

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.

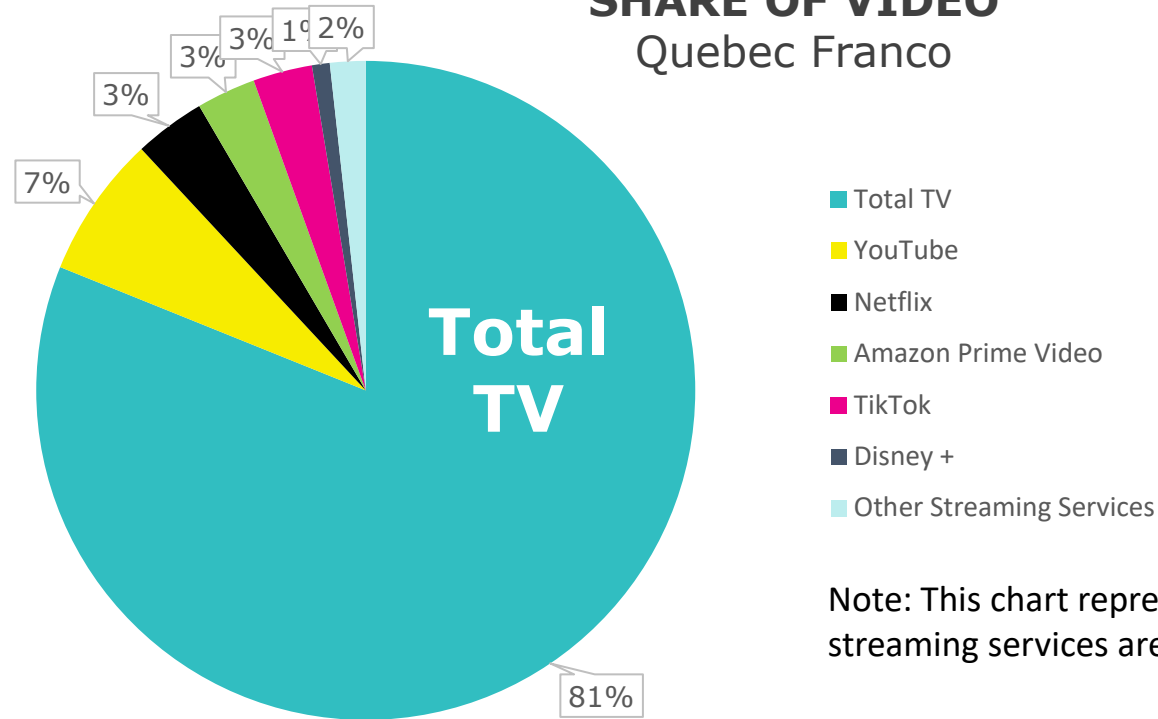
**total tv** & streaming  
viewership

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

**QUEBEC FRANCO**  
Fall 2023

# Total TV dominates time spent with video

## ADULTS 18+ SHARE OF VIDEO Quebec Franco



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

All time spent per capita

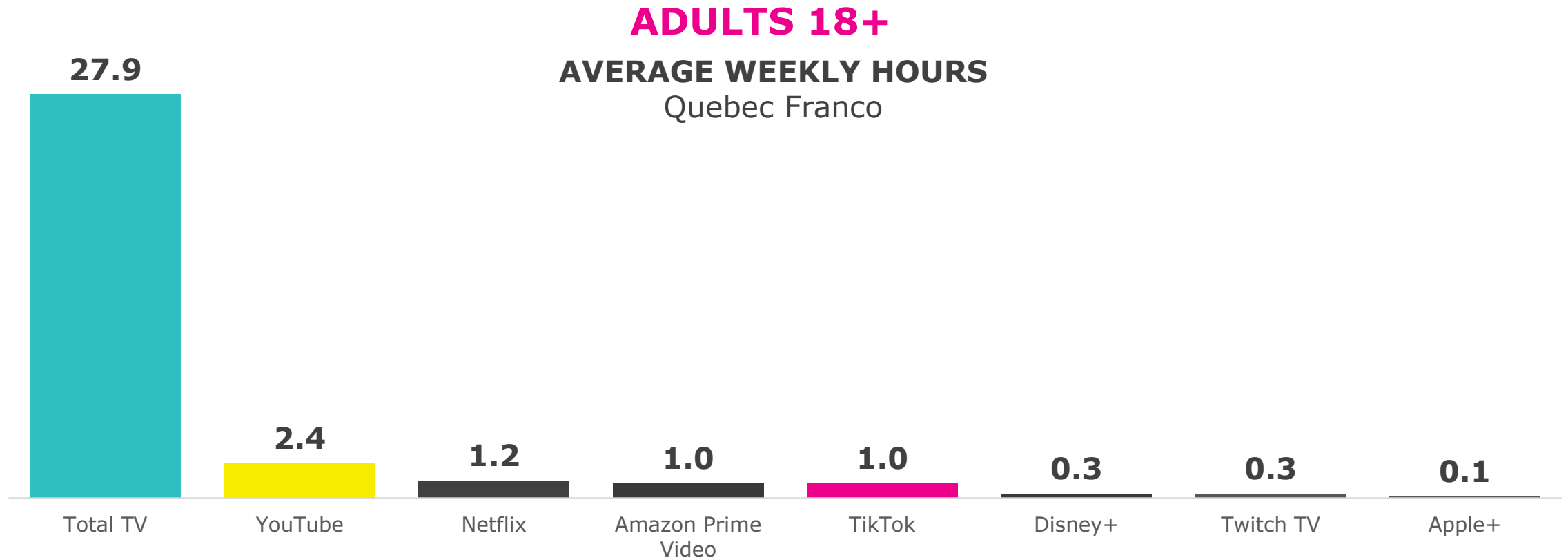
Total TV defined as linear TV and broadcaster streaming services

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

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

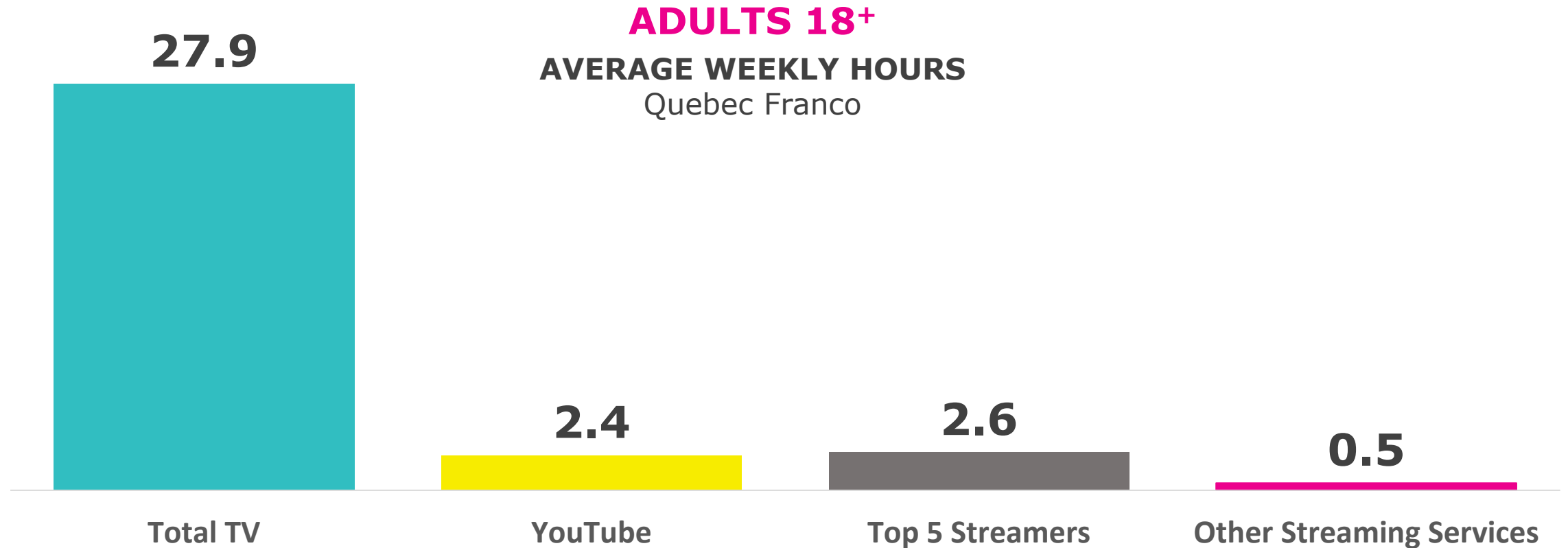
Source: Numeris VAM 8/28/2023 to 11/26/2023

# Total TV dominates time spent



All time spent per capita  
Total TV defined as linear TV and broadcaster streaming services  
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Source: Numeris VAM 8/28/2023 to 11/26/2023

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



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

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

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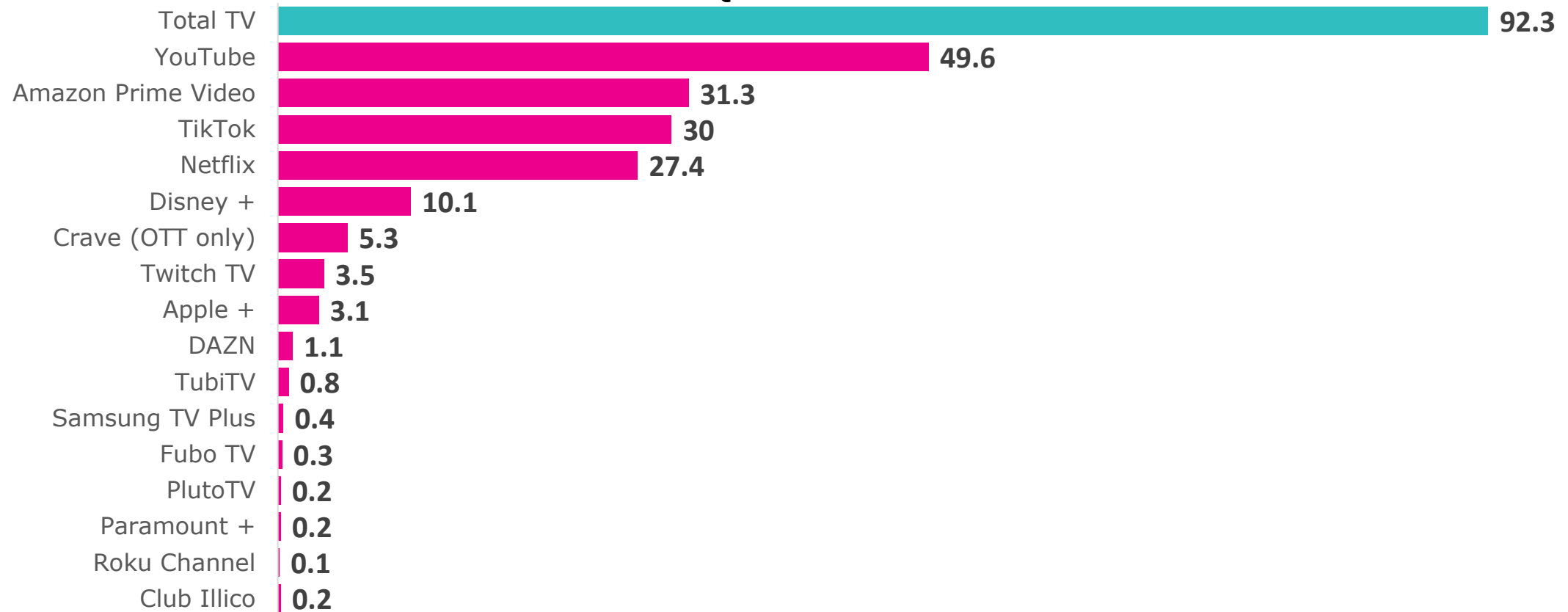
Source: Numeris VAM 8/28/2023 to 11/16/2023

# Total TV has the greatest reach

**ADULTS 18+**

**AVERAGE WEEKLY REACH%**

Quebec Franco



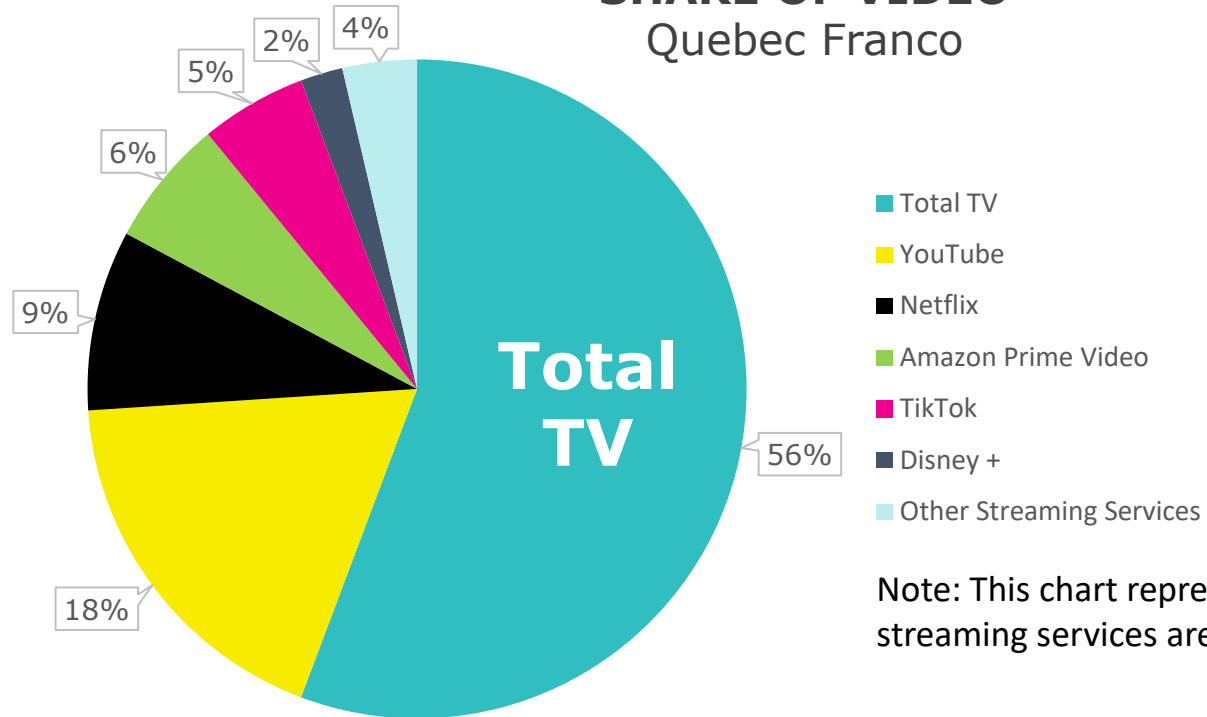
Total TV defined as linear TV and broadcaster streaming services

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# Total TV dominates time spent with video

## ADULTS 25-54 SHARE OF VIDEO Quebec Franco



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

All time spent per capita

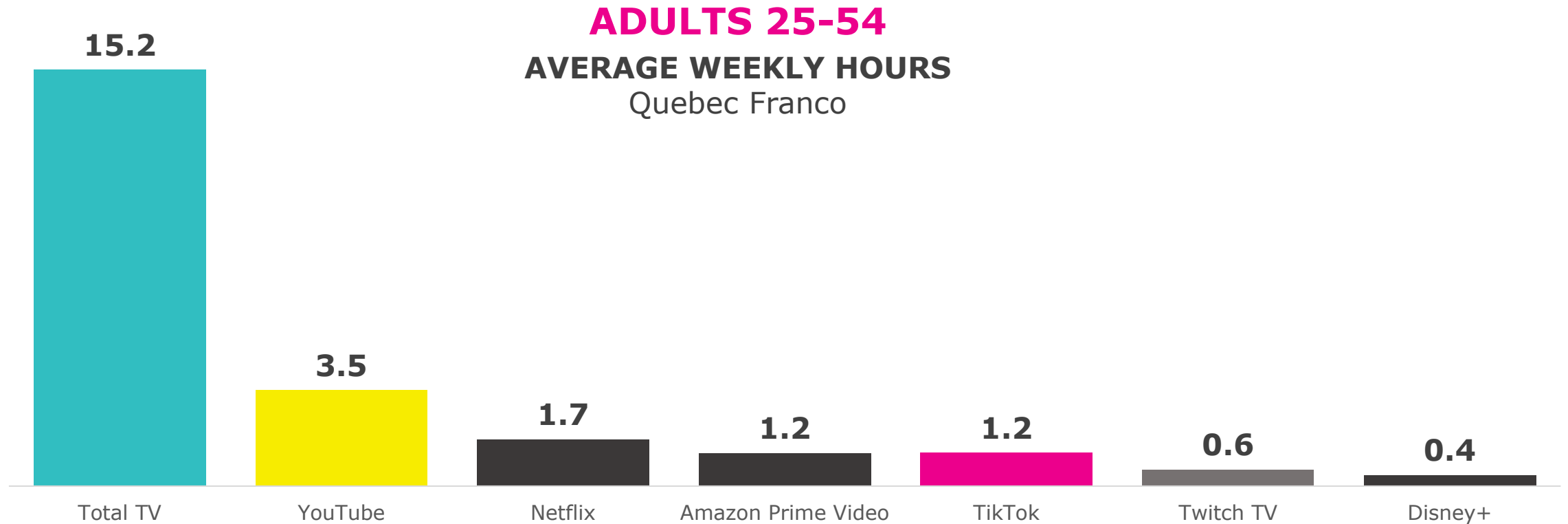
Total TV defined as linear TV and broadcaster streaming services

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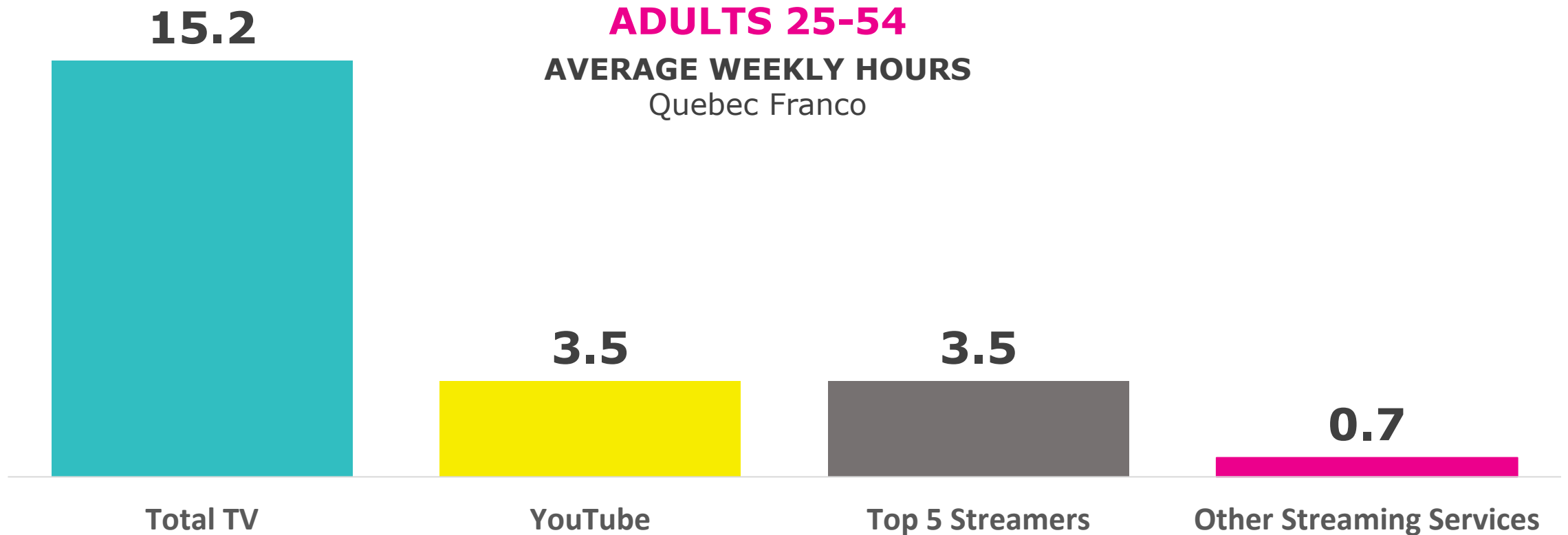
Source: Numeris VAM 8/28/2023 to 11/26/2023

# Total TV dominates time spent



All time spent per capita  
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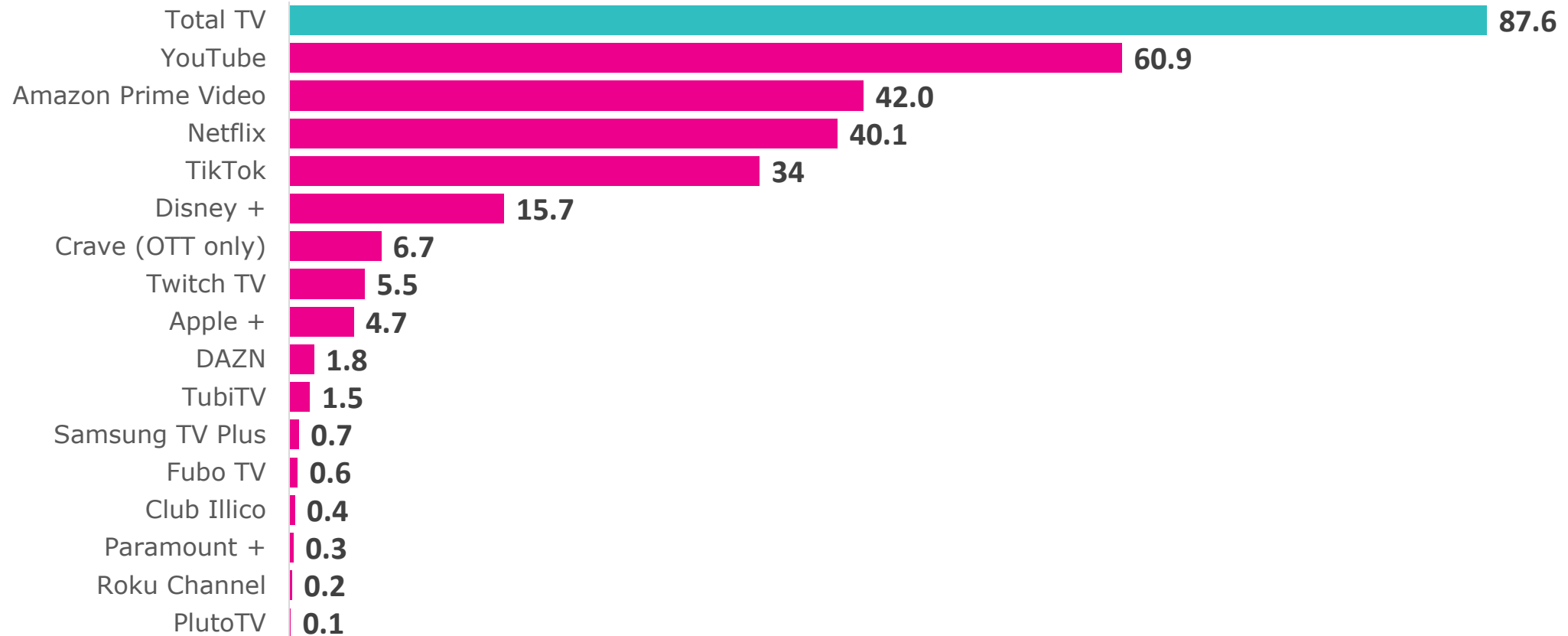
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# Total TV has the greatest reach

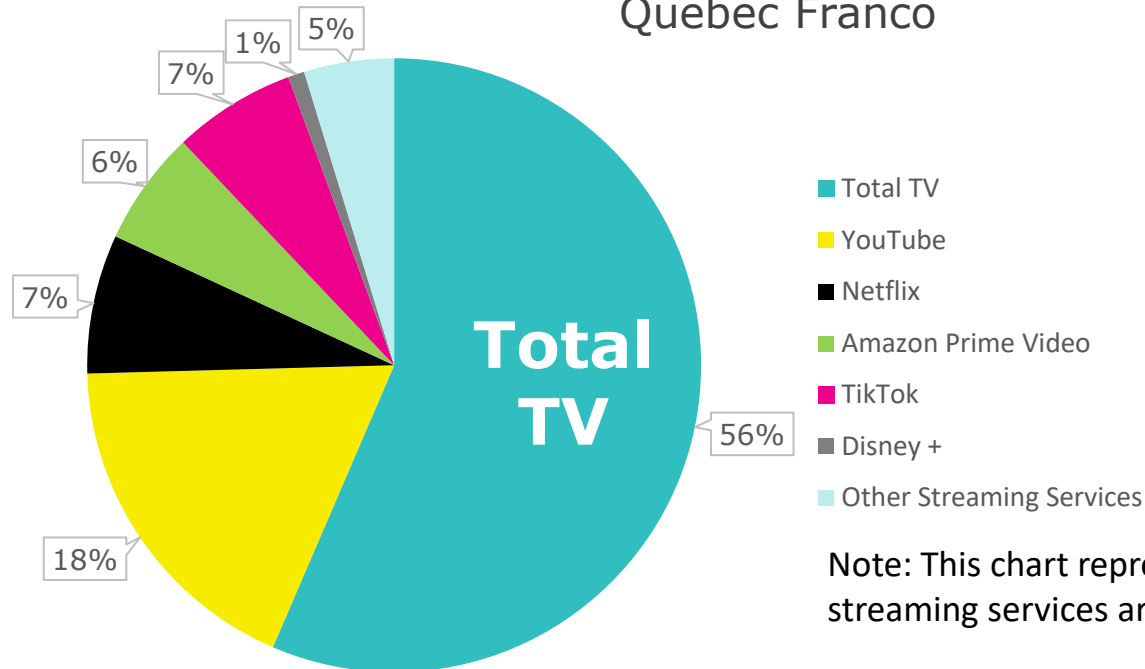
**ADULTS 25-54**  
**AVERAGE WEEKLY REACH%**  
Quebec Franco



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# Total TV dominates time spent with video

## ADULTS 18-34 SHARE OF VIDEO Quebec Franco



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All time spent per capita

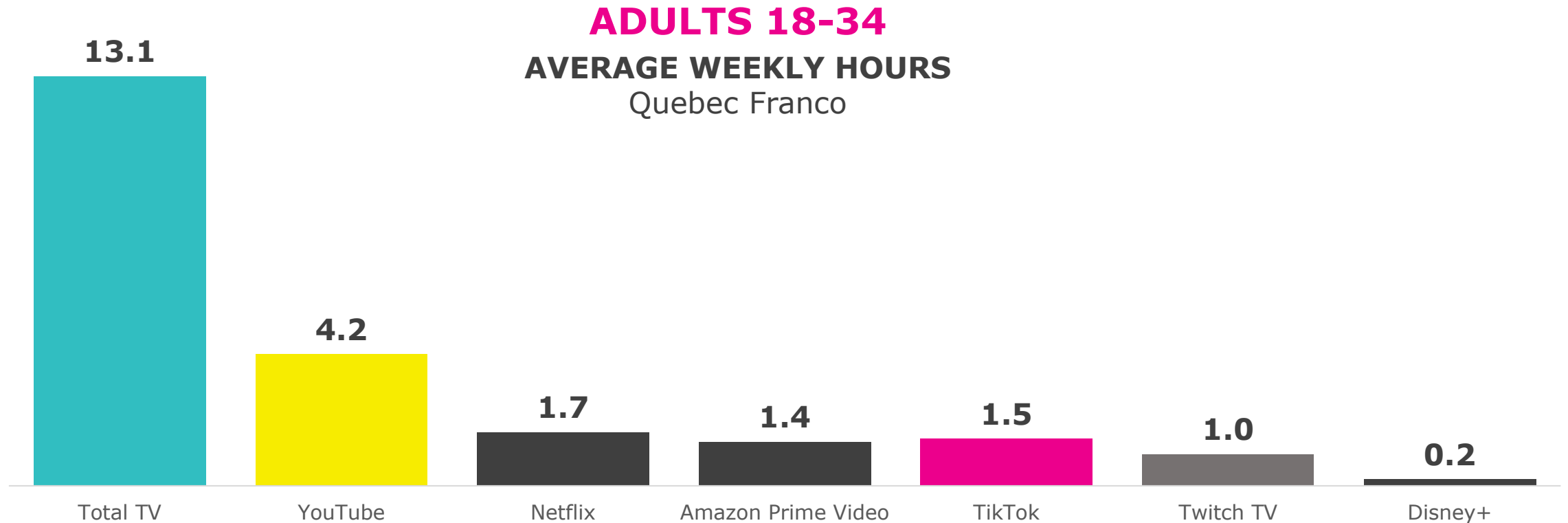
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# Total TV dominates time spent



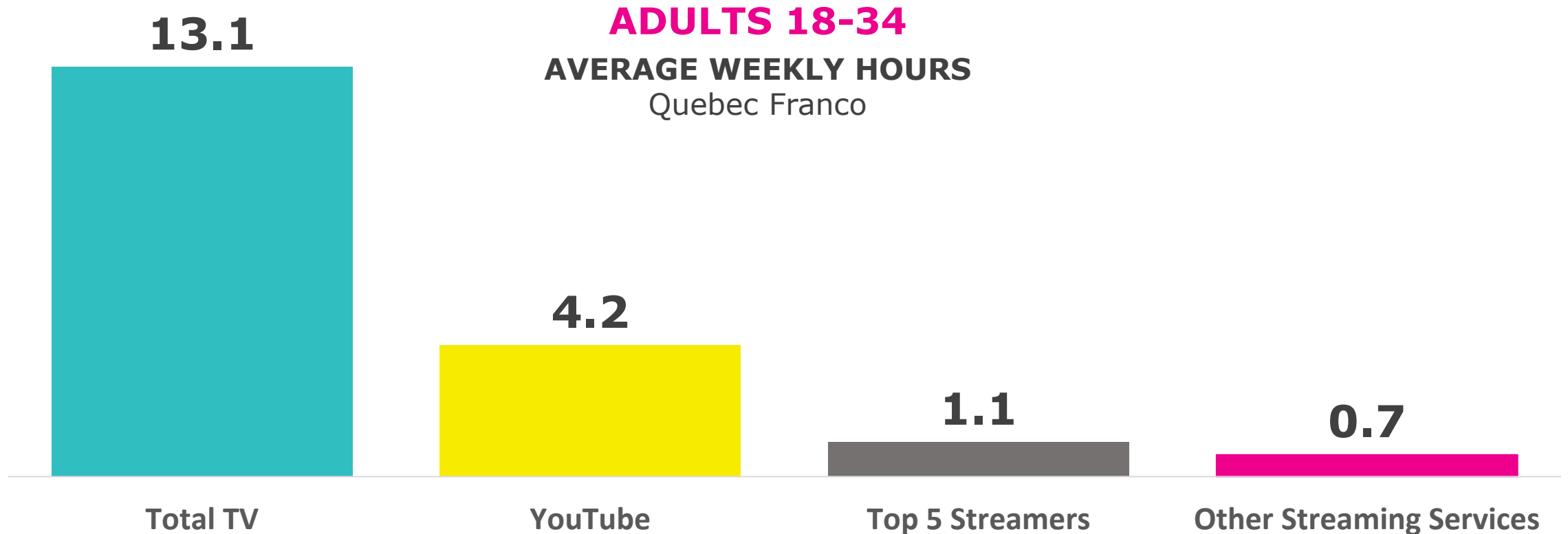
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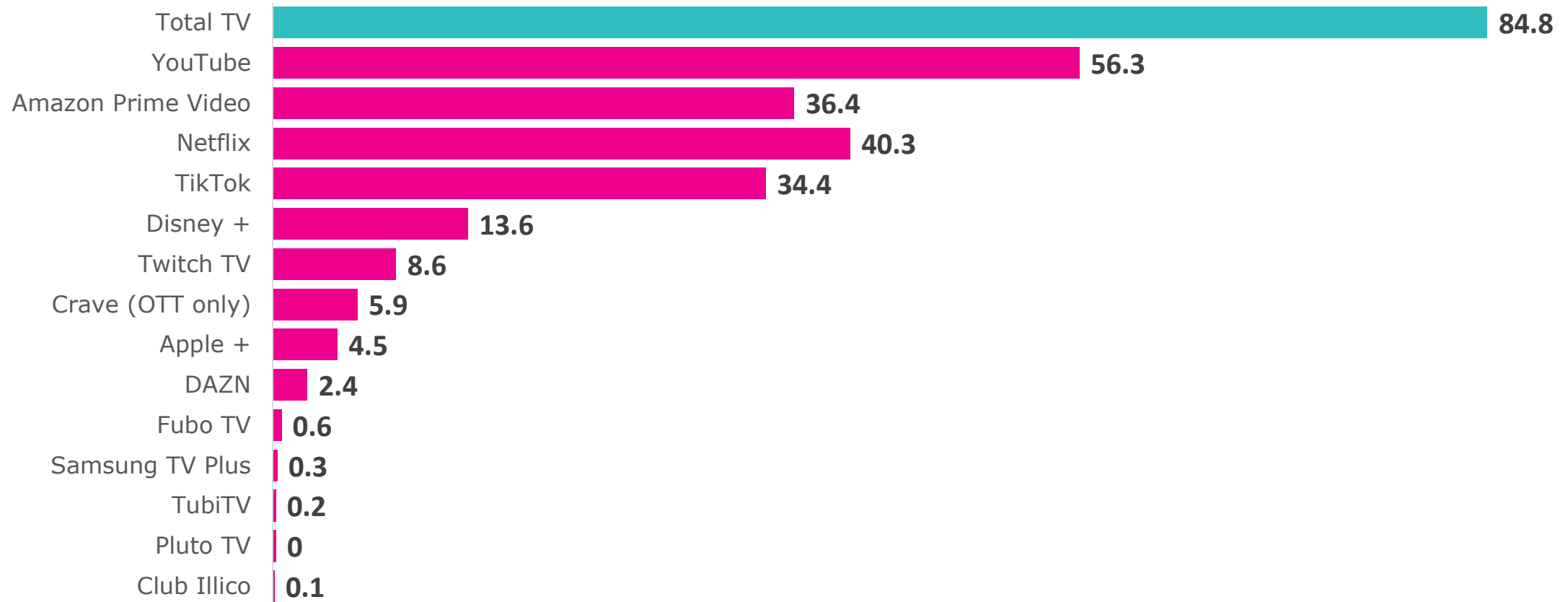
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