



tv & streaming
viewership

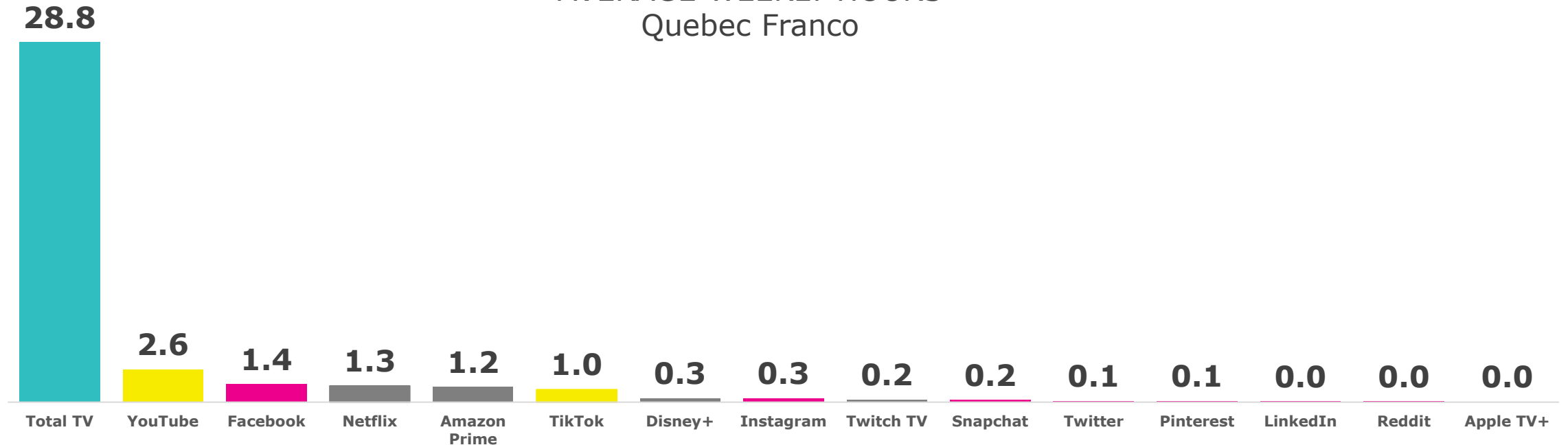
QUEBEC FRANCO Fall 2022

think^{tv}

Total TV dominates time spent

ADULTS 18+

AVERAGE WEEKLY HOURS
Quebec Franco



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

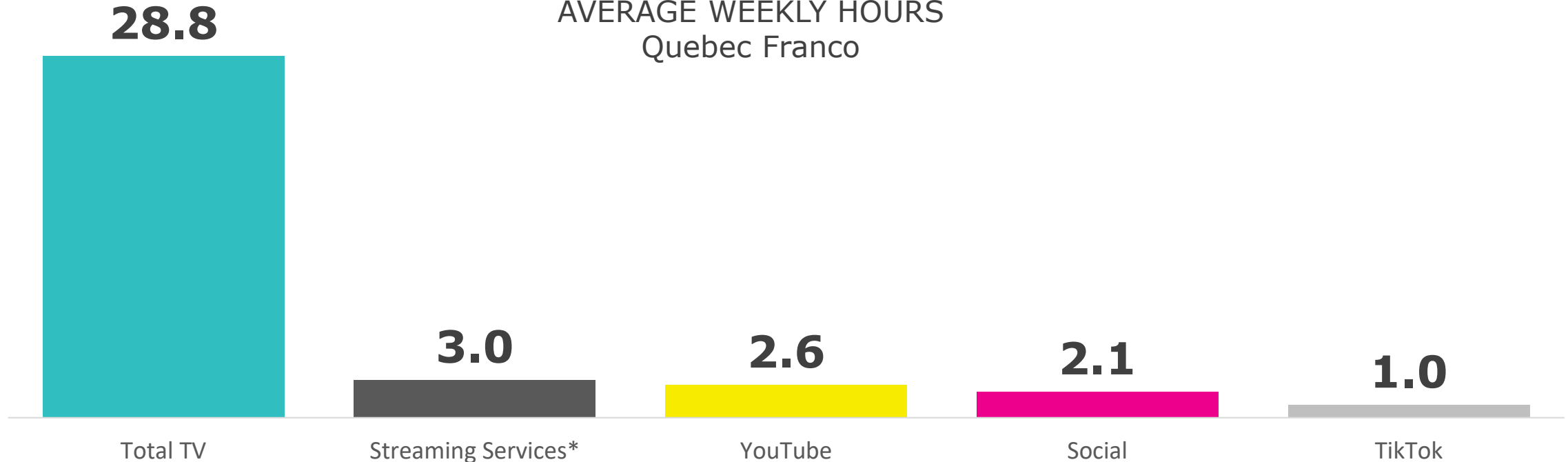
Sources: Numeris VAM, Sept-Nov 2022 for Total TV, Streaming Services, YouTube, and TikTok; and

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
Quebec Franco



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

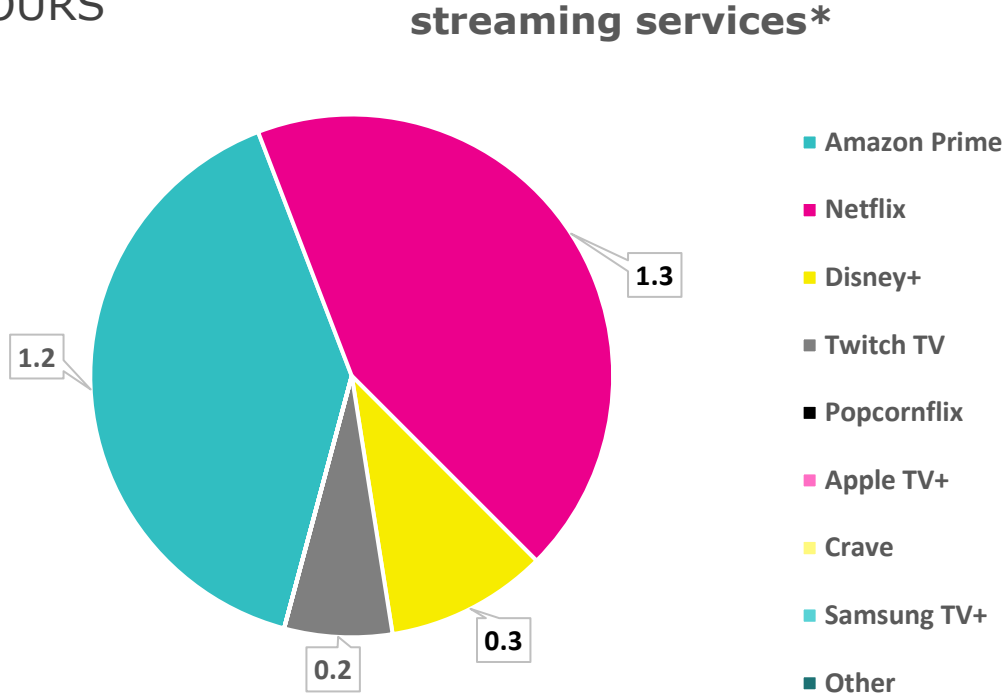
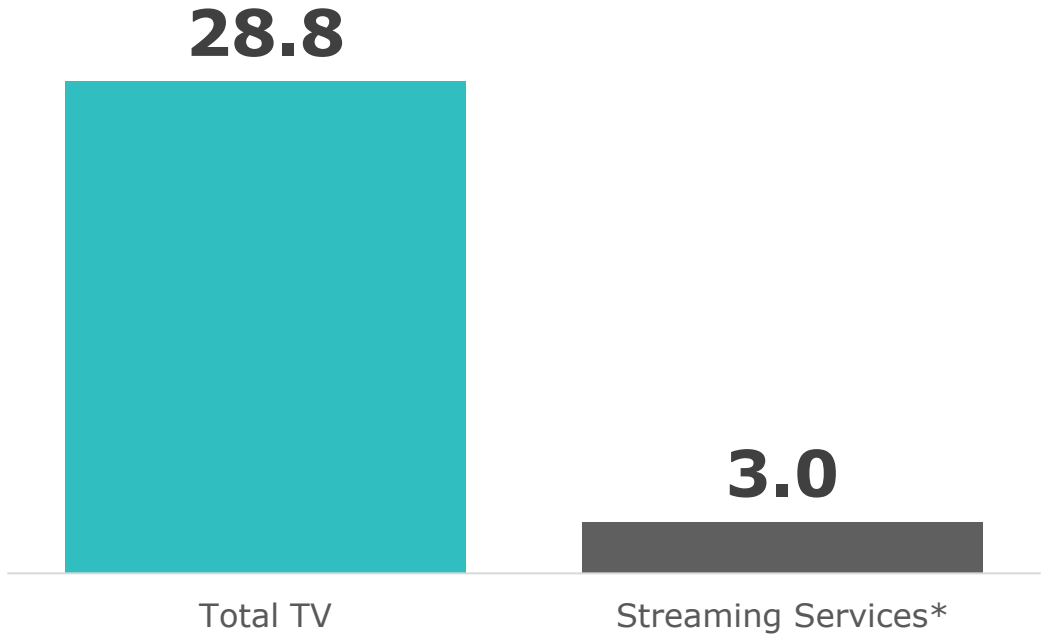
Streaming Services, YouTube, and TikTok include in-home viewing only

* 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
 Quebec Franco

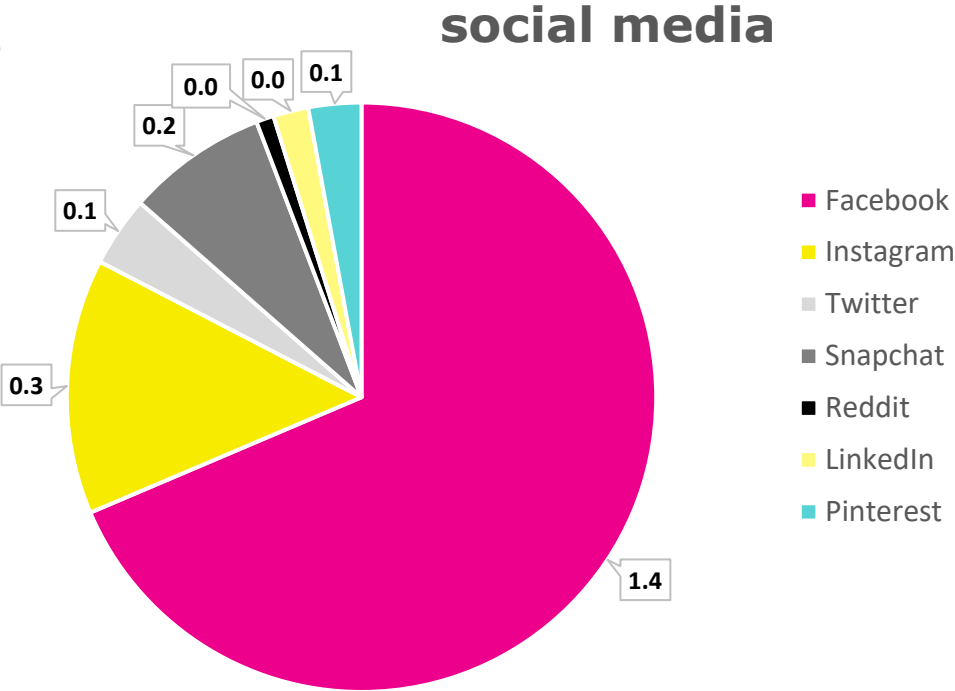
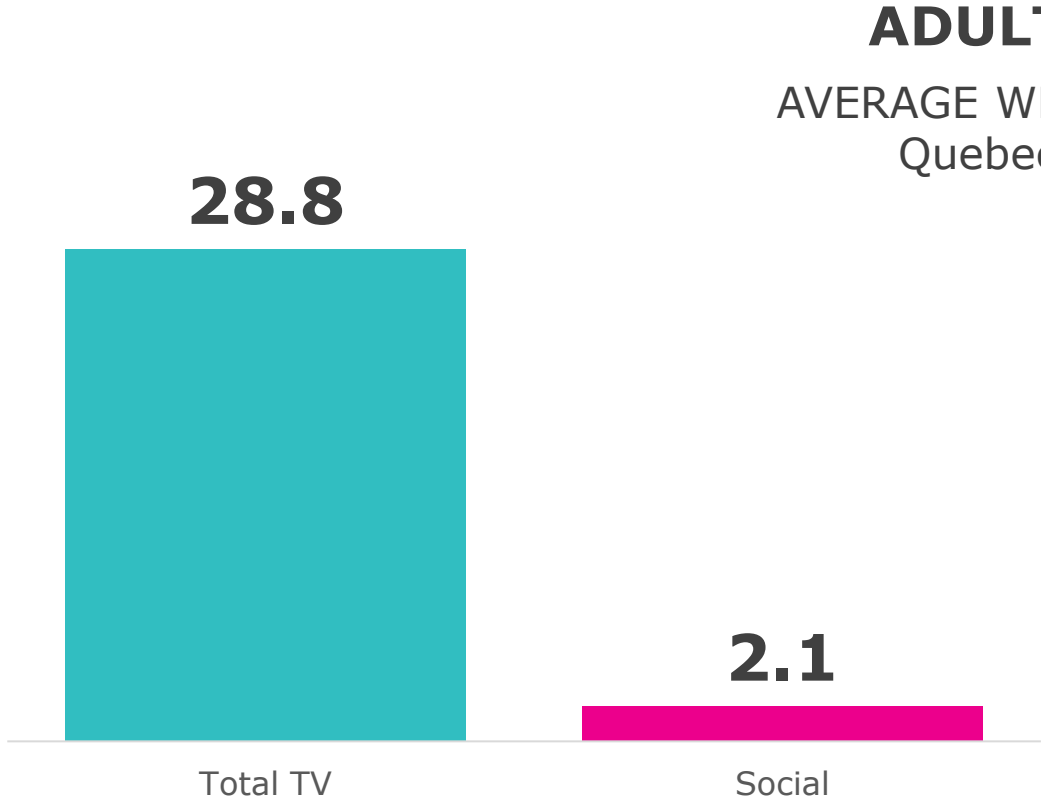


All time spent per capita
 Total TV defined as linear TV and broadcaster streaming services
 Streaming Services include in-home viewing only

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

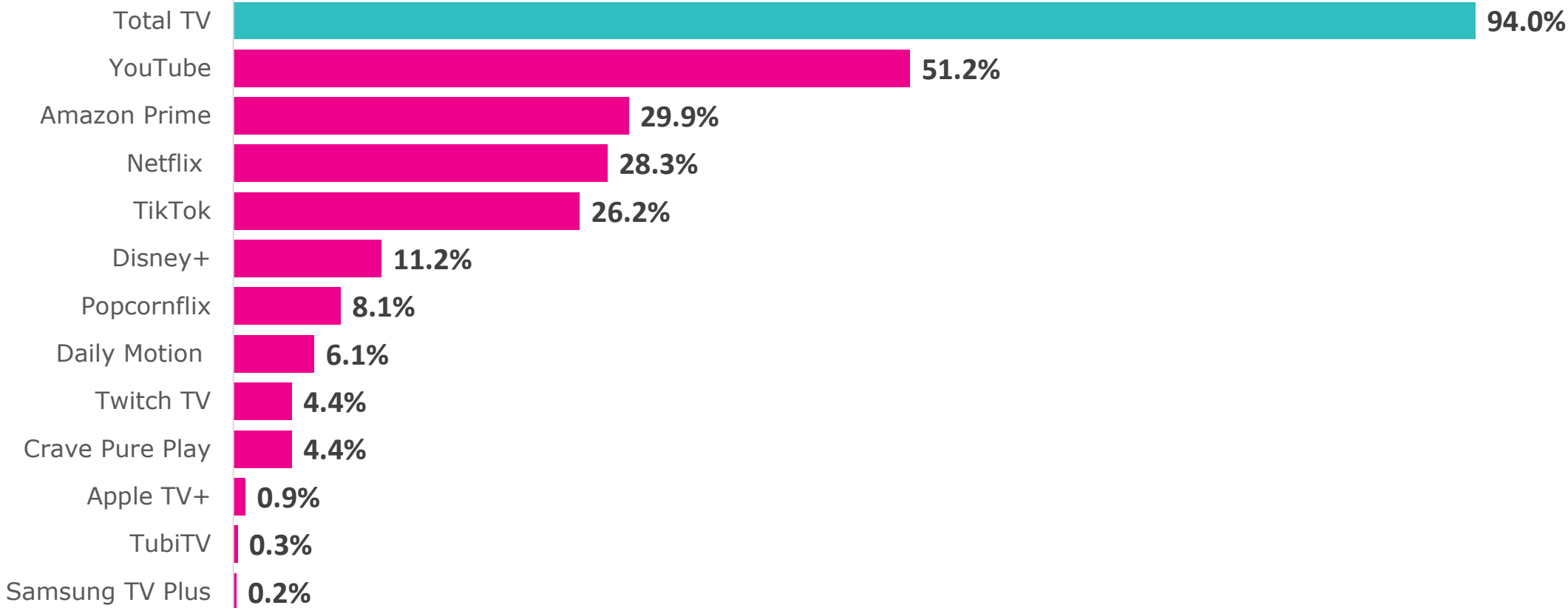


All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
Sources: Numeris VAM, Sept-Nov 2022 for Total TV; and
Comscore, Sept – Nov 2022 for Social Media

Total TV has greater reach than streaming services

ADULTS 18+

AVERAGE WEEKLY REACH%
Quebec Franco



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

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

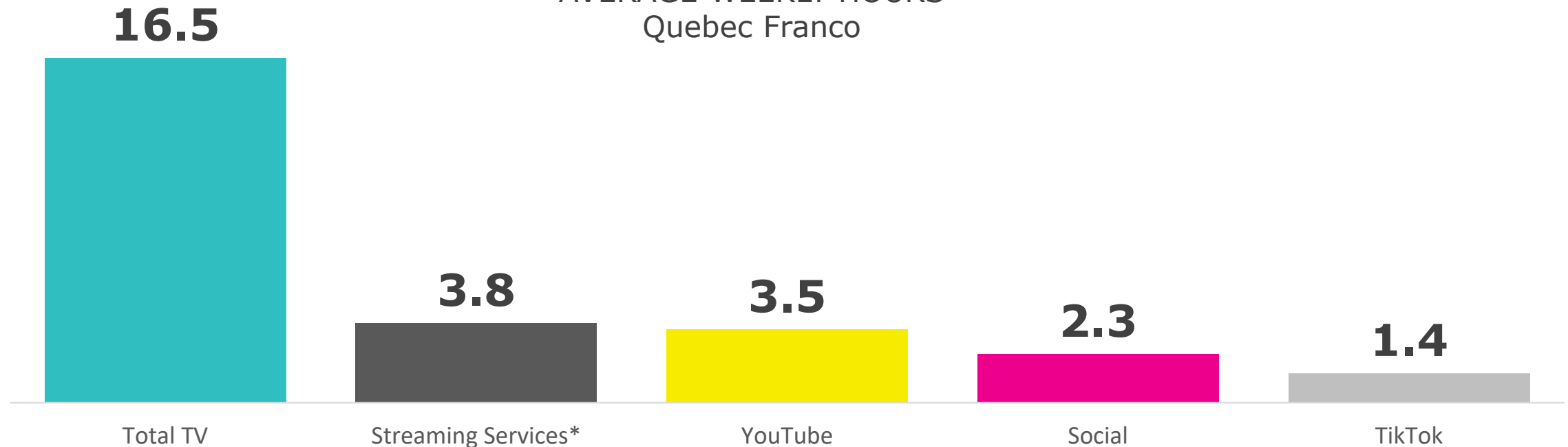
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time spent with Total TV exceeds YouTube, social media, and the streaming services

ADULTS 25-54

AVERAGE WEEKLY HOURS
Quebec Franco



All time spent per capita

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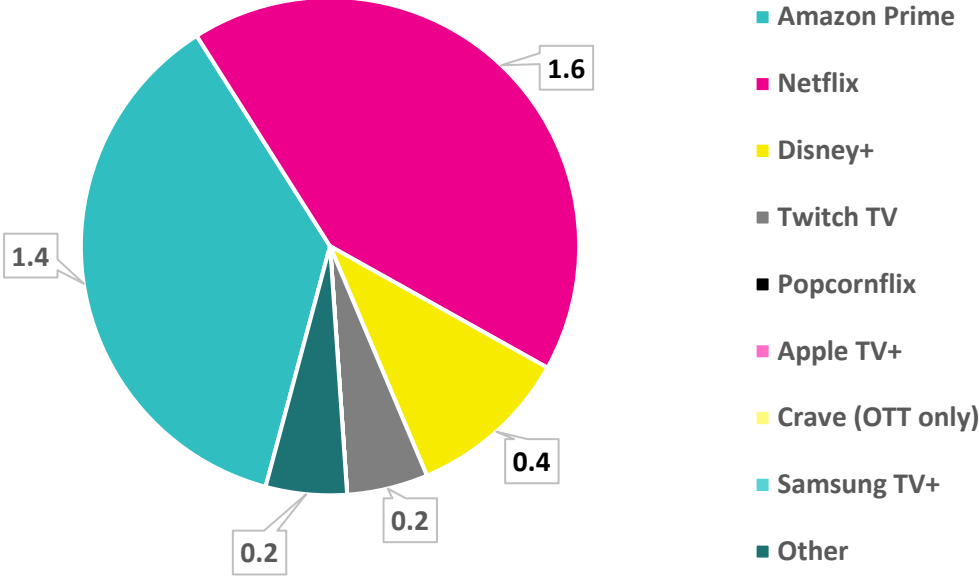
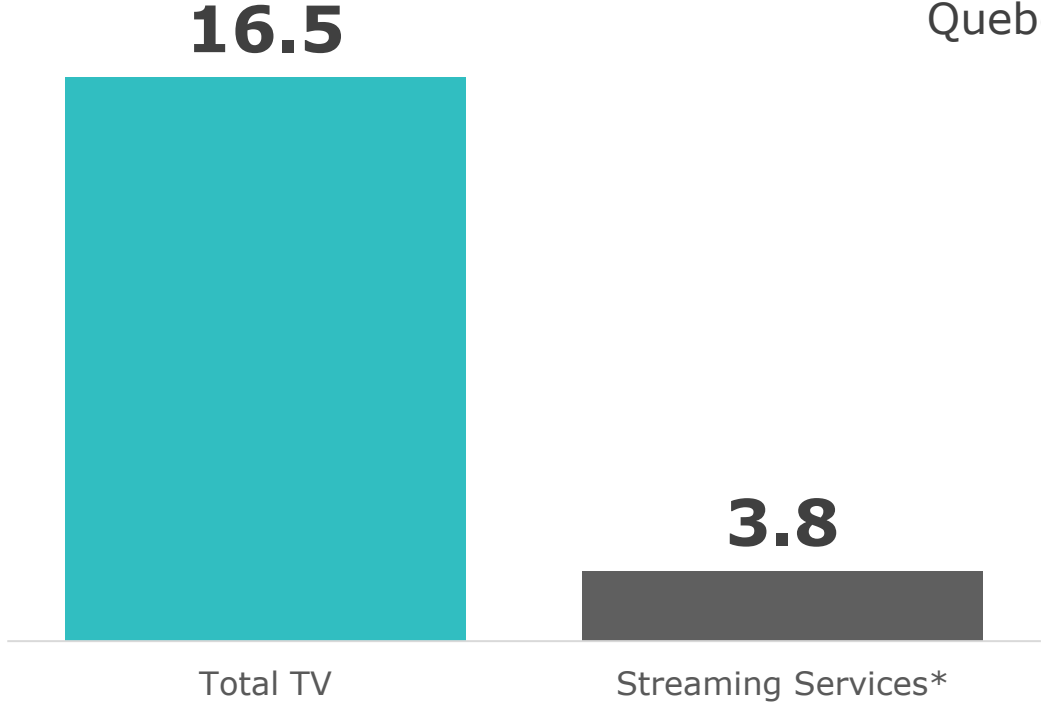
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time spent with Total TV far exceeds time on streaming services

ADULTS 25-54

AVERAGE WEEKLY HOURS
Quebec Franco

streaming services*



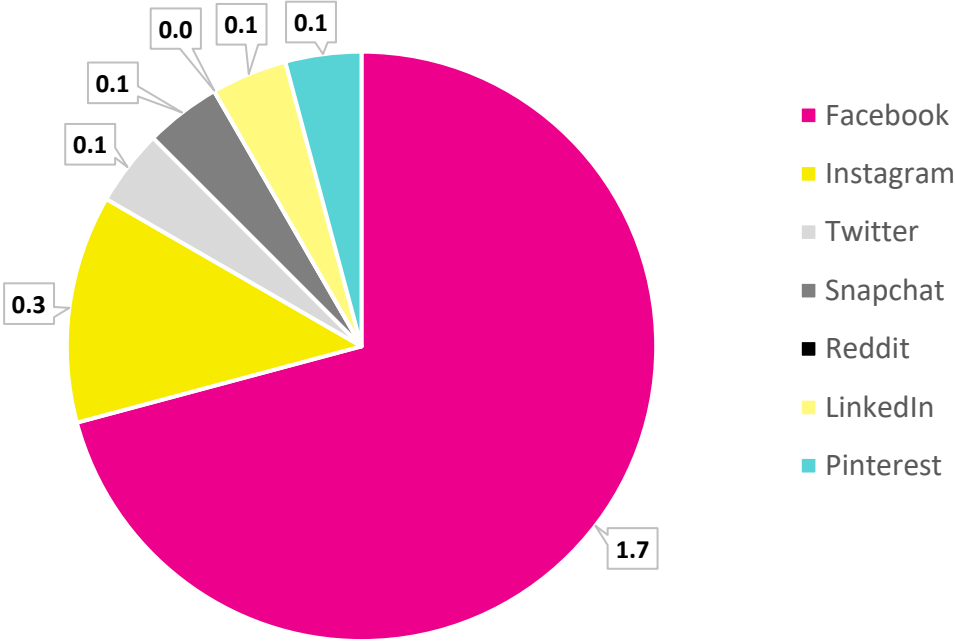
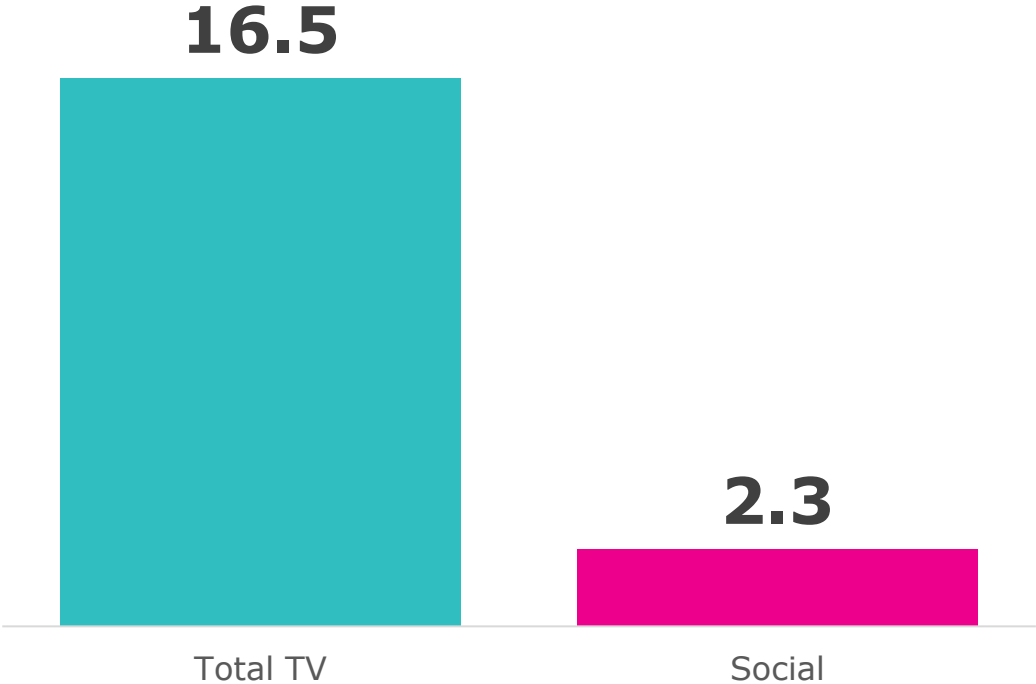
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ADULTS 25-54

AVERAGE WEEKLY HOURS
Quebec Franco

social media

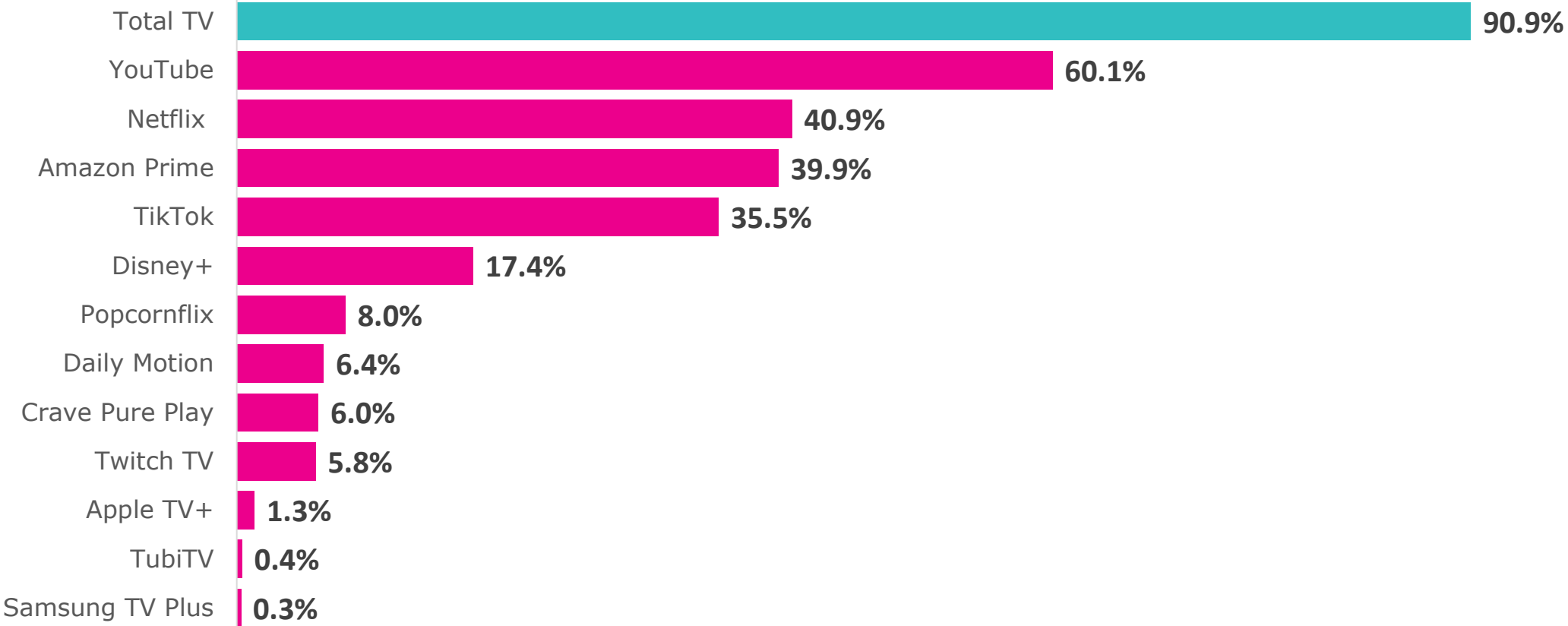


All time spent per capita
 Total TV defined as linear TV and broadcaster streaming services
 Sources: Numeris VAM, Sept-Nov 2022 for Total TV; and
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Total TV delivers the greatest reach

ADULTS 25-54

AVERAGE WEEKLY REACH%
Quebec Franco



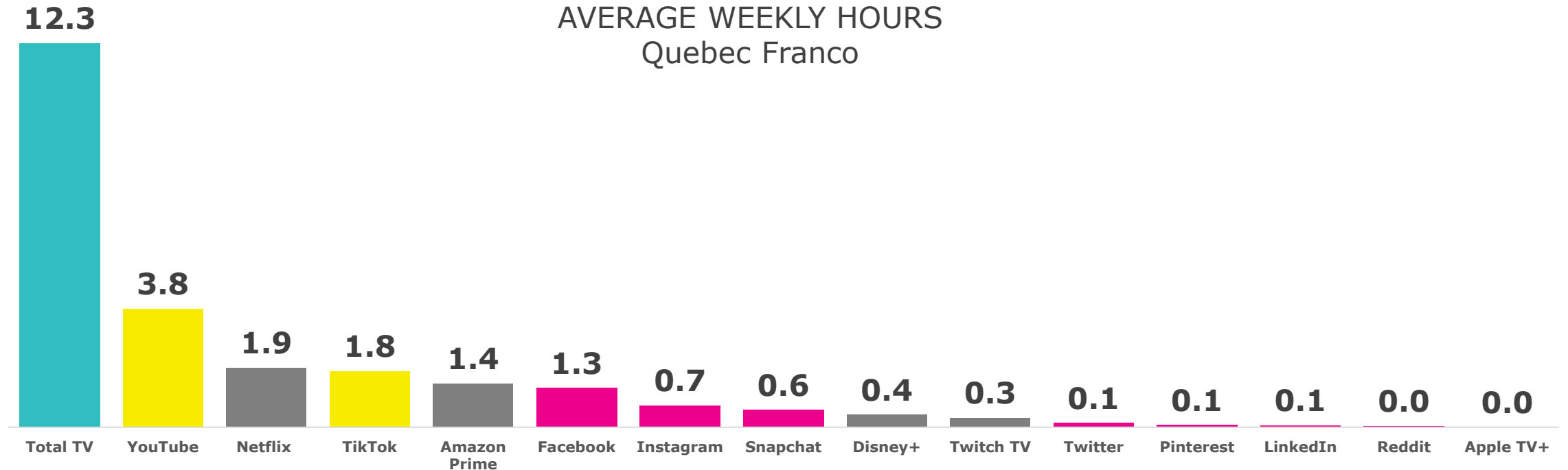
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Streaming Services include in-home viewing only
Source: Numeris VAM, Sept-Nov 2022



Total TV dominates time spent

ADULTS 18-34

AVERAGE WEEKLY HOURS
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All time spent per capita

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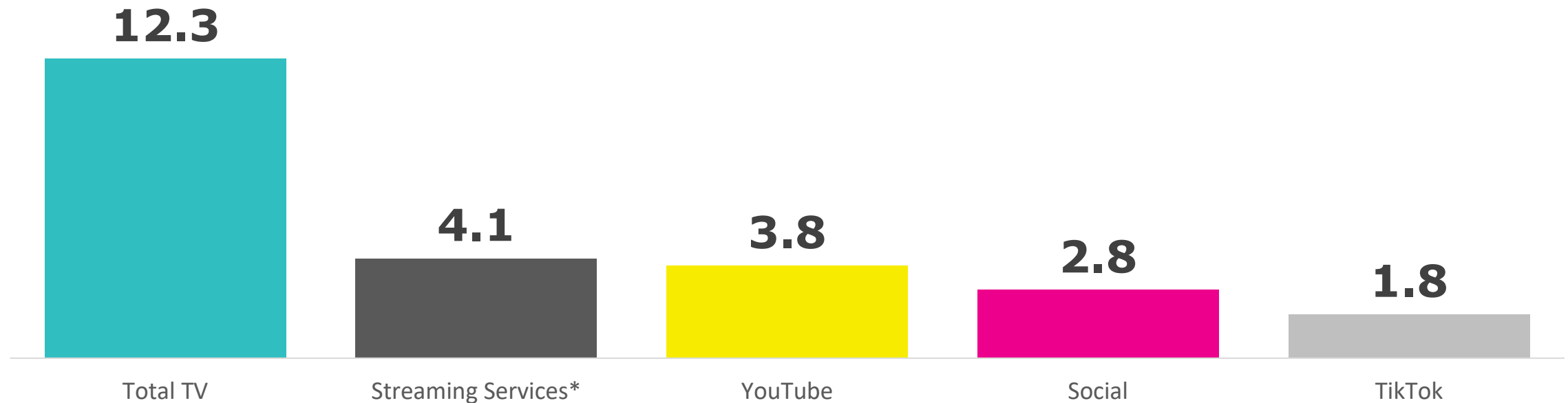
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time spent with Total TV exceeds YouTube, social media, & the top-ranked streaming services

ADULTS 18-34

AVERAGE WEEKLY HOURS
Quebec Franco



All time spent per capita

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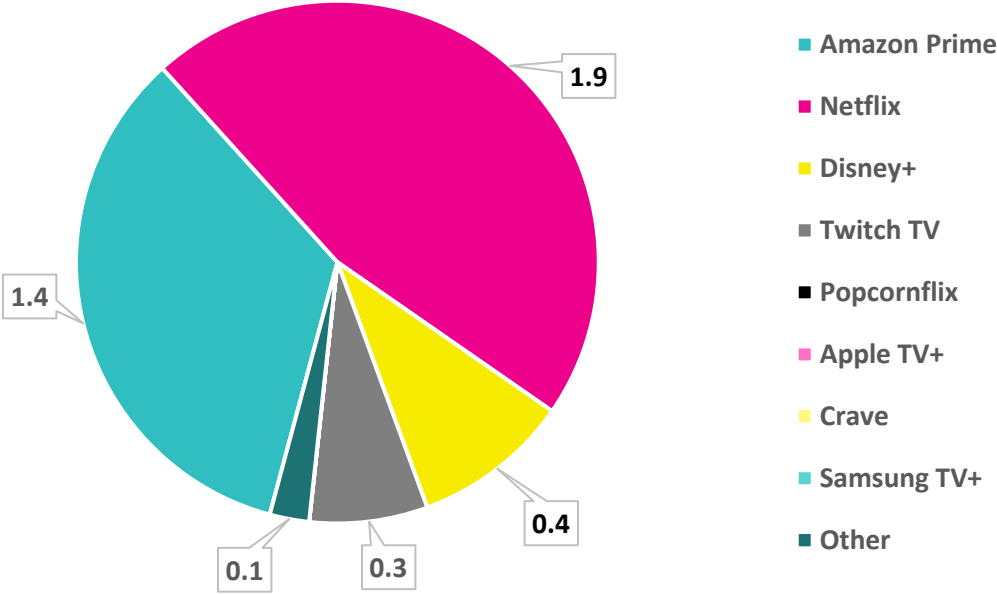
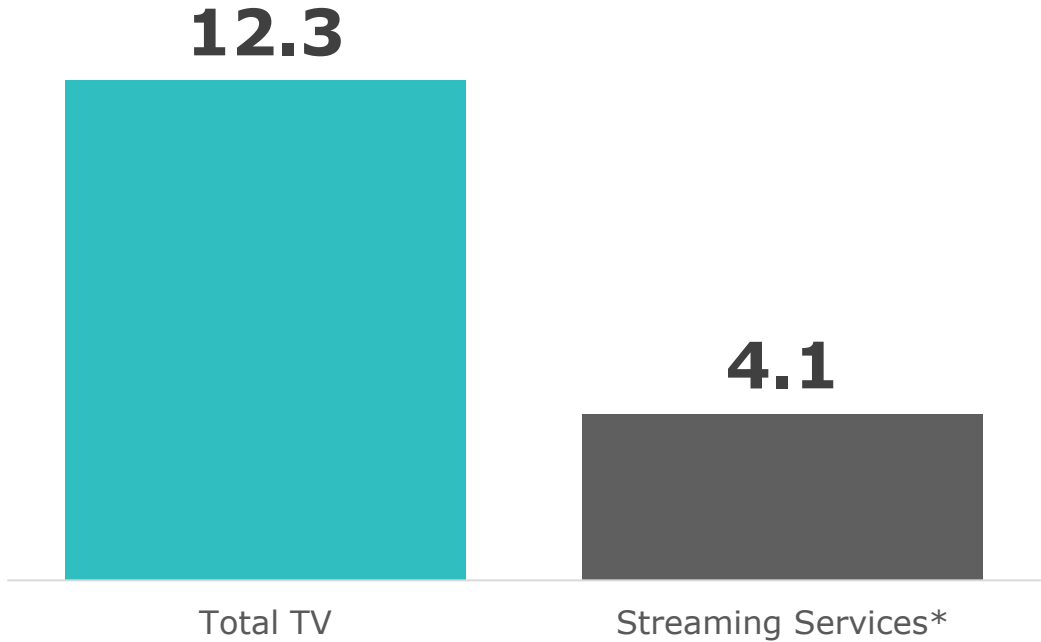
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ADULTS 18-34
 AVERAGE WEEKLY HOURS
 Quebec Franco

streaming services*



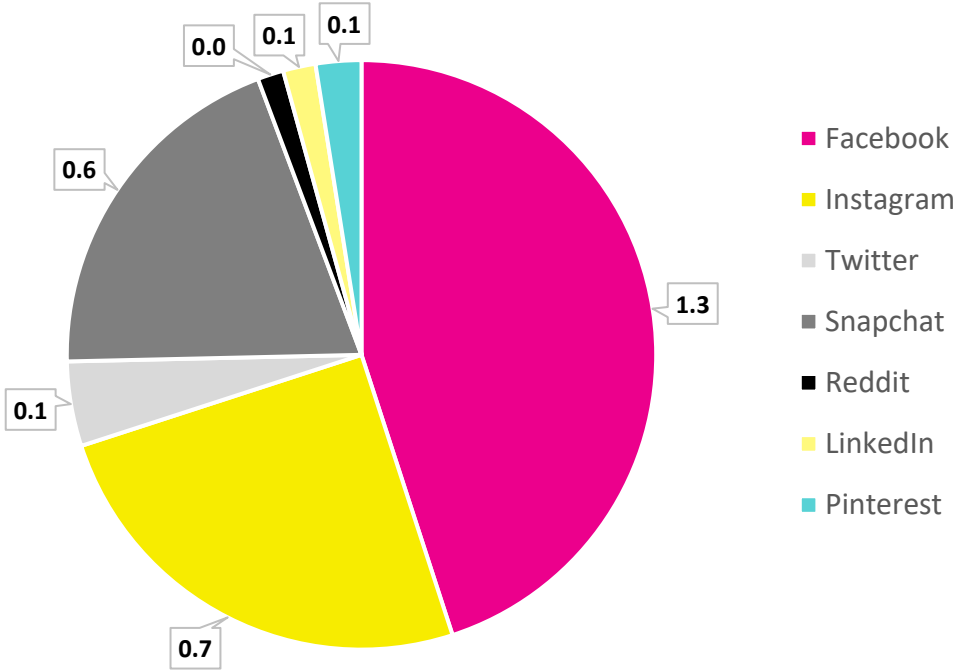
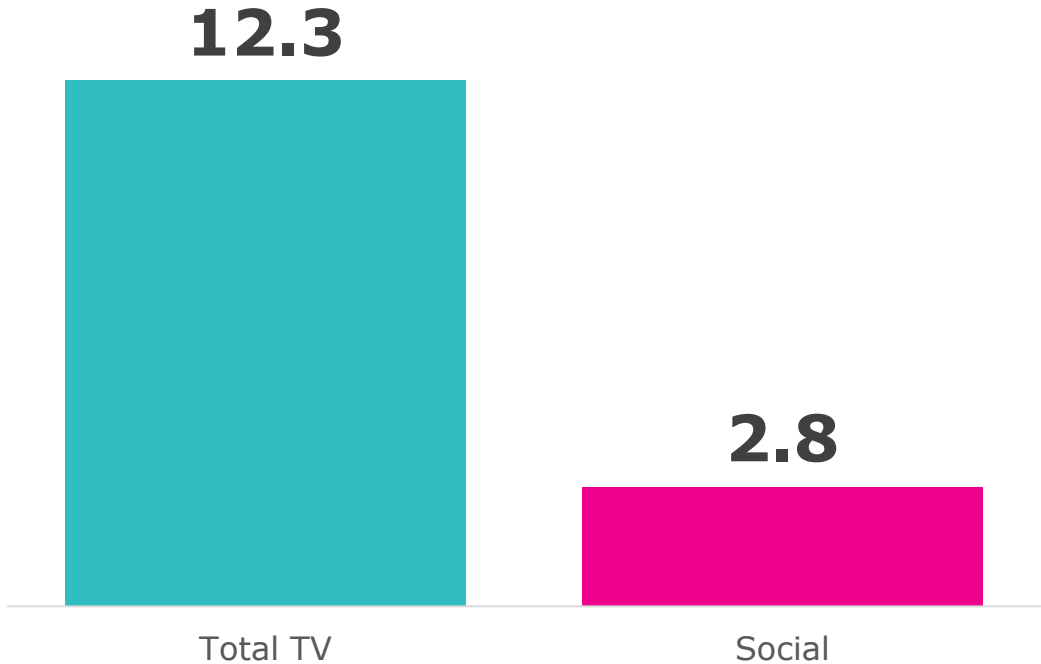
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ADULTS 18-34

AVERAGE WEEKLY HOURS
Quebec Franco

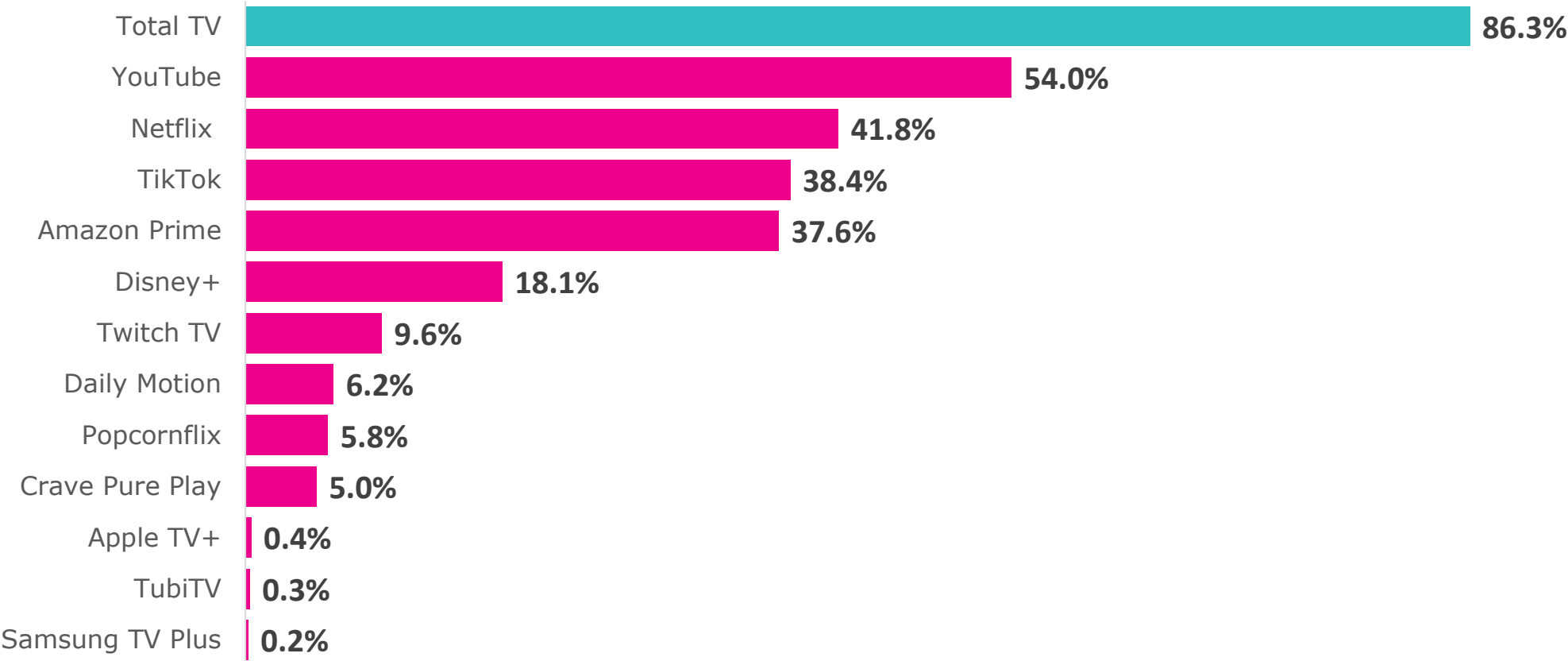
social media



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ADULTS 18-34
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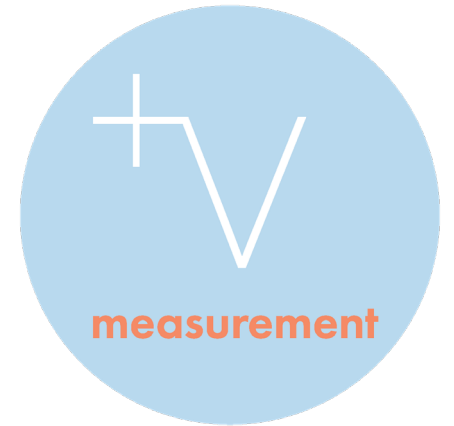
about VAM

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 Quebec Franco and French Quebec markets, information is available to clients monthly to help inform planning and mix media modelling.

MORE INFORMATION



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