



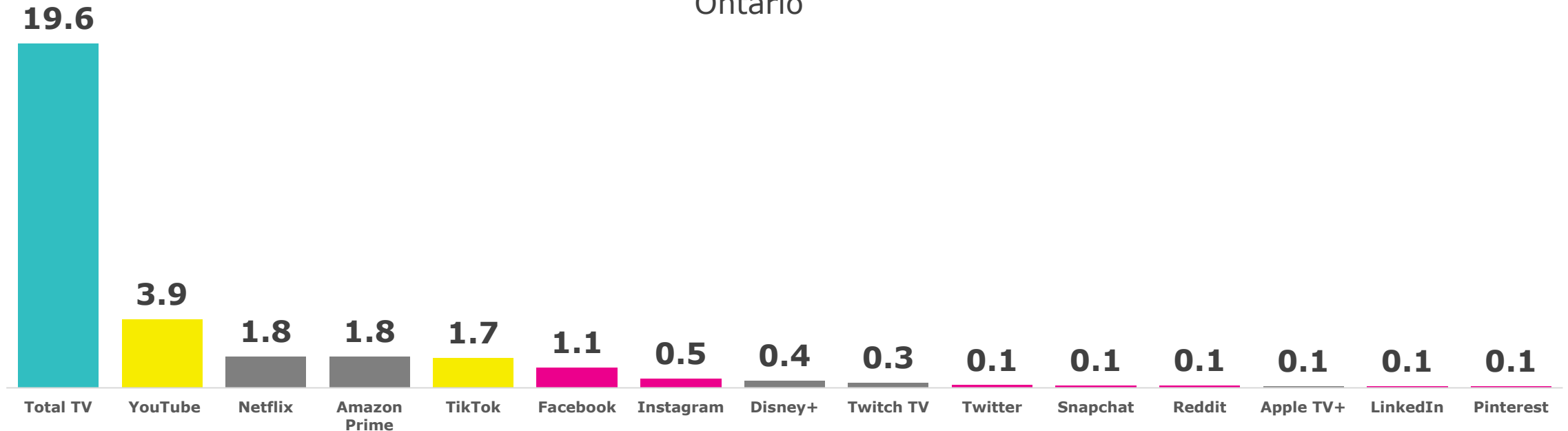
**tv** & streaming  
viewership

**ONTARIO Fall 2022**

**think**<sup>tv</sup>

# Total TV dominates time spent

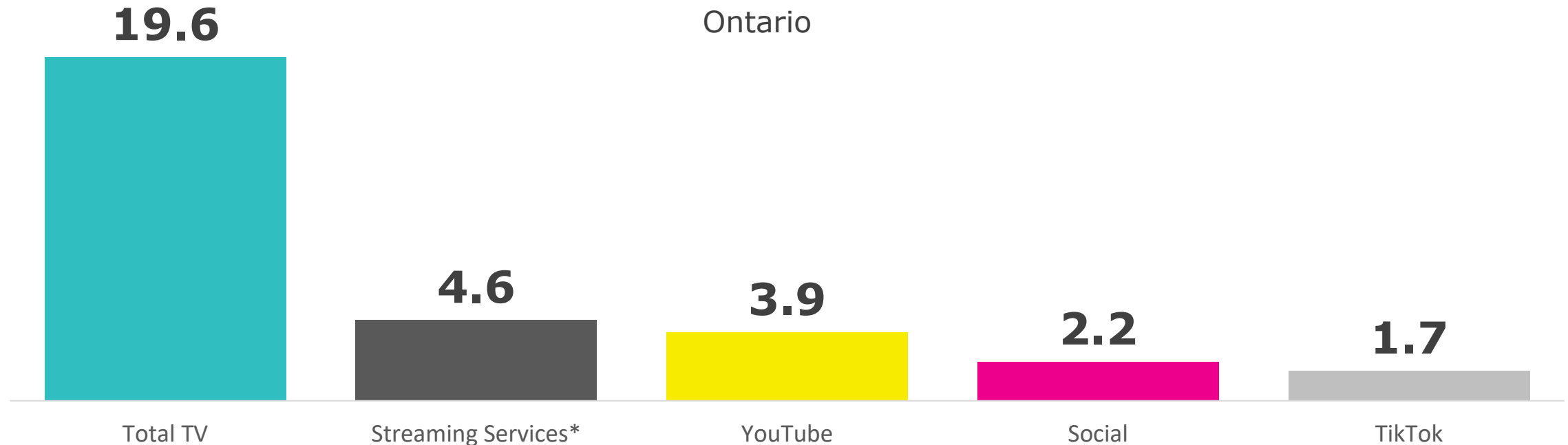
**ADULTS 18+**  
AVERAGE WEEKLY HOURS  
Ontario



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

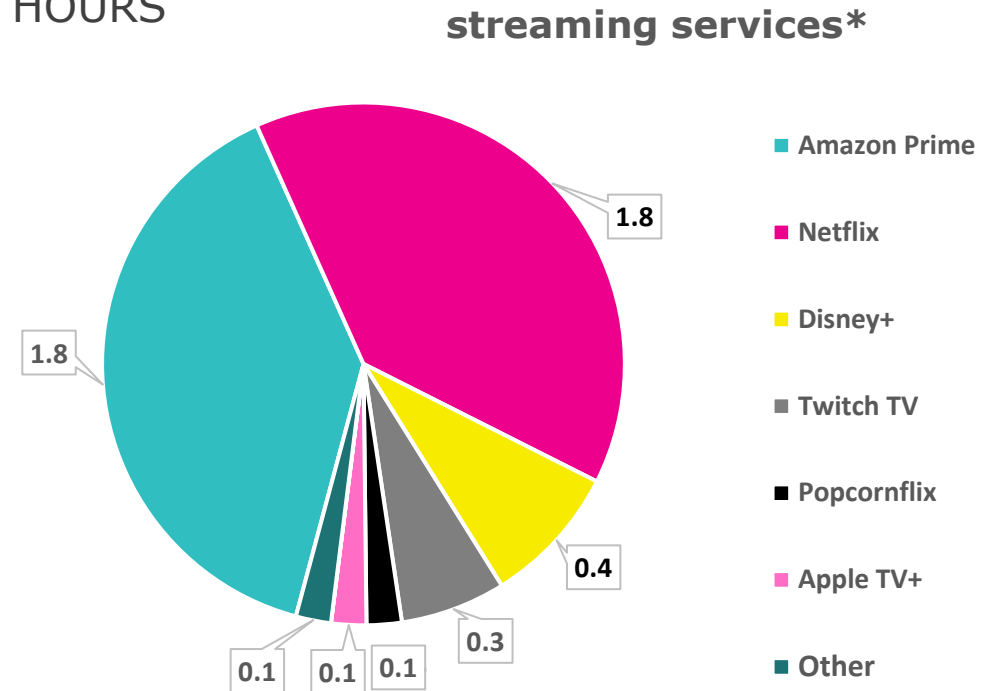
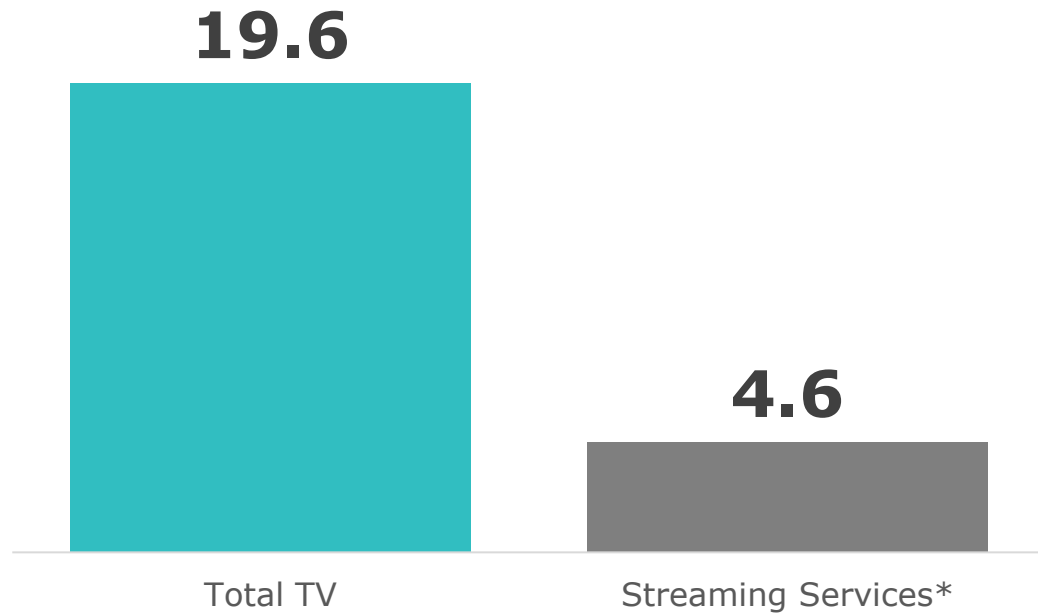
Streaming Services, YouTube, and TikTok include in-home viewing only

\* 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

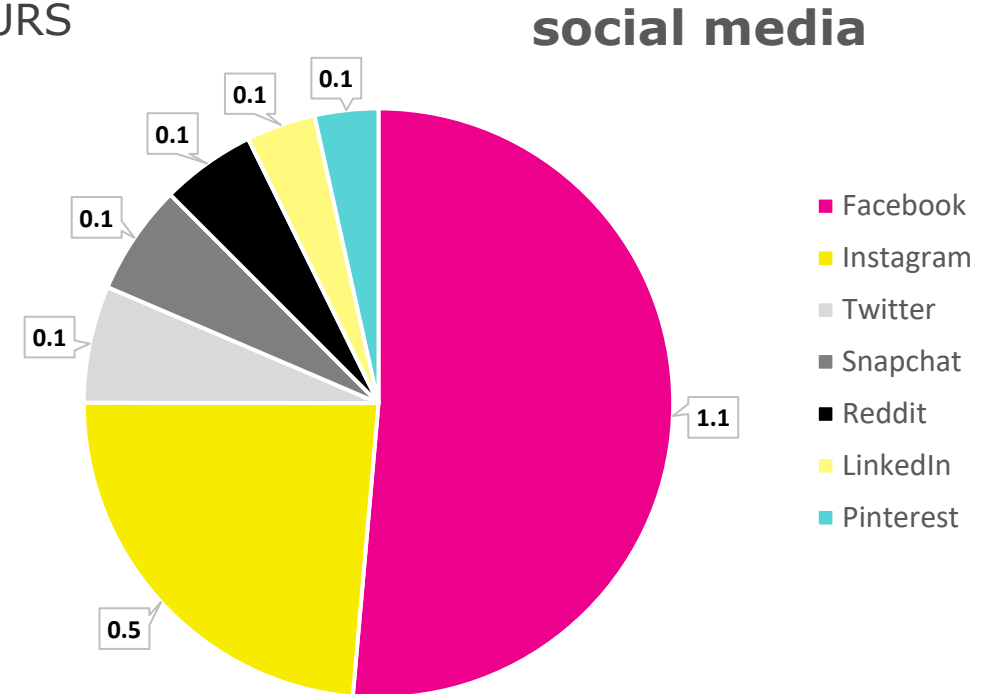
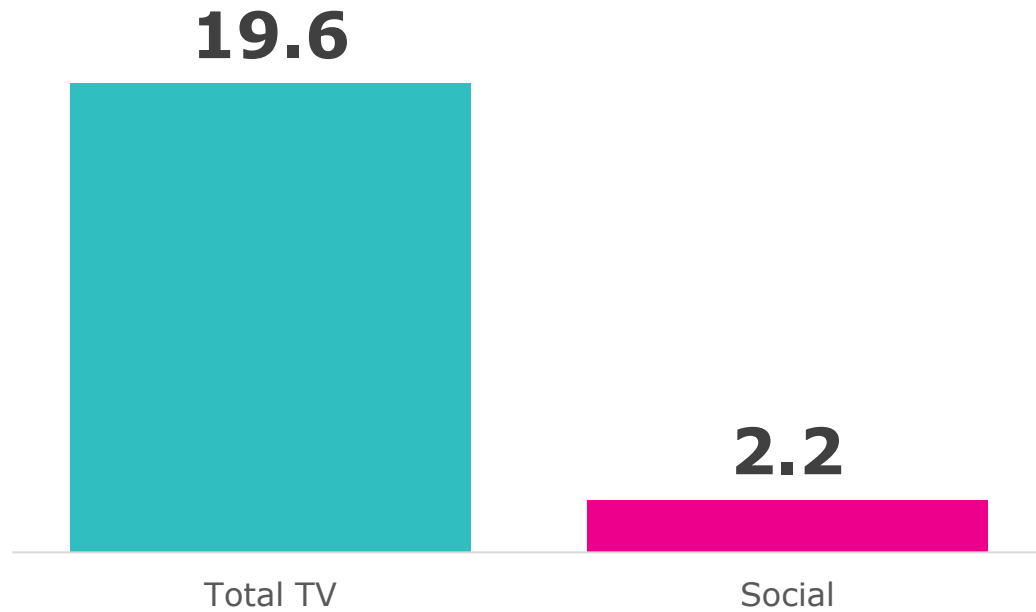
Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET

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# time spent with Total TV far exceeds time spent on social

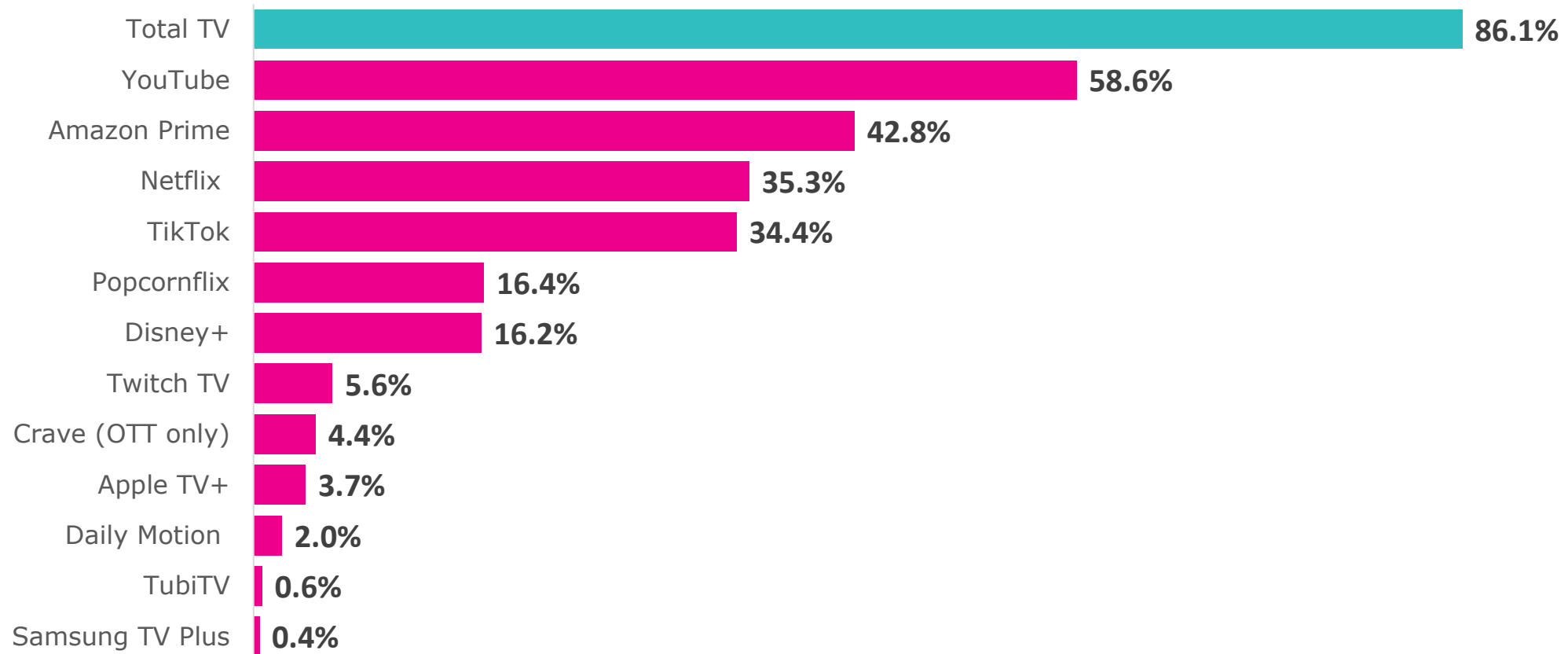
**ADULTS 18+**  
AVERAGE WEEKLY HOURS  
Ontario



All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
Sources: Numeris VAM, Sept-Nov 2022 for Total TV; and  
Comscore, Sept – Nov 2022 for Social Media

# Total TV has greater reach than streaming services

**ADULTS 18+**  
AVERAGE WEEKLY REACH%  
Ontario



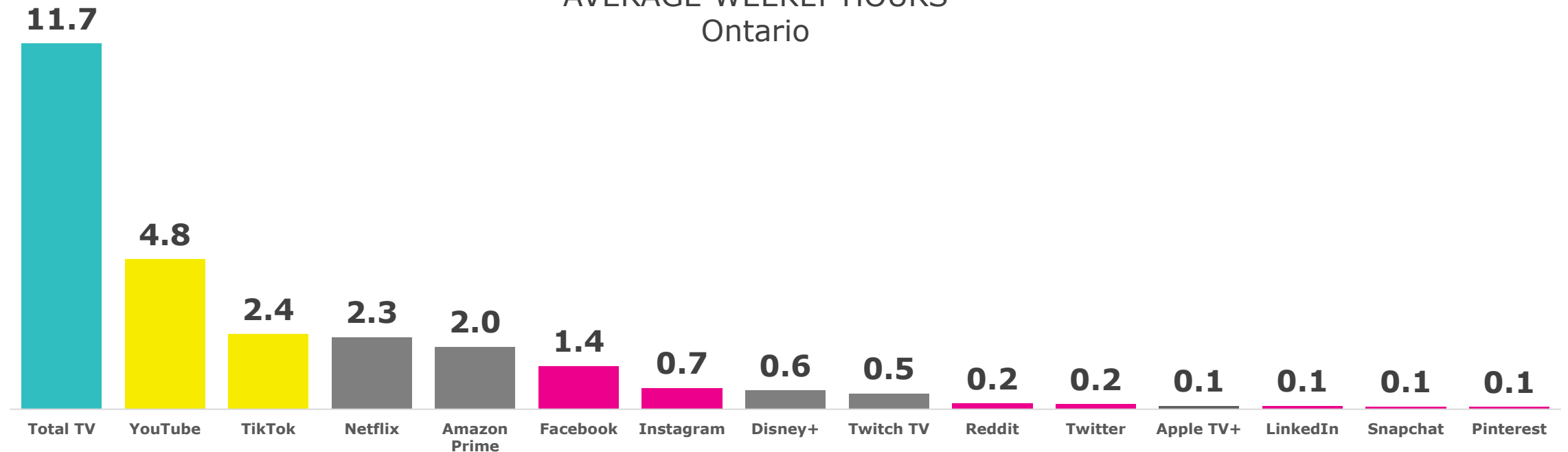
Total TV defined as linear TV and broadcaster streaming services

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

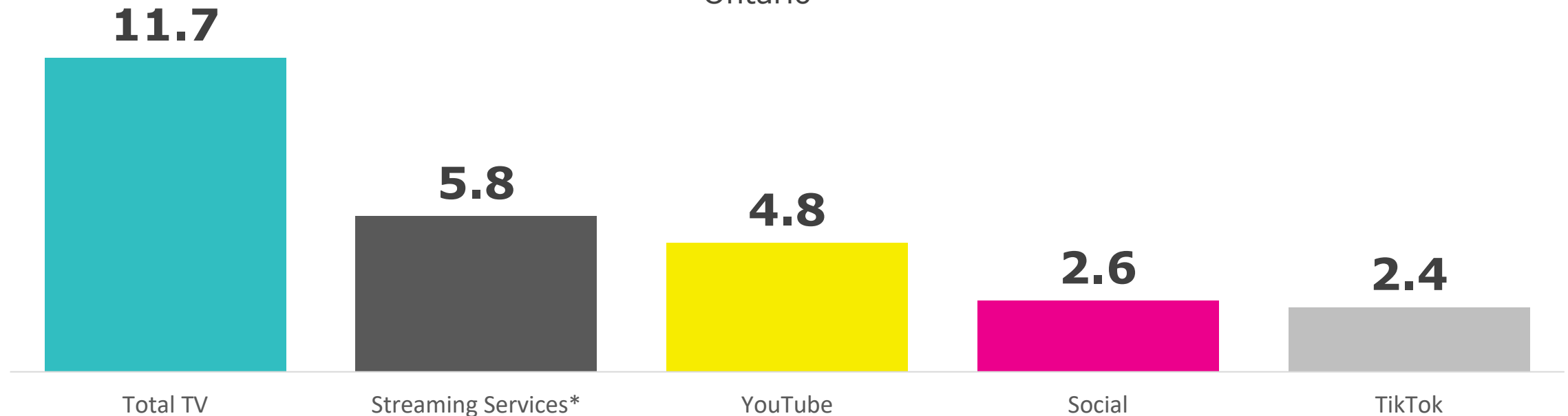
Total TV defined as linear TV and broadcaster streaming services

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

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# time spent with Total TV exceeds YouTube, social media, and the streaming services

**ADULTS 25-54**  
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

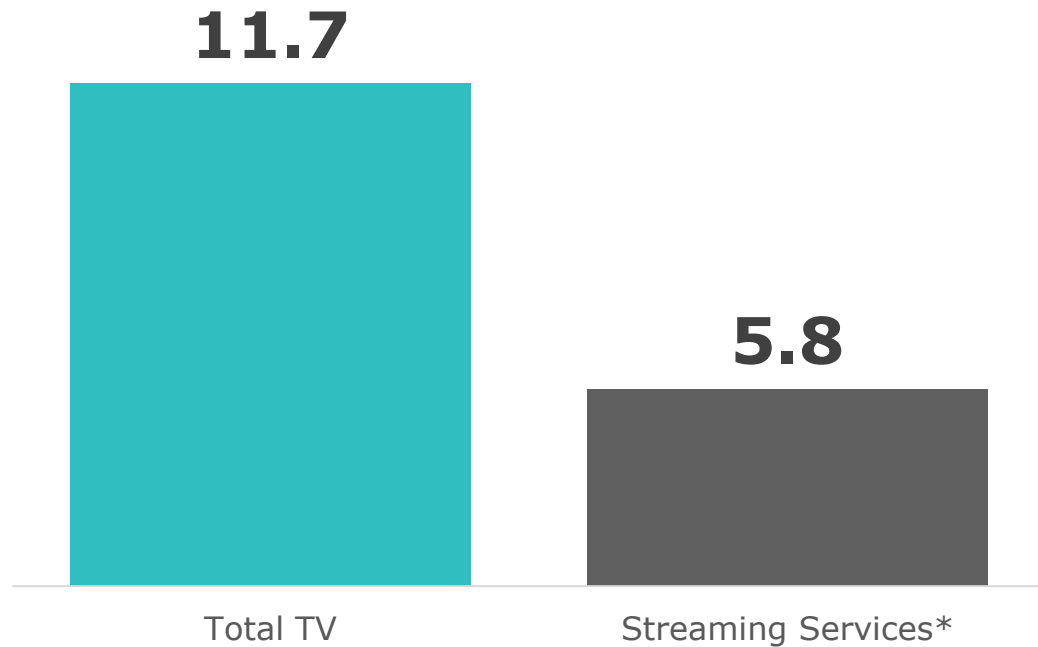
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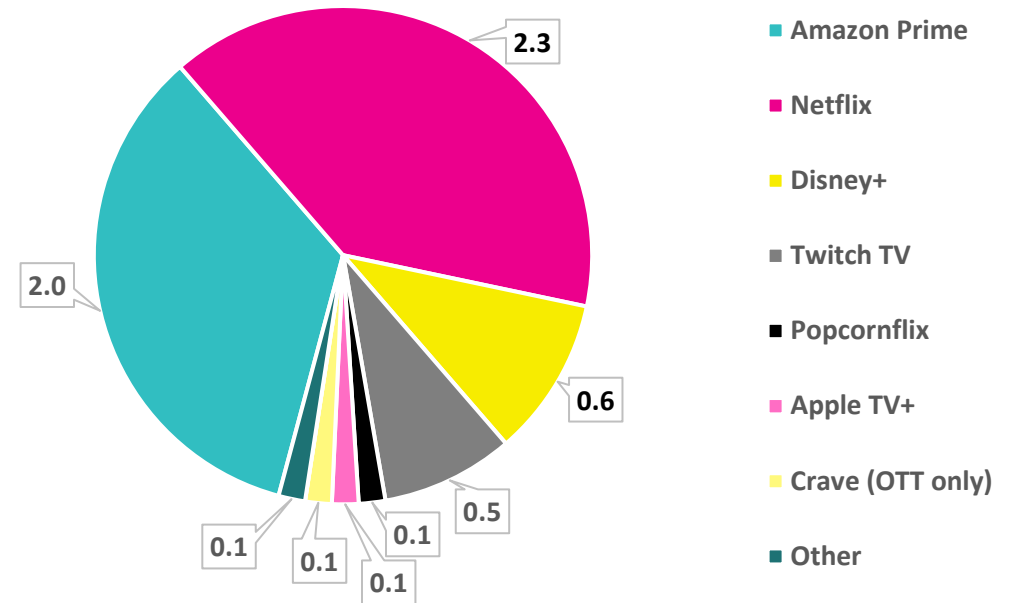


# time spent with Total TV far exceeds time on streaming services

**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

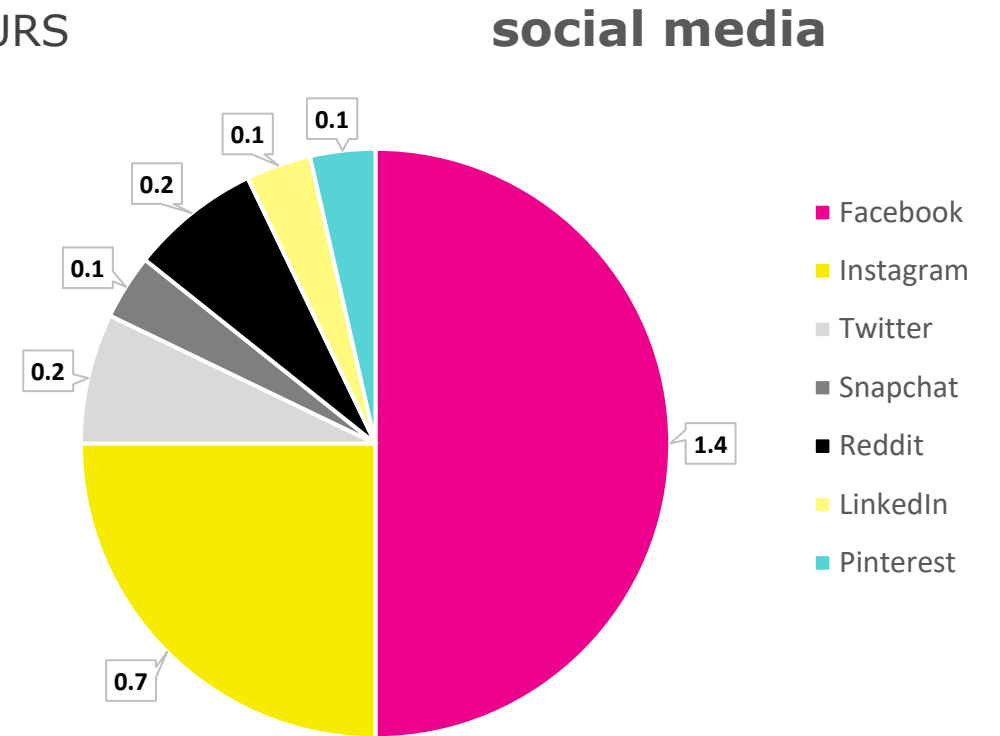
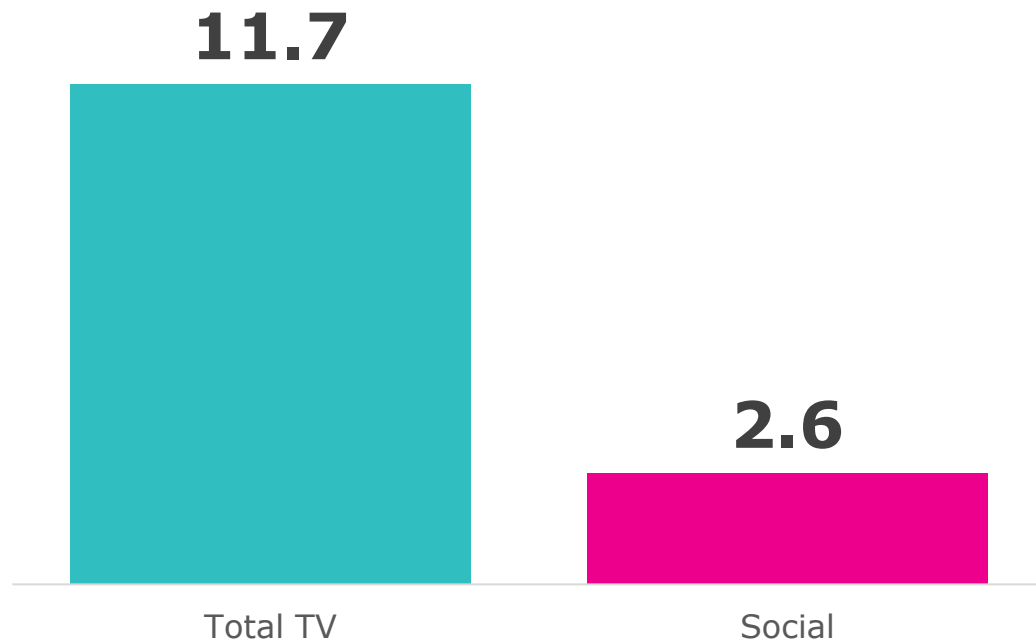
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# time spent with Total TV far exceeds time spent on social

**ADULTS 25-54**  
AVERAGE WEEKLY HOURS  
Ontario

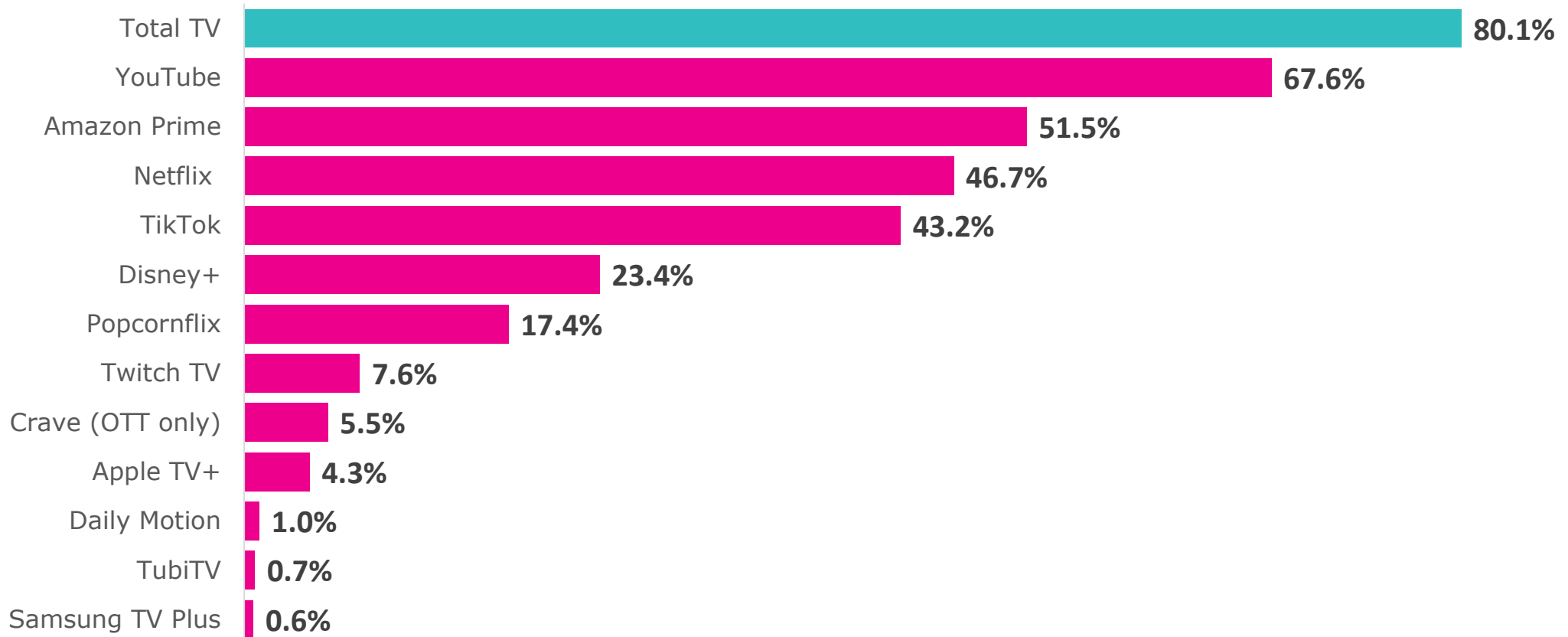


All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
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Comscore, Sept – Nov 2022 for Social Media

# Total TV delivers the greatest reach

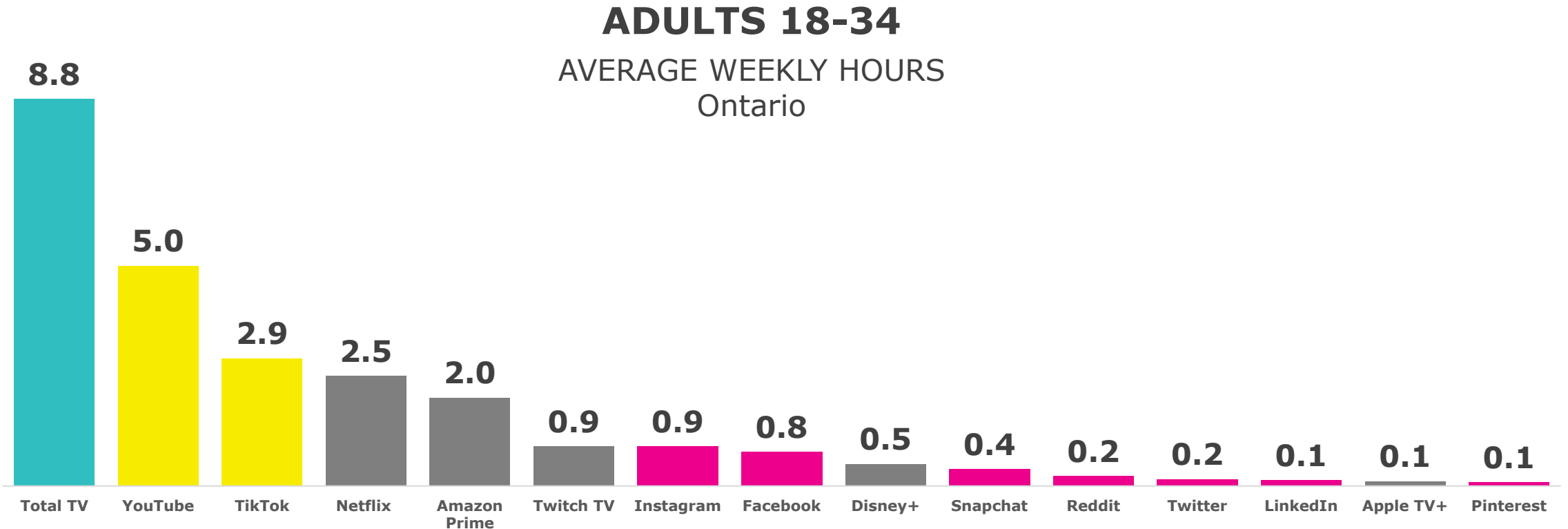
## ADULTS 25-54

AVERAGE WEEKLY REACH %  
Ontario



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



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

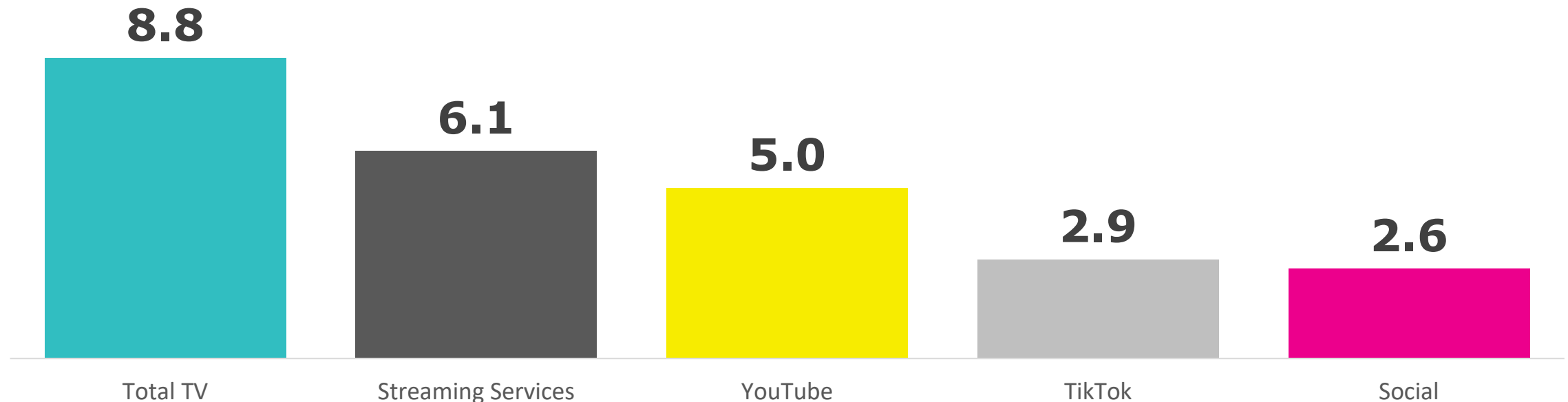
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# time spent with Total TV exceeds YouTube, social media, & the top-ranked streaming services

**ADULTS 18-34**  
AVERAGE WEEKLY HOURS  
Ontario



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

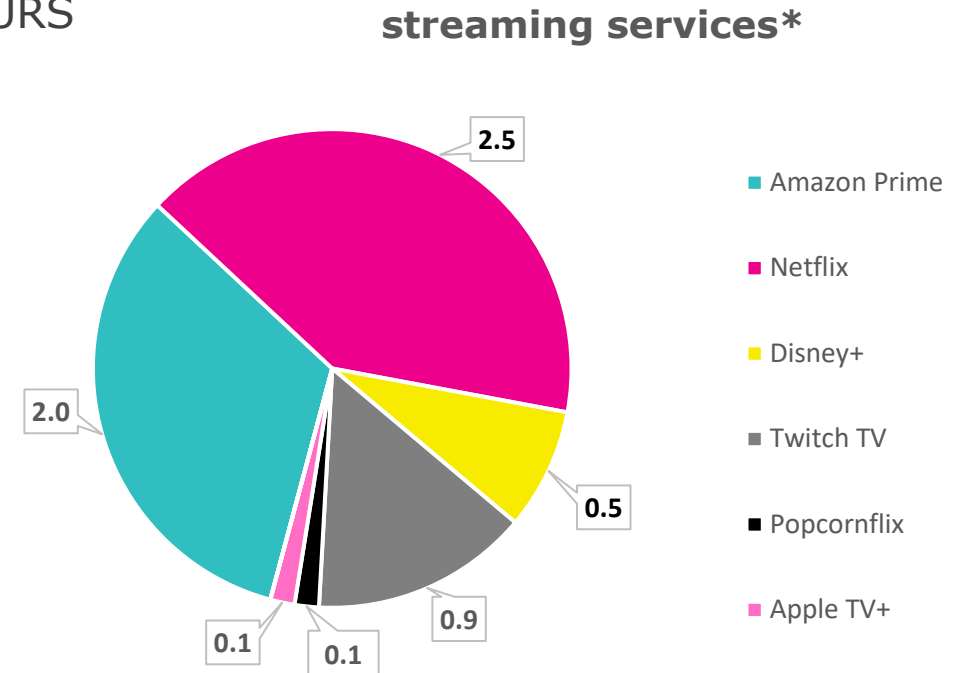
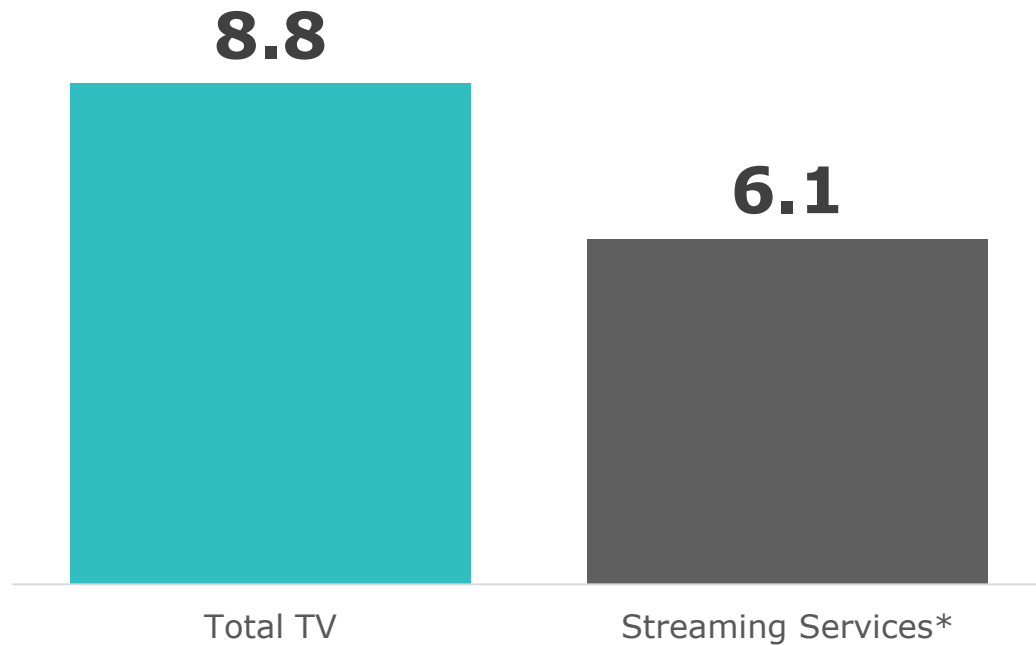
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# time spent with Total TV exceeds time on streaming services

**ADULTS 18-34**  
AVERAGE WEEKLY HOURS  
Ontario



All time spent per capita

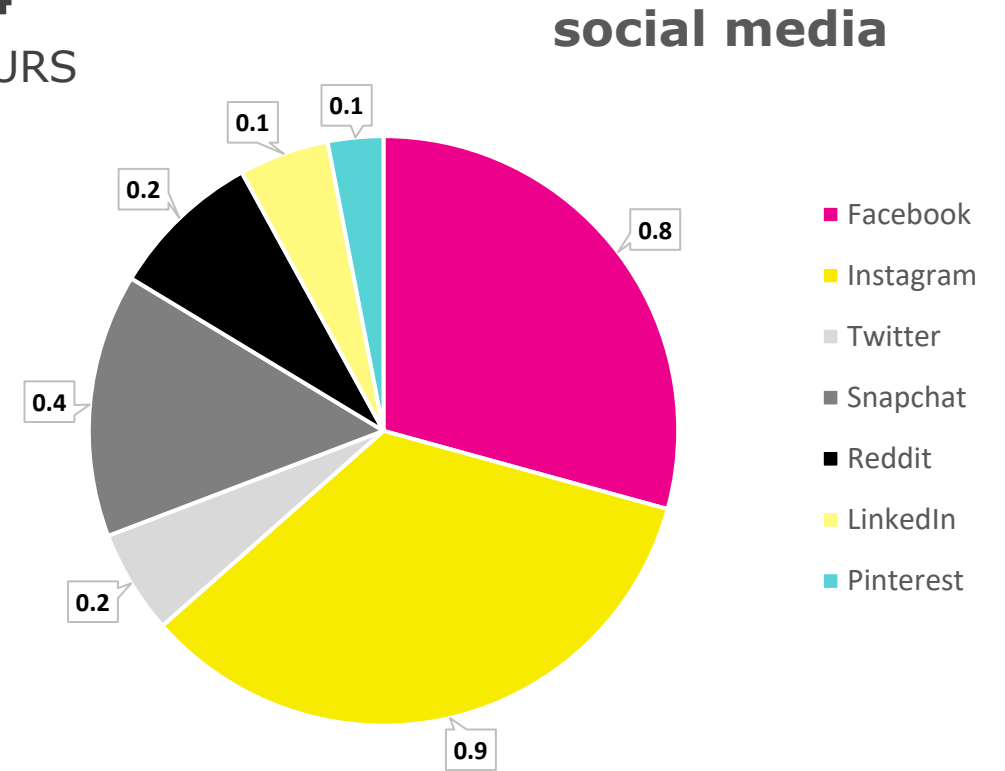
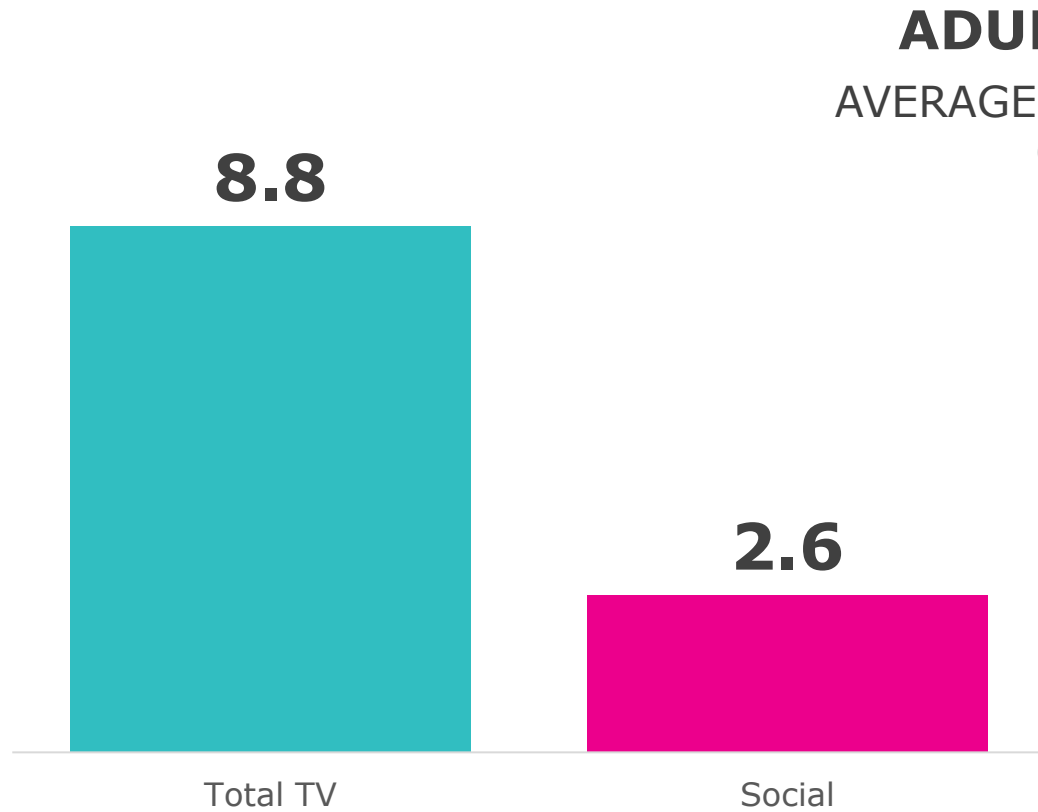
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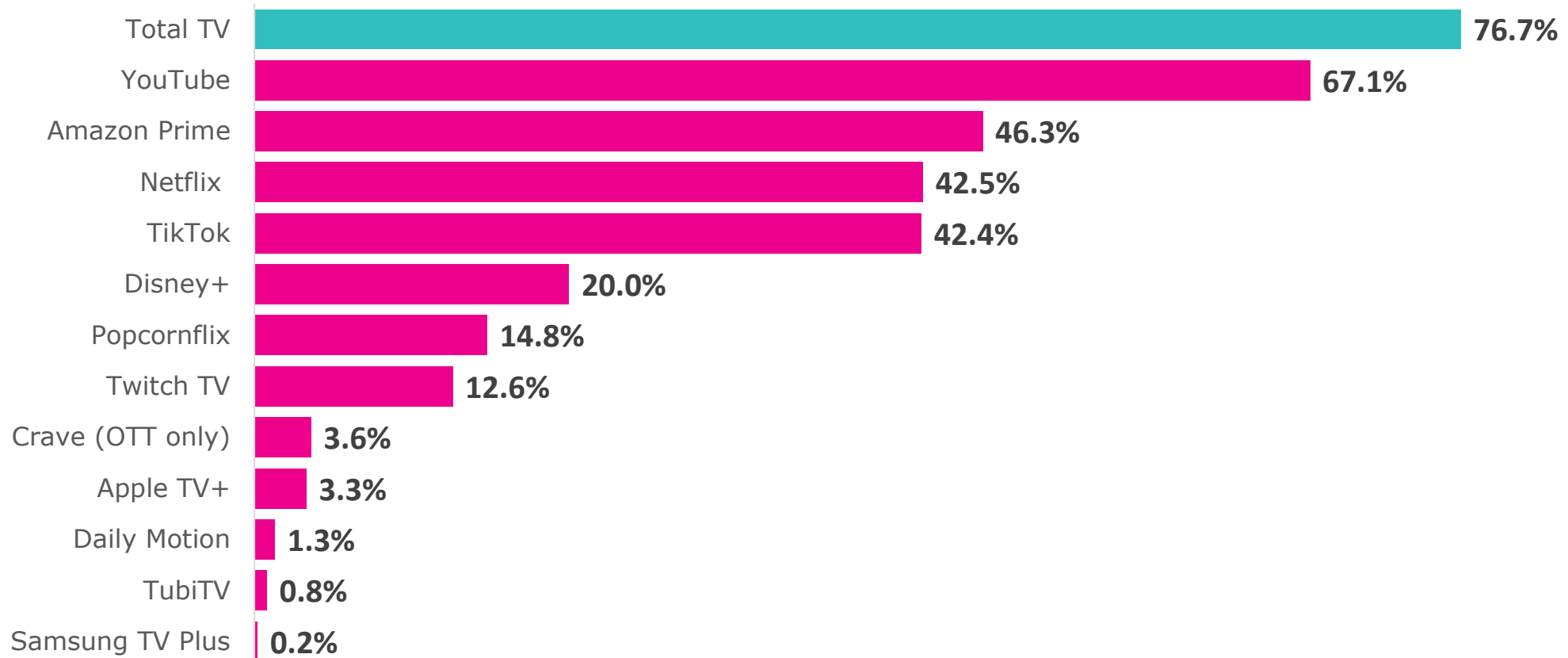


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# Total TV delivers the greatest reach

## ADULTS 18-34

AVERAGE WEEKLY REACH %  
Ontario



Total TV defined as linear TV and broadcaster streaming services

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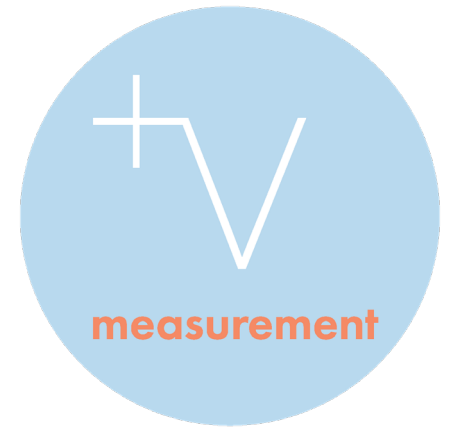
# about VAM

**VAM – Video Audience Measurement - is a cross-platform measurement data set 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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