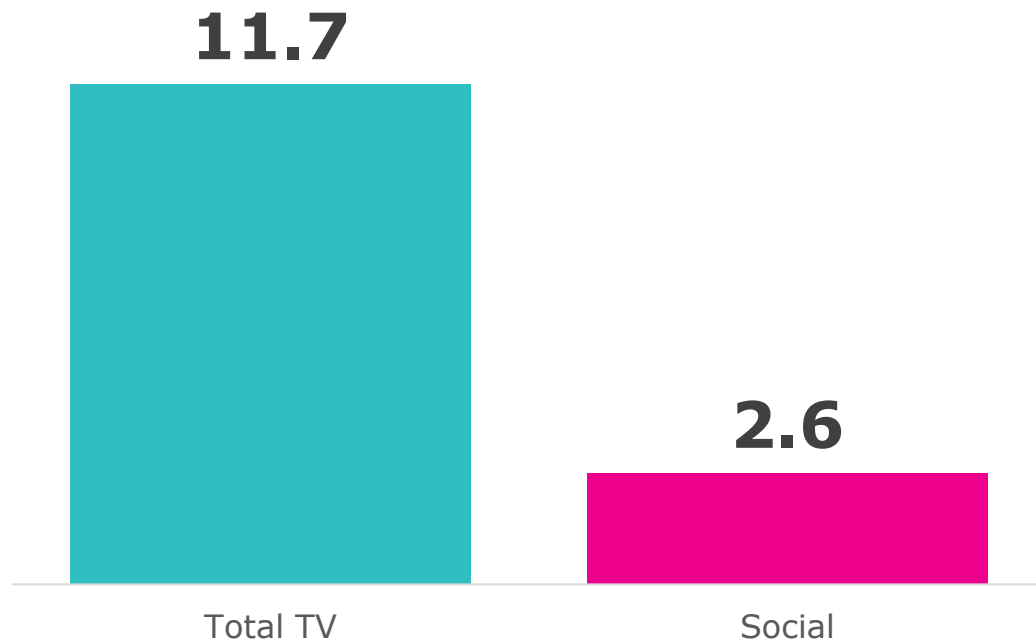
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ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario

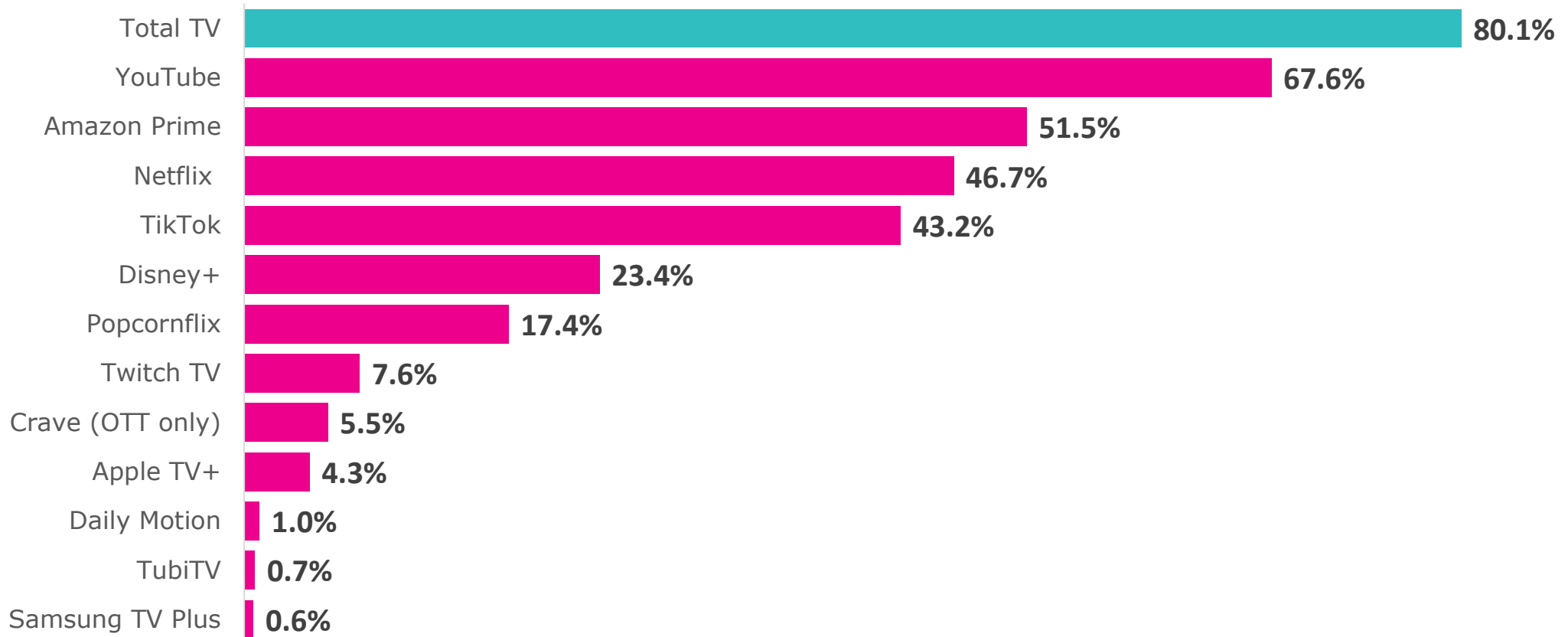


All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
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Comscore, Sept – Nov 2022 for Social Media

Total TV delivers the greatest reach

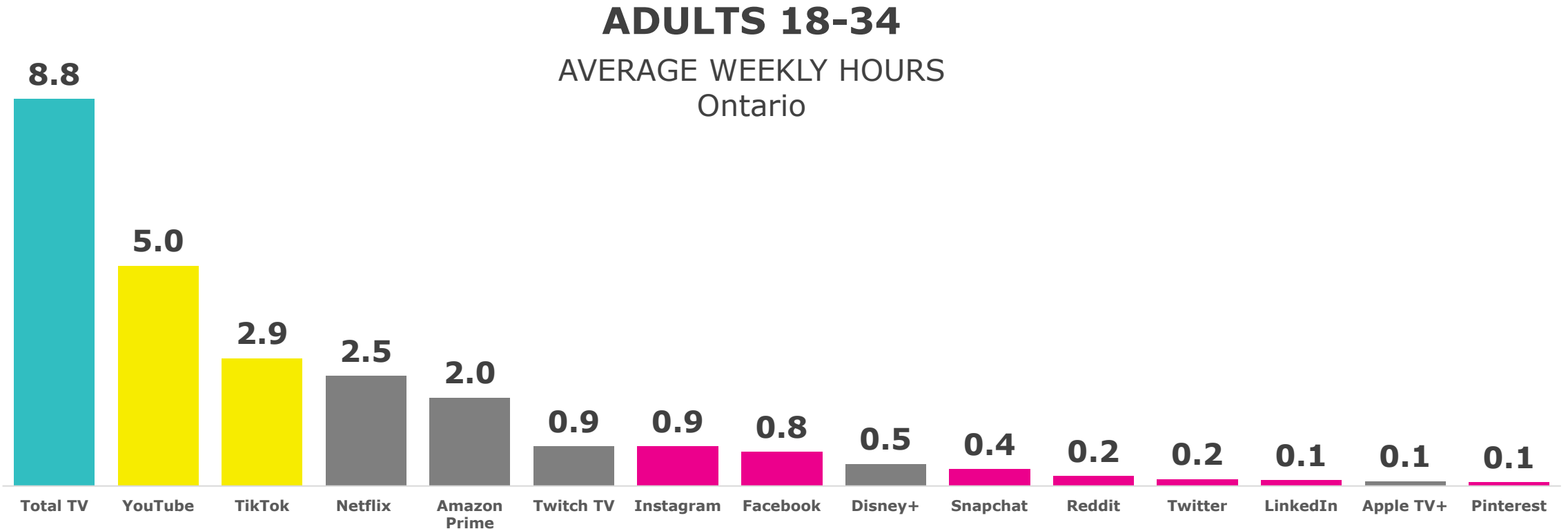
ADULTS 25-54

AVERAGE WEEKLY REACH %
Ontario



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Total TV dominates time spent



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

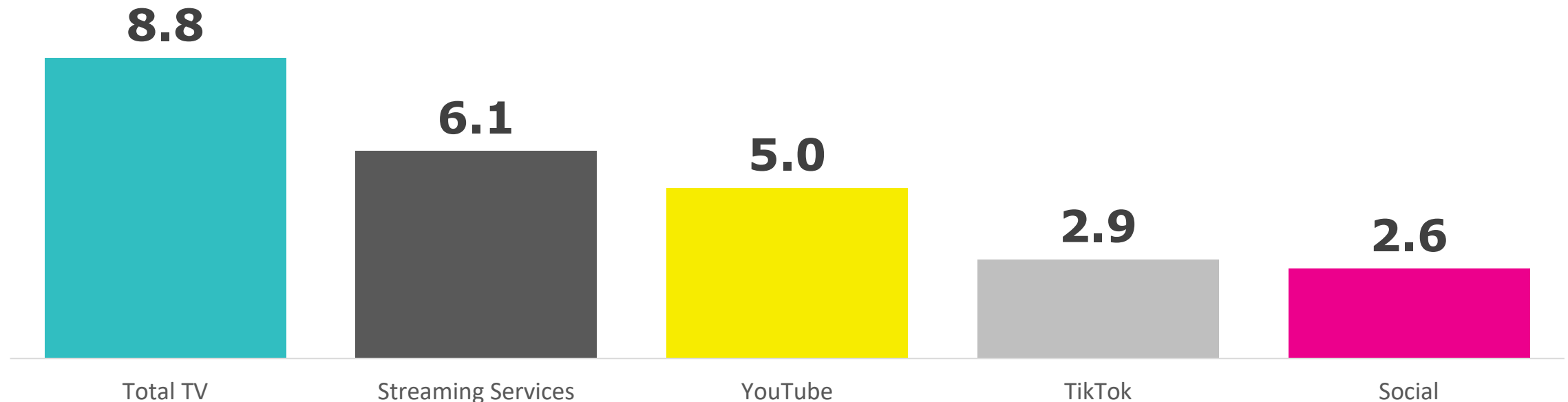
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time spent with Total TV exceeds YouTube, social media, & the top-ranked streaming services

ADULTS 18-34
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

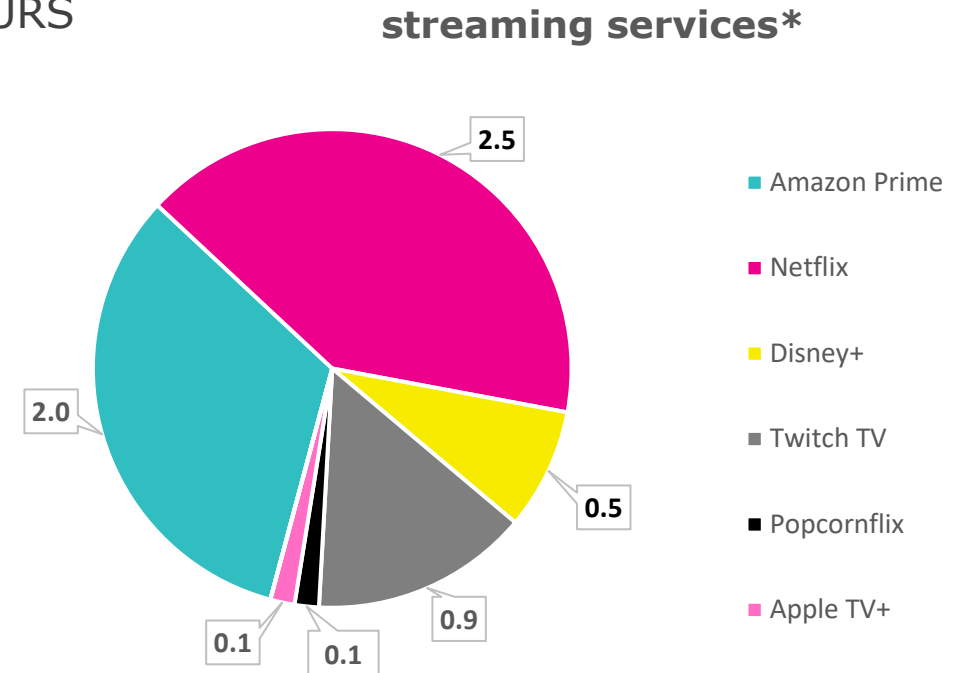
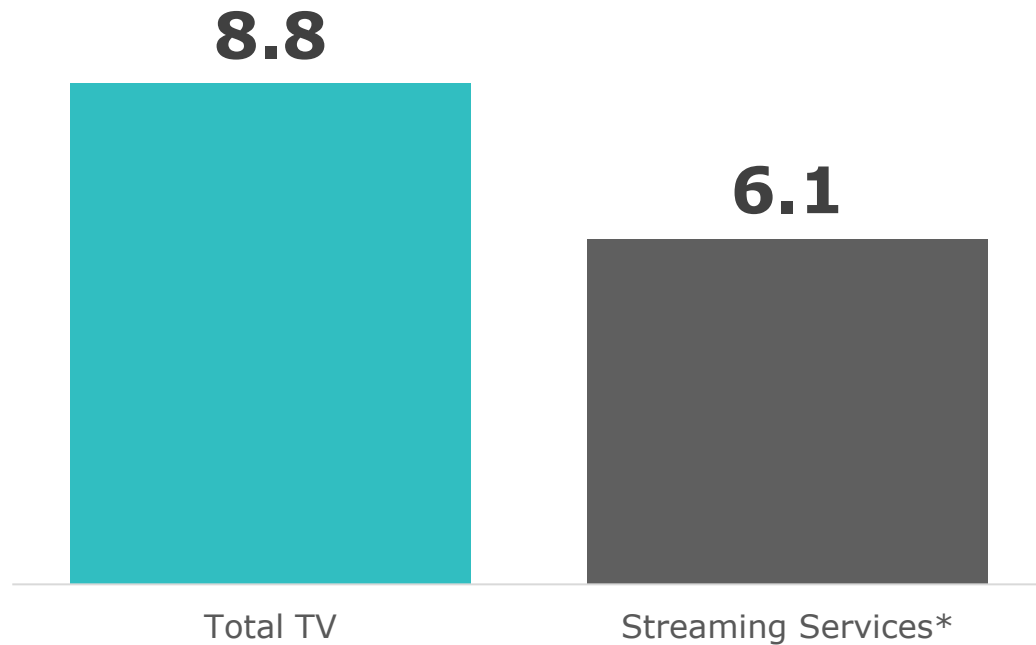
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time spent with Total TV exceeds time on streaming services

ADULTS 18-34
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

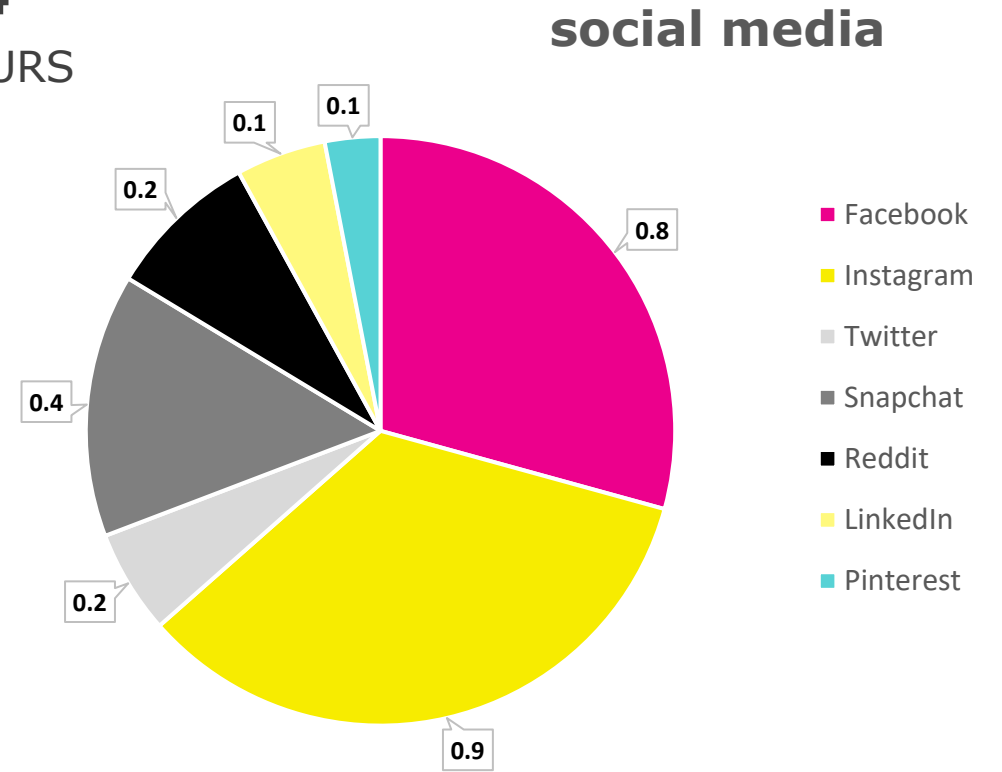
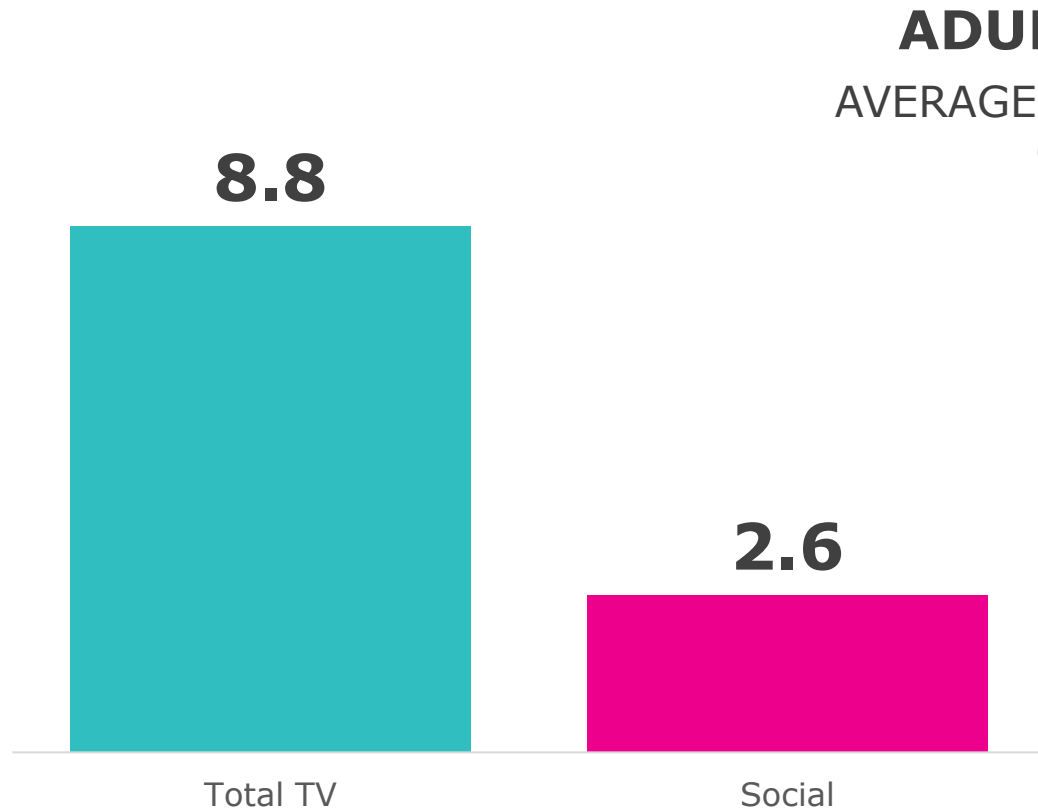
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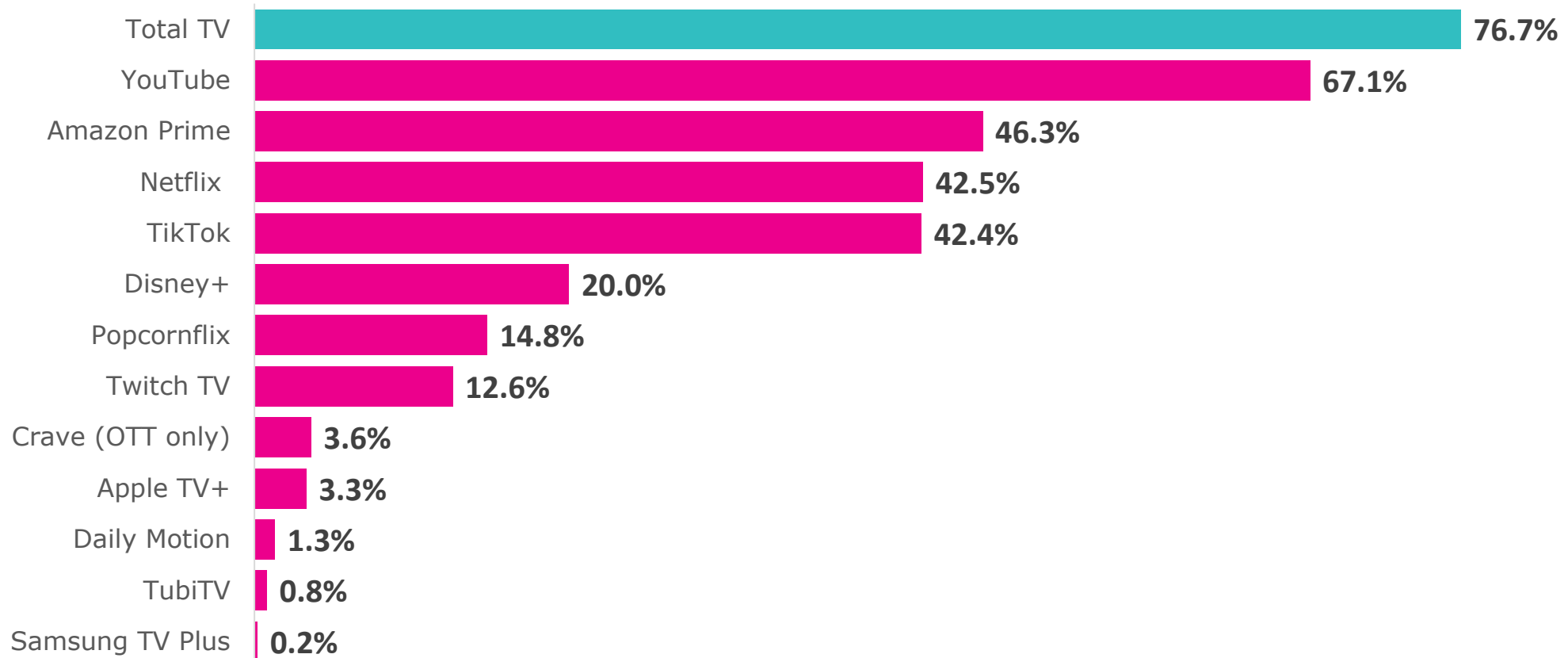


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Total TV delivers the greatest reach

ADULTS 18-34

AVERAGE WEEKLY REACH %
Ontario



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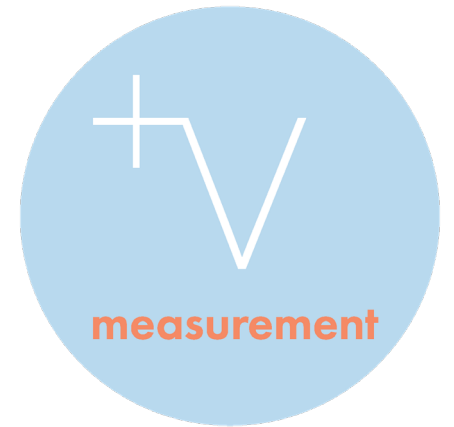
about VAM

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

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 video audience measurement.

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

MORE INFORMATION



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