

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, also smiling. The background is a softly lit living room.

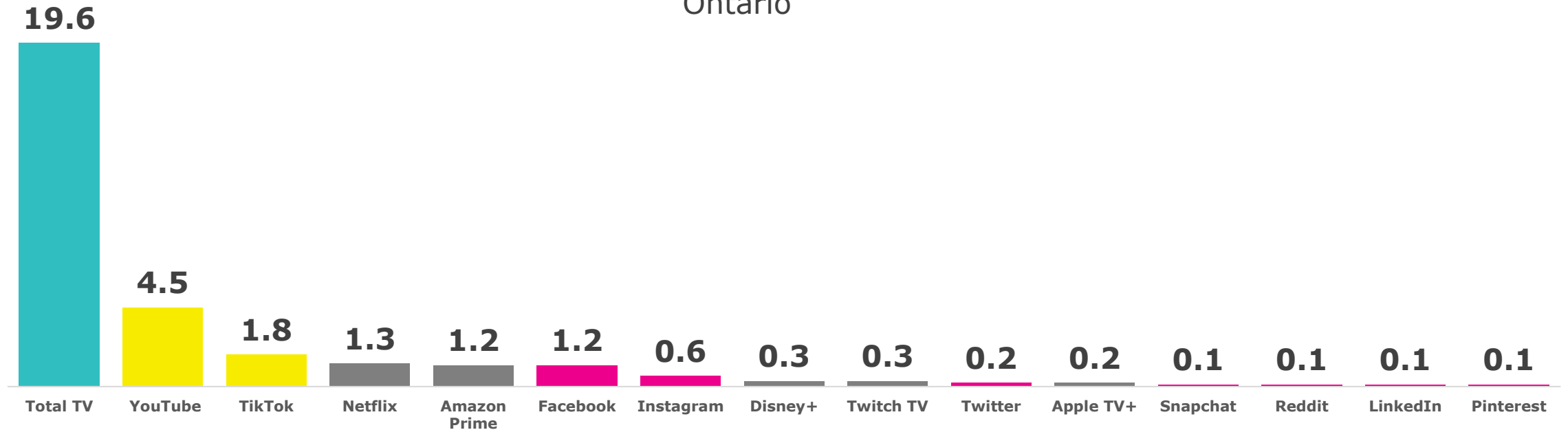
total tv & streaming
viewership

think^{tv}

ONTARIO
Spring 2023

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

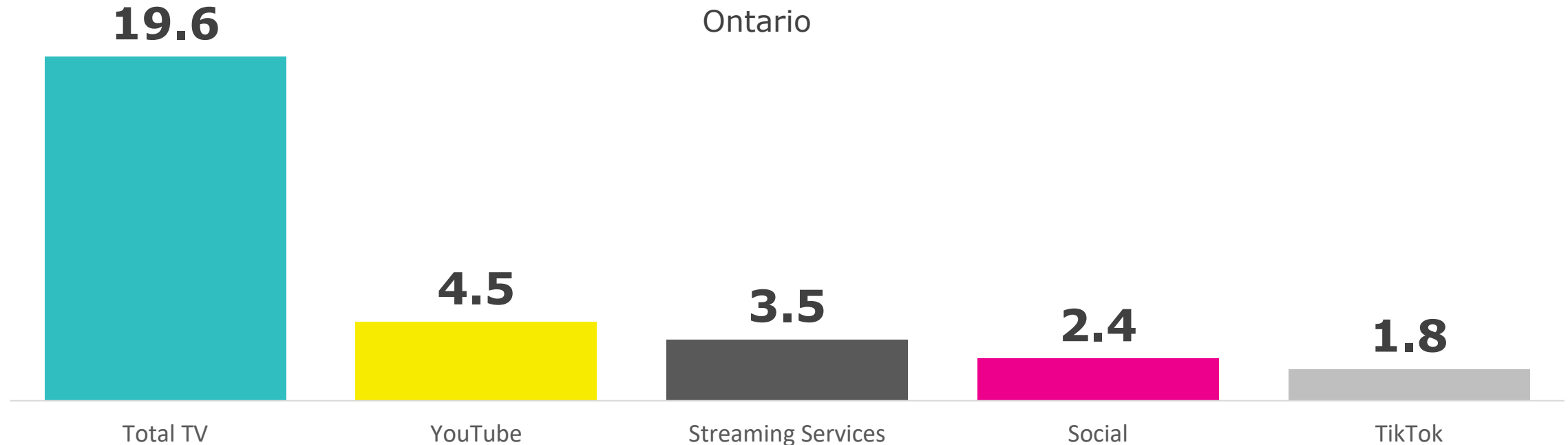
Streaming Services are primarily commercial-free

Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok; and

Comscore, Mar 1 - May 31, 2023, 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

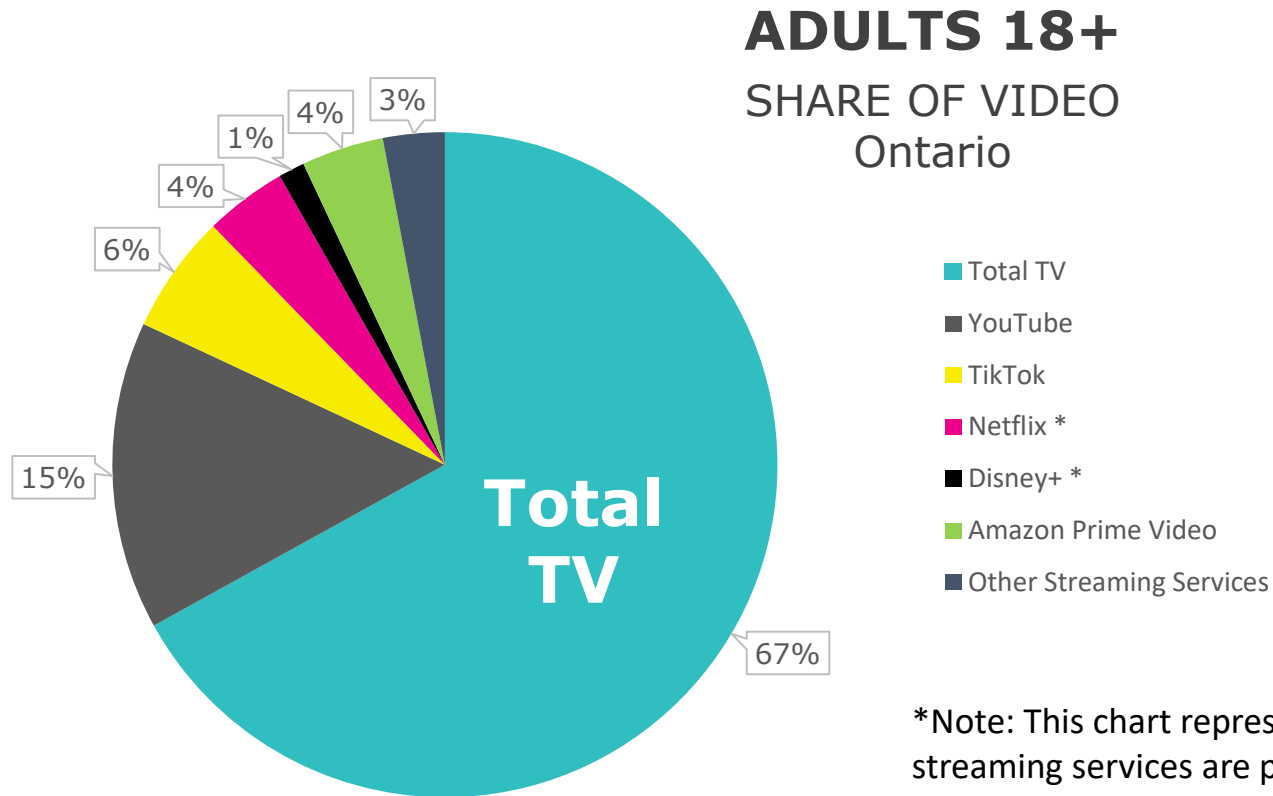
Total TV defined as linear TV and broadcaster streaming services

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, ET, and Pluto TV

Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok; and Comscore, Mar 1 - May 31, 2023, for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

Total TV dominates time spent with video



*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

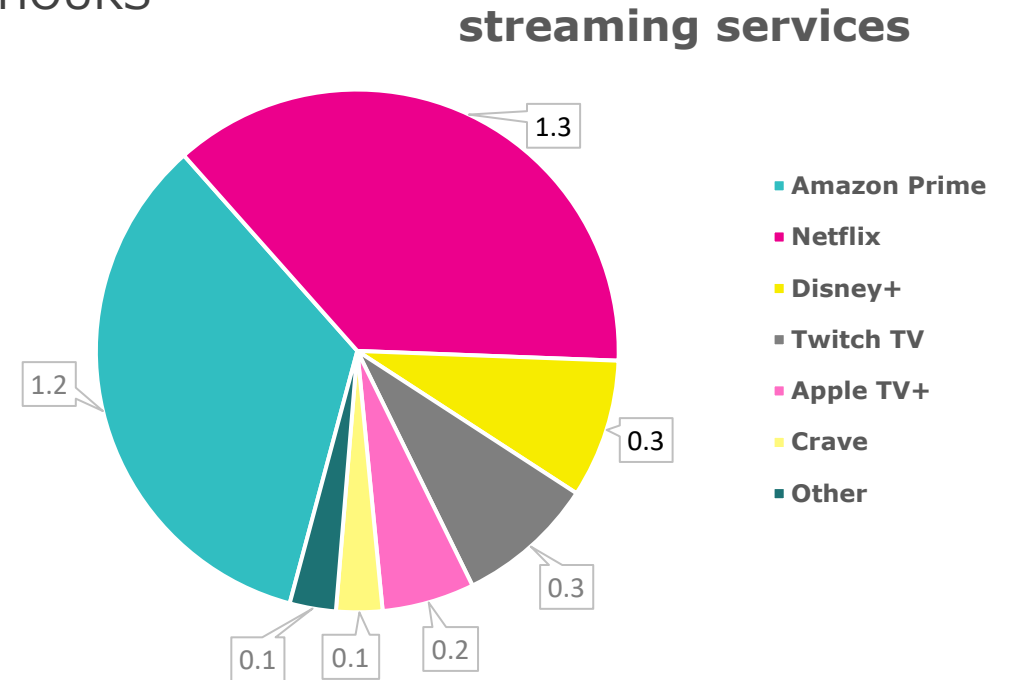
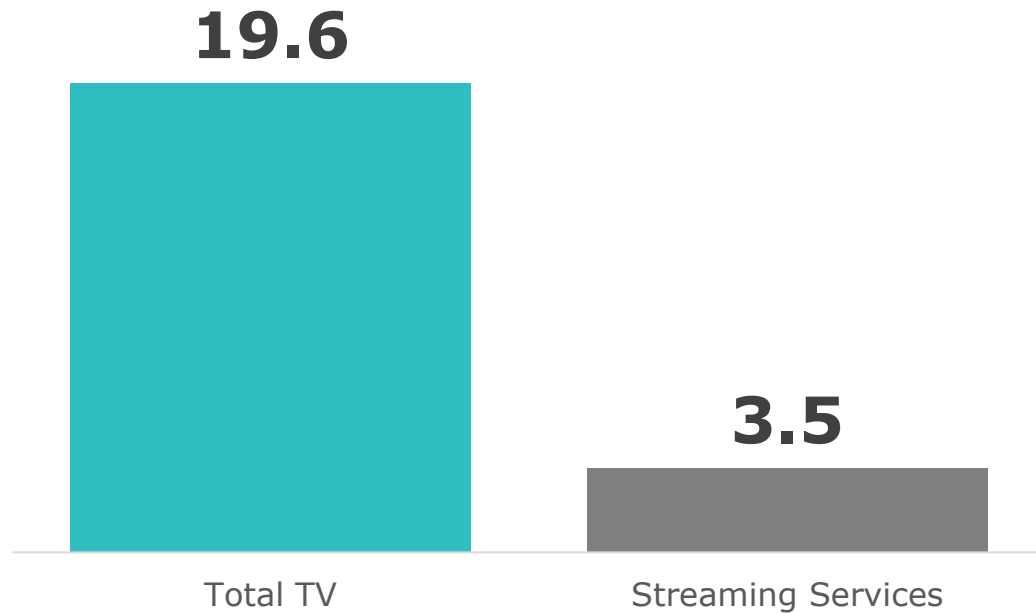
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+ and Other), YouTube, and TikTok include in-home viewing only

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

Source: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

Total TV time far exceeds time spent on all streaming services

ADULTS 18+
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

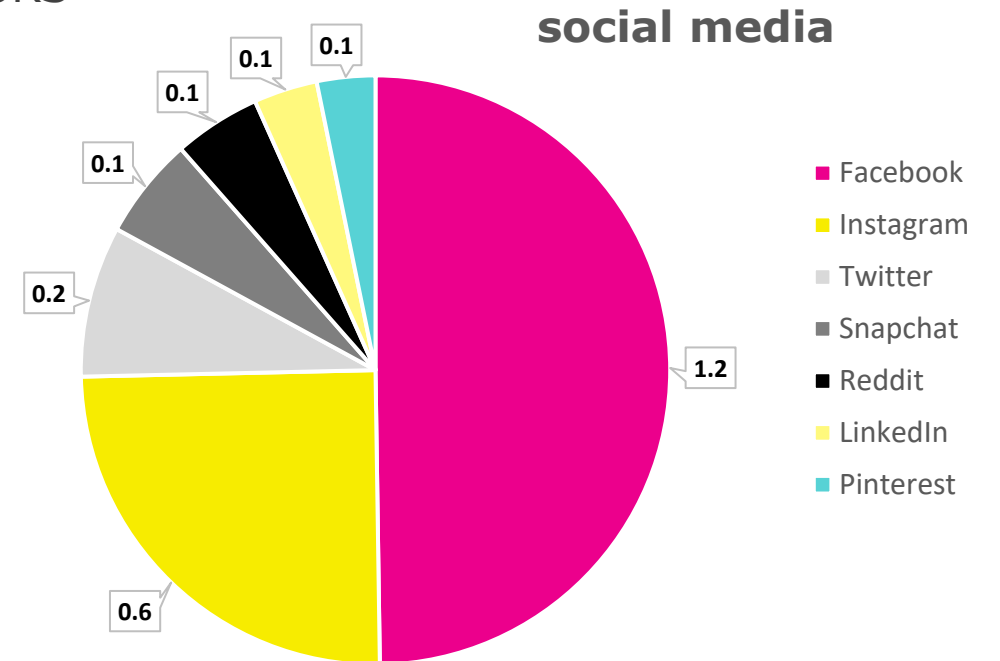
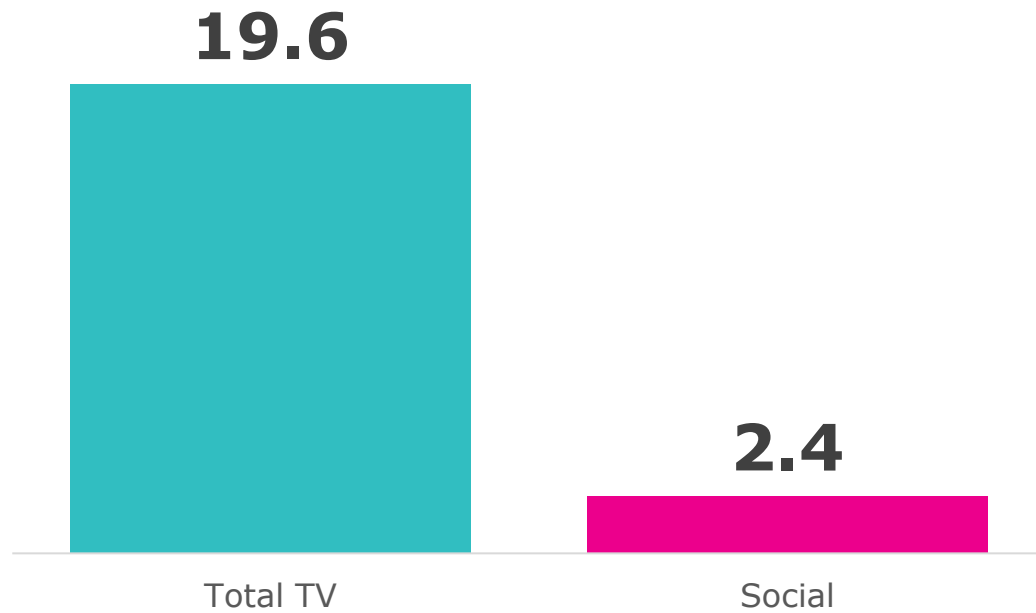
Streaming Services are primarily commercial free and include in-home viewing only

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Source: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

time spent with Total TV far exceeds time spent on social

ADULTS 18+
AVERAGE WEEKLY HOURS
Ontario

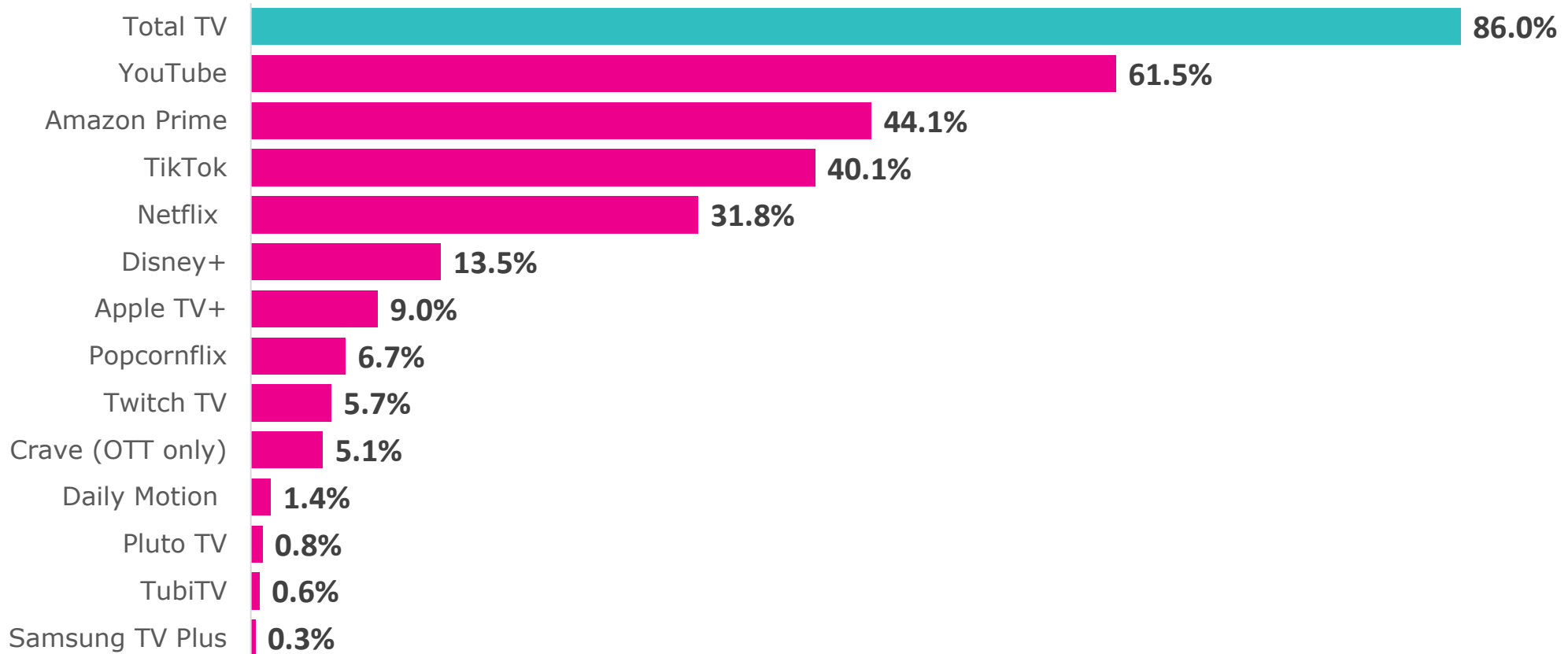


All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV; and
Comscore, Mar 1 - May 31, 2023, for Social Media

Total TV has greater reach than streaming services

ADULTS 18+

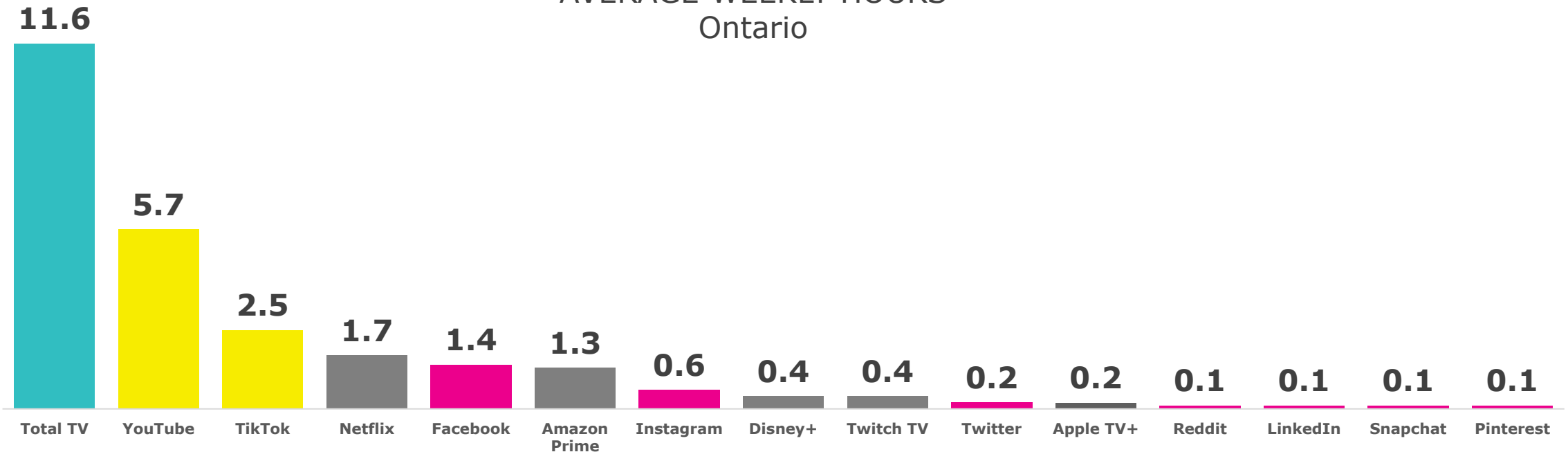
AVERAGE WEEKLY REACH%
Ontario



Total TV defined as linear TV and broadcaster streaming services
Streaming Services are primarily commercial free and include in-home viewing only
Source: Numeris VAM, Feb 27 - May 28, 2023

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 are primarily commercial free

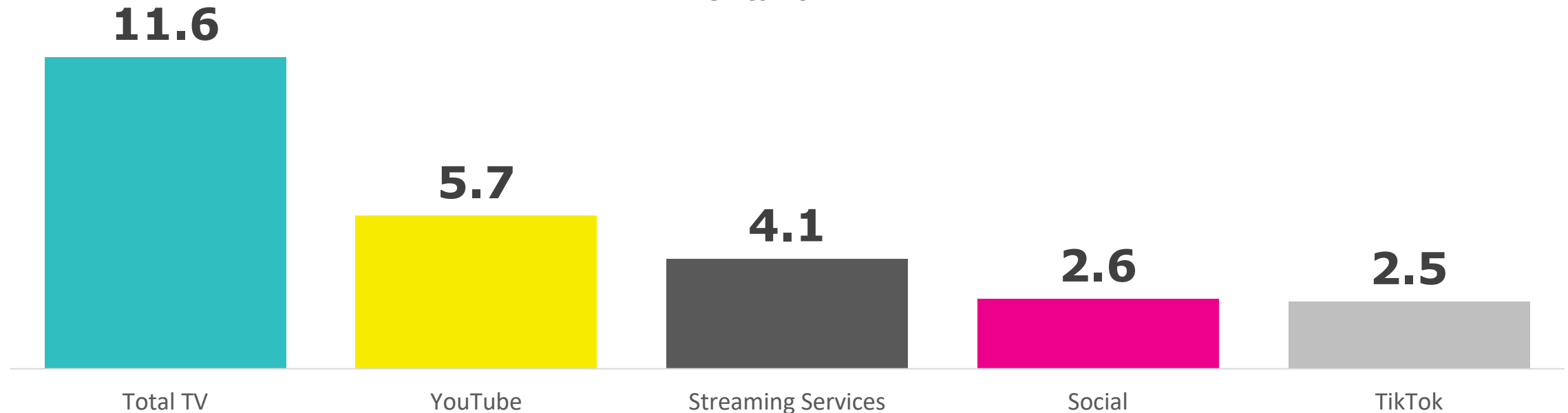
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time spent with Total TV exceeds YouTube, social media, and the streaming services

ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

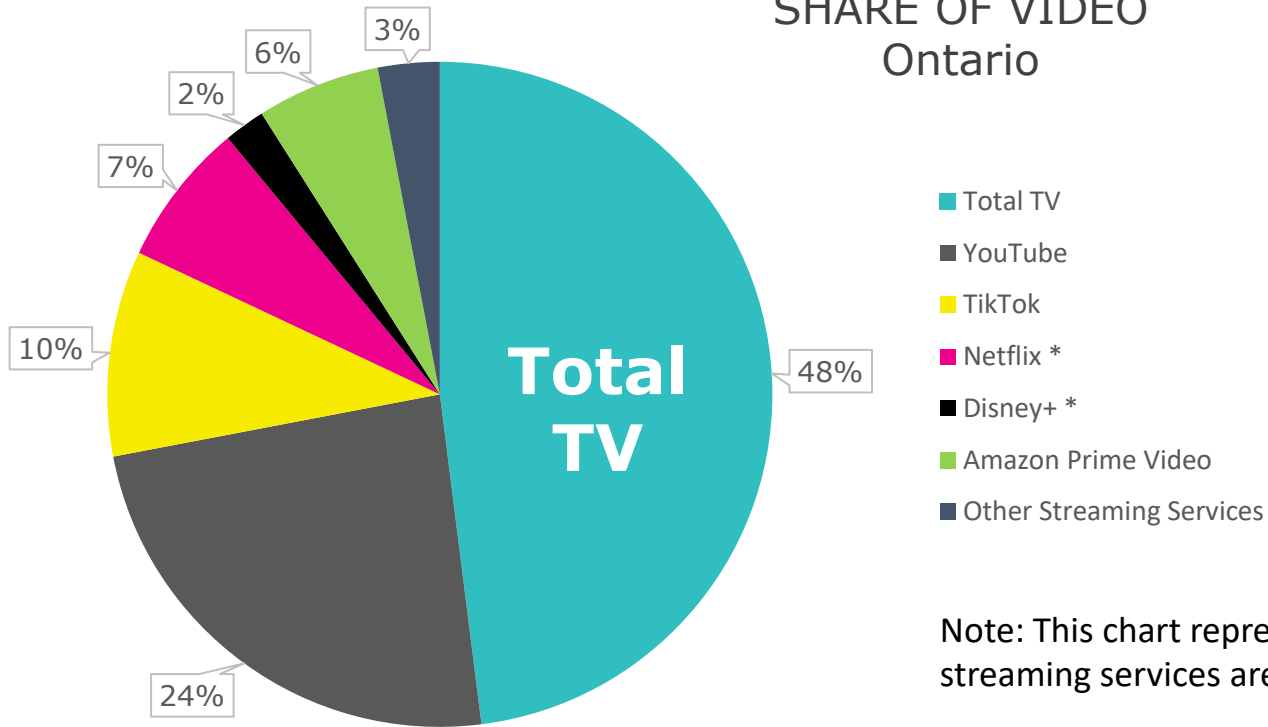
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Total TV dominates time spent with video

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

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free

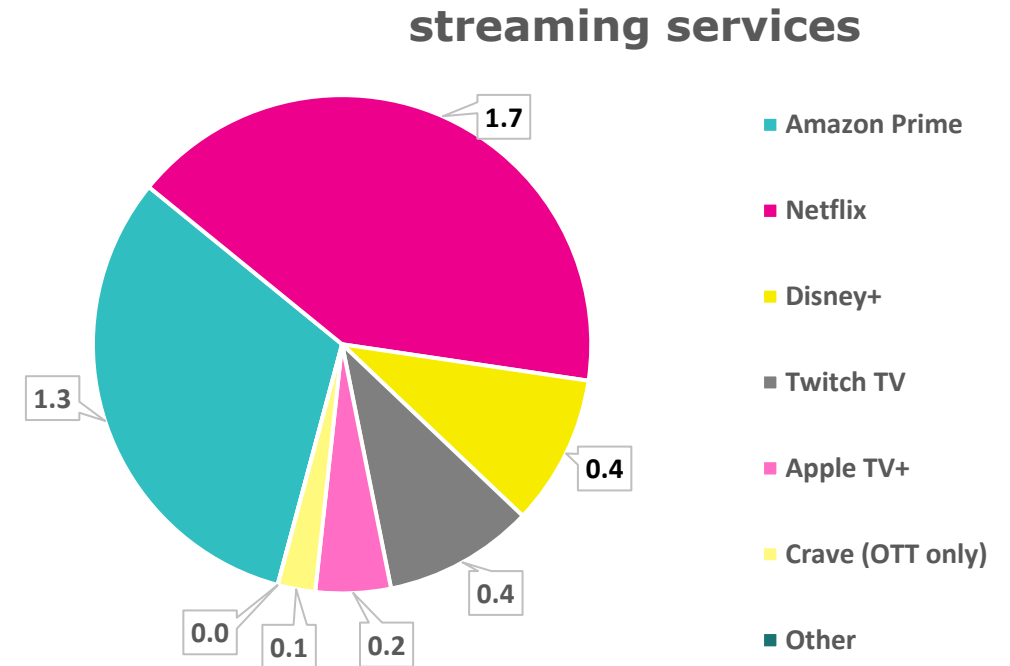
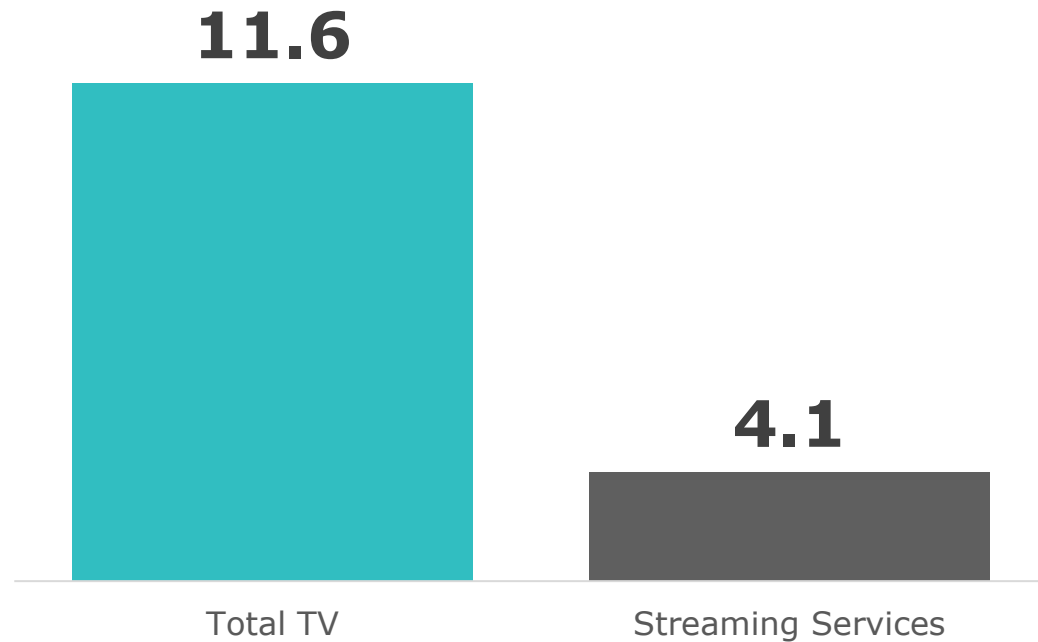
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+, and Other), YouTube, and TikTok include in-home viewing only

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

Source: Numeris VAM, Feb 27 – May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

time spent with Total TV far exceeds time on streaming services

ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

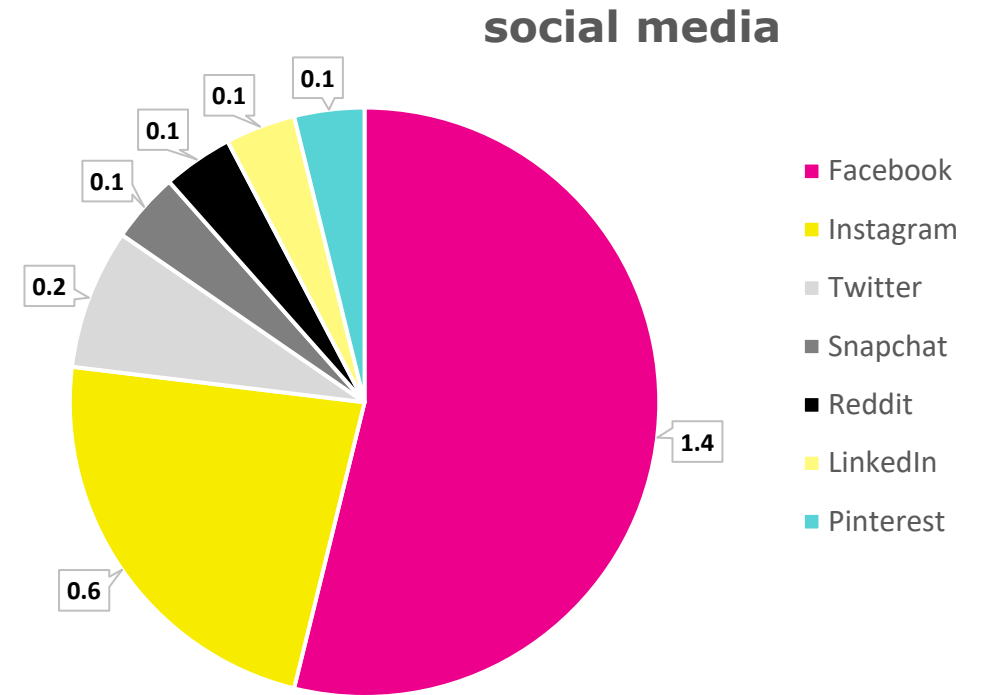
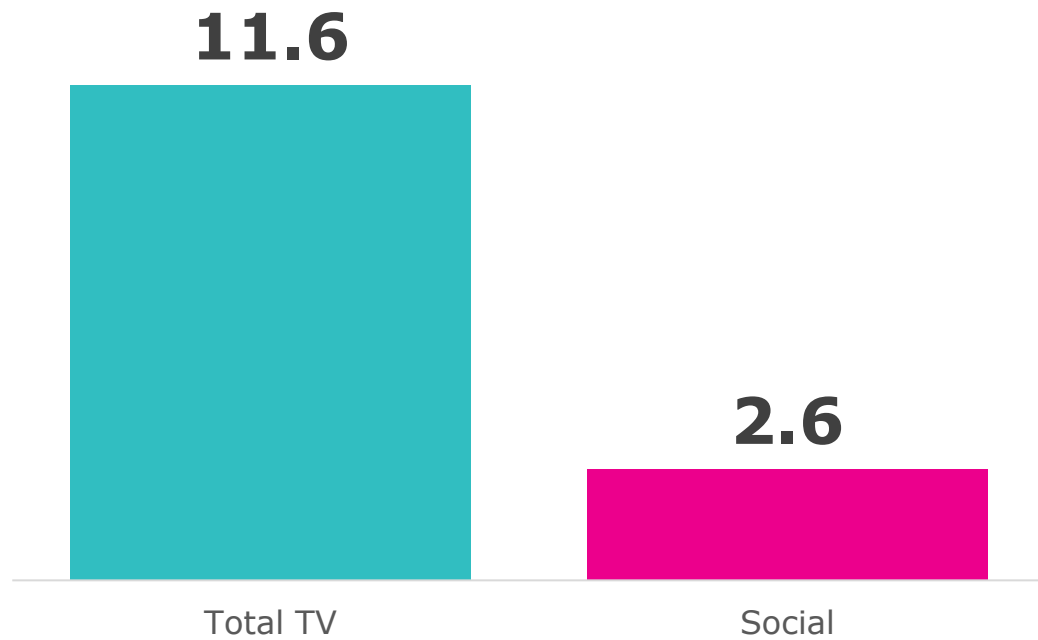
Streaming Services are primarily commercial free and include in-home viewing only

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

Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok;

time spent with Total TV far exceeds time spent on social

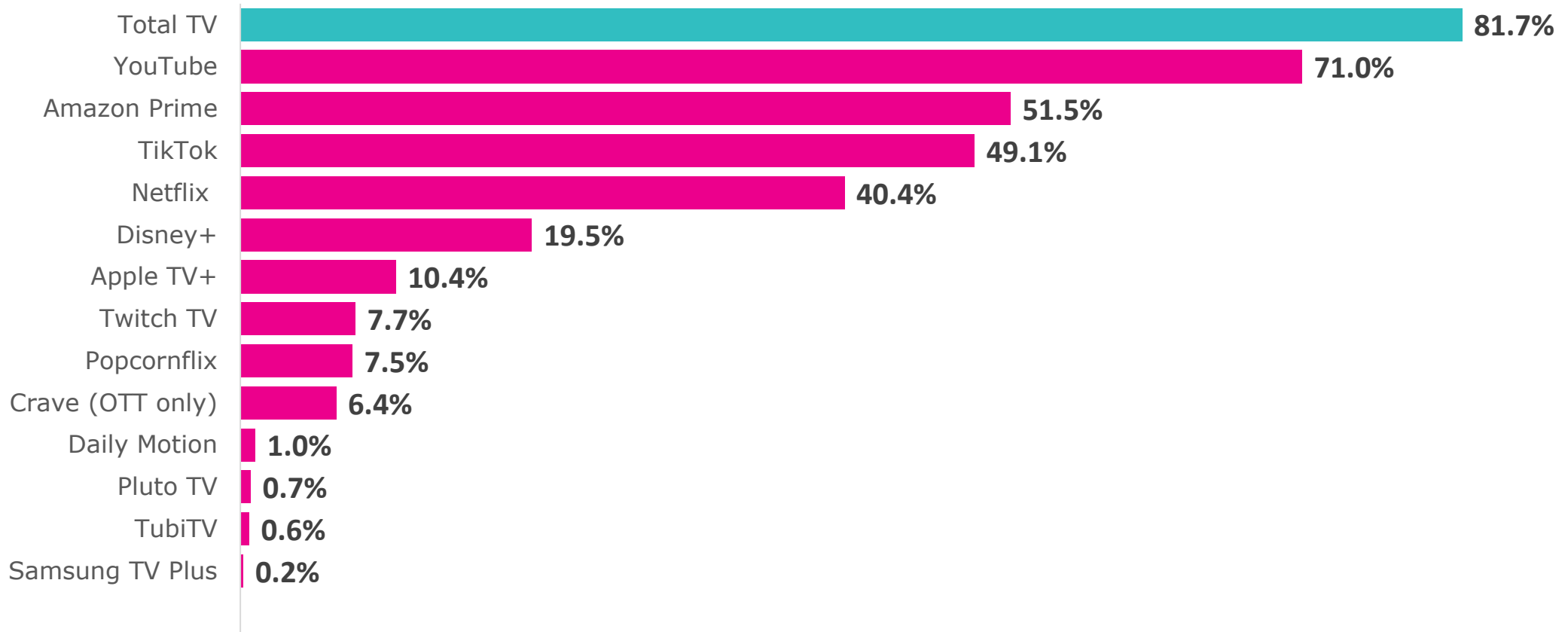
ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
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Comscore, Mar 1 - May 31, 2023, for Social Media

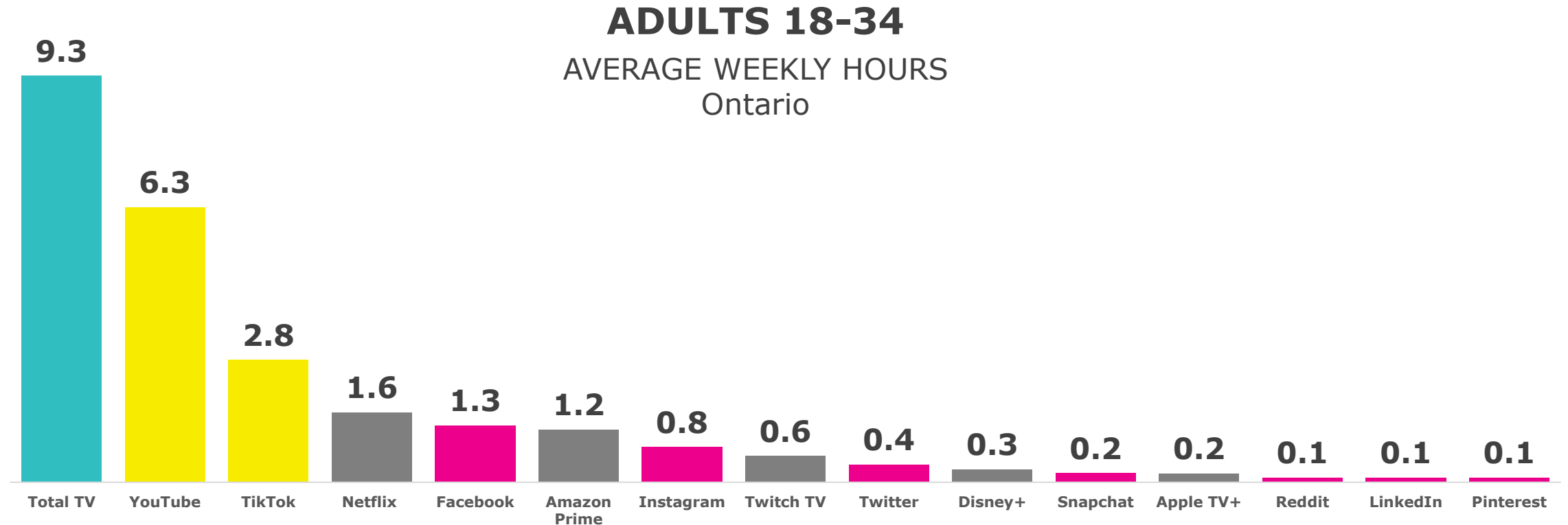
Total TV delivers the greatest reach

ADULTS 25-54
AVERAGE WEEKLY REACH %
Ontario



Total TV defined as linear TV and broadcaster streaming services
Streaming Services are primarily commercial free and include in-home viewing only
Source: Numeris VAM, Feb 27 - May 28, 2023

Total TV dominates time spent



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free

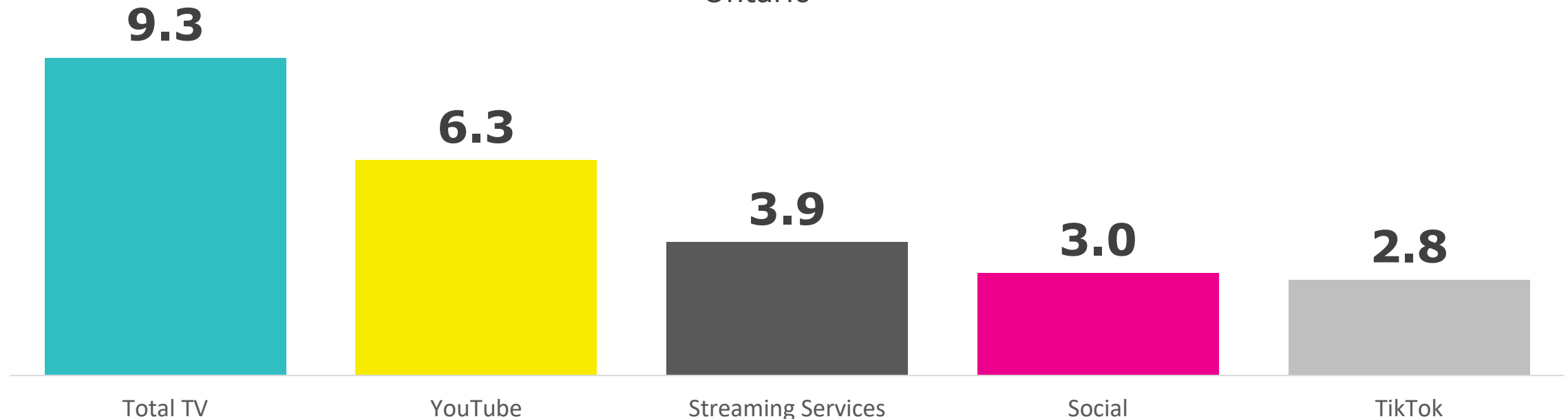
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Comscore, Mar 1 - May 31, 2023, for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

time spent with Total TV exceeds YouTube, social media, and 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

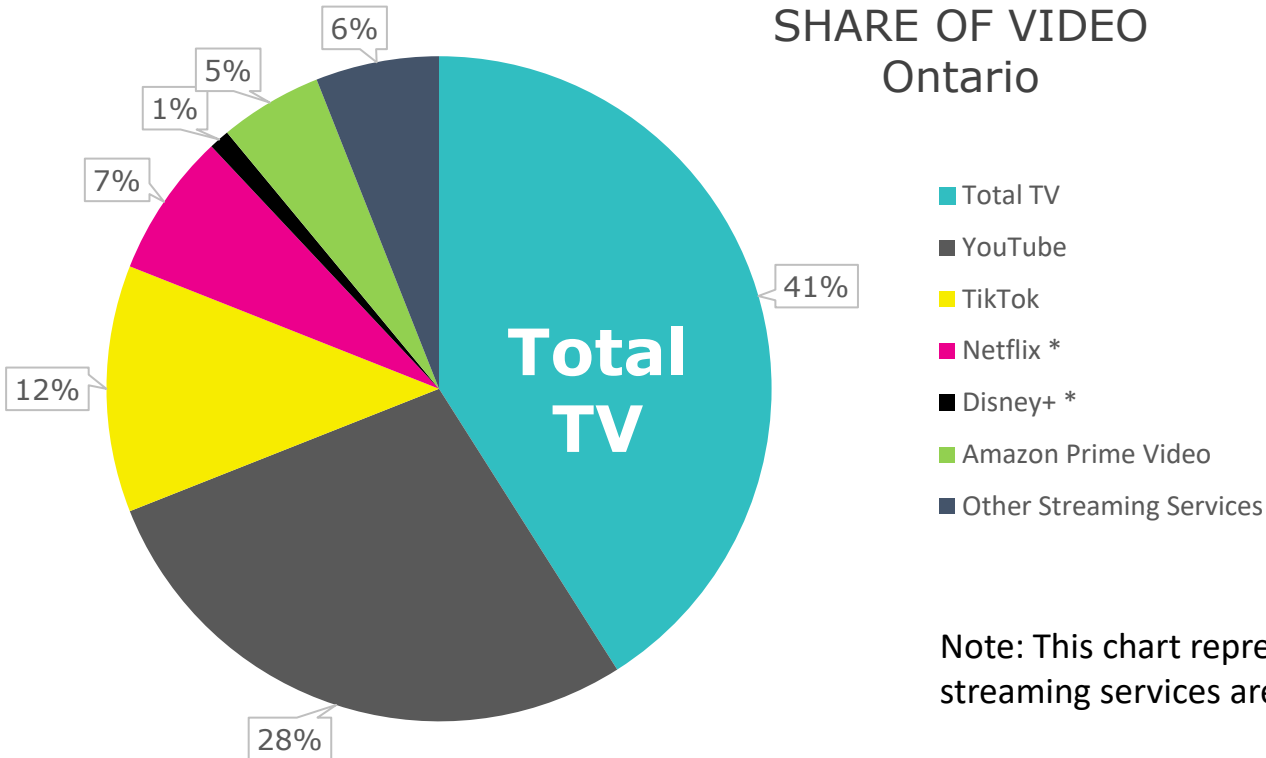
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Total TV dominates time spent with video

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

Total TV defined as linear TV and broadcaster streaming services

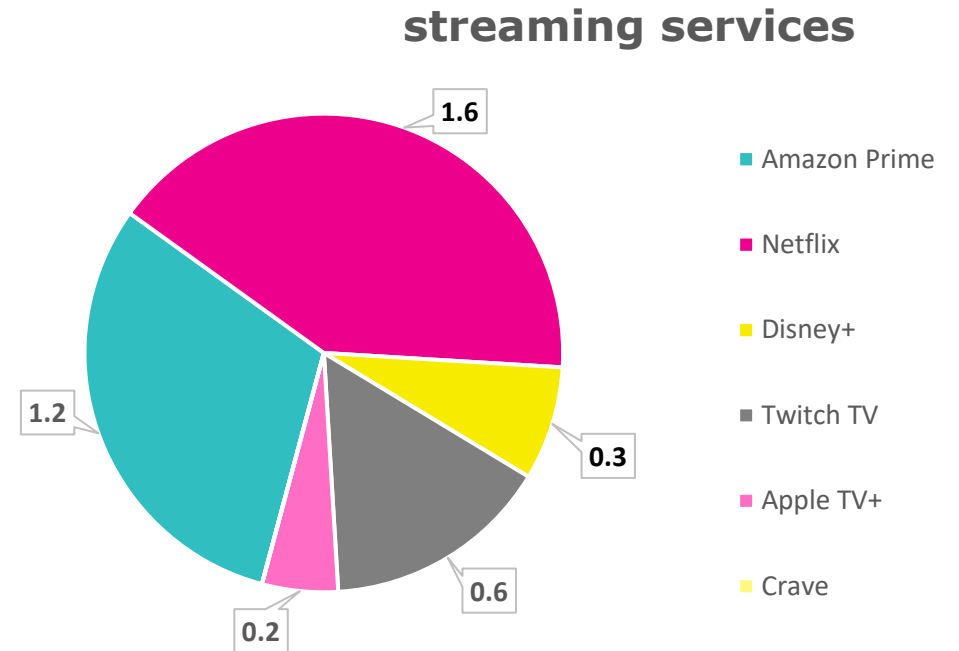
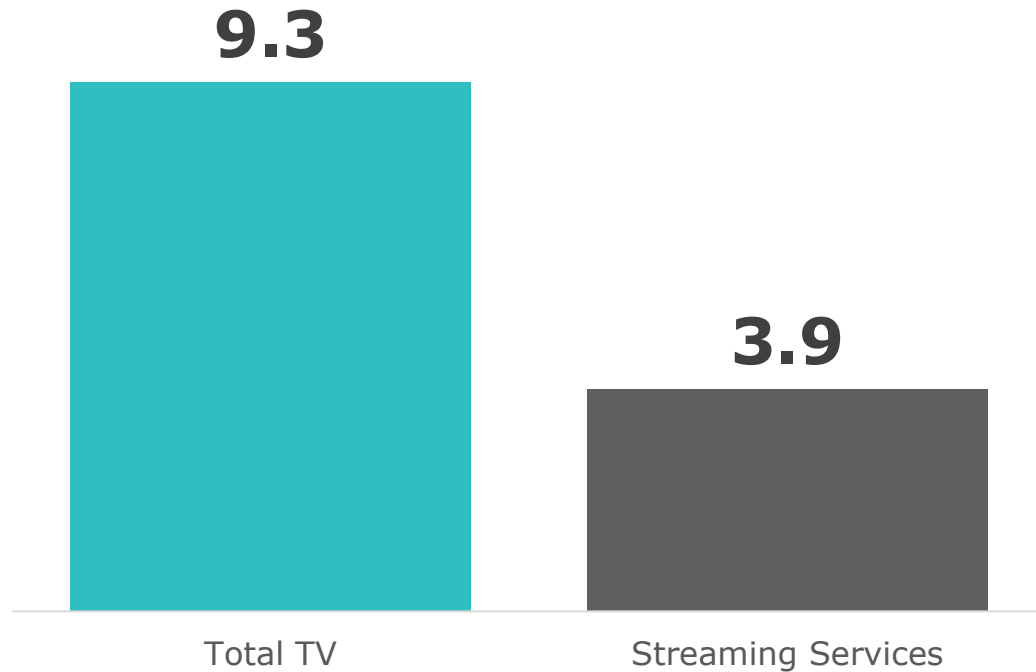
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Source: Numeris VAM, February 27 – May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

time spent with Total TV far exceeds time on the most popular streaming services

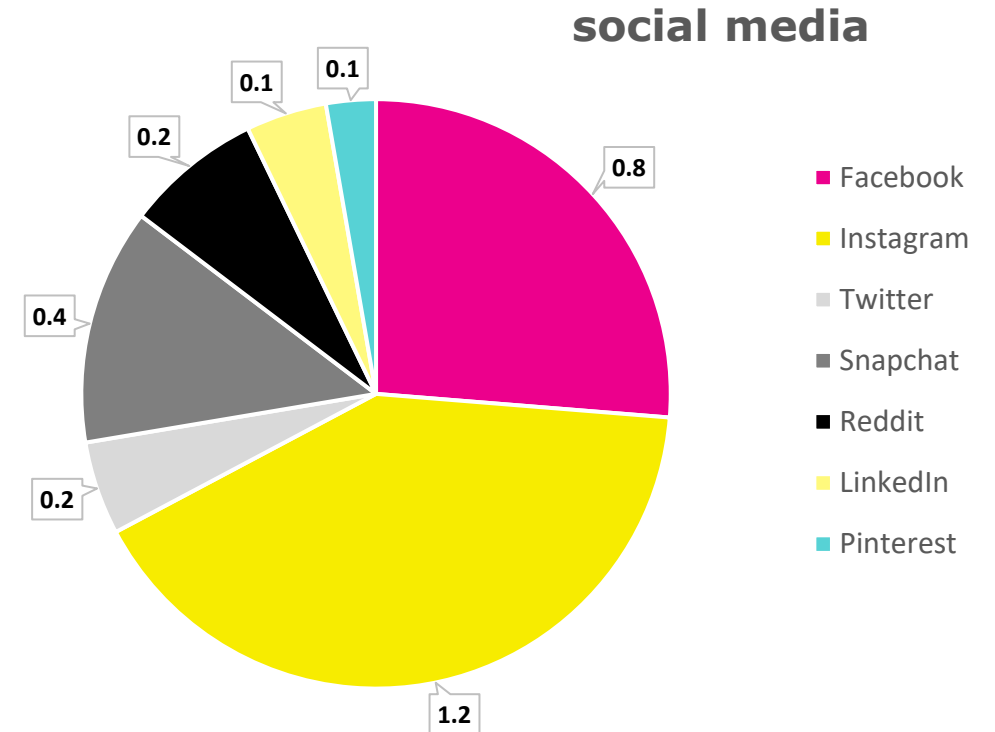
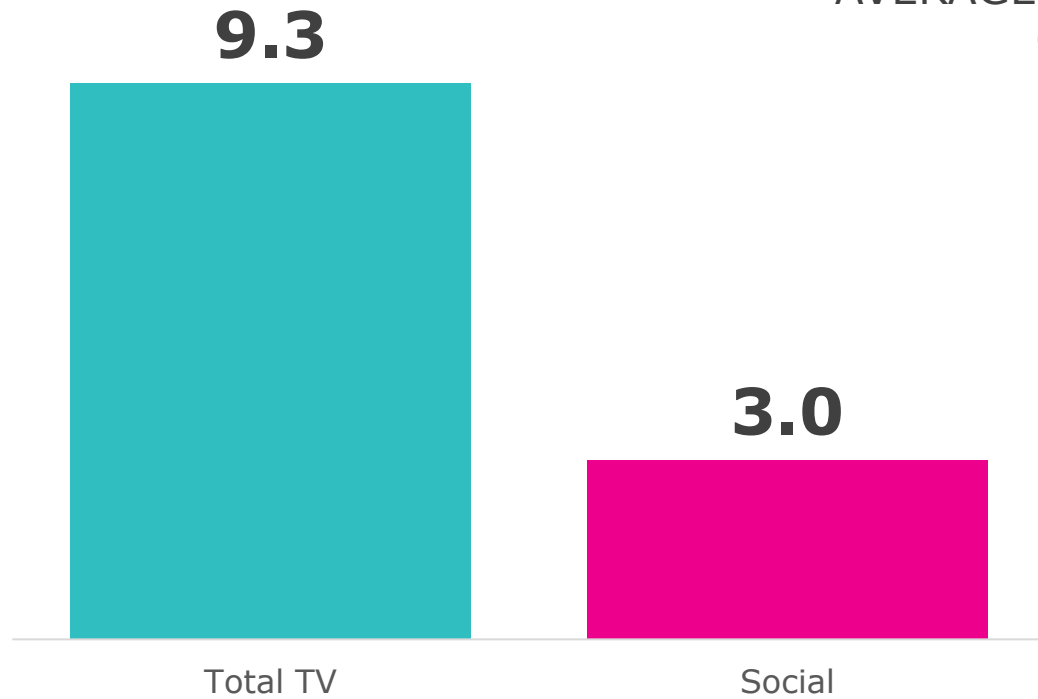
ADULTS 18-34
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita
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Streaming Services are primarily commercial free and include in-home viewing only
Sources: Numeris VAM, Feb 27 - May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok;

time spent with Total TV far exceeds time spent on social

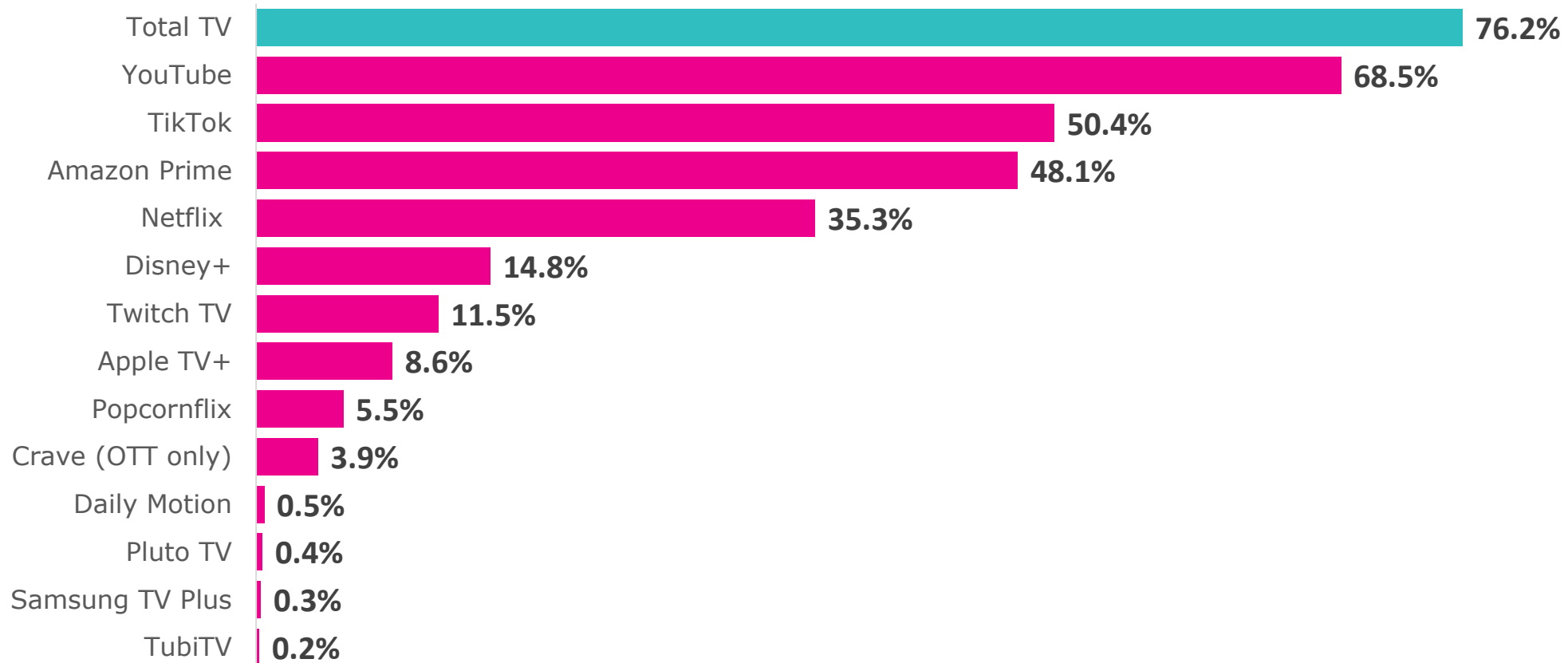
ADULTS 18-34
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita
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Total TV delivers the greatest reach

ADULTS 18-34
AVERAGE WEEKLY REACH %
Ontario



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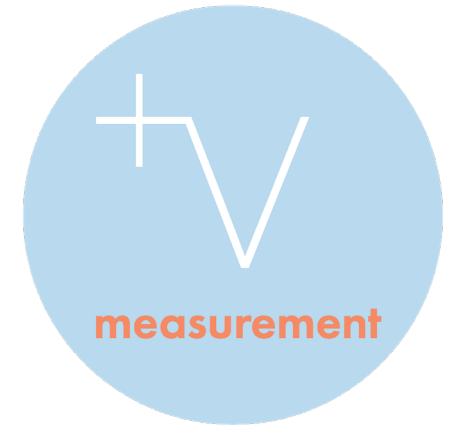
about VAM

VAM – Video Audience Measurement - is a cross-platform measurement 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.

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