

A photograph of two women sitting on a light-colored, patterned sofa. The woman on the left has dark hair and is wearing a beige knit sweater, smiling and eating a chip. The woman on the right has long, wavy blonde hair and is wearing a white cardigan over a pink top, smiling broadly. The background is a softly lit living room.

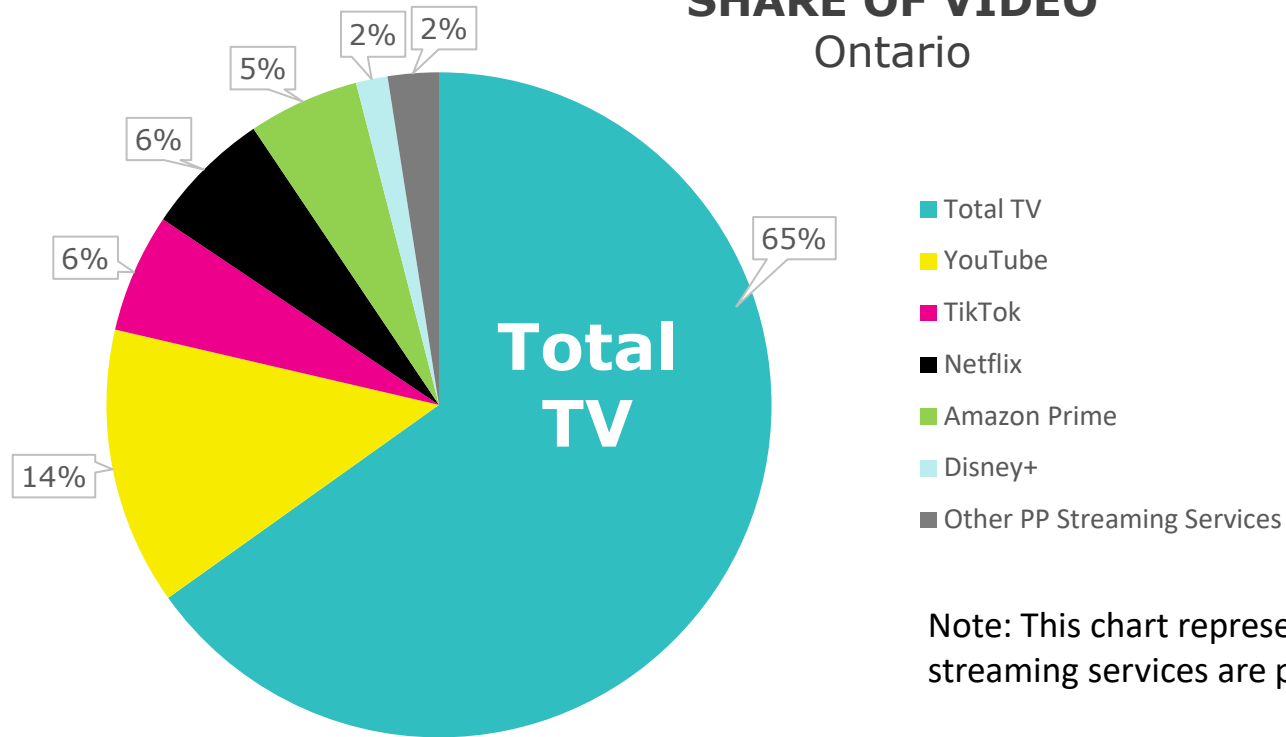
total tv & streaming
viewership

think^{tv}

ONTARIO
Fall 2023

Total TV dominates time spent with video

ADULTS 18+ SHARE OF VIDEO Ontario



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

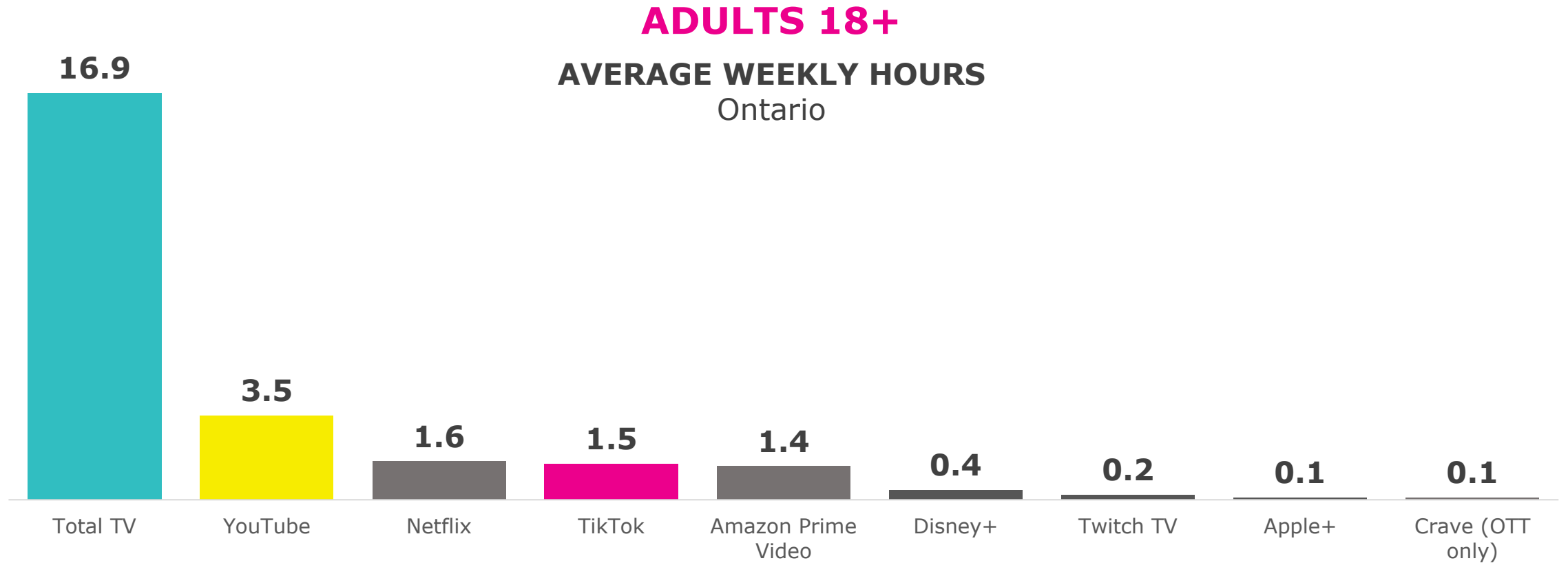
Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include in-home viewing only

Other Streaming Services: AppleTV+, CBS News, Club Illico, Crave(OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV, Twitch TV.

Source: Numeris VAM 8/28/2023 to 11/26/2023

Total TV dominates time spent



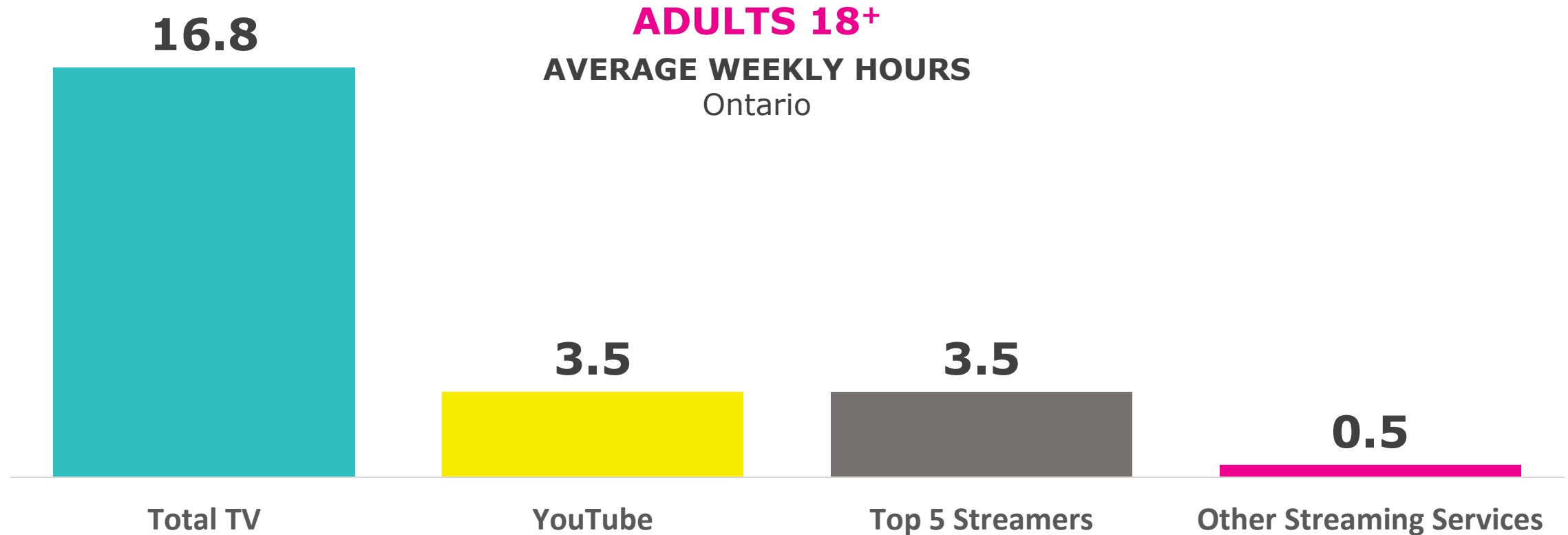
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Total TV defined as linear TV and broadcaster streaming services

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



All time spent per capita

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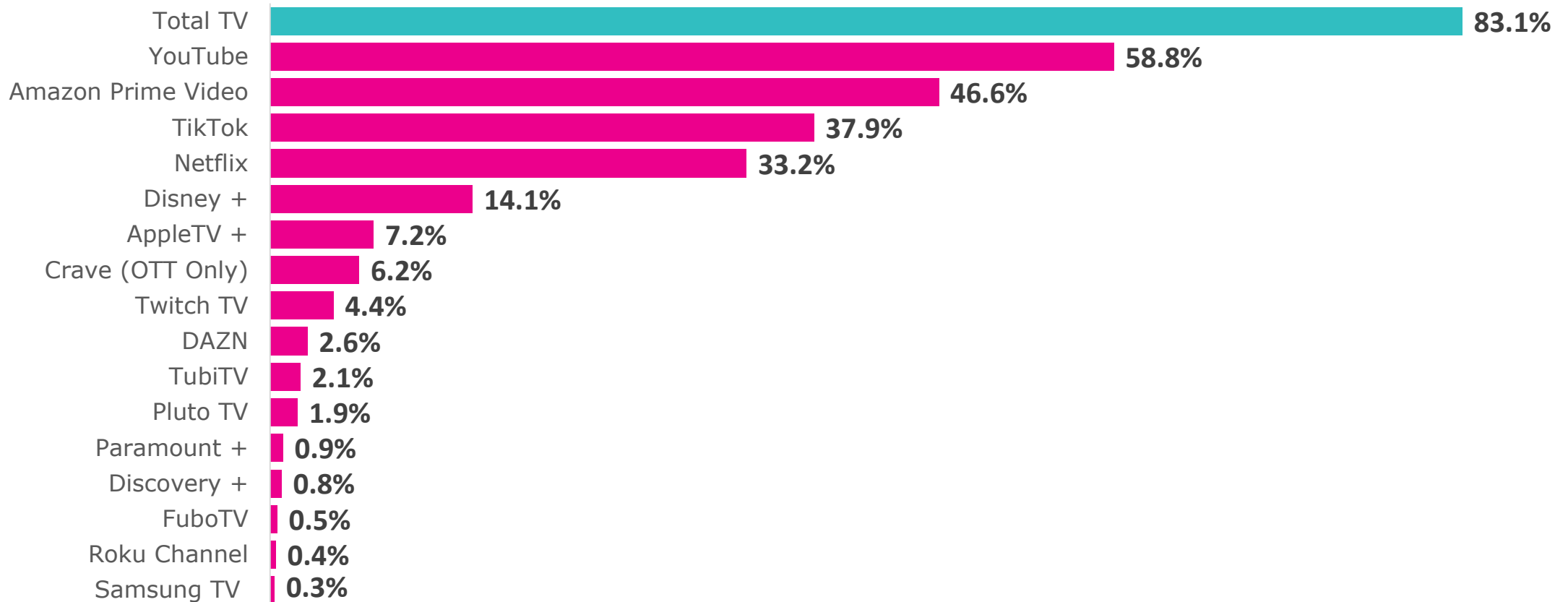
Top 5 Streaming Services: Amazon Prime, Netflix, Disney+, Apple TV+, Crave (OTT only)

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Source: Numeris VAM 8/28/2023 to 11/26/2023

Total TV has the greatest reach

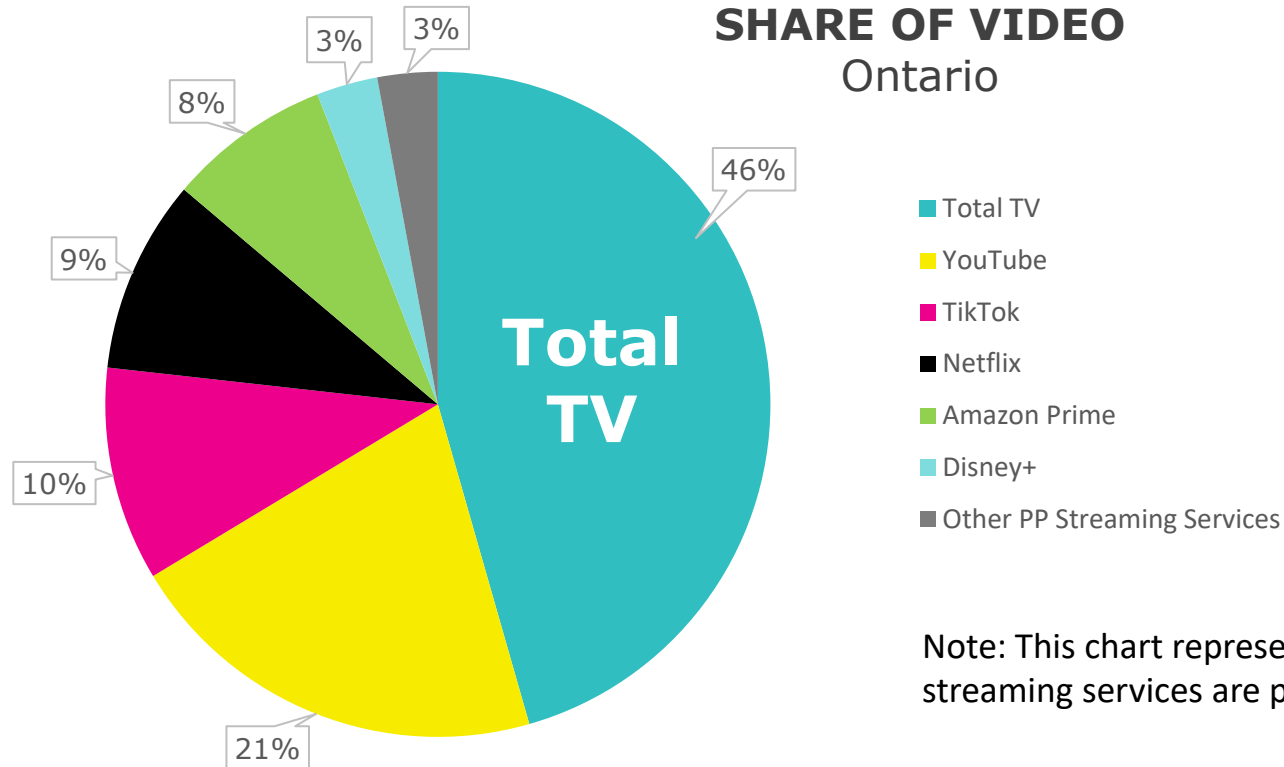
ADULTS 18+
AVERAGE WEEKLY REACH%
Ontario



Total TV defined as linear TV and broadcaster streaming services
Streaming Services are primarily commercial free and include in-home viewing only
Source: Numeris VAM 8/28/2023 to 11/26/2023

Total TV dominates time spent with video

ADULTS 25-54 SHARE OF VIDEO Ontario



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

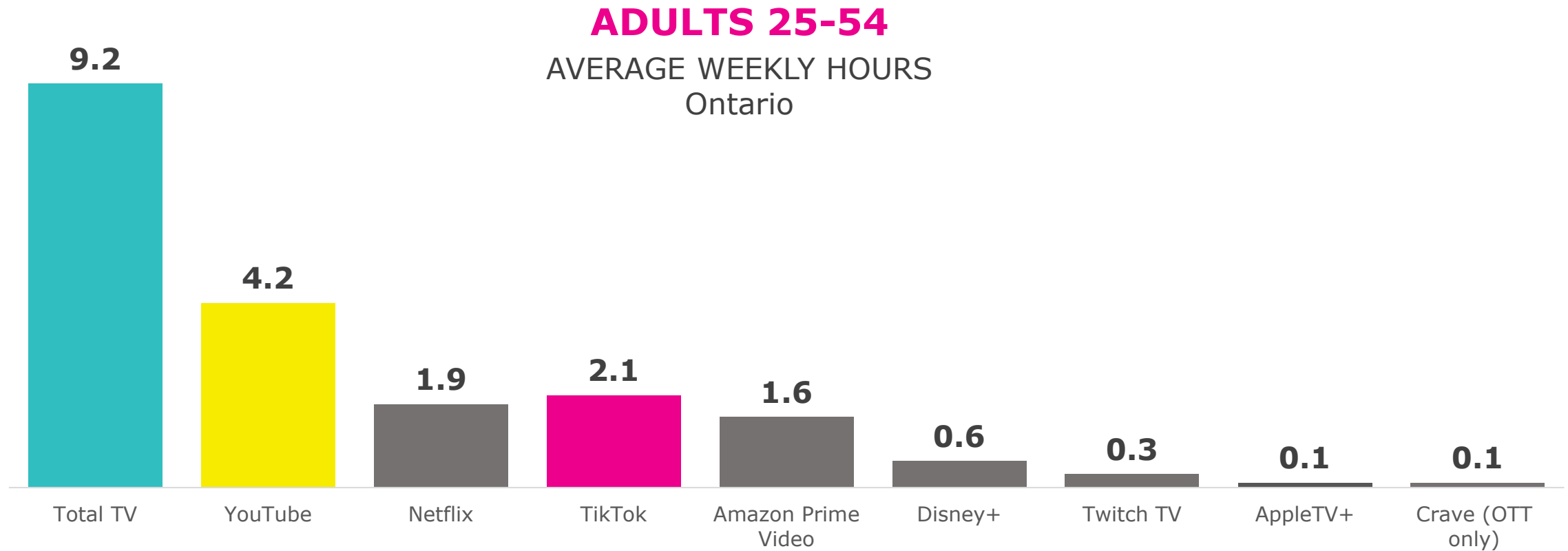
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Source: Numeris VAM 8/28/2023 to 11/26/2023

Total TV dominates Video time spent



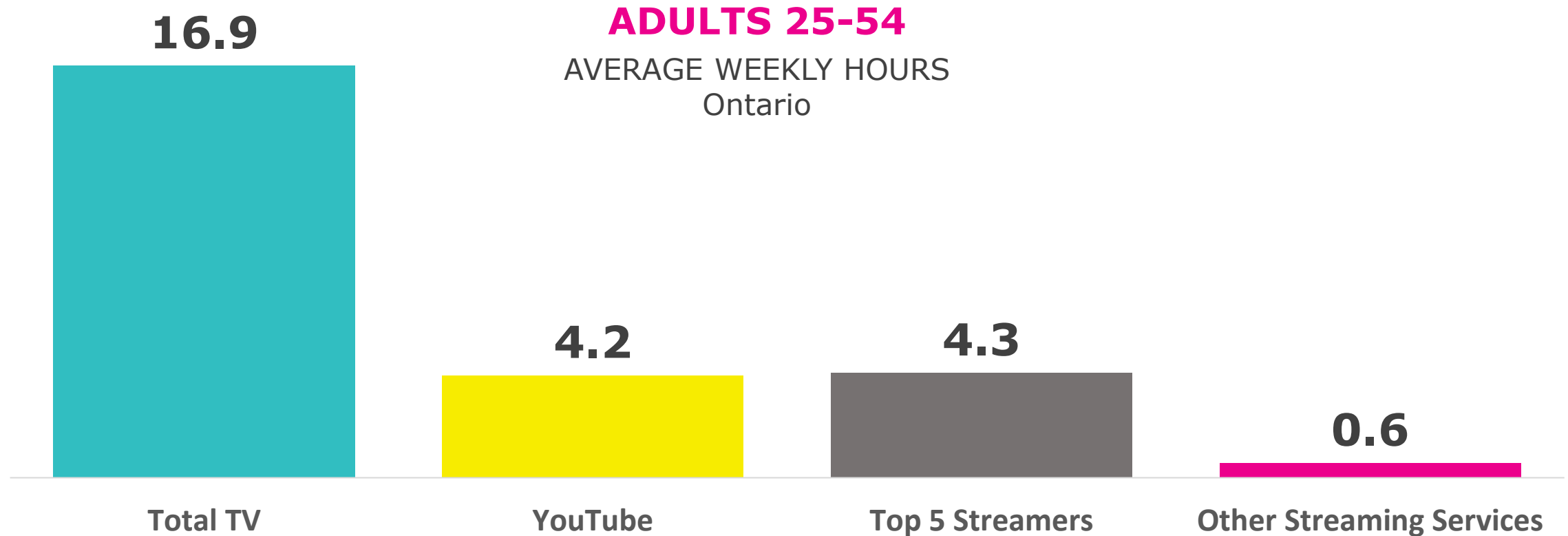
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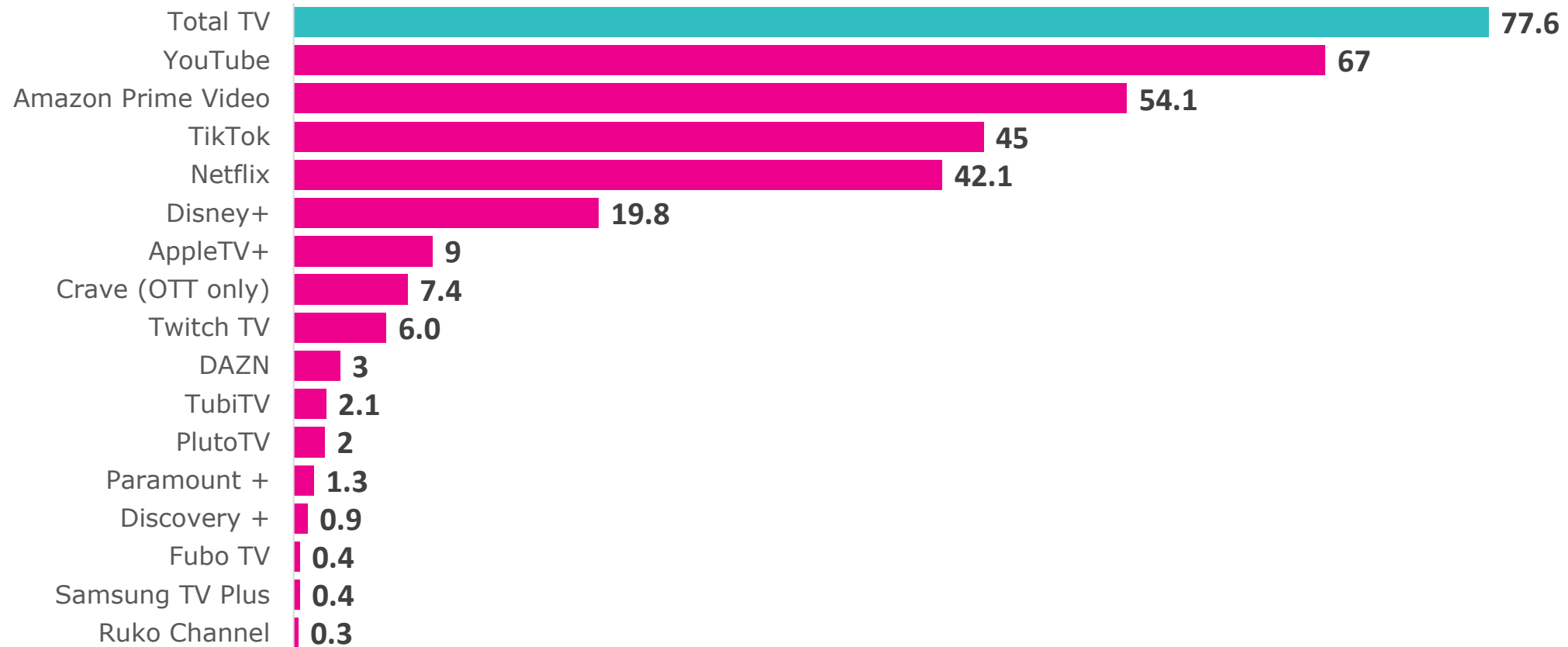
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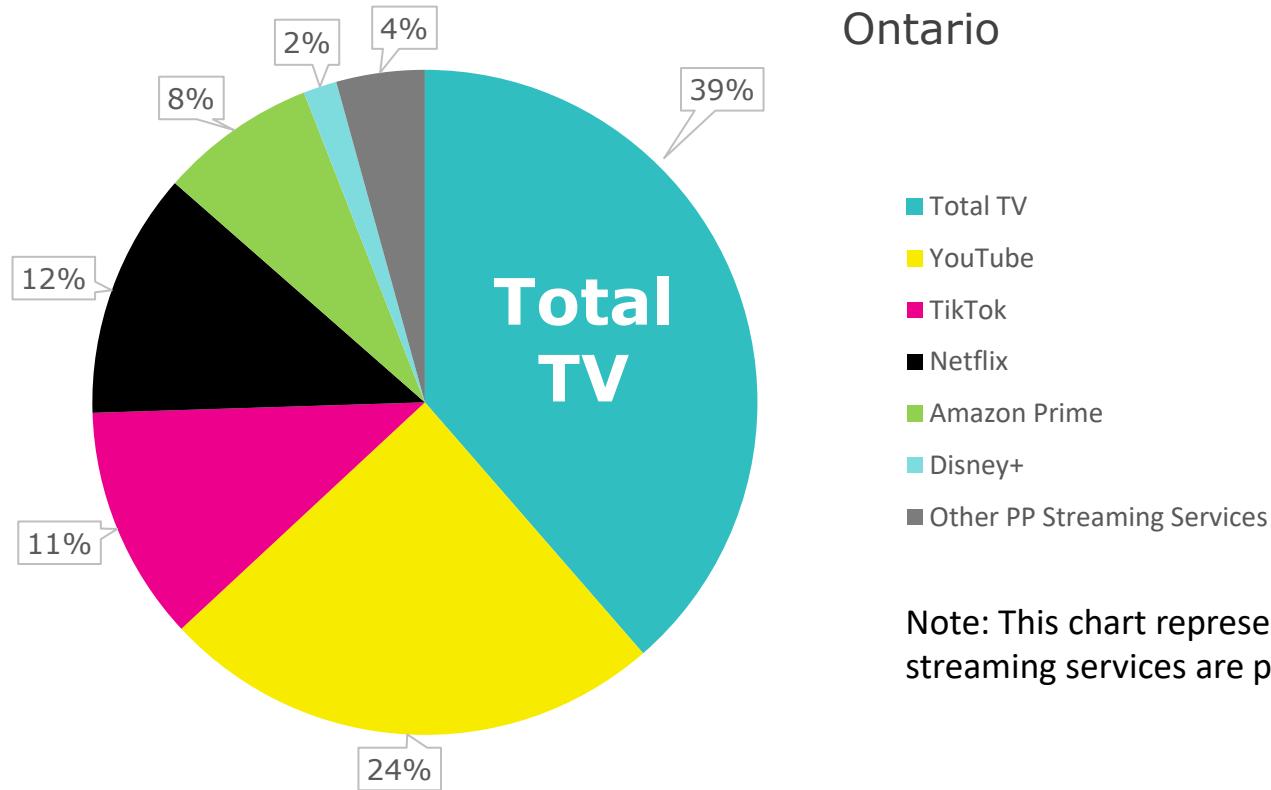
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Total TV dominates time spent with video

ADULTS 18-34 SHARE OF VIDEO Ontario



Note: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

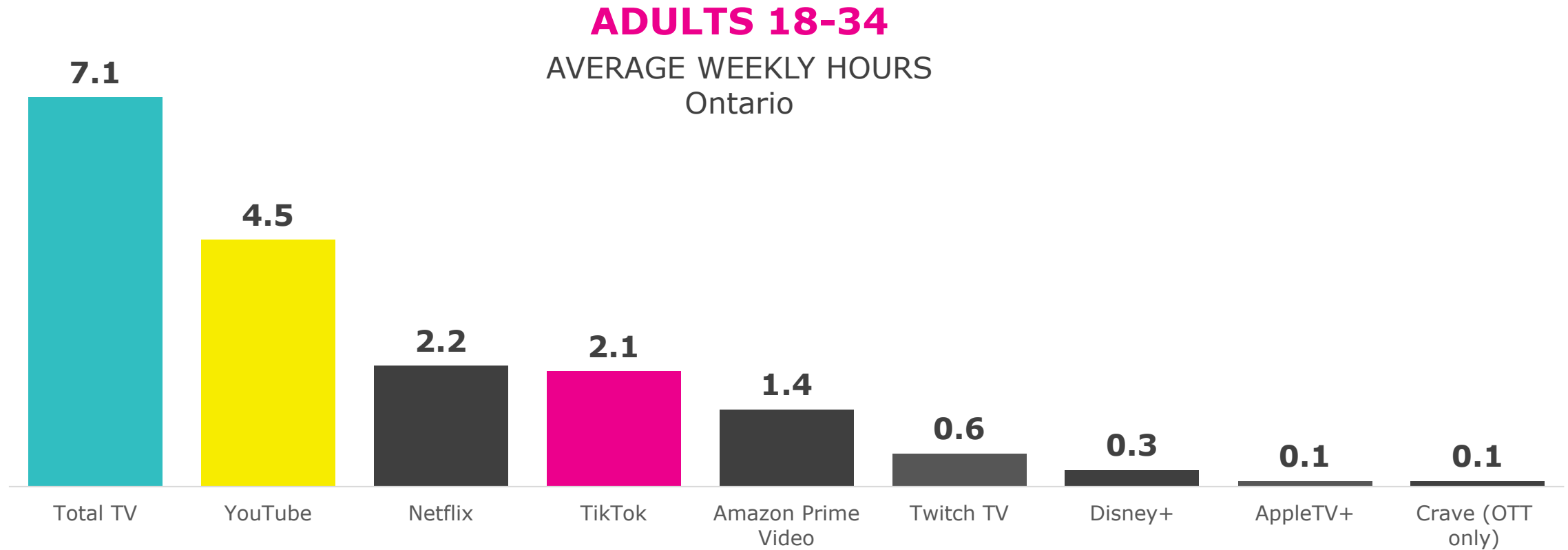
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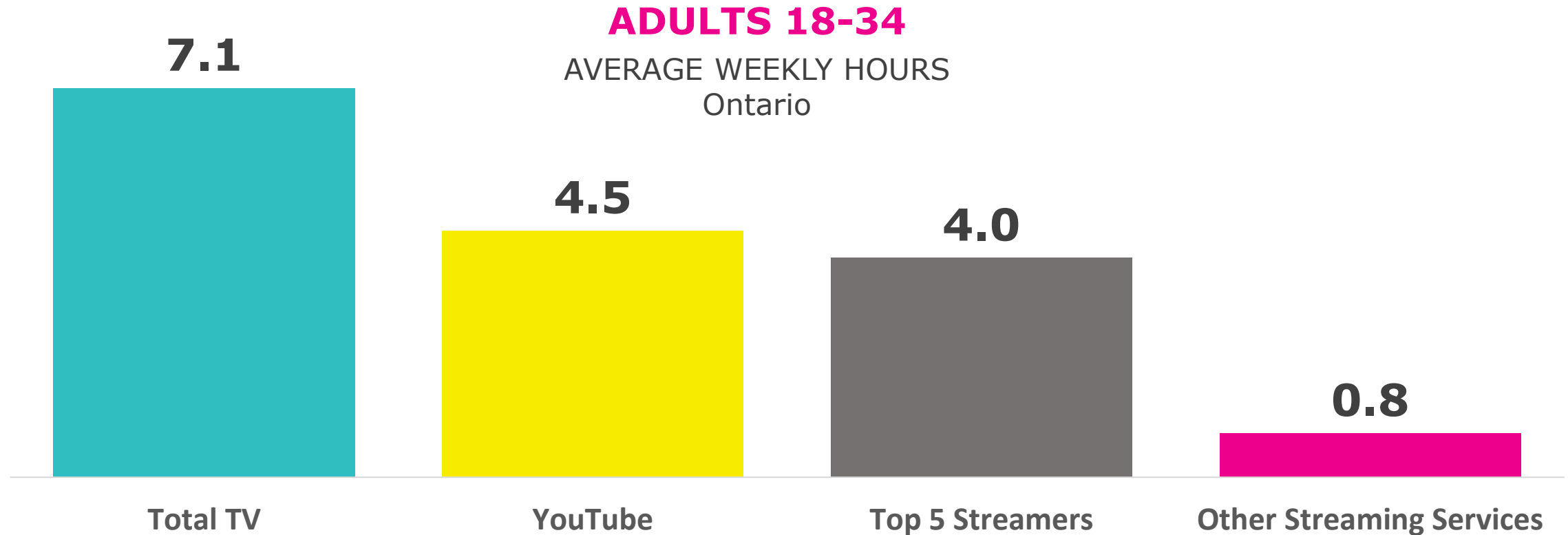
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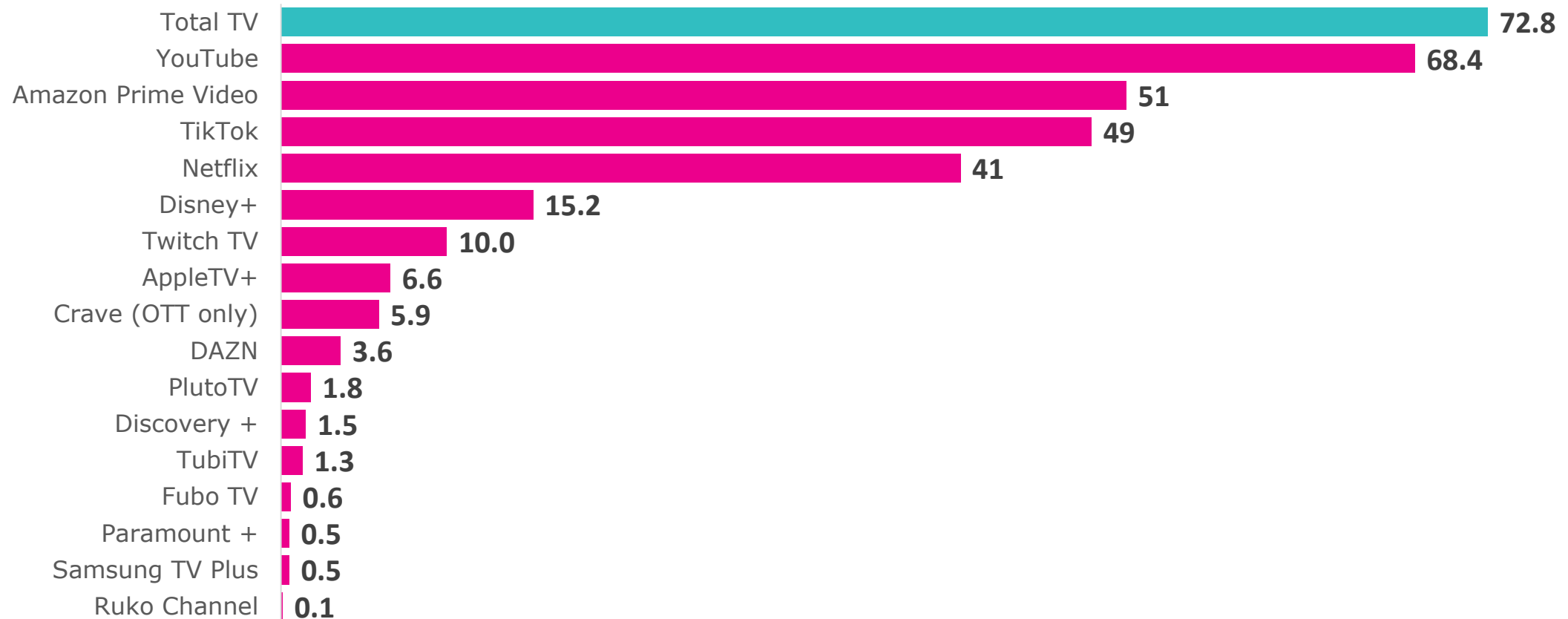
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