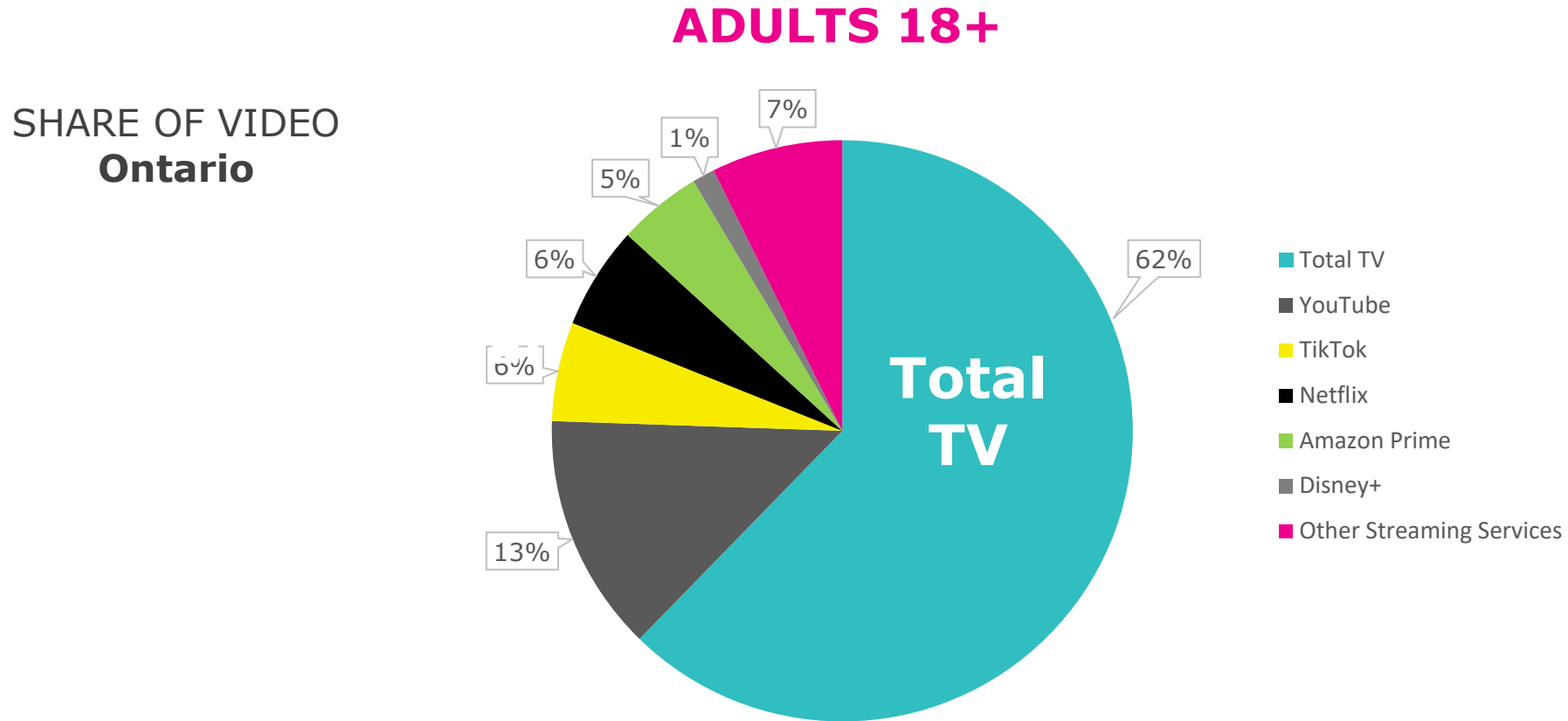


FAST FACT REPORT

**total tv & streaming
viewership**

ONTARIO and QUEBEC FRANCO
Sept & Oct 2023

Total TV dominates time spent with video



All time spent per capita

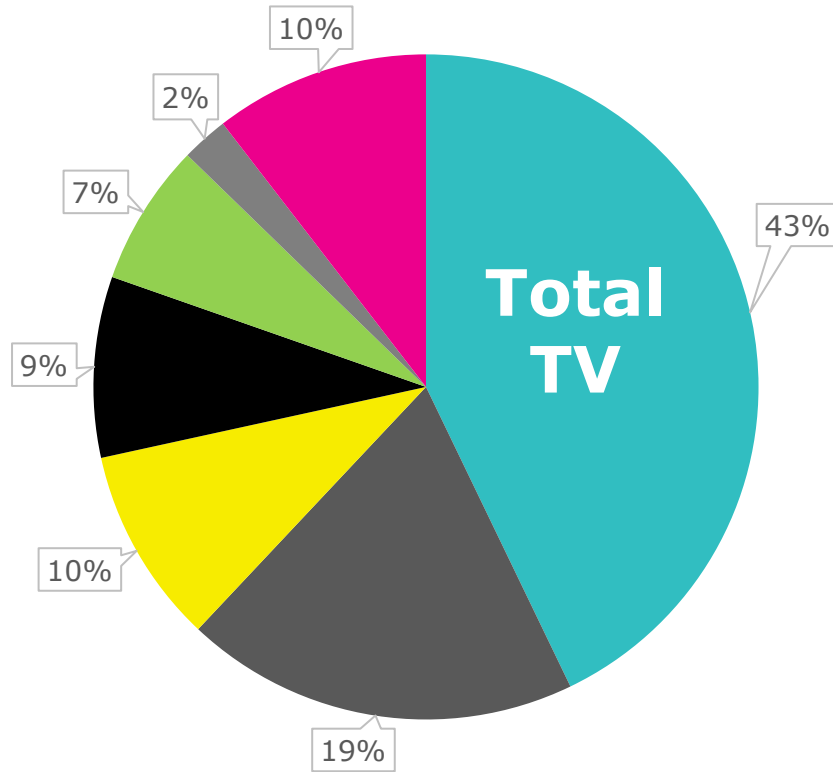
Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include in-home viewing only. Other Streaming Services includes AppleTV, CBS News, Club Illico, Crave Pure Play, Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, Facebook Video, FuboTV, Instagram Reels, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV, Twitch TV.

Source: Numeris VAM 8/28/23 to 10/29/23

Total TV dominates time spent with video

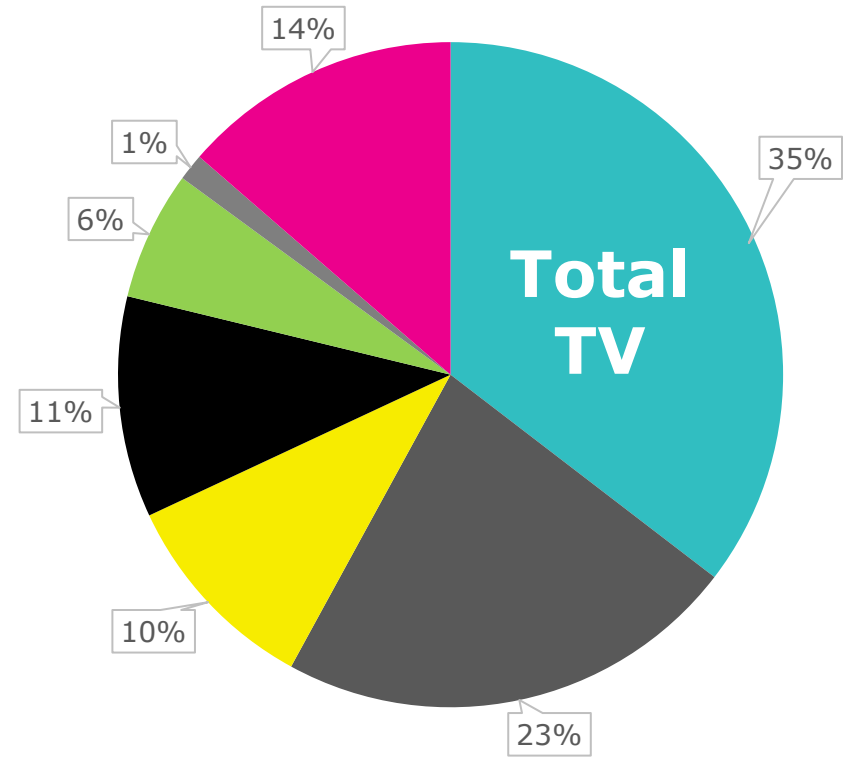
ADULTS 25-54



SHARE OF VIDEO Ontario

- Total TV
- YouTube
- TikTok
- Netflix
- Amazon Prime
- Disney+
- Other Streaming Services

ADULTS 18-34



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

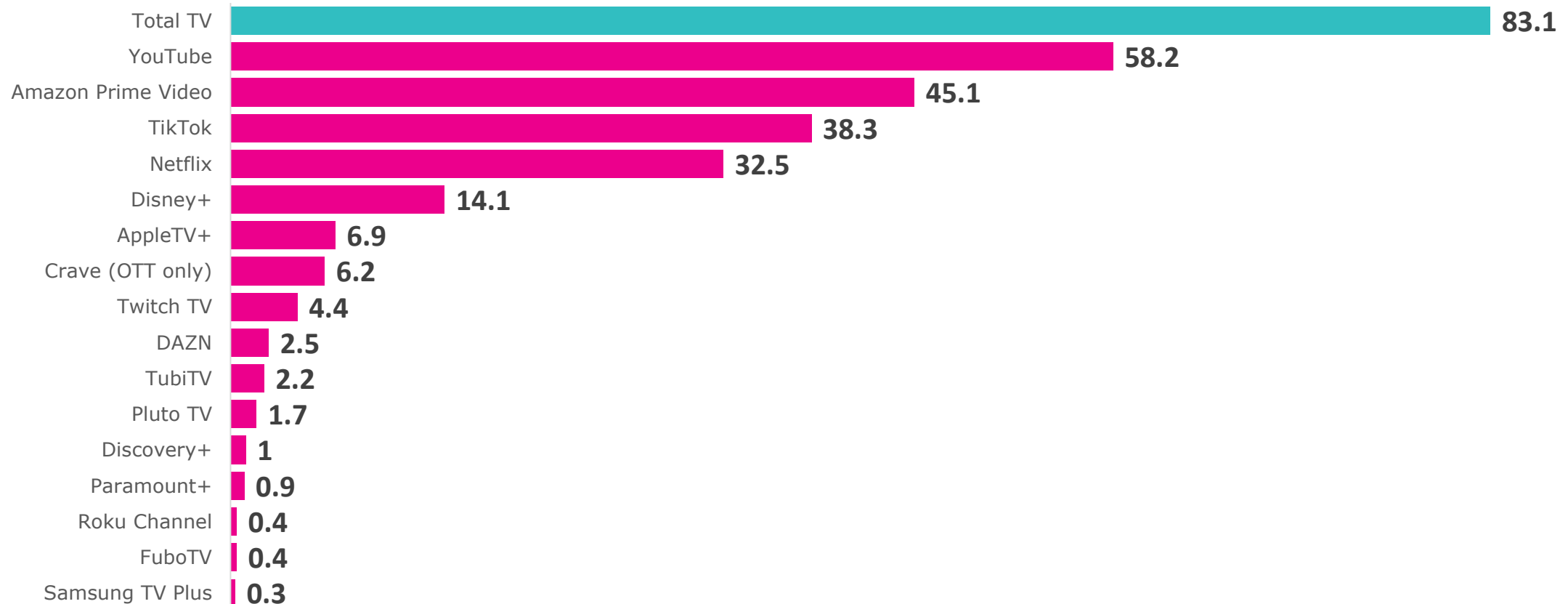
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Source: Numeris VAM 8/28/23 to 10/29/23

and has the greatest reach

AVERAGE WEEKLY REACH%
Ontario

ADULTS 18+

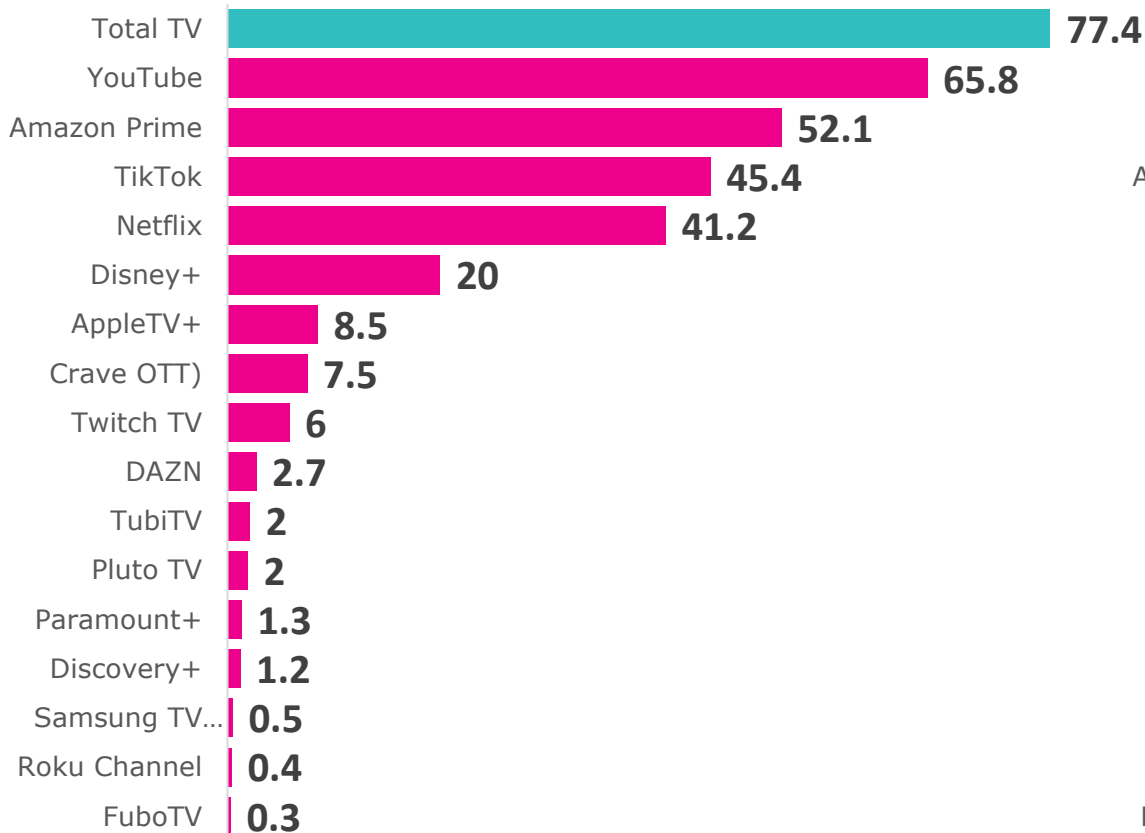


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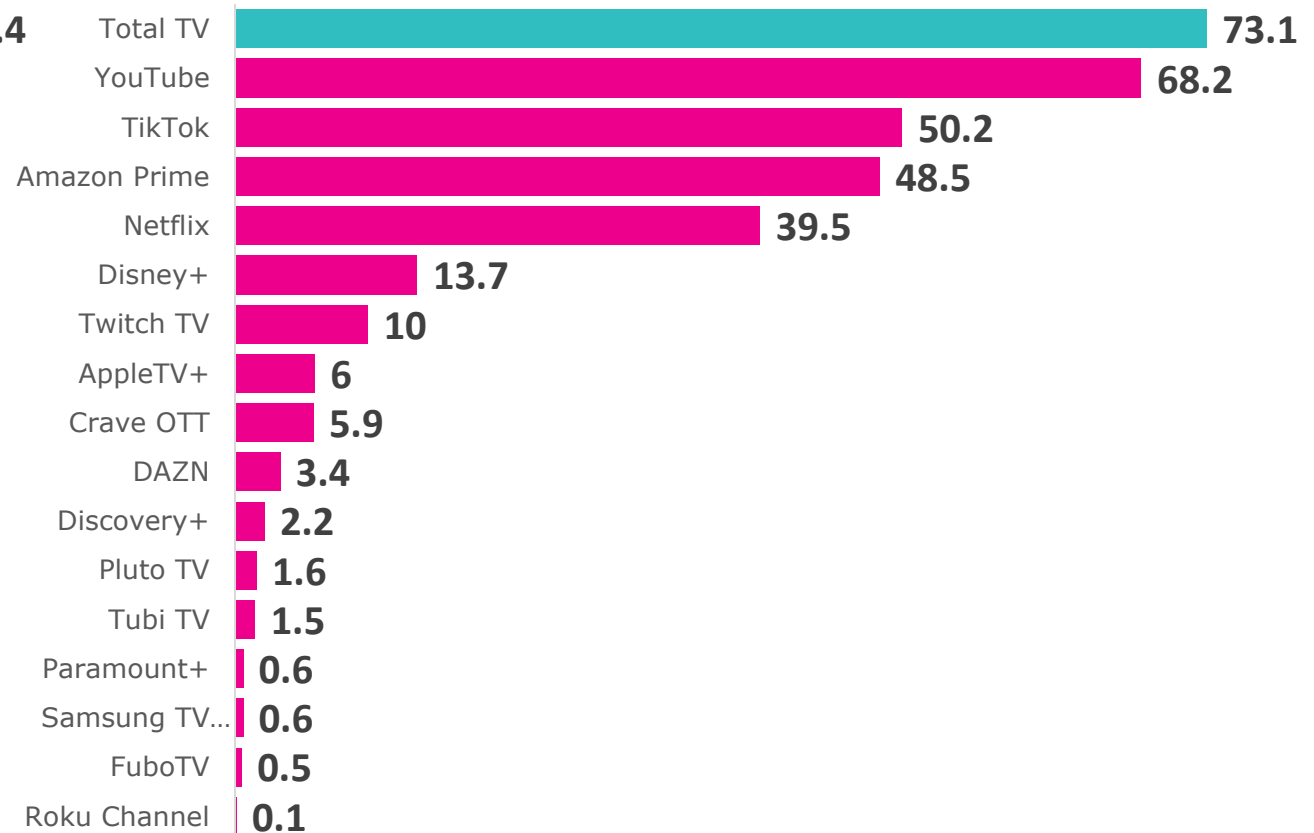
and has the greatest reach

AVERAGE WEEKLY REACH% Ontario

ADULTS 25-54

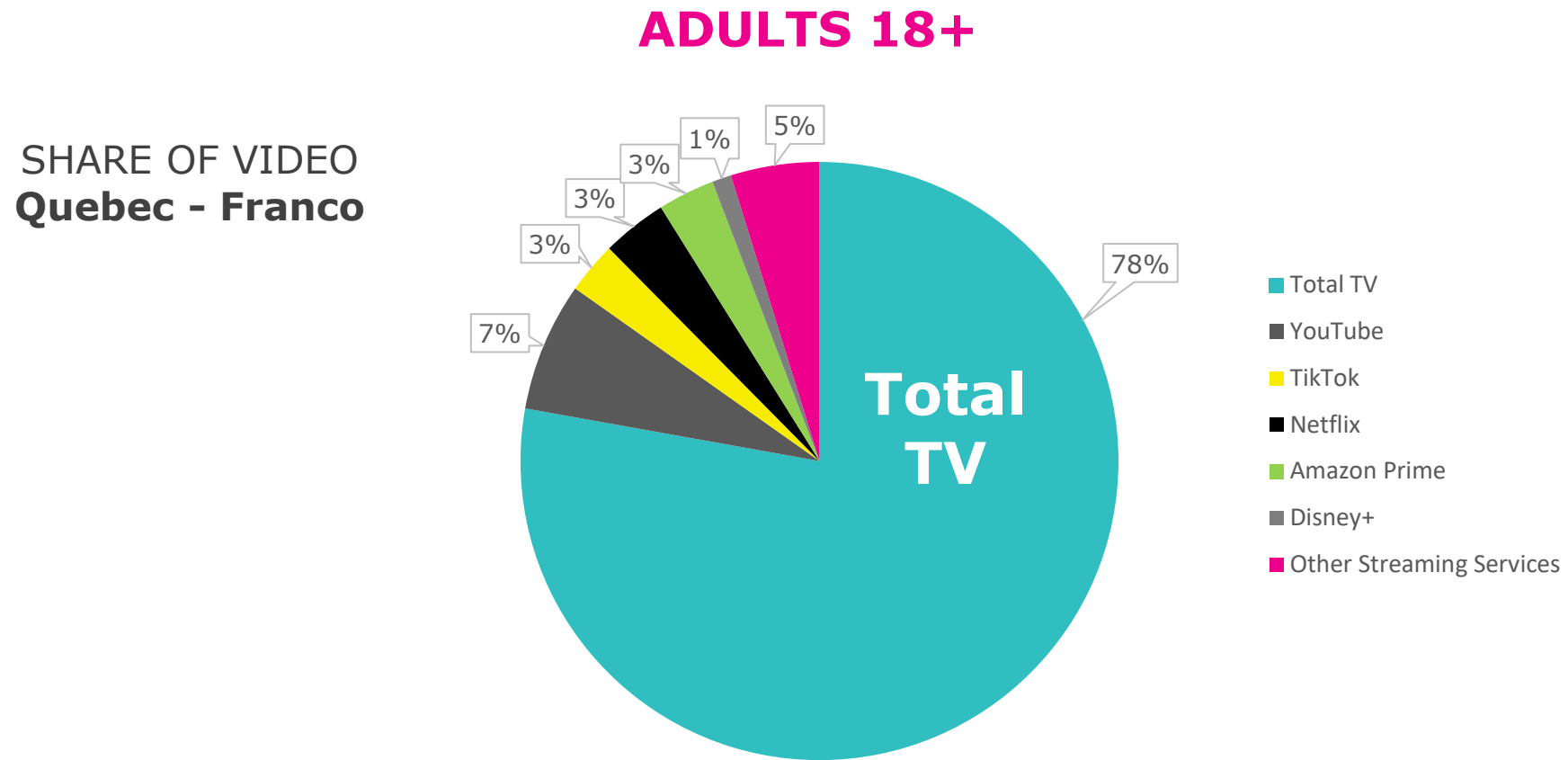


ADULTS 18-34



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 8/28/23 to 10/29/23

Total TV dominates time spent with video in Quebec



All time spent per capita

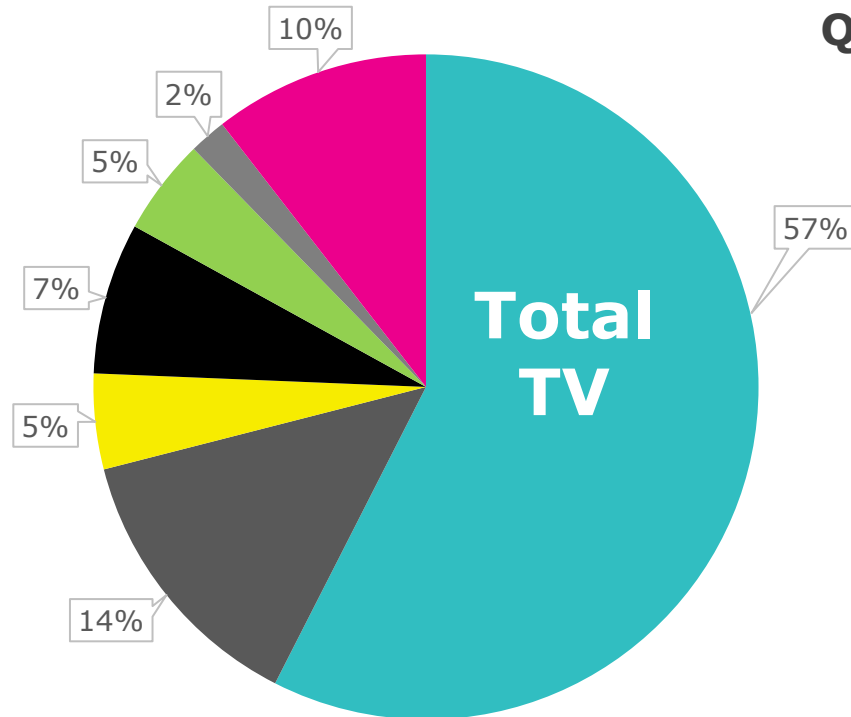
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Source: Numeris VAM 8/28/23 to 10/29/23

Total TV dominates time spent with video in Quebec

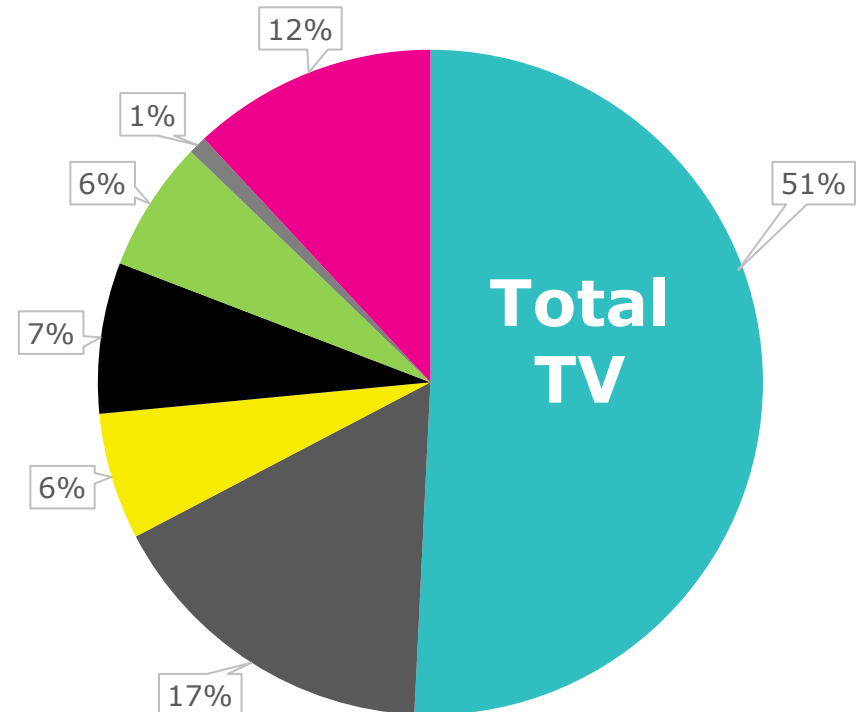
ADULTS 25-54



SHARE OF VIDEO Quebec - Franco

- Total TV
- YouTube
- TikTok
- Netflix
- Amazon Prime
- Disney+
- Other Streaming Services

ADULTS 18-34



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

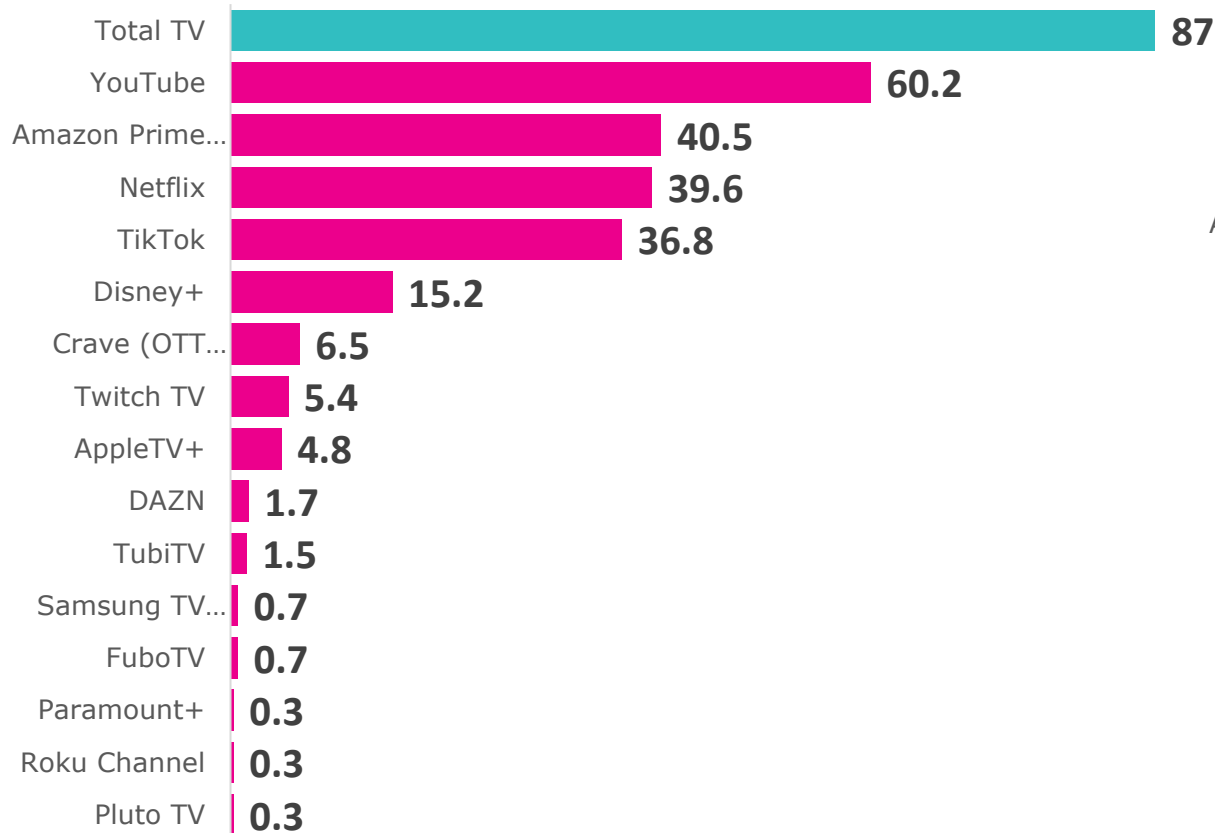
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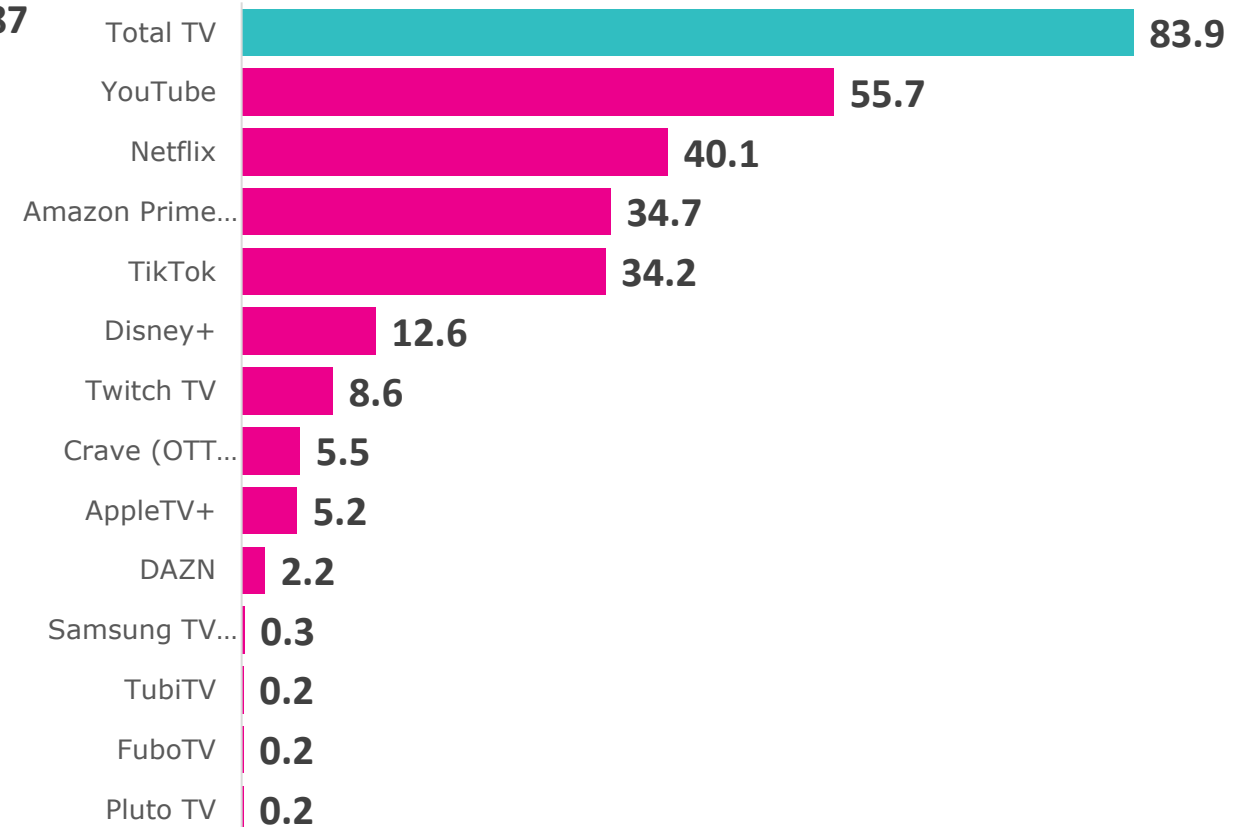
and has the greatest reach

AVERAGE WEEKLY REACH% Quebec Franco

ADULTS 25-54



ADULTS 18-34

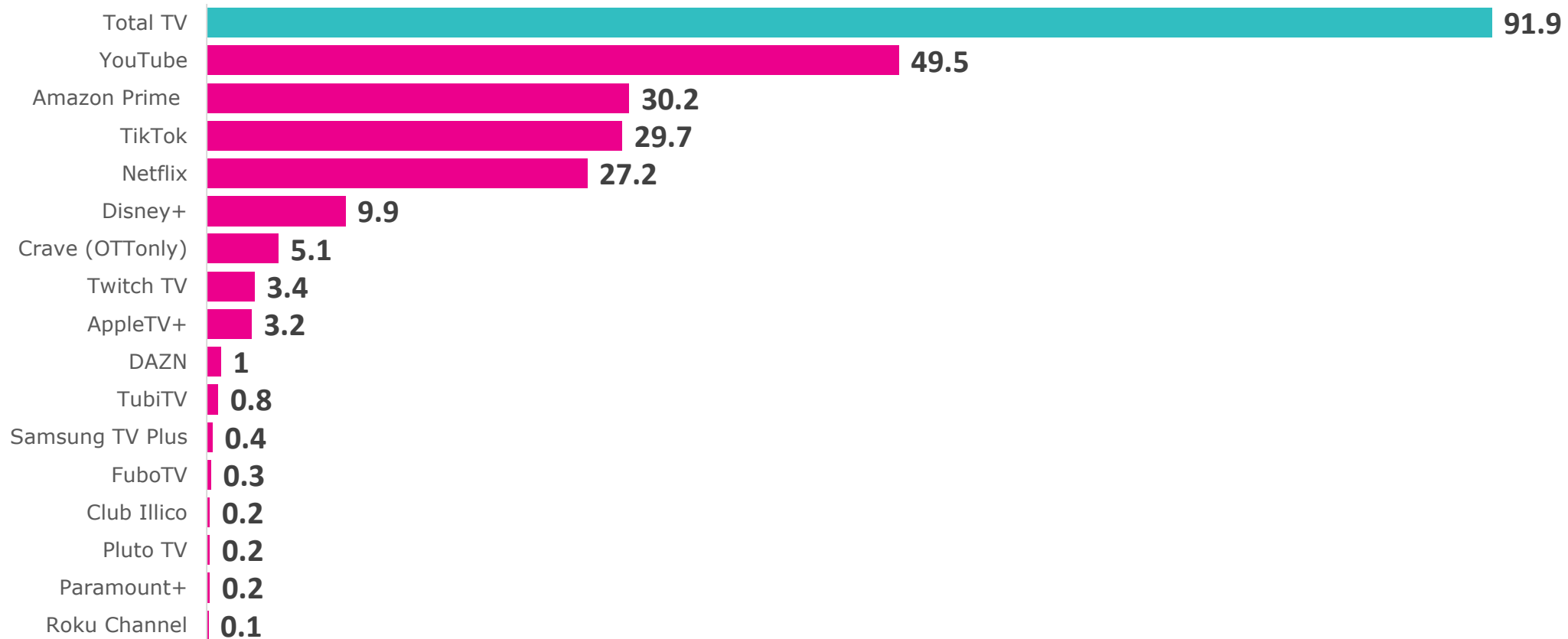


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and has the greatest reach

AVERAGE WEEKLY REACH%

QUEBEC: ADULTS 18+



Total TV defined as linear TV and broadcaster streaming services

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