

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 2024

Total TV and streaming viewership

Key Takeaways for Spring 2024

TV and Streaming: The majority of Canadians (in every age group) watch both TV and streaming channels

Time Spent: Total TV dominates across A18+, A18-34, and A25-54, ahead of YouTube and all streaming services (*combined*)

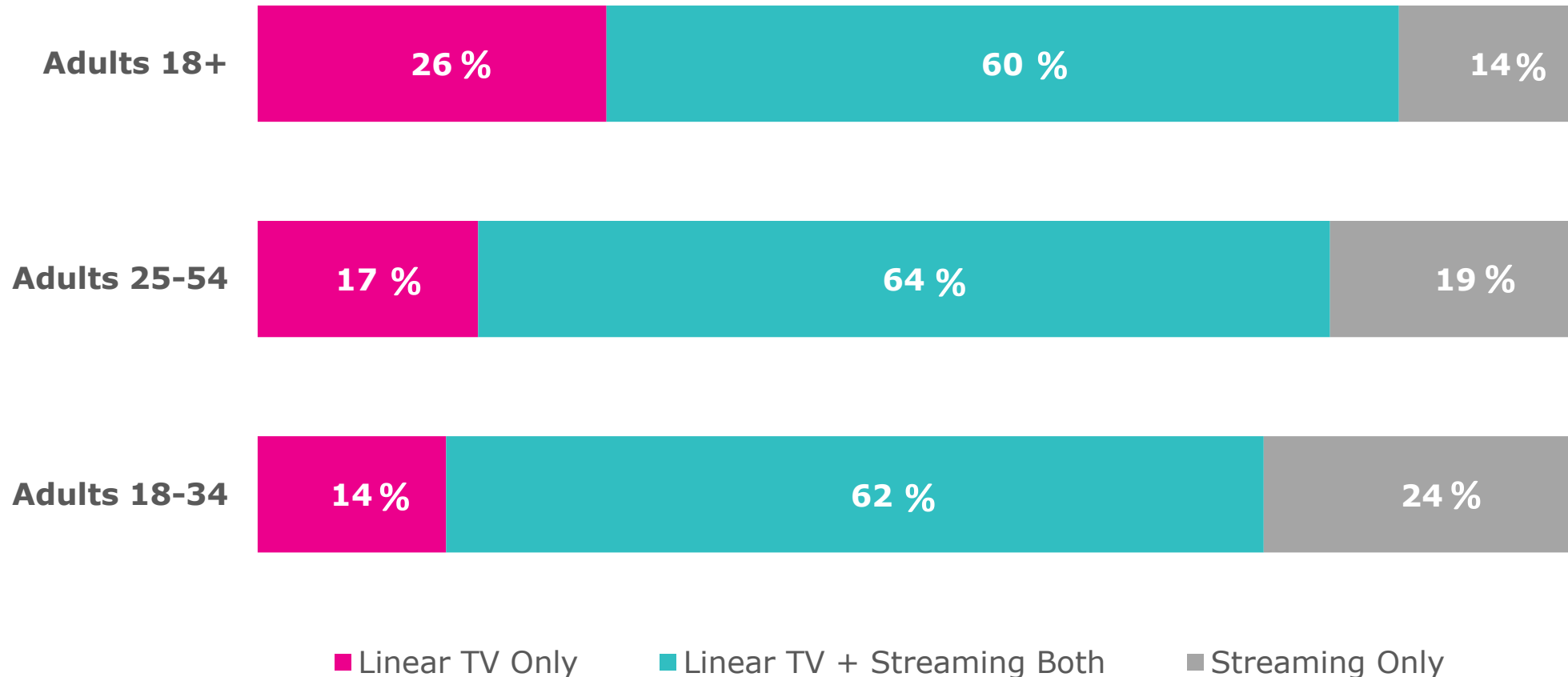
Reach: Total TV has the greatest average weekly reach across A18+, A18-34, and A25-54

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 2/26/2024-5/26/2024

majority of Canadians access both linear TV & streaming services



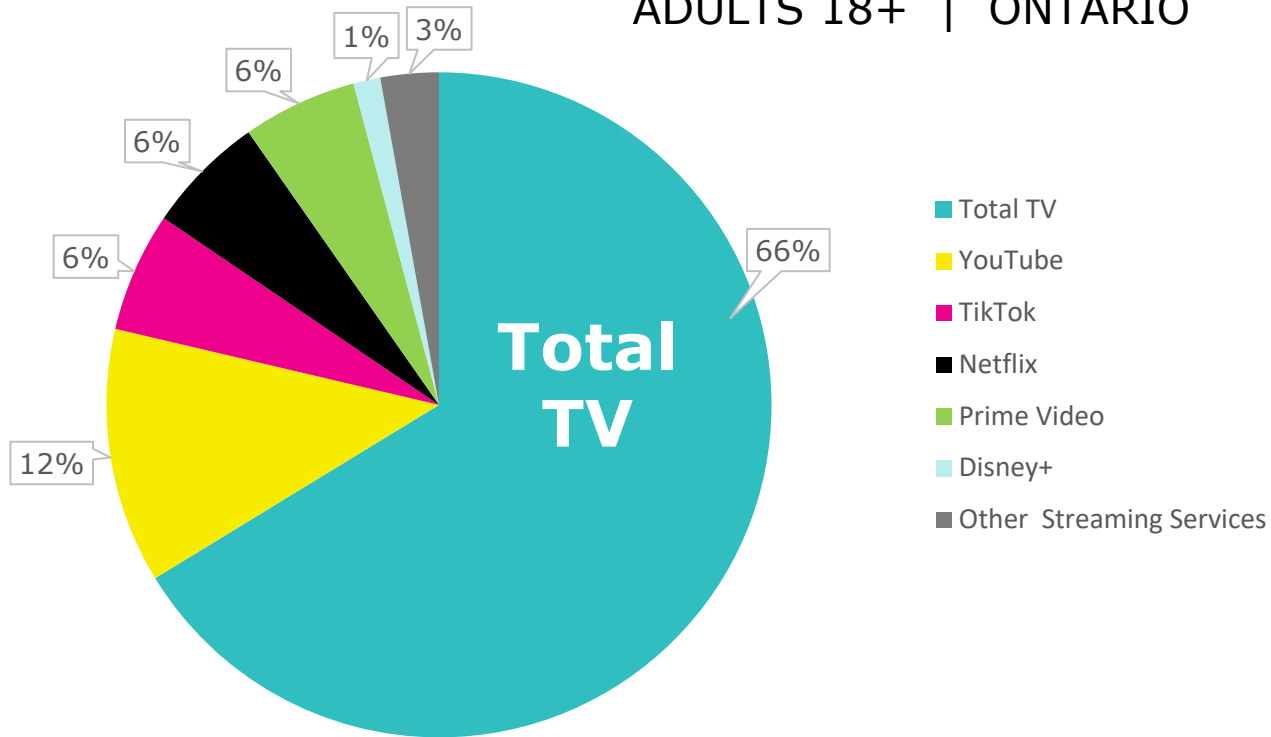
Source: Numeris VAM 2/26/24 to 5/26/24, Ontario, % of composition of average weekly reach

Streaming Channels include: Prime Video, Netflix, Disney+, Apple+, Crave (OTT only), CBS News, Twitch TV, ET Online US, TubiTv, DAZN, Paramount+, PlutoTV, FuboTV, Daily Motion, Roku Channel, Crunchroll, Discovery+, TED, SamsungTV, YouTube

Total TV = greatest share of time spent with video

SHARE OF VIDEO

ADULTS 18+ | ONTARIO



All time spent per capita

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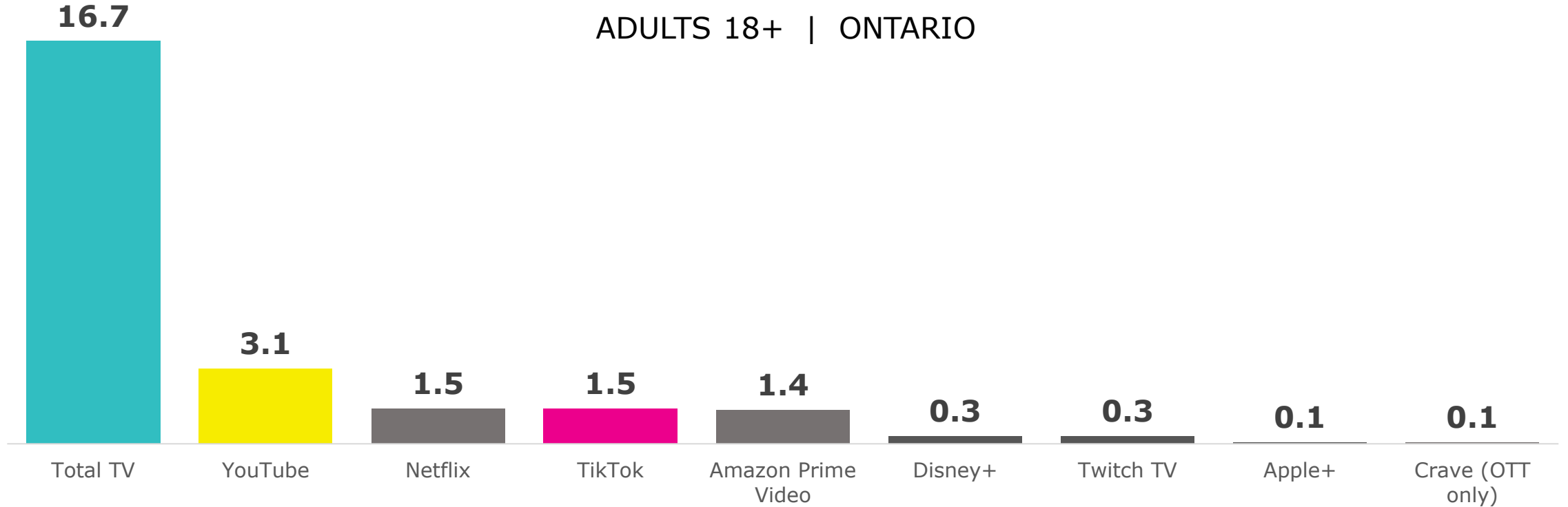
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Source: Numeris VAM 2/26/2024-5/26/2024

Total TV dominates time spent with video

AVERAGE WEEKLY HOURS

ADULTS 18+ | ONTARIO



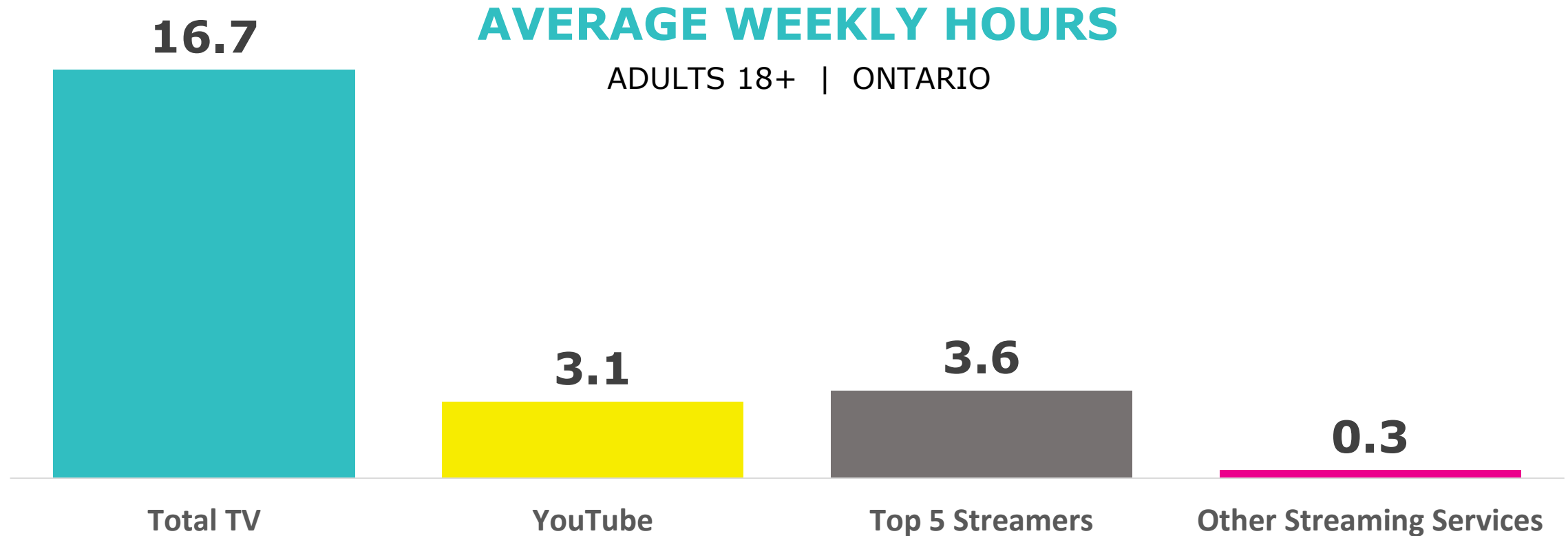
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Source: Numeris VAM 2/26/2024-5/26/2024

Total TV far 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+, TwitchTV

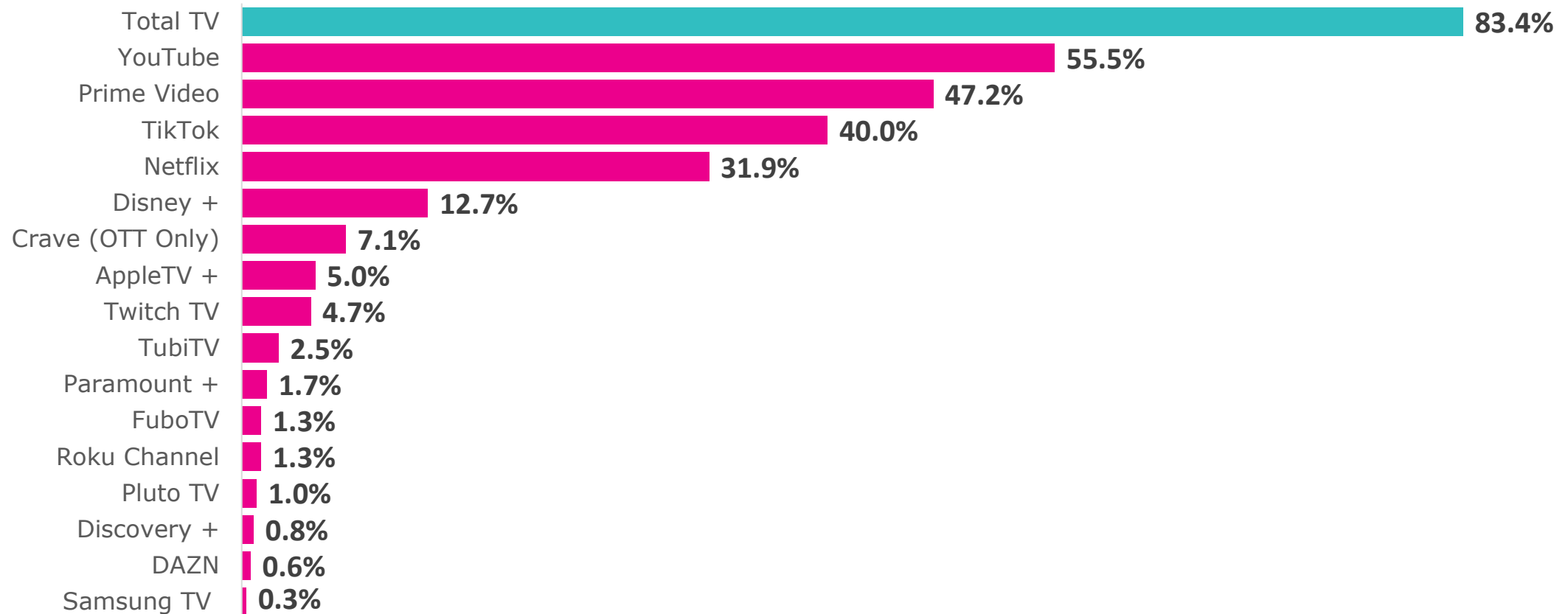
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Total TV has the greatest reach

AVERAGE WEEKLY REACH %

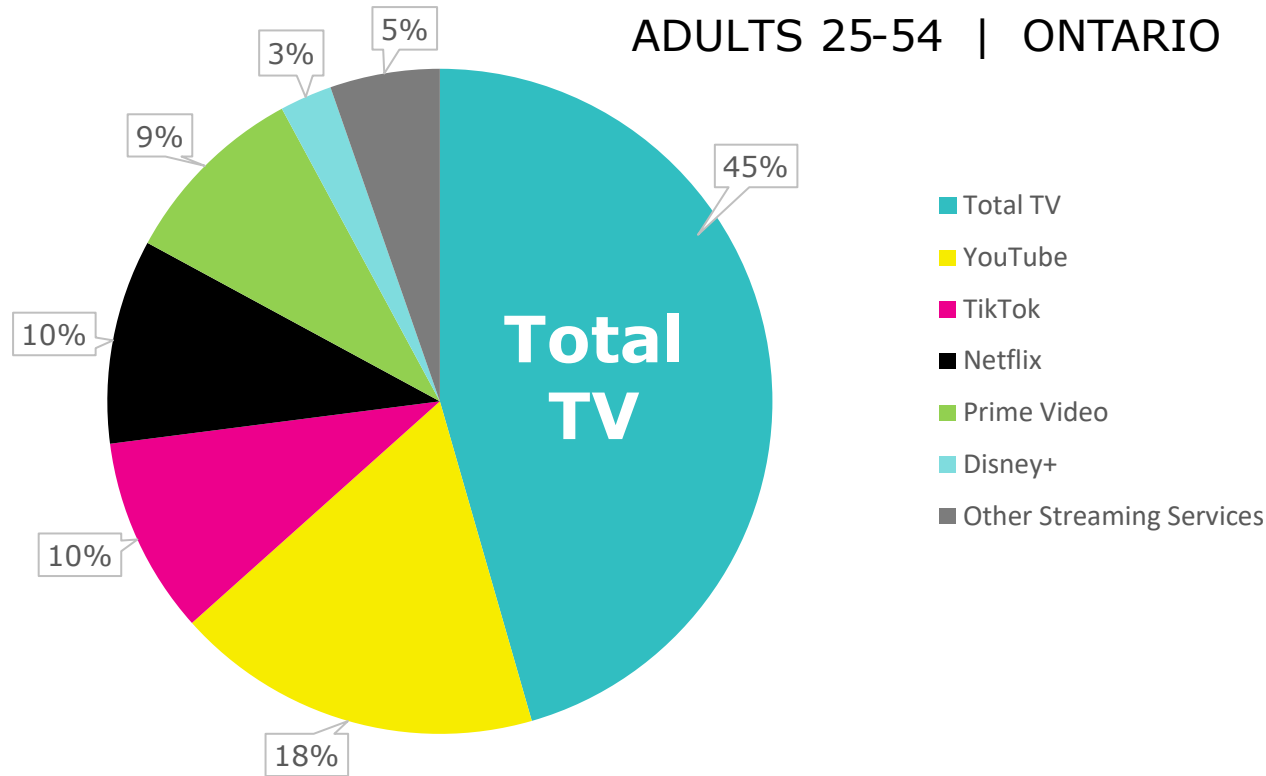
ADULTS 18+ | ONTARIO



Total TV = greatest share of time spent with video

SHARE OF VIDEO

ADULTS 25-54 | ONTARIO



All time spent per capita

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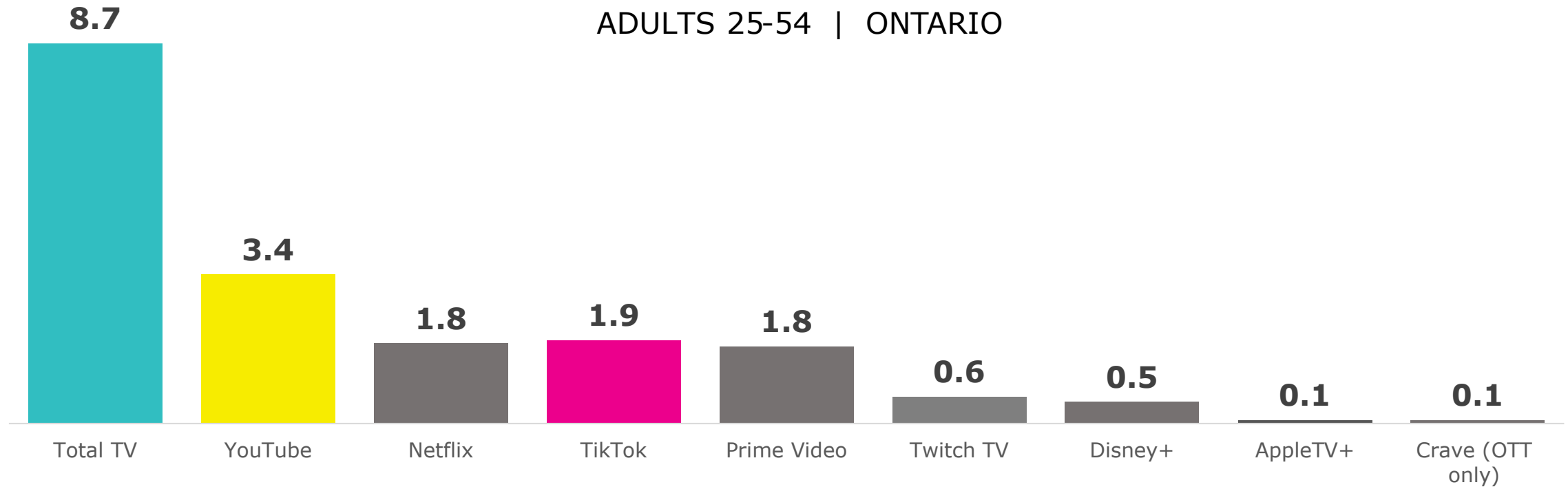
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Source: Numeris VAM 2/26/2024-5/26/2024

Total TV dominates Video time spent with video

AVERAGE WEEKLY HOURS

ADULTS 25-54 | ONTARIO



All time spent per capita

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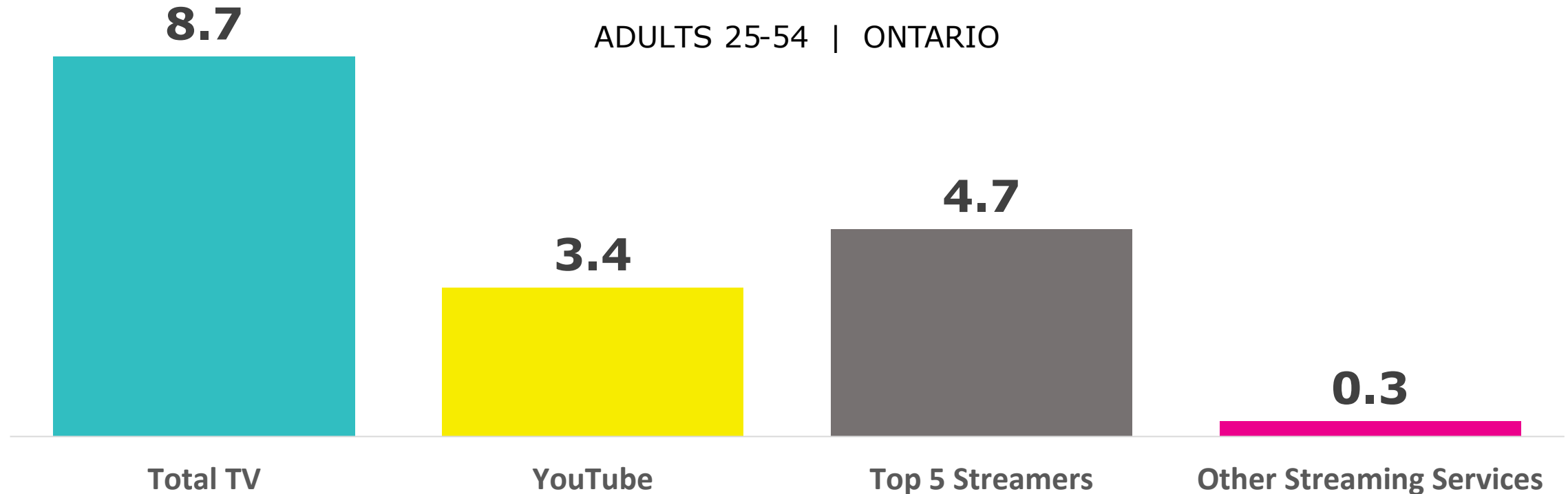
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time spent with Total TV exceeds YouTube and all streaming services combined

AVERAGE WEEKLY HOURS

ADULTS 25-54 | ONTARIO



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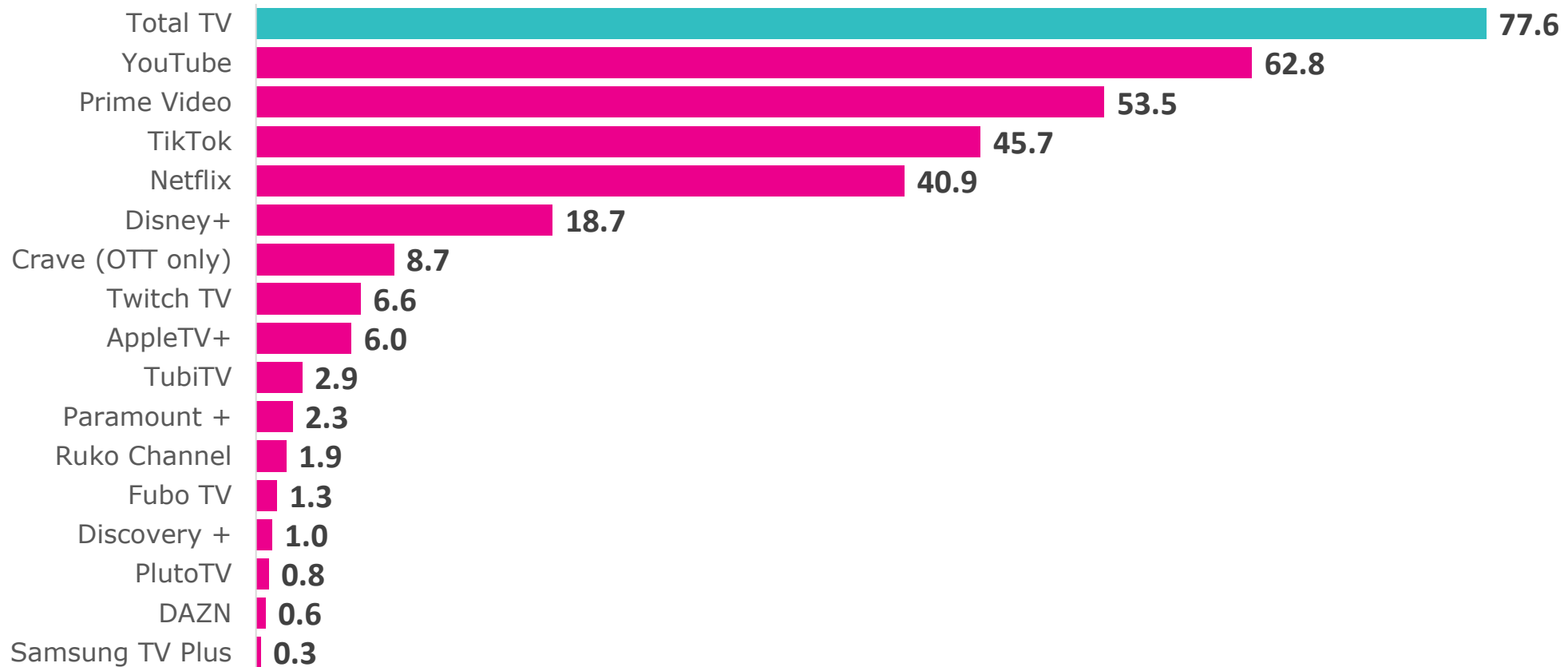
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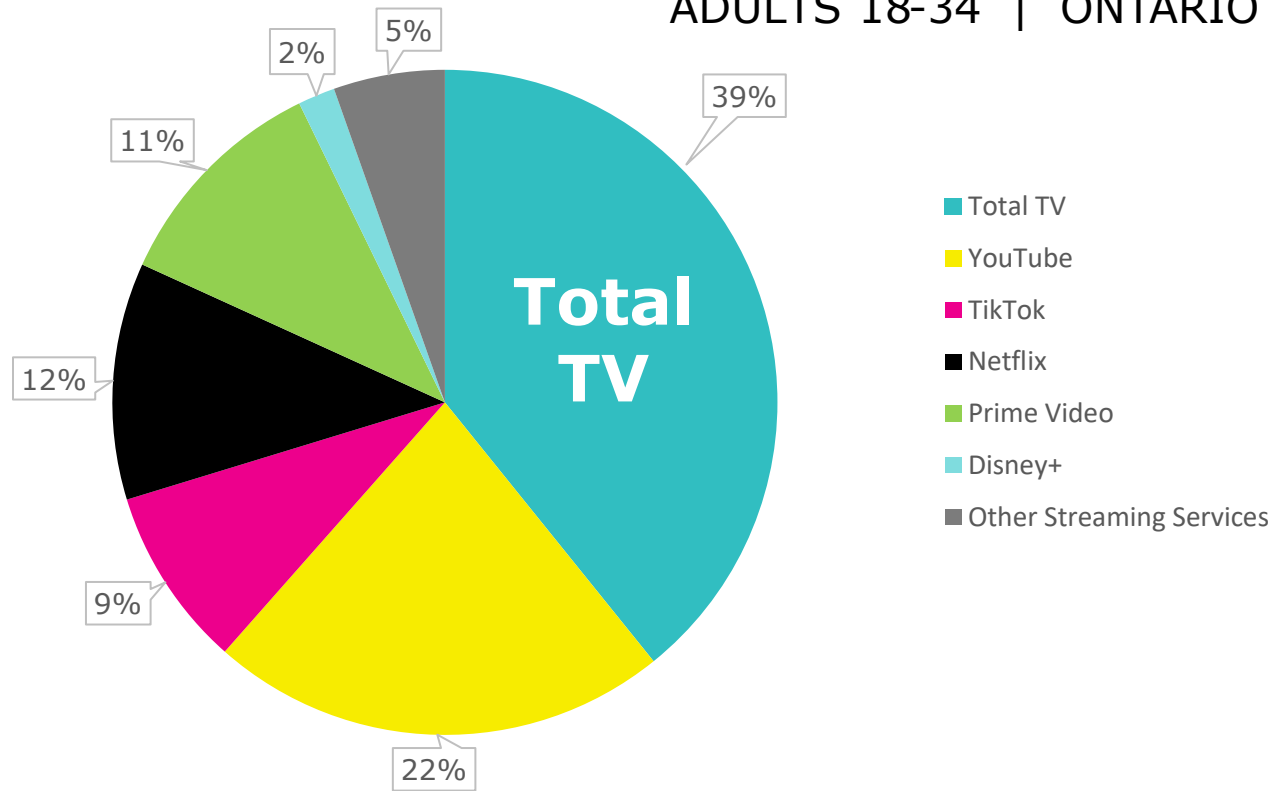
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Total TV = greatest share of time spent with video

SHARE OF VIDEO

ADULTS 18-34 | ONTARIO



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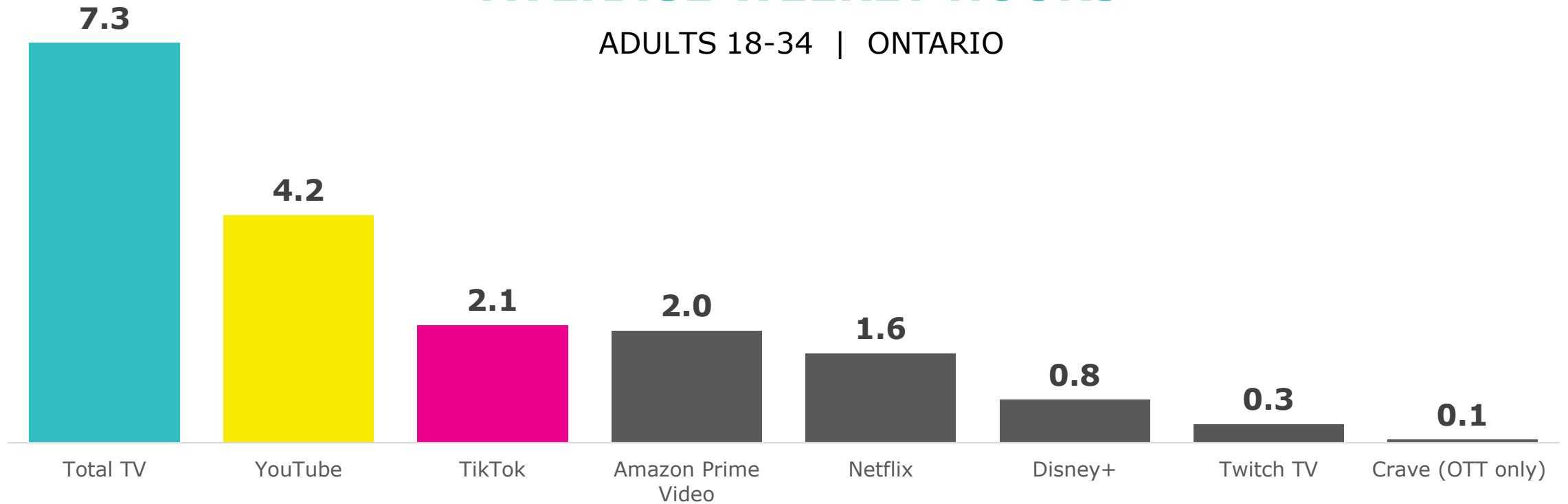
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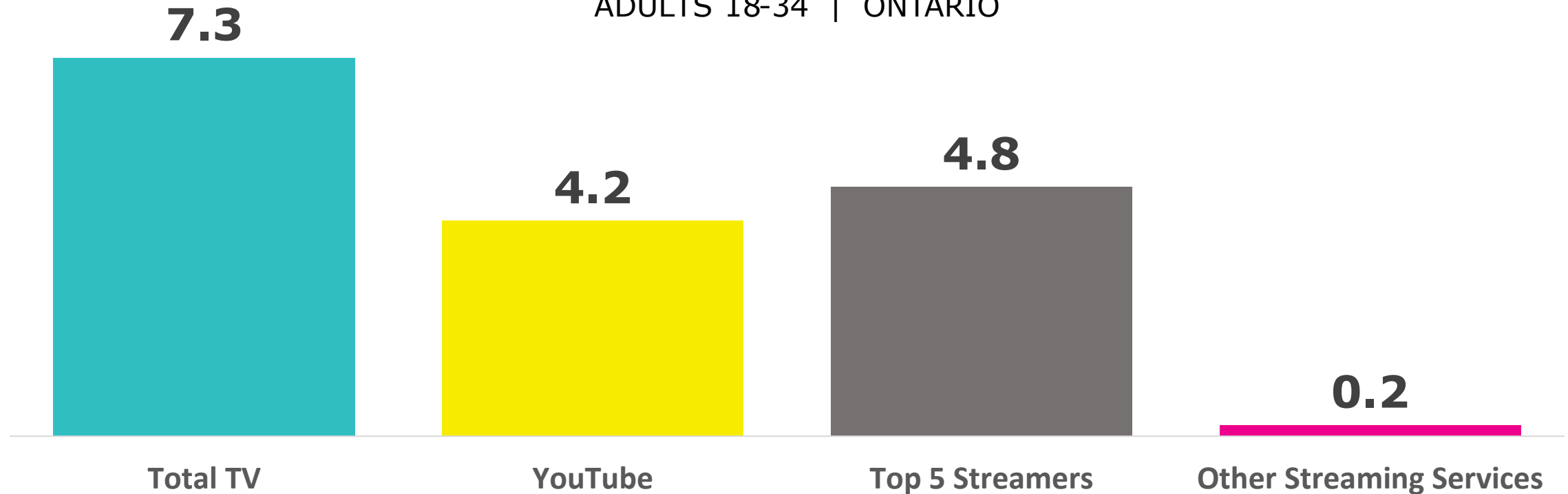
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time spent with Total TV exceeds YouTube, and all streaming services combined

AVERAGE WEEKLY HOURS

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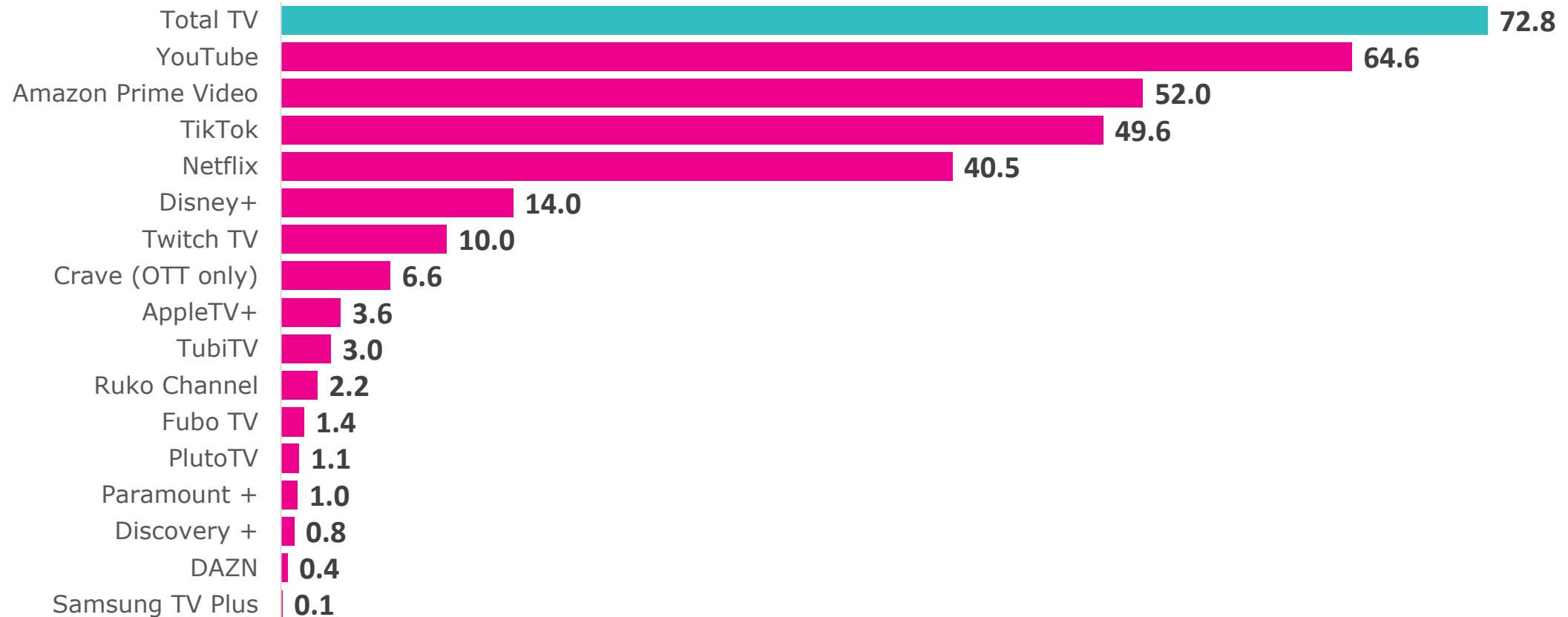
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