

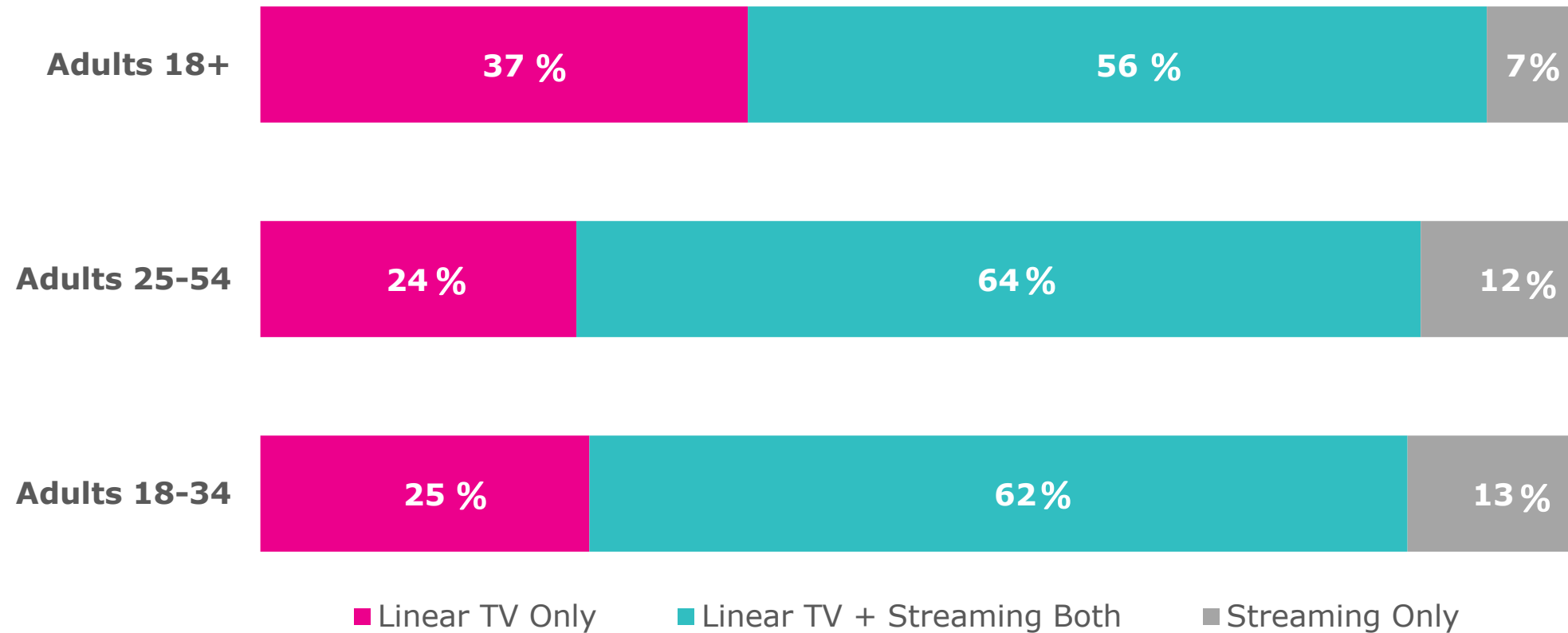
A photograph of two women sitting on a light-colored, patterned sofa. The woman on the left has dark hair and is wearing a beige knit sweater, smiling and eating a chip. The woman on the right has long, wavy blonde hair and is wearing a white cardigan over a pink top, smiling broadly. The background is a softly lit indoor space.

total tv & streaming
viewership

think^{tv}

QUEBEC FRANCO
Spring 2024

majority of Quebecers access both linear TV & streaming services



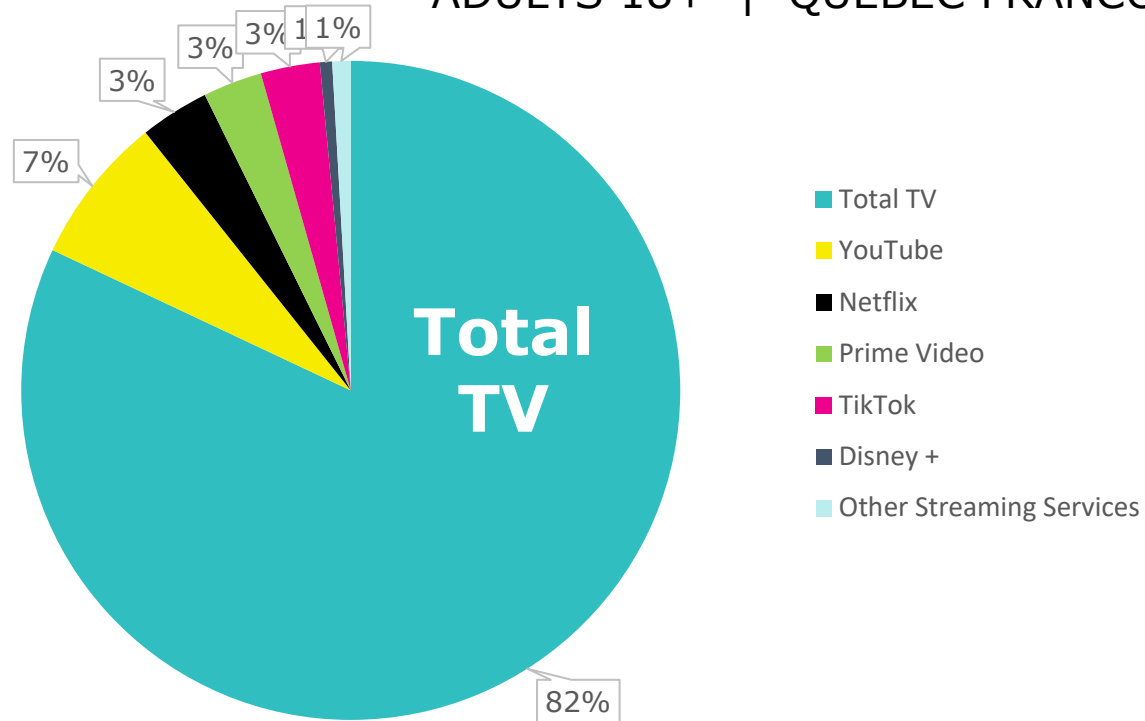
Source: Numeris VAM 2/26/24 to 5/26/24, Quebec Franco, % of composition of average weekly reach

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 dominates time spent with video

SHARE OF VIDEO

ADULTS 18+ | QUEBEC FRANCO



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+

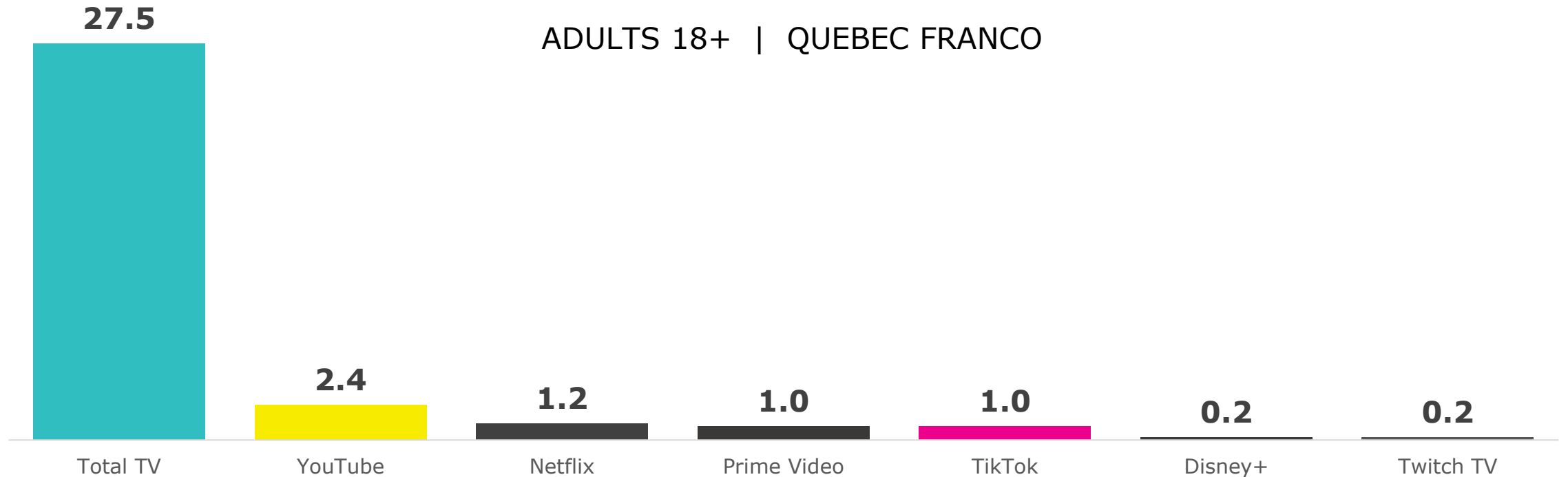
All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Total TV dominates time spent

AVERAGE WEEKLY HOURS

ADULTS 18+ | QUEBEC FRANCO



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

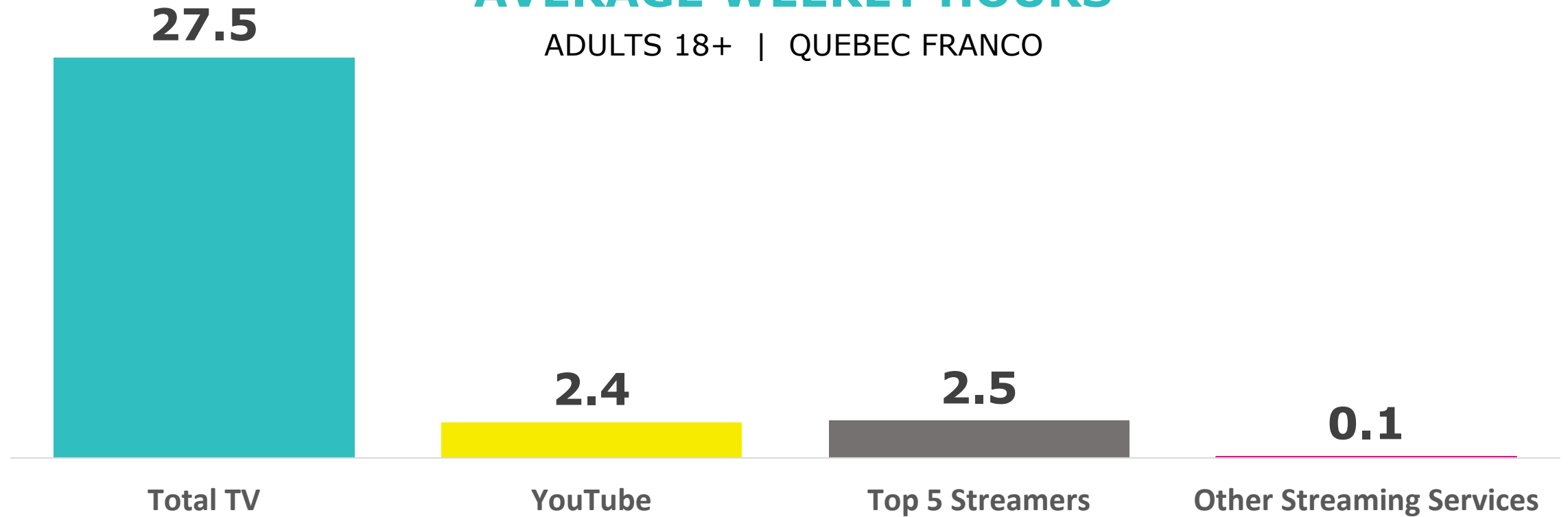
Streaming Services are primarily commercial free and include in-home viewing only

Source: Numeris VAM 2/26/24 to 5/26/2024

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

AVERAGE WEEKLY HOURS

ADULTS 18+ | QUEBEC FRANCO



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

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

Other Streaming Services: Twitch TV, FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku Channel, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET Online US, Pluto TV.

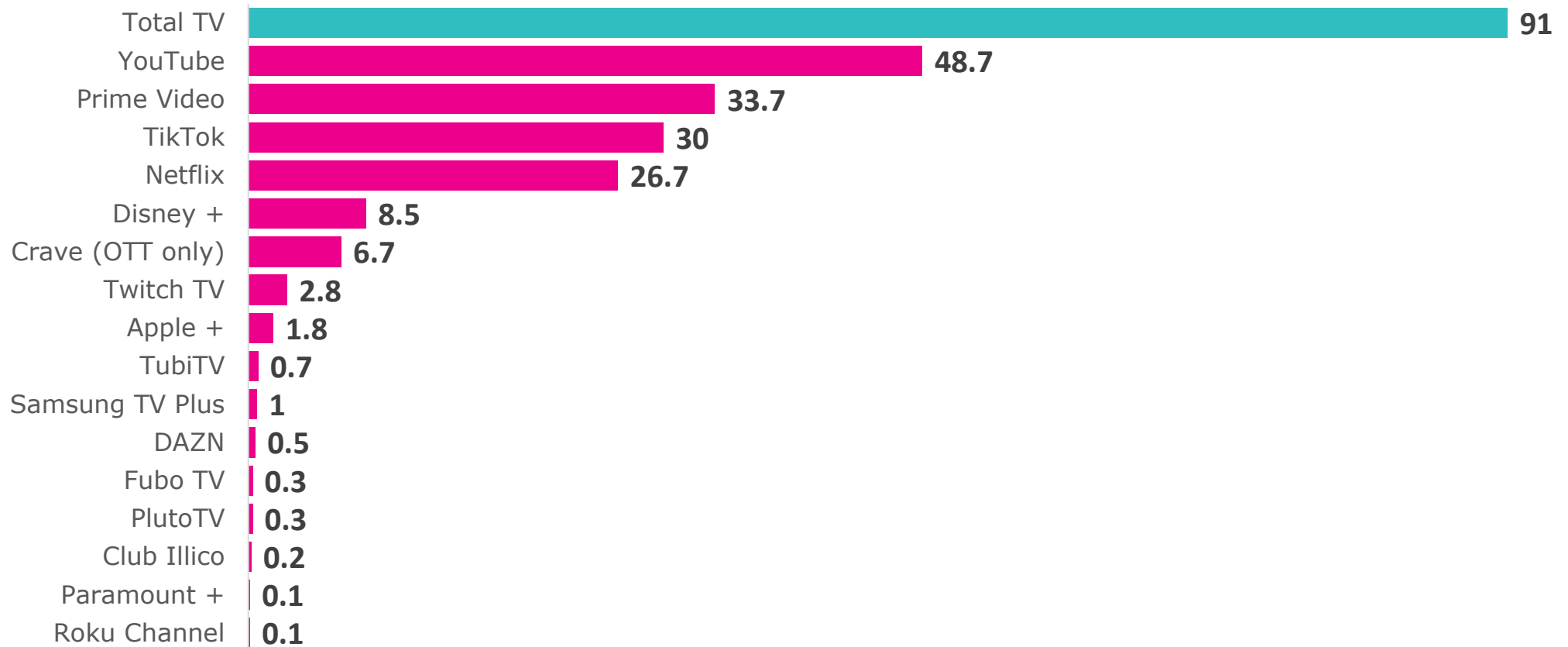
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Source: Numeris VAM 2/26/24 to 5/26/2024

Total TV has the greatest reach

AVERAGE WEEKLY REACH %

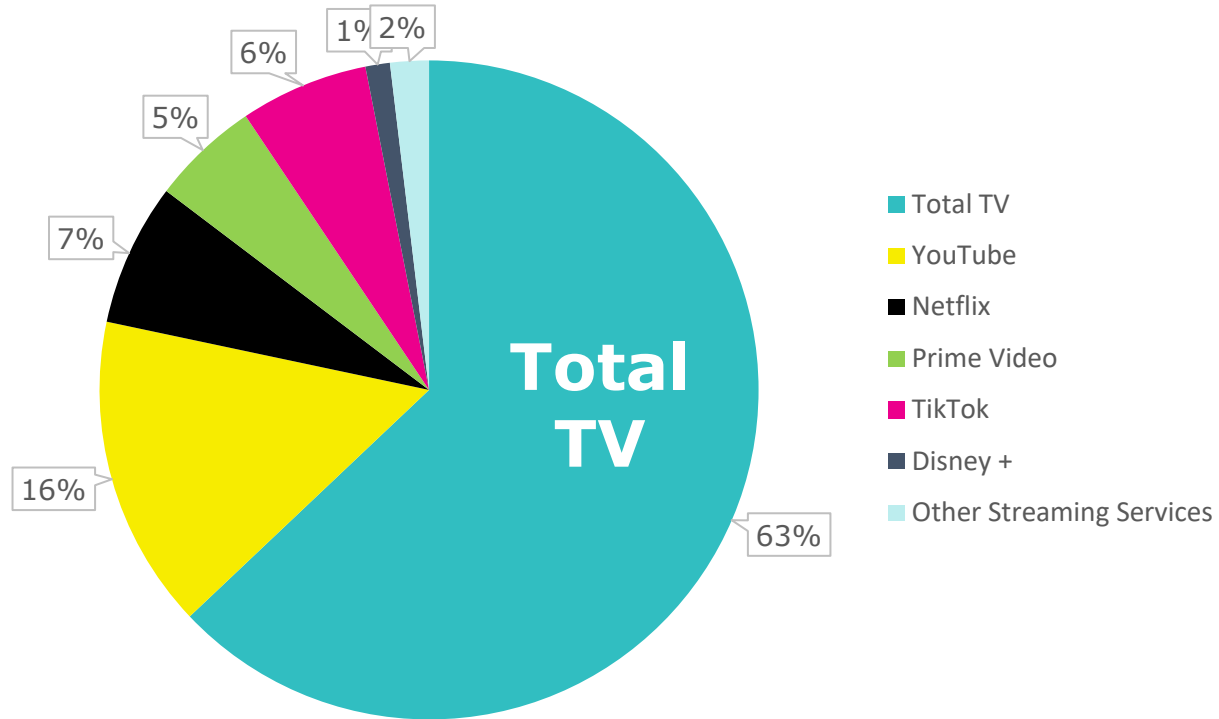
ADULTS 18+ | QUEBEC FRANCO



Total TV dominates time spent with video

SHARE OF VIDEO

ADULTS 25-54 | QUEBEC FRANCO



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

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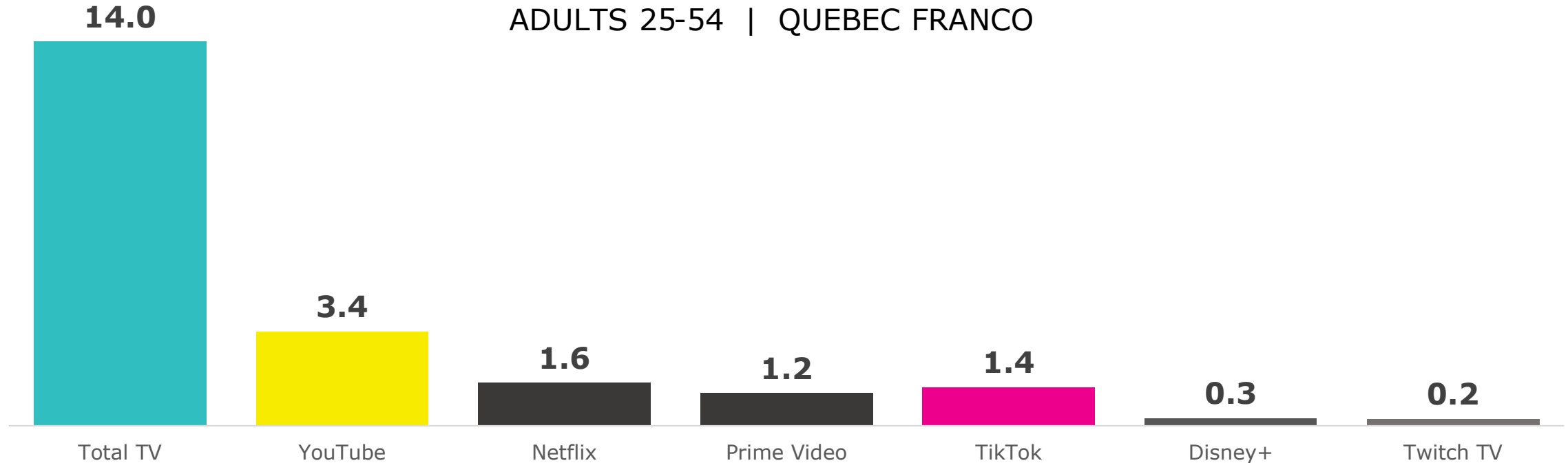
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Source: Numeris VAM 2/26/24 to 5/26/2024

Total TV dominates time spent

AVERAGE WEEKLY HOURS

ADULTS 25-54 | QUEBEC FRANCO

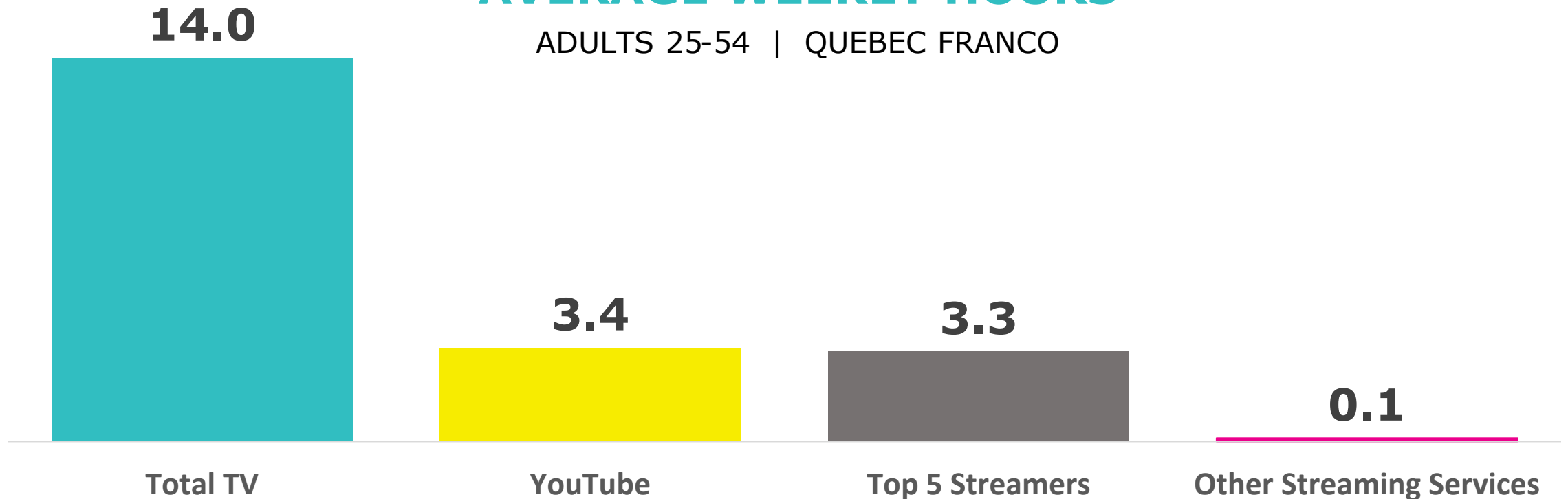


All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
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AVERAGE WEEKLY HOURS

ADULTS 25-54 | QUEBEC FRANCO



All time spent per capita

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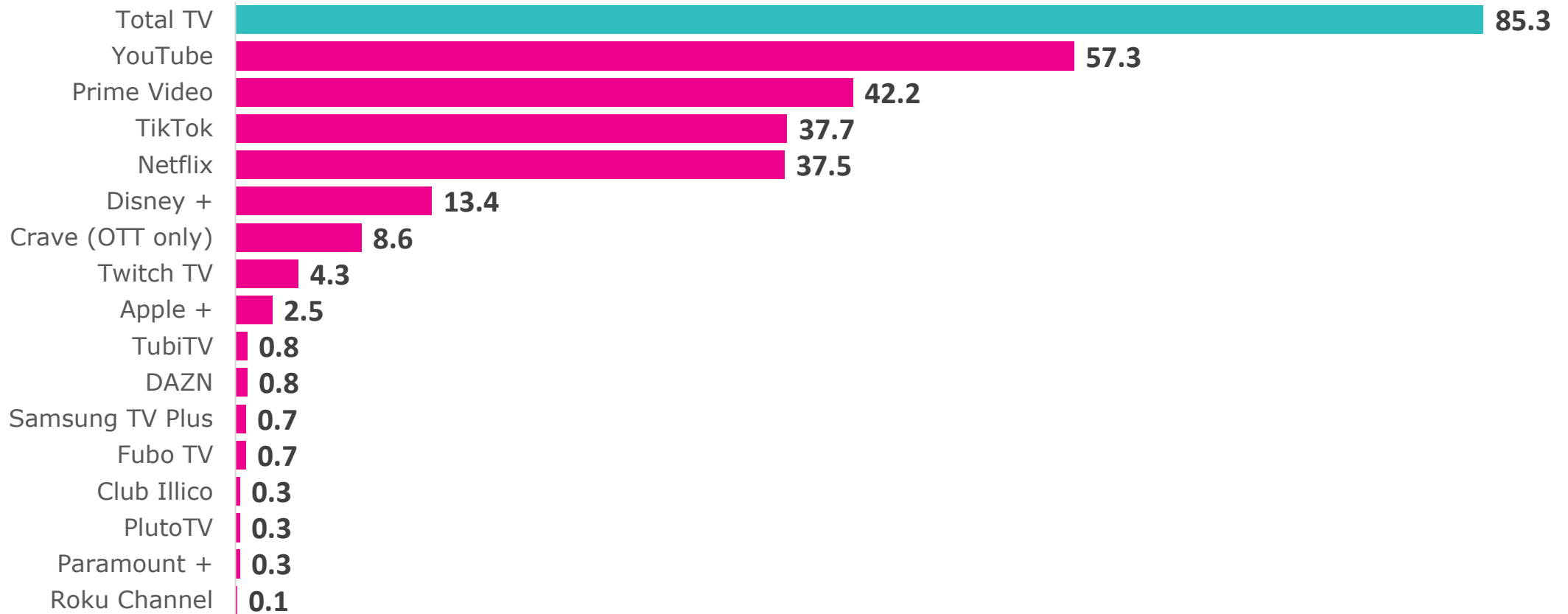
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Total TV has the greatest reach

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ADULTS 25-54 | QUEBEC FRANCO



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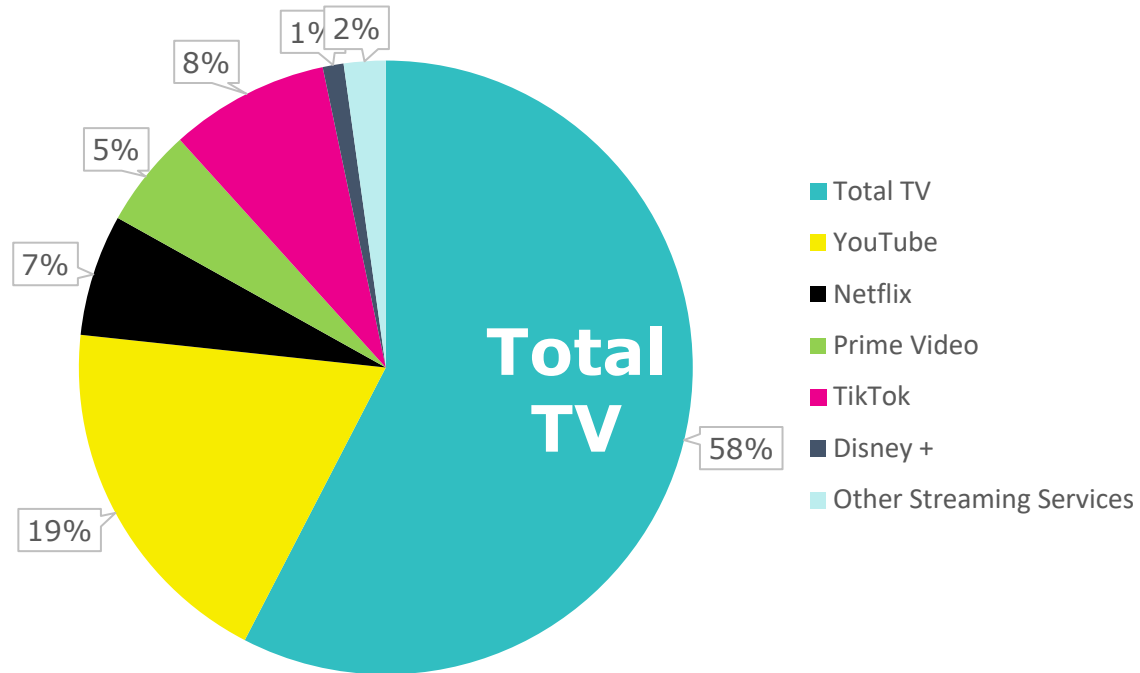
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Source: Numeris VAM 2/26/24 to 5/26/2024

Total TV dominates time spent with video

SHARE OF VIDEO

ADULTS 18-34 | QUEBEC FRANCO



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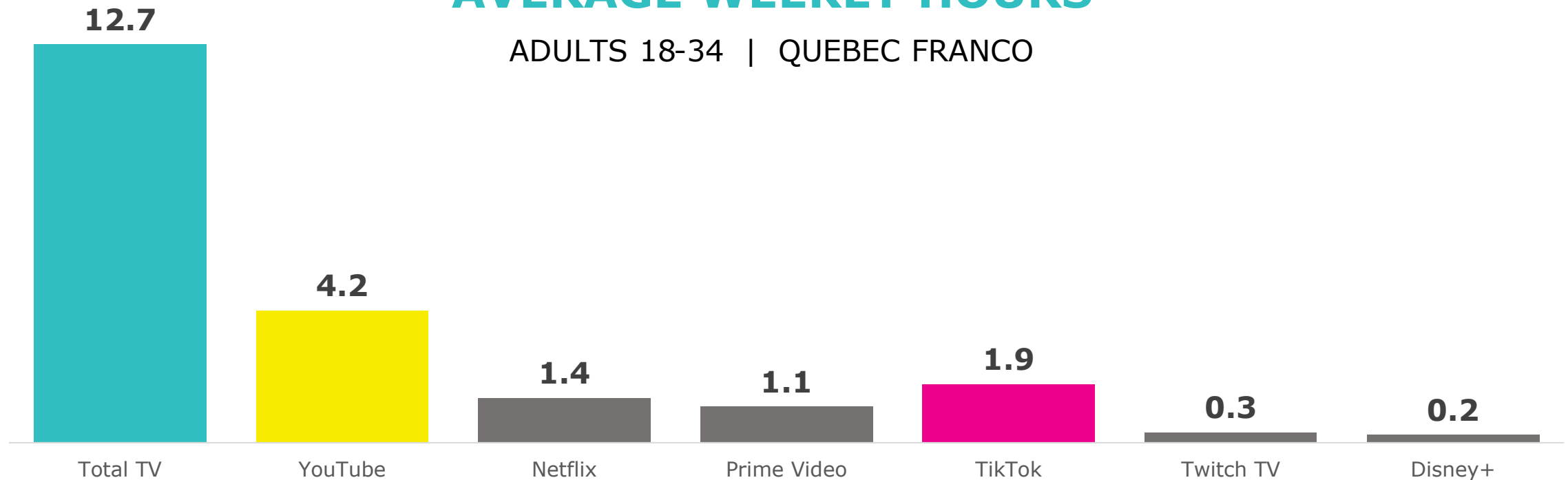
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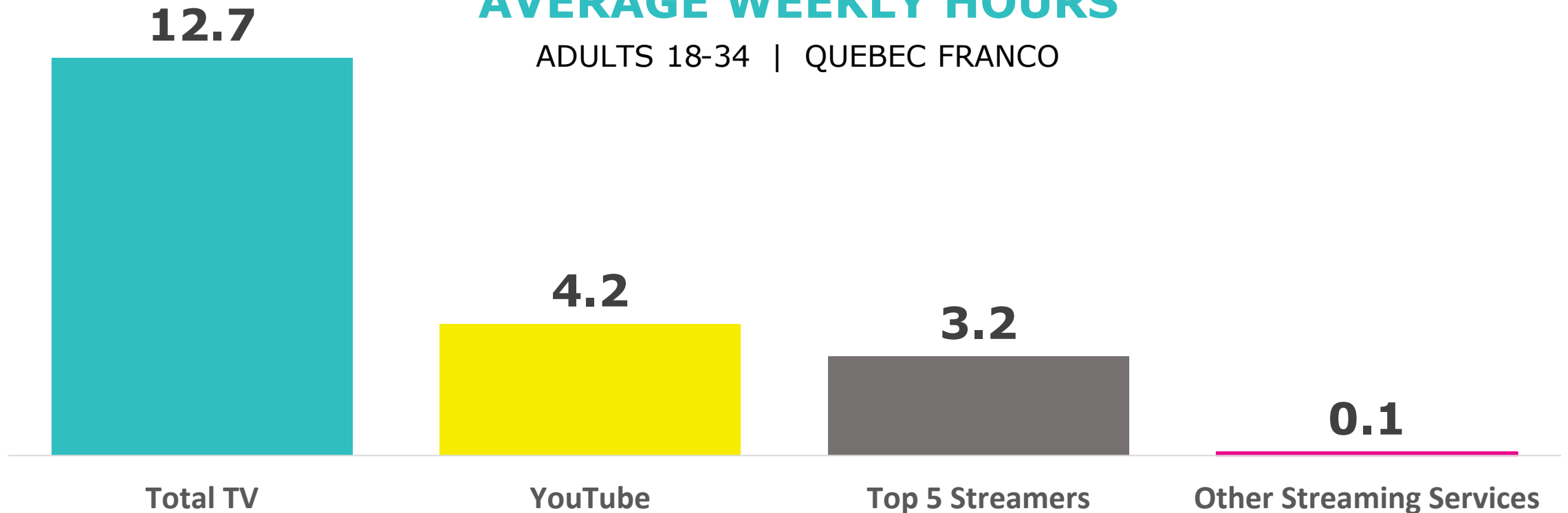
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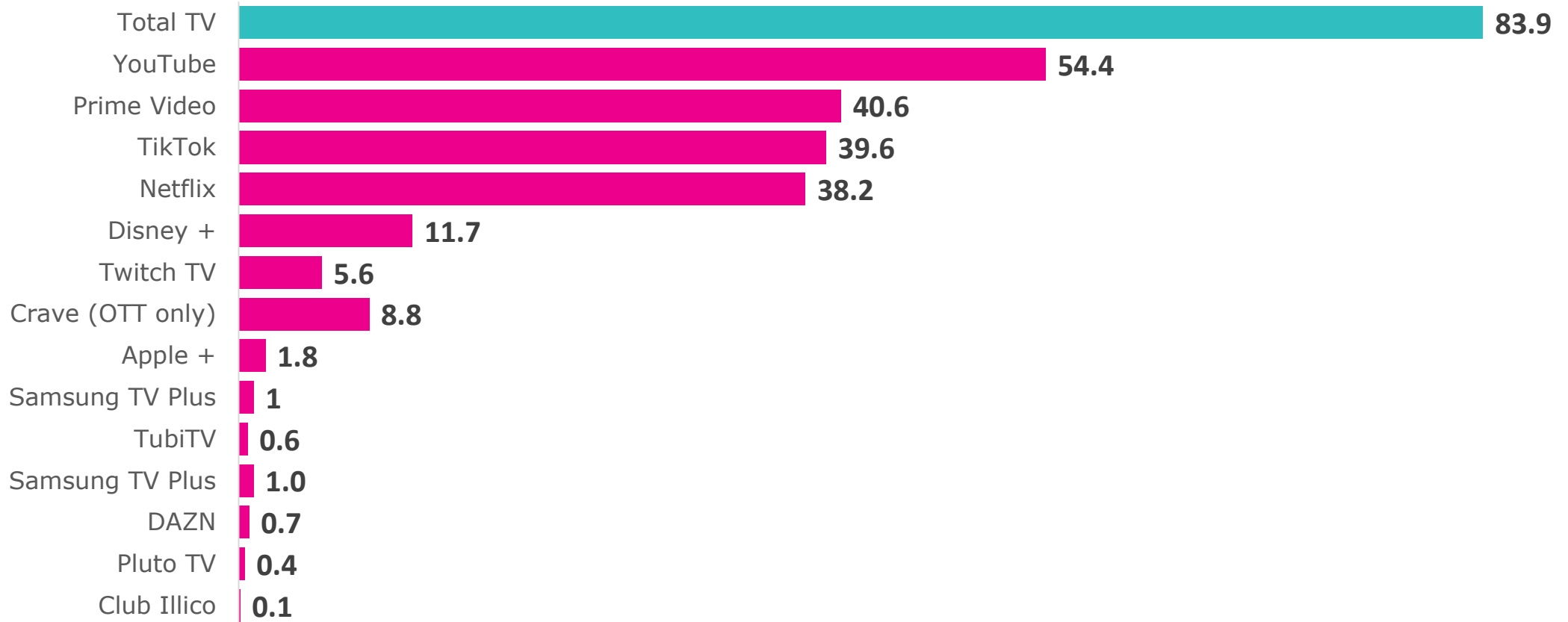
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