



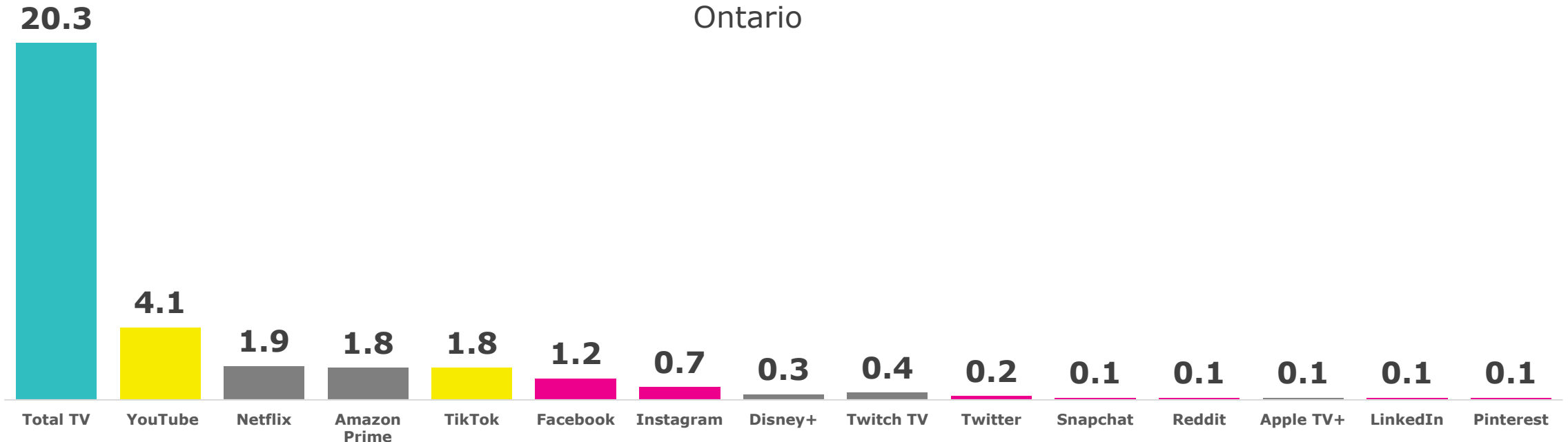
tv & streaming
viewership

think^{tv}

ONTARIO
Winter 2022/2023

Total TV dominates time spent

ADULTS 18+
AVERAGE WEEKLY HOURS
Ontario



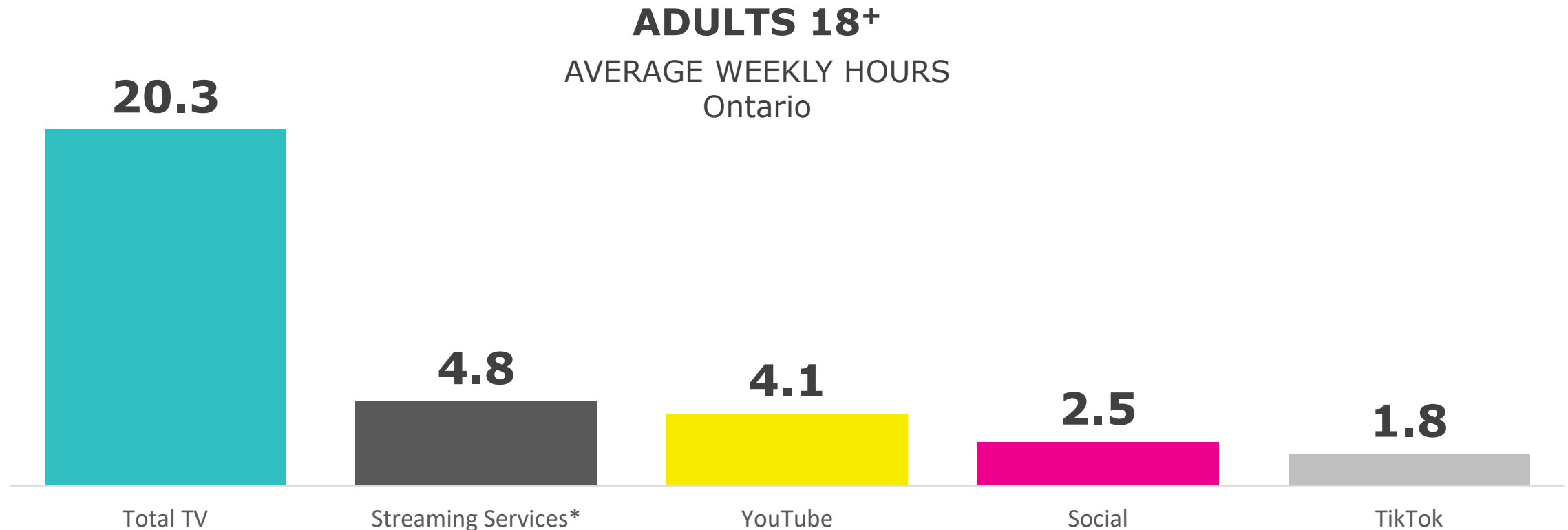
All time spent per capita

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

Sources: Numeris VAM, Dec 2022-Feb 2023 for Total TV, Streaming Services, YouTube, and TikTok; and Comscore, Dec-Feb 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



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

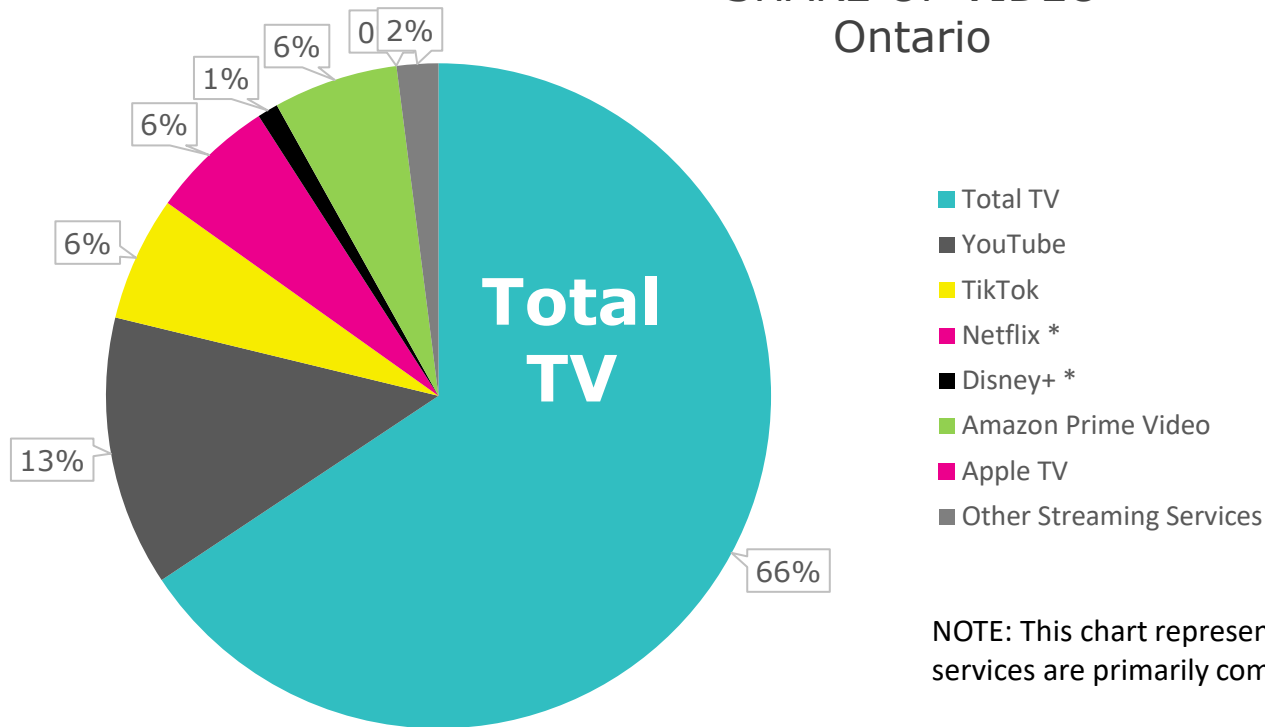
* Streaming Services are primarily commercial-free and include Amazon Prime, Netflix, Disney+, Apple TV+, Crave (OTT only), Twitch TV, Popcorn Flix, FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, Pluto TV and ET

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commands the largest share of 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

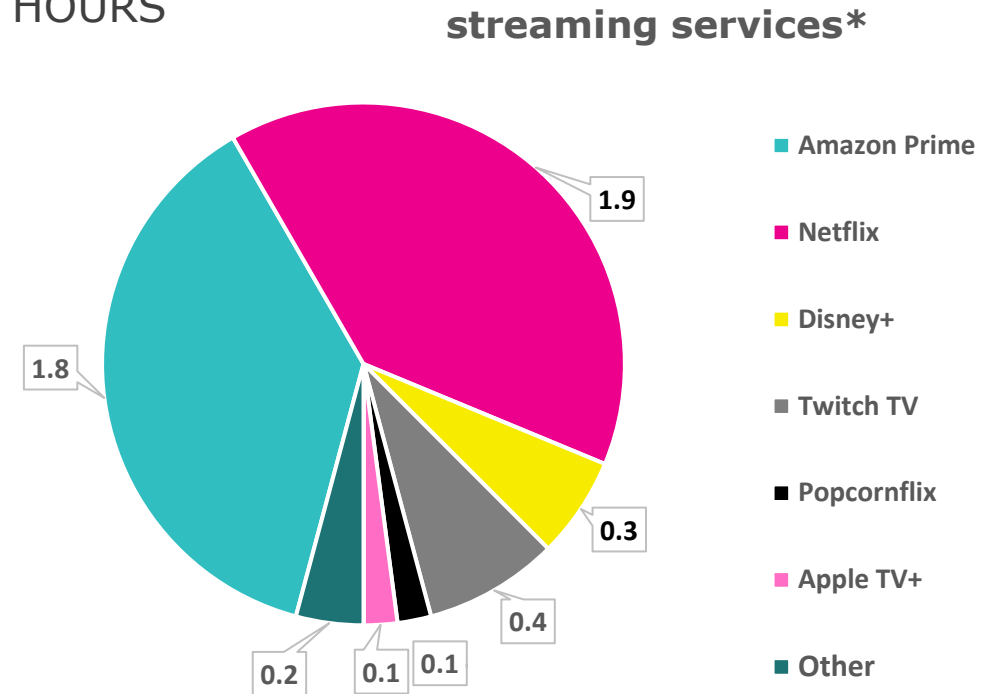
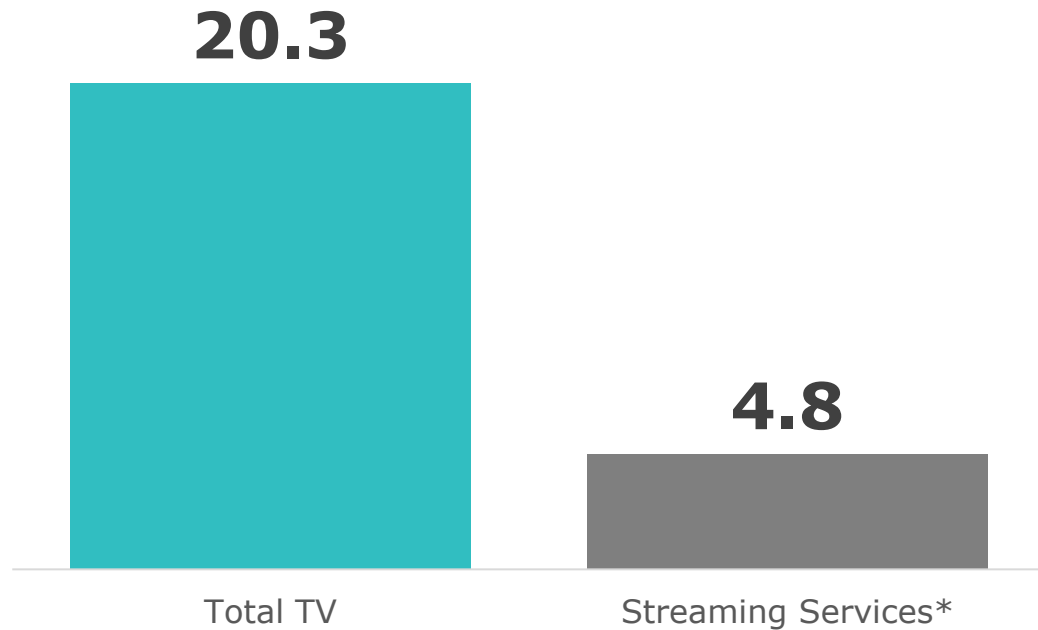
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Sources: Numeris VAM, Dec 2022-Feb 2023

Total TV time far exceeds time spent on 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 include in-home viewing only

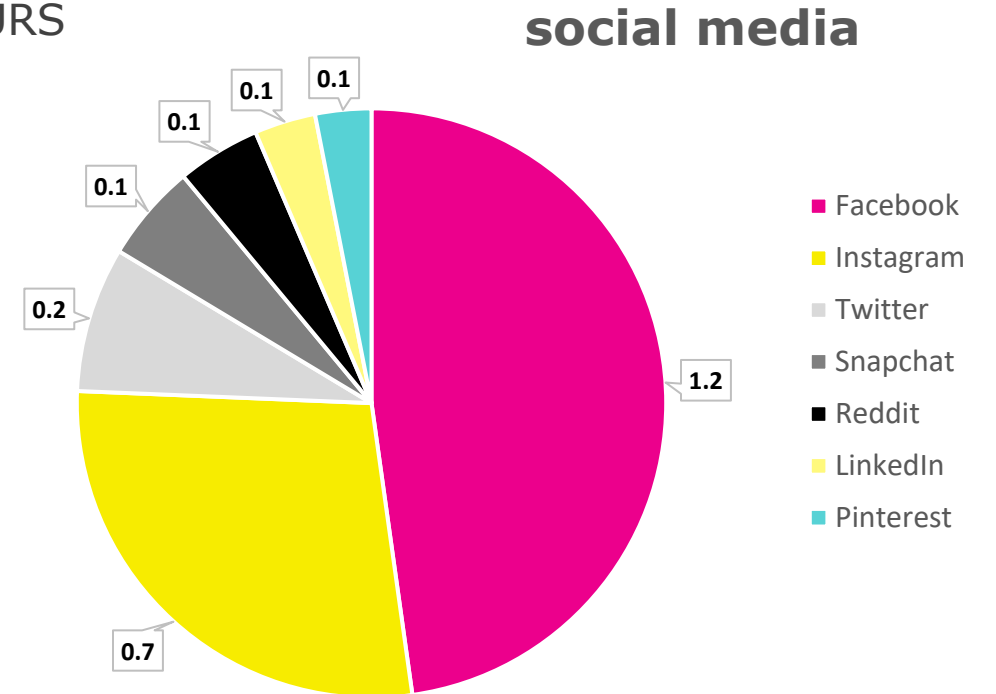
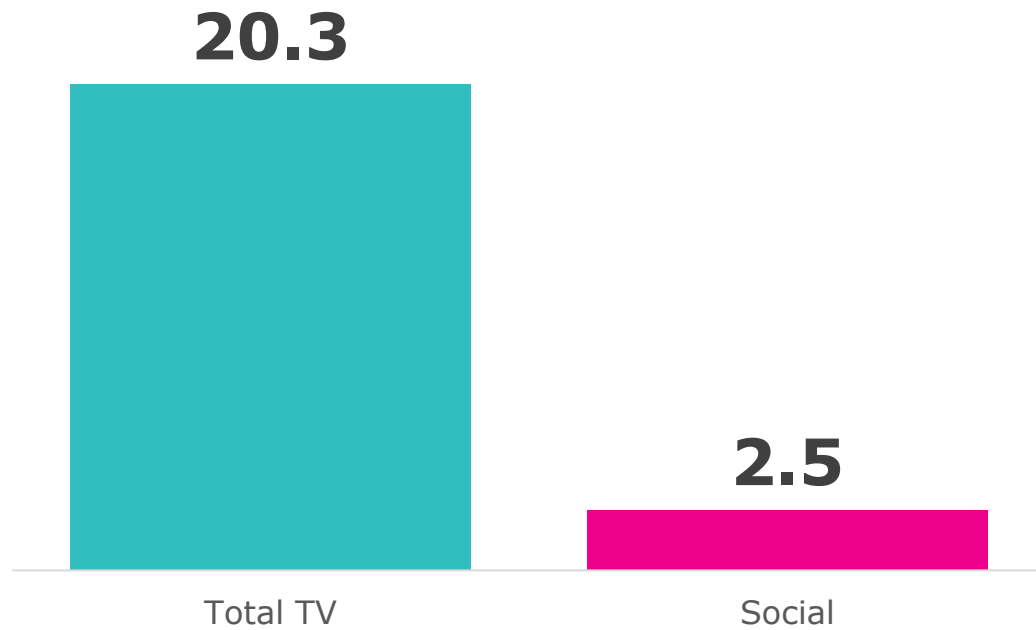
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time spent with Total TV far exceeds time spent on social

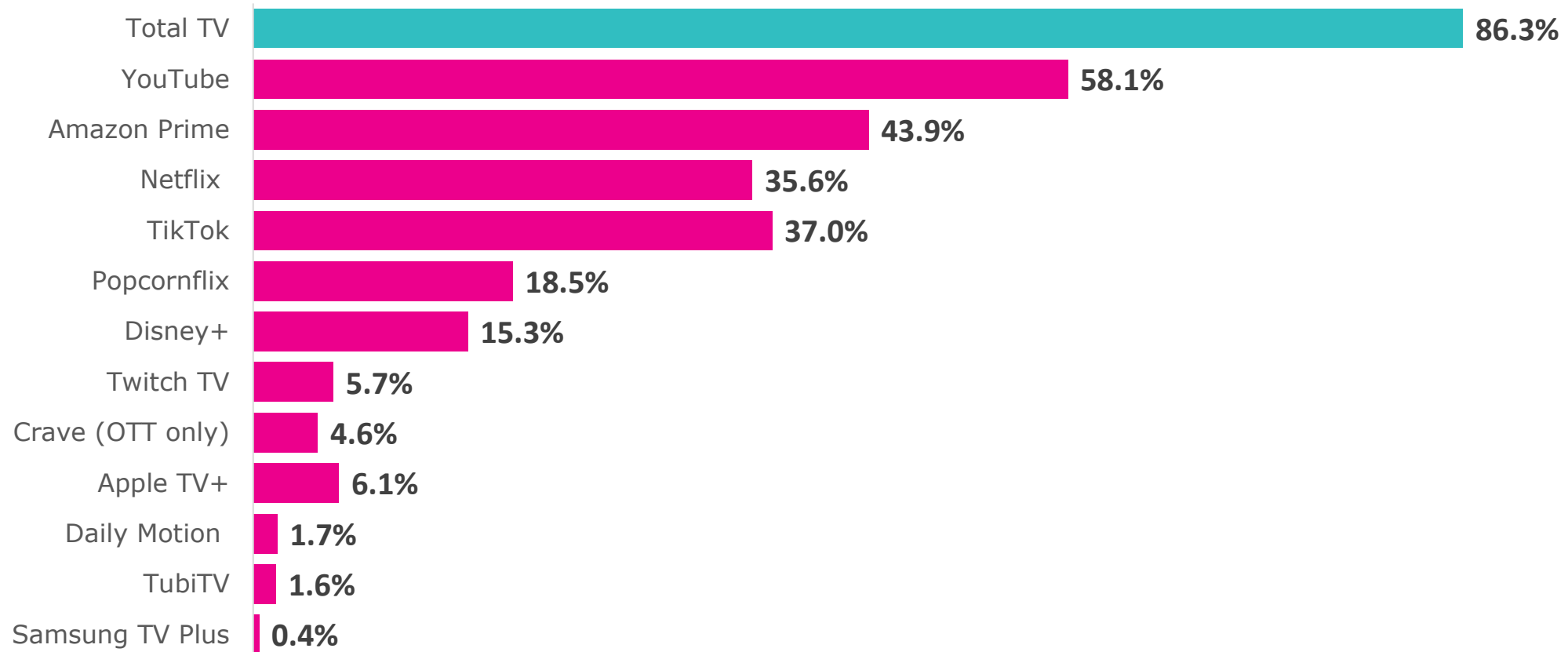
ADULTS 18+
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
Sources: Numeris VAM, Dec 2022-Feb 2023 for Total TV; and
Comscore, Dec-Feb 2023 for Social Media

Total TV has greater reach than streaming services

ADULTS 18+
AVERAGE WEEKLY REACH%
Ontario



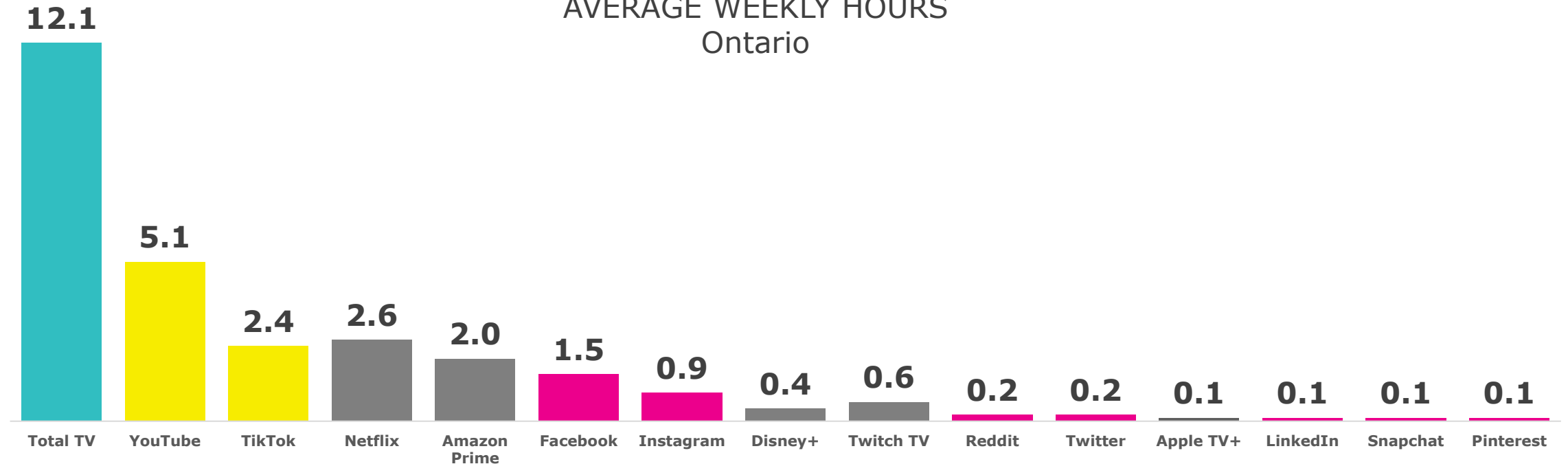
Total TV defined as linear TV and broadcaster streaming services

Streaming Services include in-home viewing only

Source: Numeris VAM, Dec 2022-Feb 2023

Total TV dominates time spent

ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario



All time spent per capita

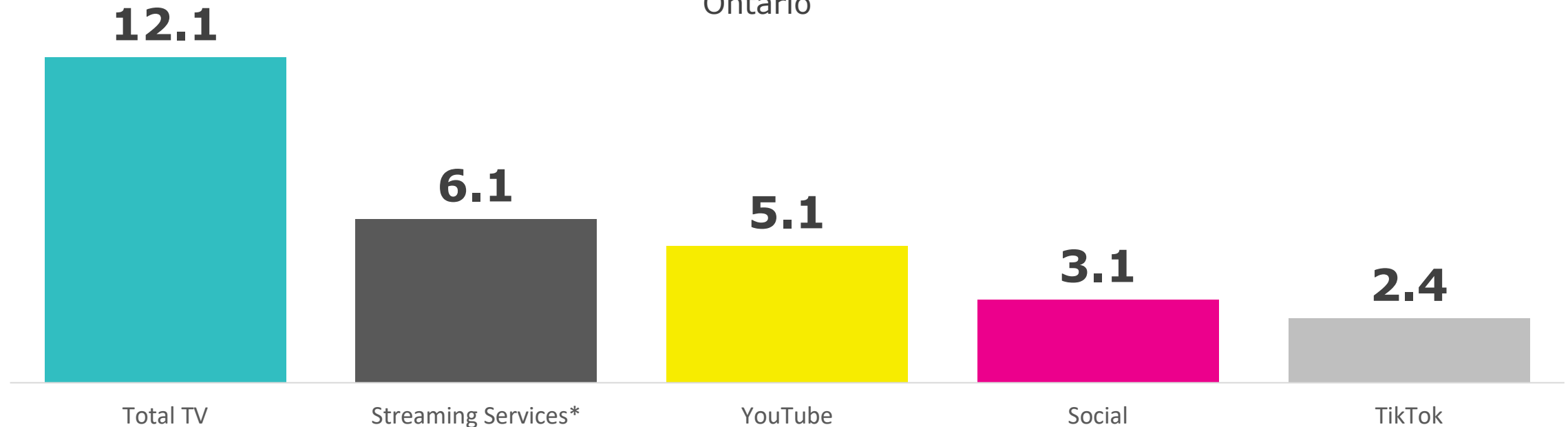
Total TV defined as linear TV and broadcaster streaming services

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

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ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario



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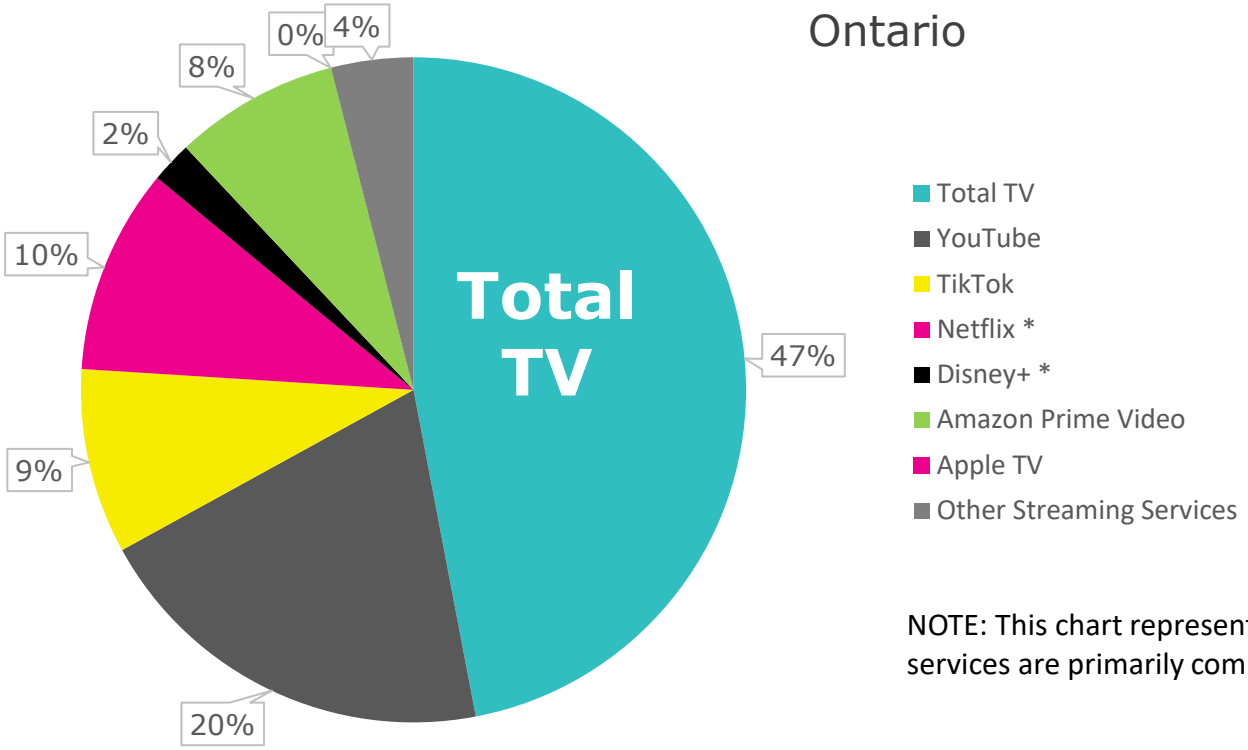
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commands the largest share of video

ADULTS 25-54 SHARE OF VIDEO Ontario



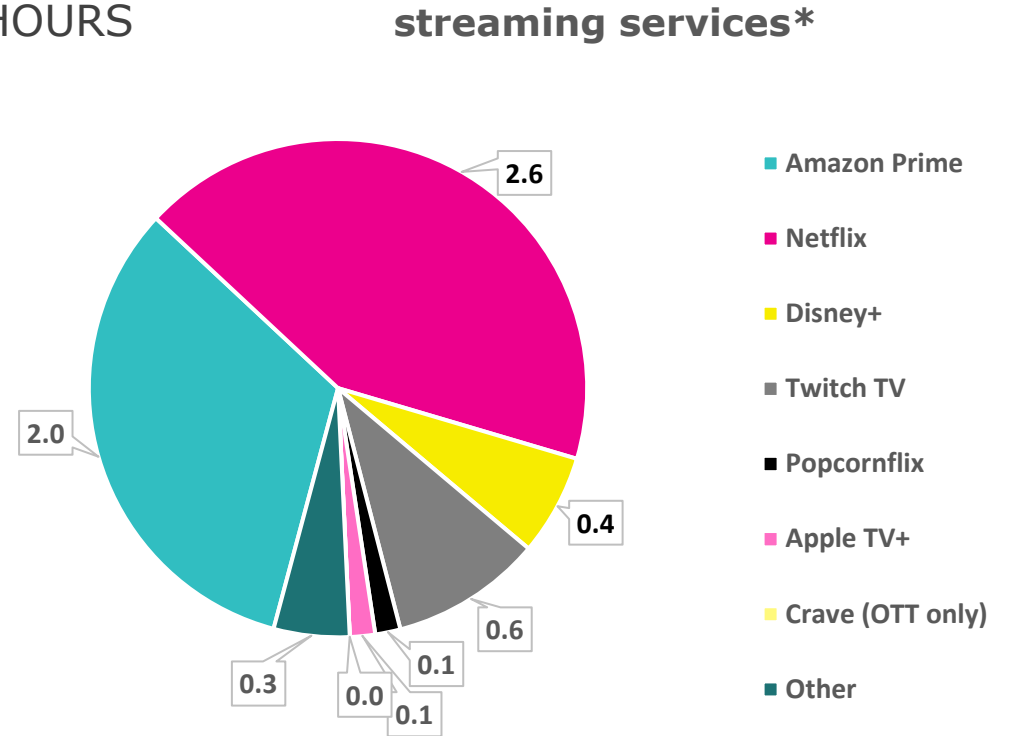
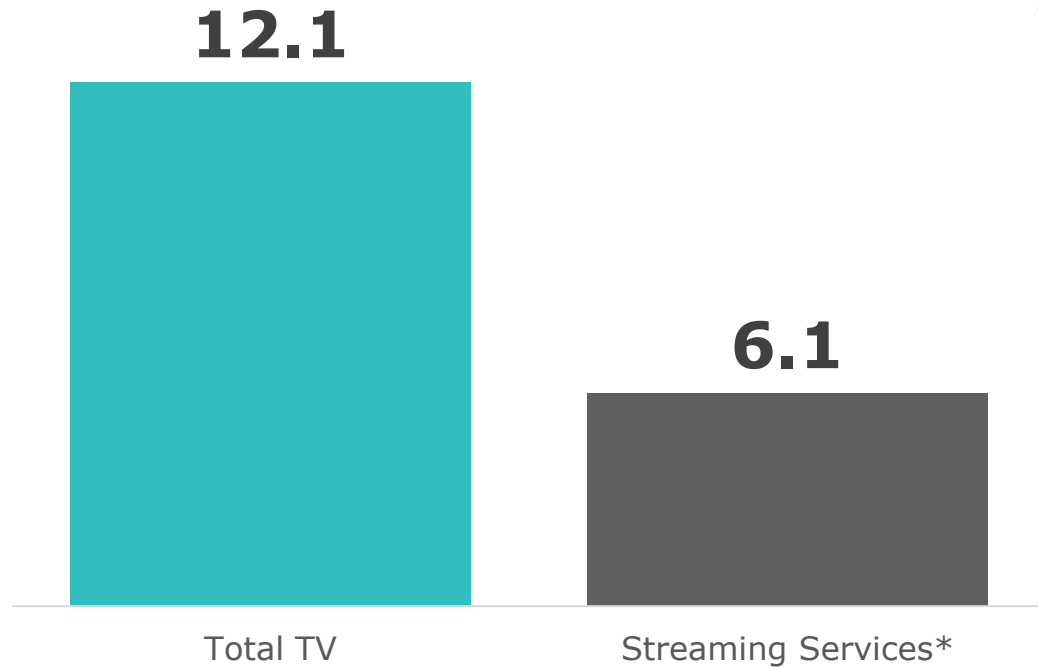
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All time spent per capita
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Sources: Numeris VAM, Dec 2022-Feb 2023



time spent with Total TV far exceeds time on streaming services

ADULTS 25-54
 AVERAGE WEEKLY HOURS
 Ontario



All time spent per capita

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Streaming Services include in-home viewing only

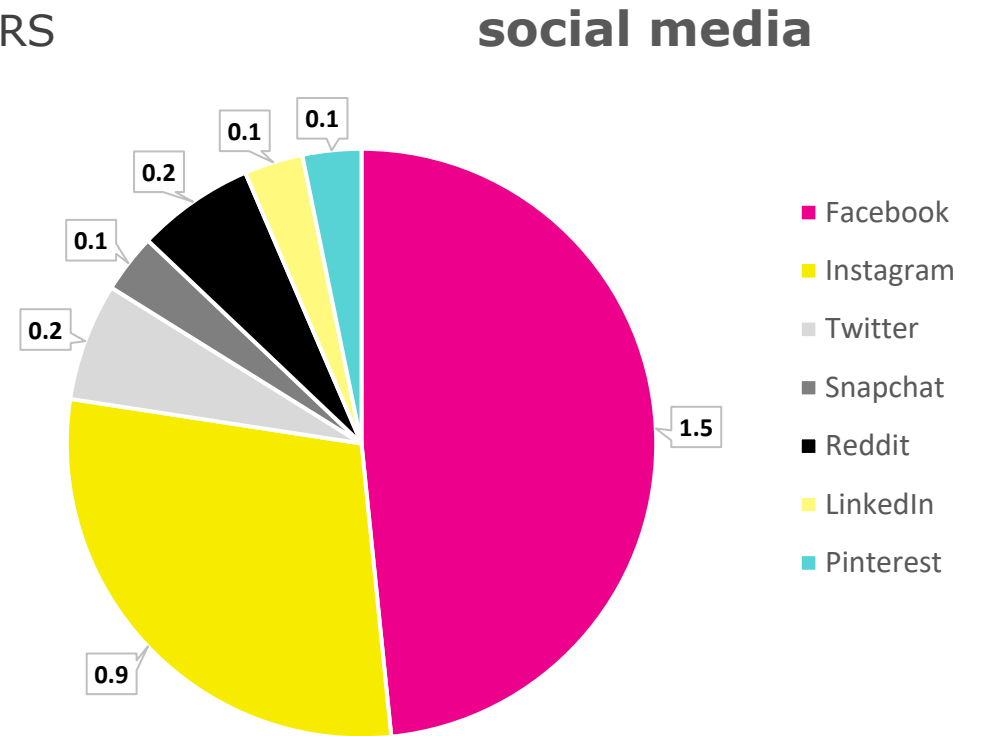
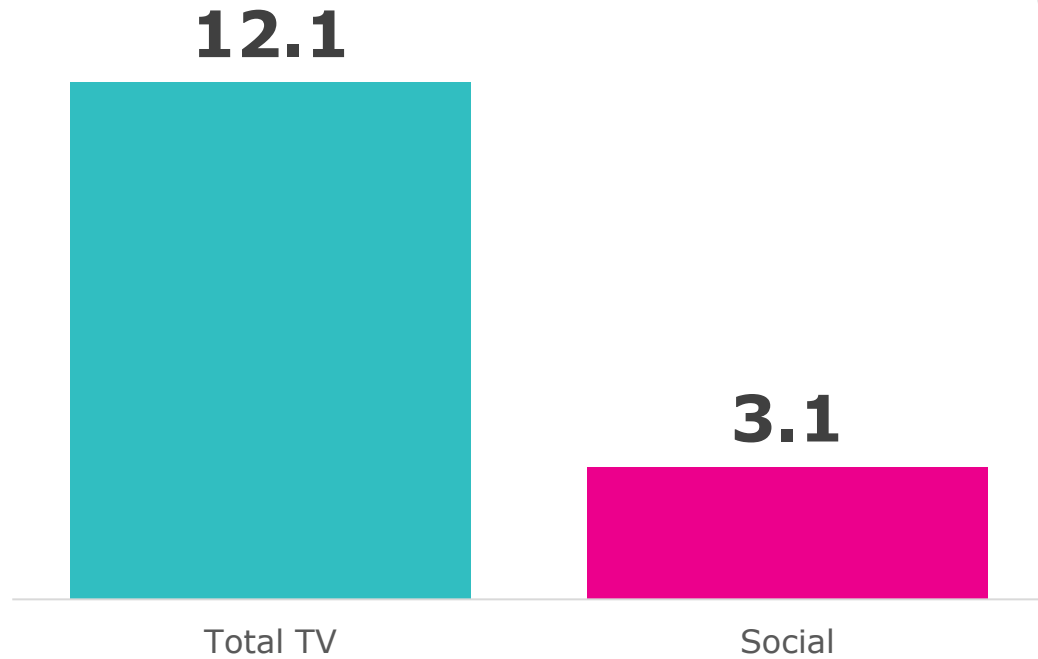
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ADULTS 25-54
AVERAGE WEEKLY HOURS
Ontario

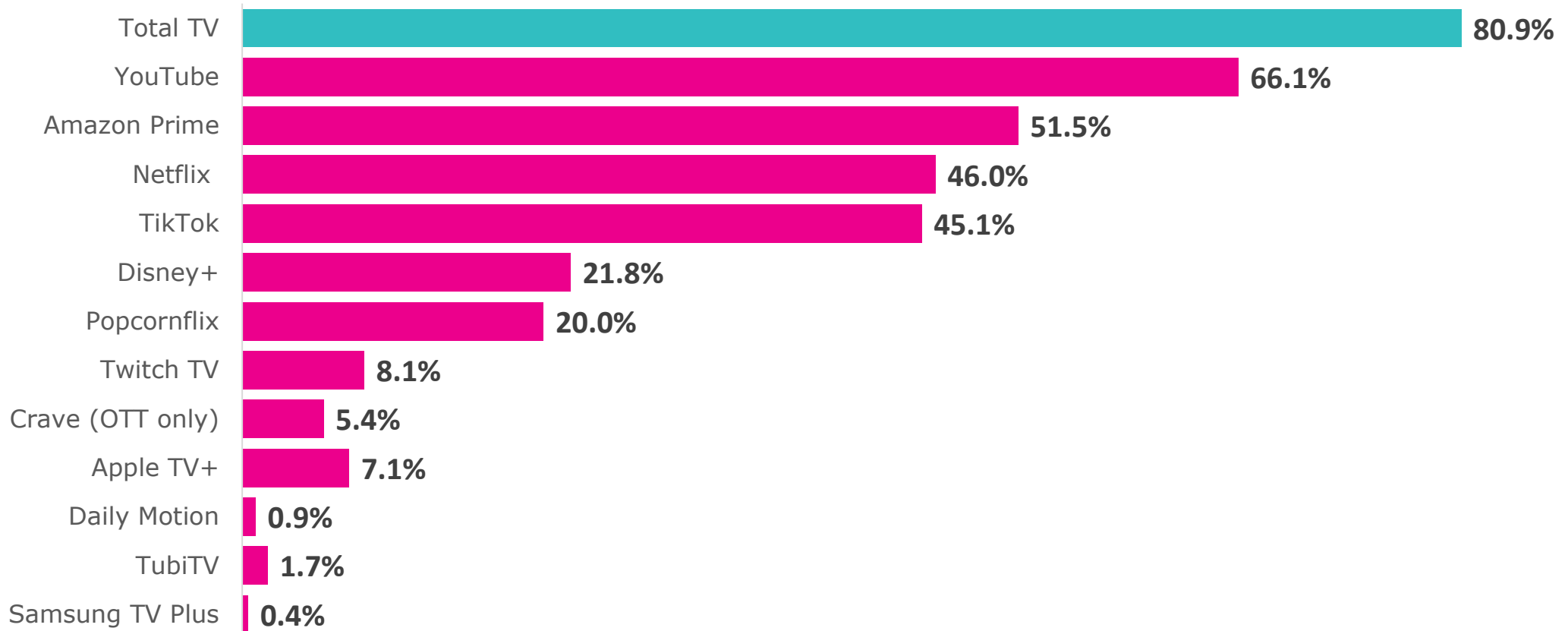


All time spent per capita
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Total TV delivers the greatest reach

ADULTS 25-54

AVERAGE WEEKLY REACH %
Ontario

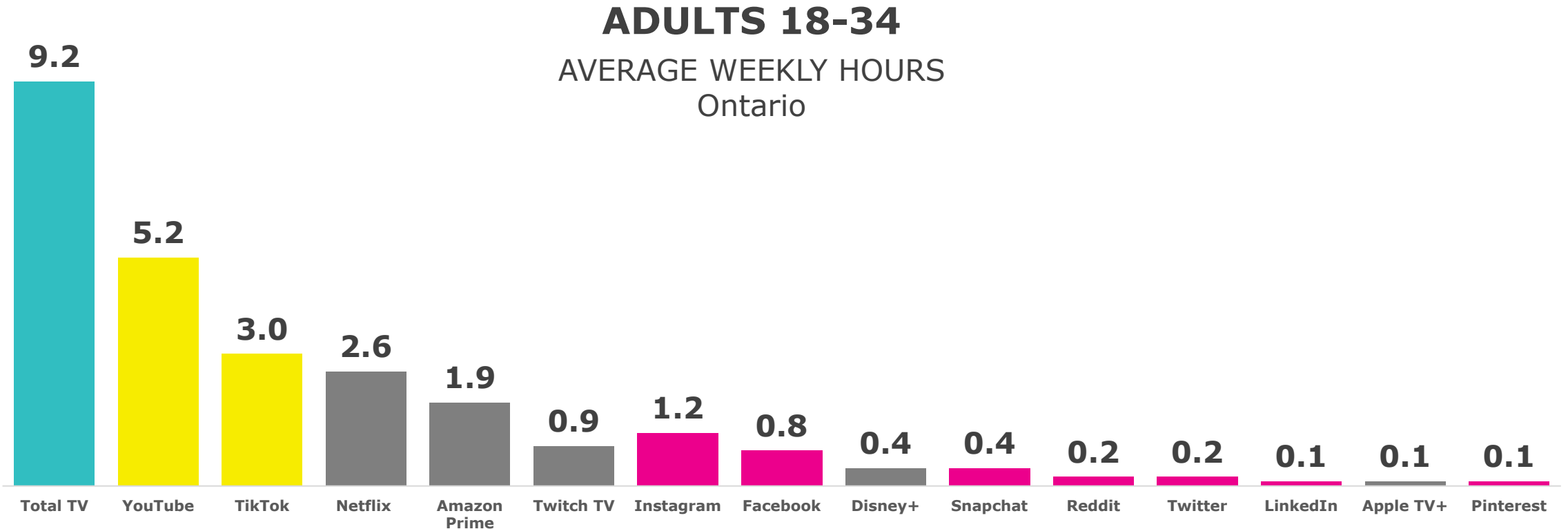


Total TV defined as linear TV and broadcaster streaming services

Streaming Services include in-home viewing only

Source: Numeris VAM, Dec 2022-Feb 2023

Total TV dominates time spent



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

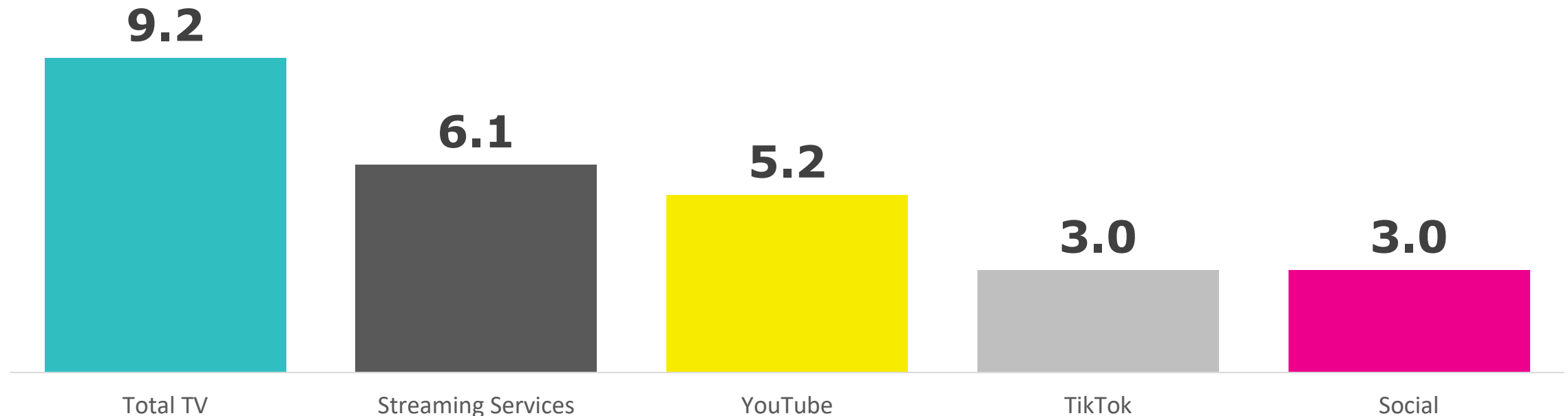
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time spent with Total TV exceeds YouTube, social media, & the top-ranked streaming services

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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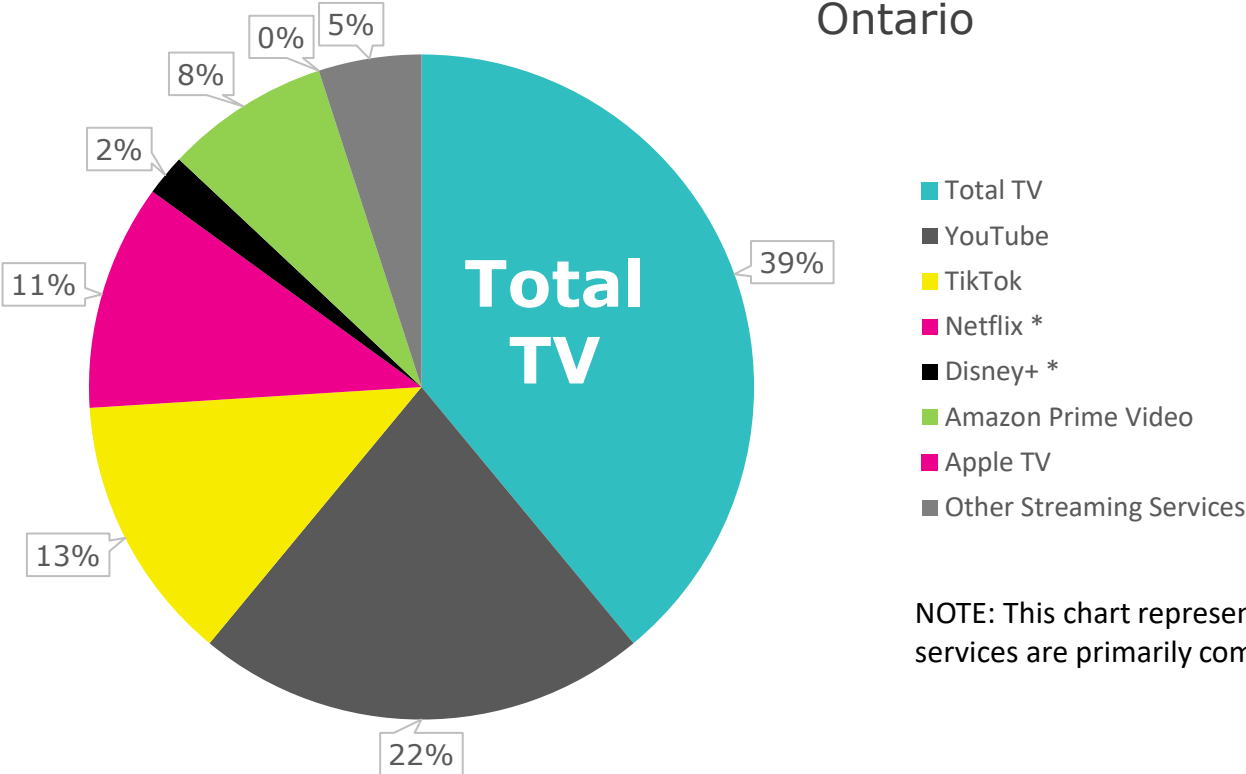
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commands the largest share of video

ADULTS 18-34 SHARE OF VIDEO Ontario

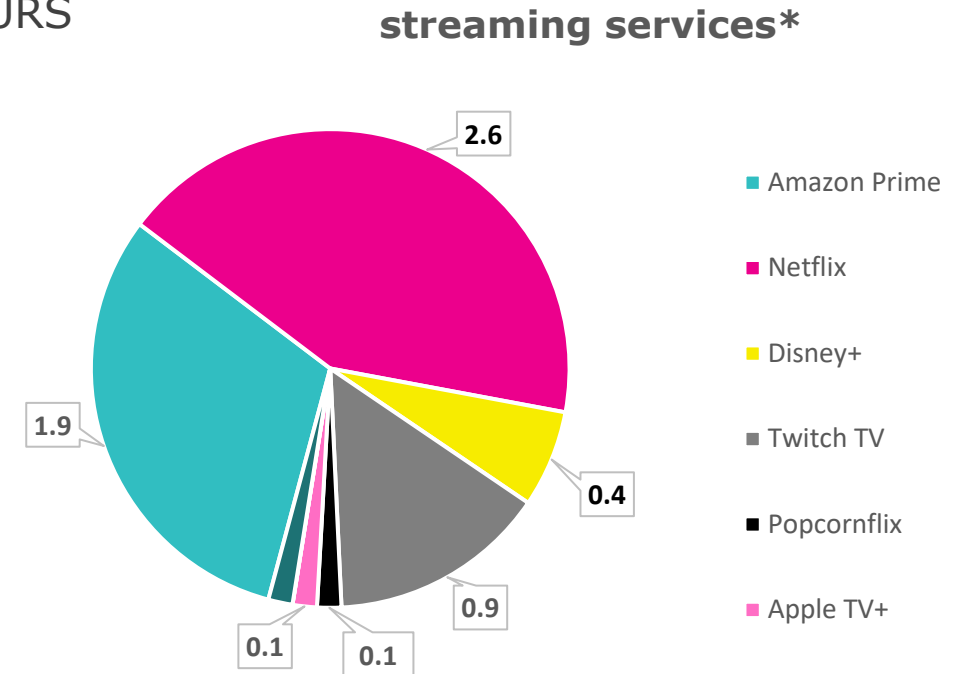
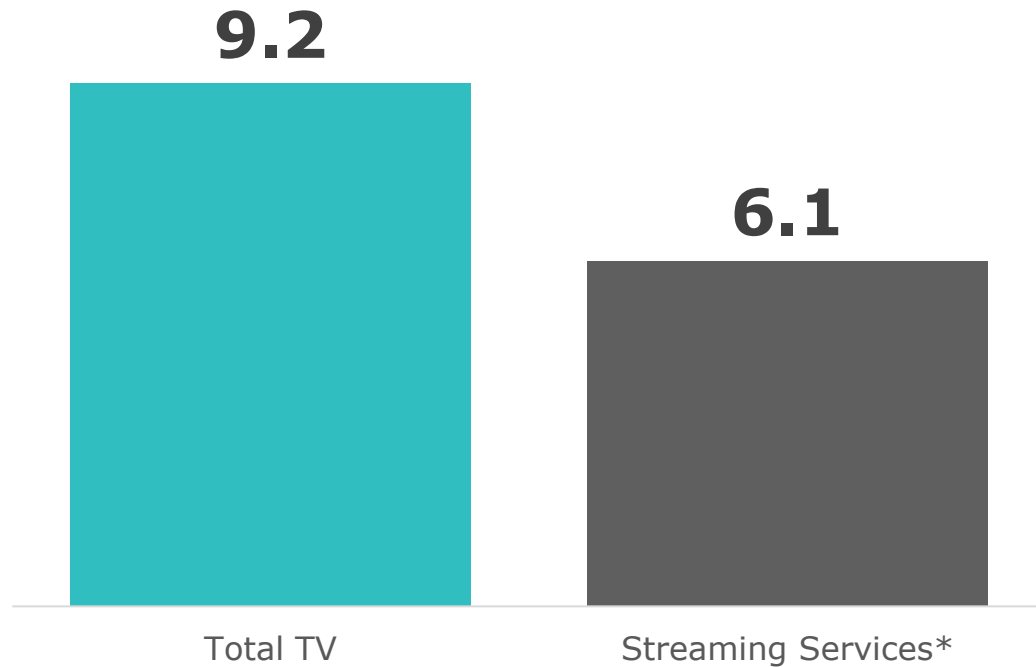


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time spent with Total TV exceeds time on streaming services

ADULTS 18-34
AVERAGE WEEKLY HOURS
Ontario



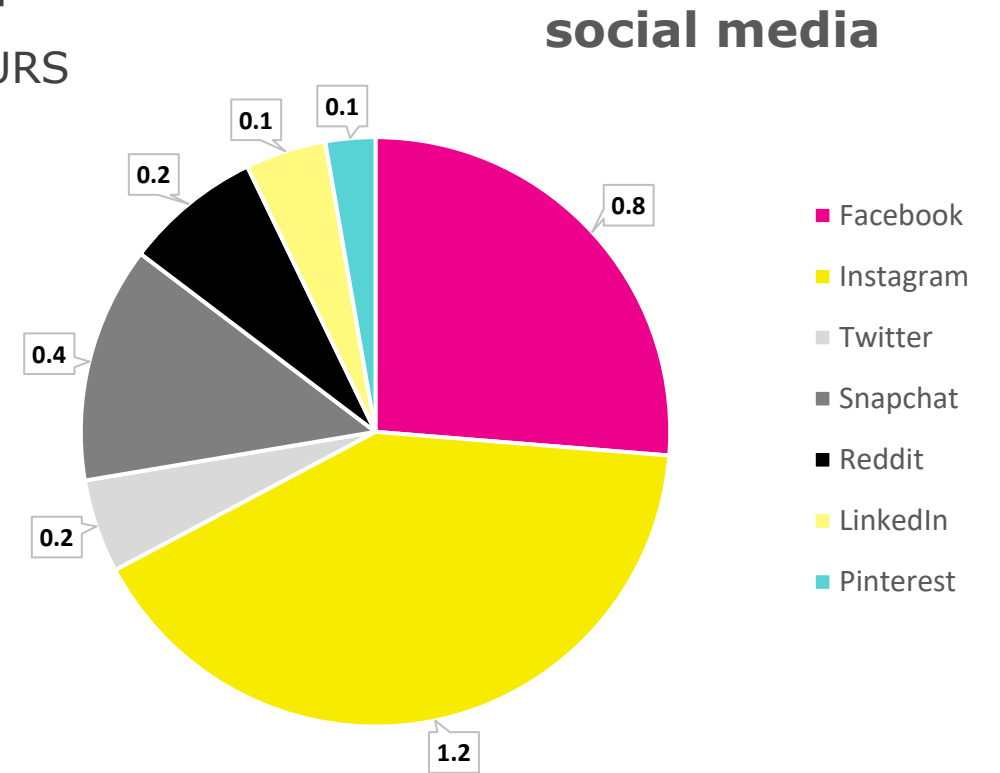
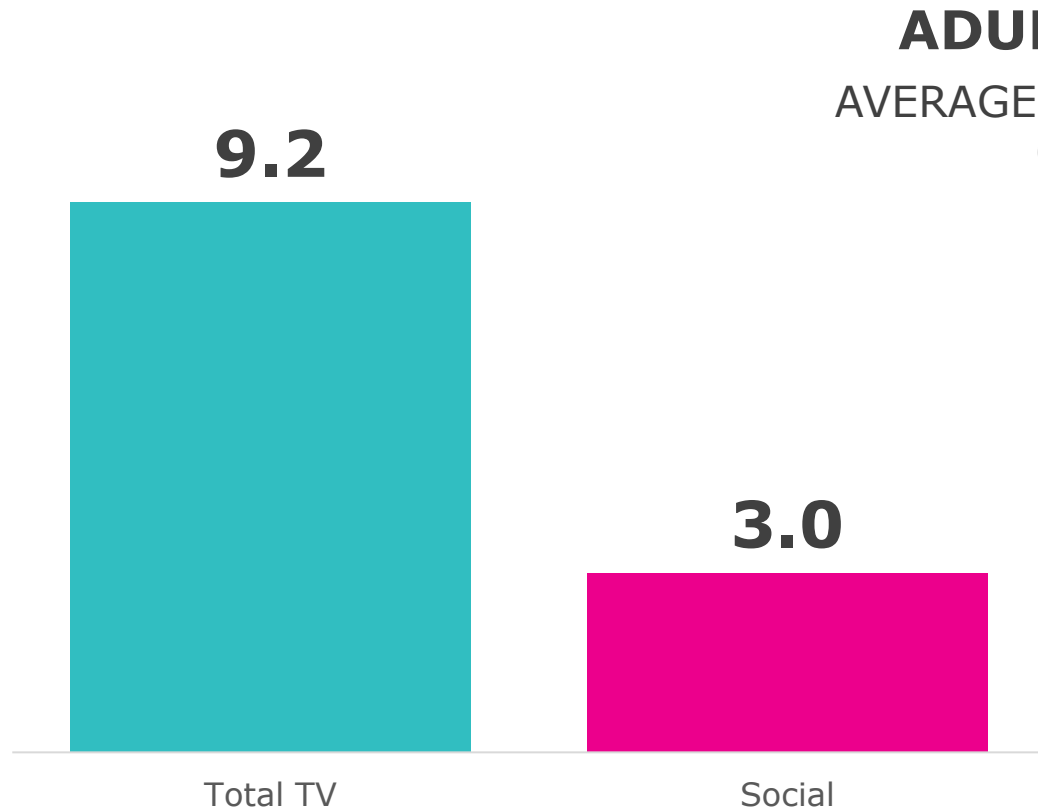
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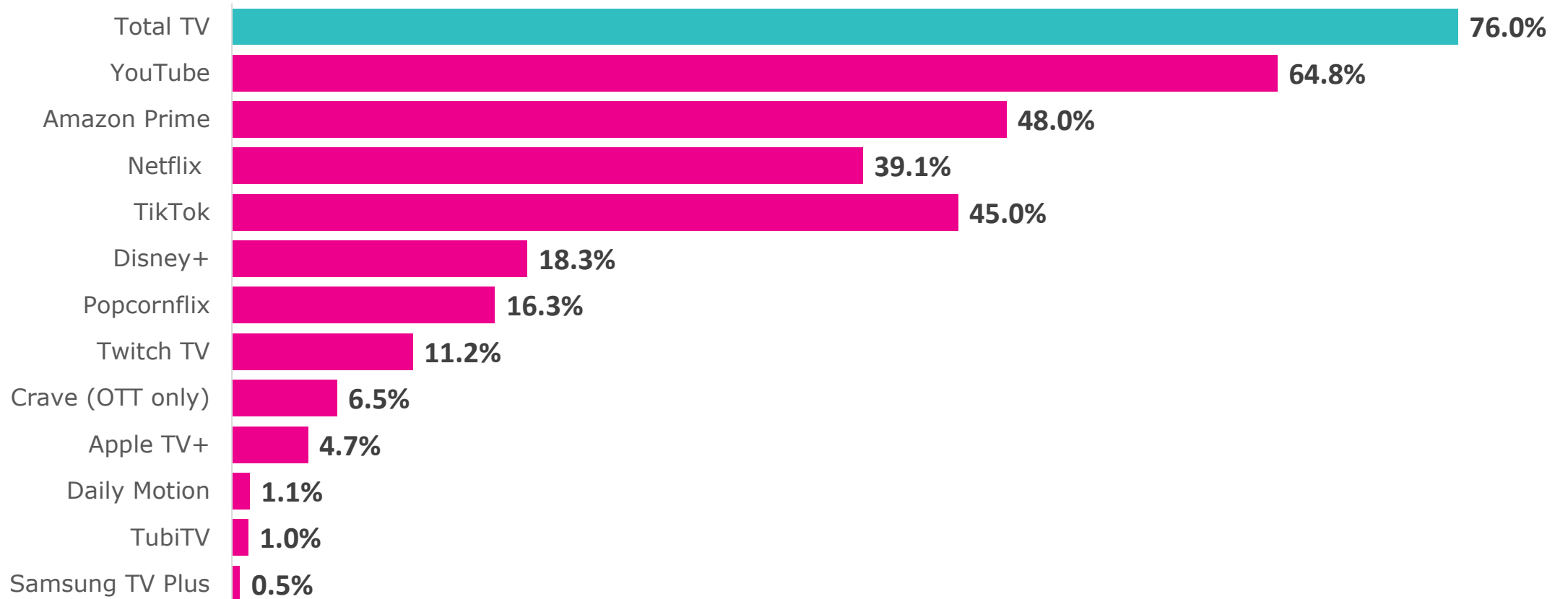


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Total TV delivers the greatest reach

ADULTS 18-34

AVERAGE WEEKLY REACH %
Ontario



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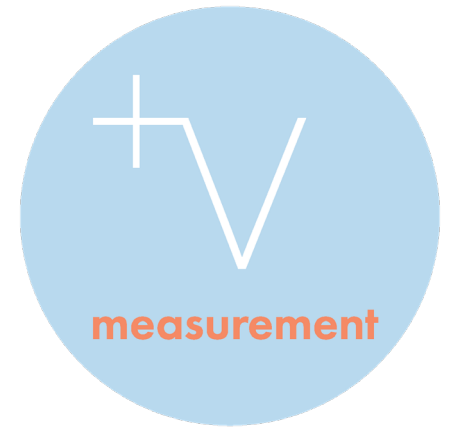
about VAM

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.

MORE INFORMATION



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