

total tv viewership

a streaming snapshot

think^{tv}

a streaming snapshot

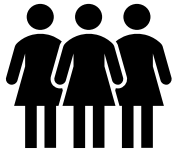
While advertising supported streaming is a growth area in the TV space - both for viewers and advertisers - did you know:

- The bulk of **SVOD viewing continues to be commercial-free** → Prime Video has roughly 31% of subscribers enjoying the ad-supported service, while 8% of Netflix subscribers have the ad-supported service.
- The good news for advertisers is that **opportunities within Total TV are expanding**, with broadcasters continuing to launch new ad-supported (and brand-safe) streaming and FAST channels.
- **69% of Canadian adults have a paid streaming service** → that number is highest amongst Adults 24-54 (79%), has a slightly female skew, and a significant skew to English Canada compared to French.
- With new entrants comes increased churn → **19% of streaming subscribers plan to cancel a subscription(s)** in the next three months, while a further 14% plan to replace one (or more) subscription with another service.
- Adoption of smart TVs is strong → **79% of Canadians live in a home with a smart TV.**
- **70% of streamers live in a household with a paid TV subscription.**
- Even with streaming's increased popularity, **TV continues to dominate in reach and time spent.**



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a streaming snapshot



69%

of Canadians have a paid video streaming service (highest amongst Adults 25-54 @ 79%)



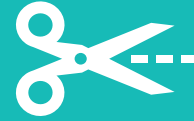
60%

of French speaking Canadians have a paid video streaming service, significantly less than the national average



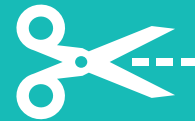
71%

of women subscribe to a streaming service compared to 66% of men



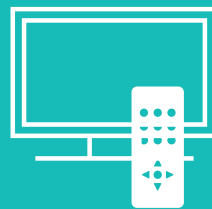
38%

of subscribers have gone from an ad-free tier to a lower priced ad-supported subscription* (highest amongst adults 18-34 @ 50%)



19%

of streaming subscribers plan to cancel their subscription(s) in the next 3 months, while a further 14% plan to replace one (or more) subscription with another service.

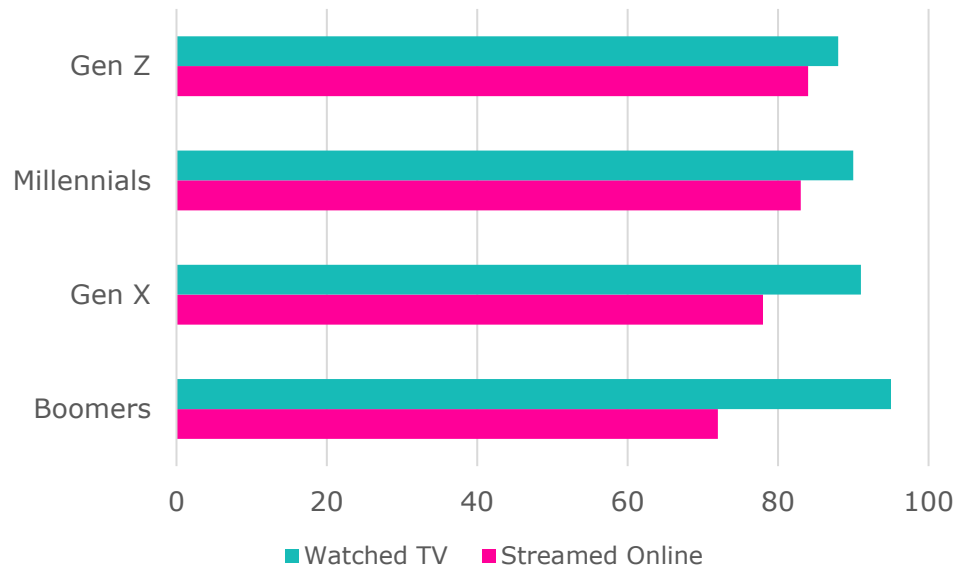


70%

of streamers live in a household with a paid TV subscription

a streaming snapshot

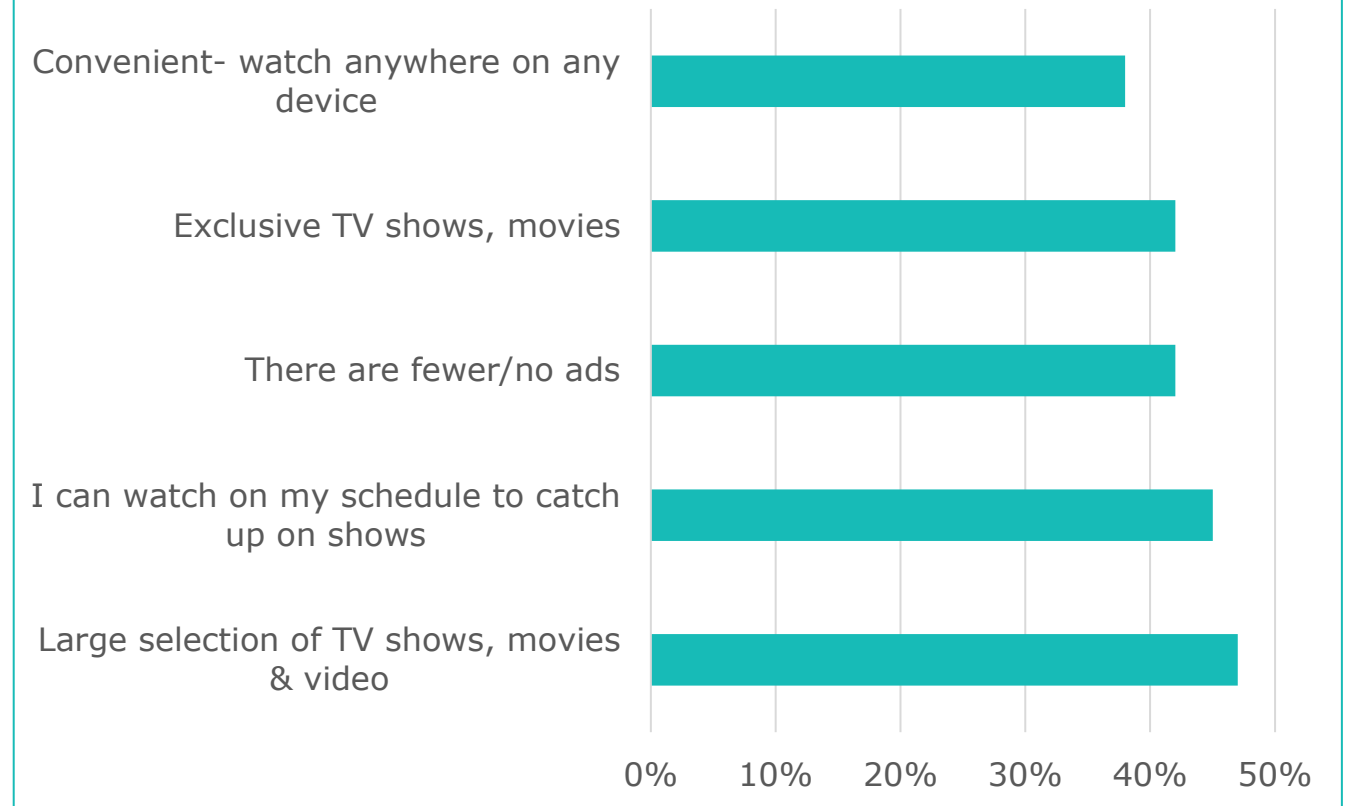
Viewing in the Past Month



\$25.55

Average monthly spend on streaming services

Top 5 Reasons for Using Streaming Services



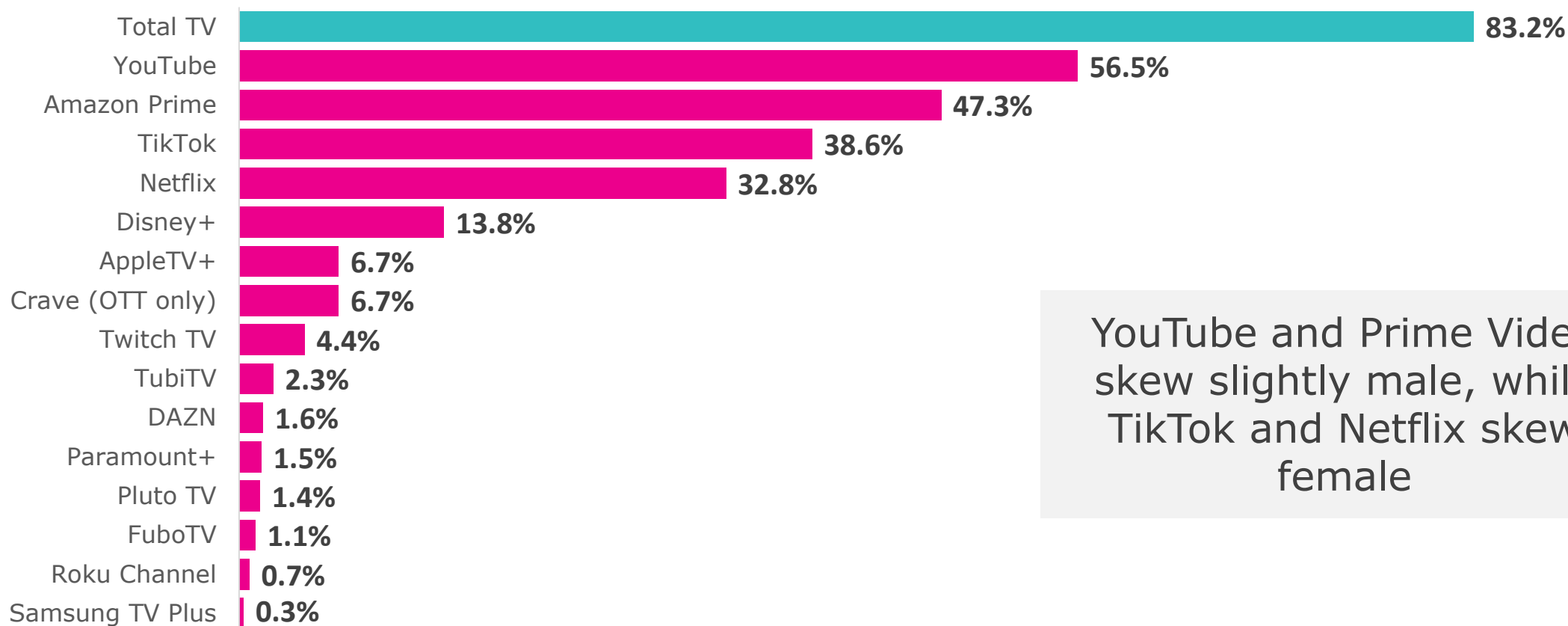
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**while streaming is popular,
total tv leads in
reach and time spent**

tv's reach far exceeds all streaming services

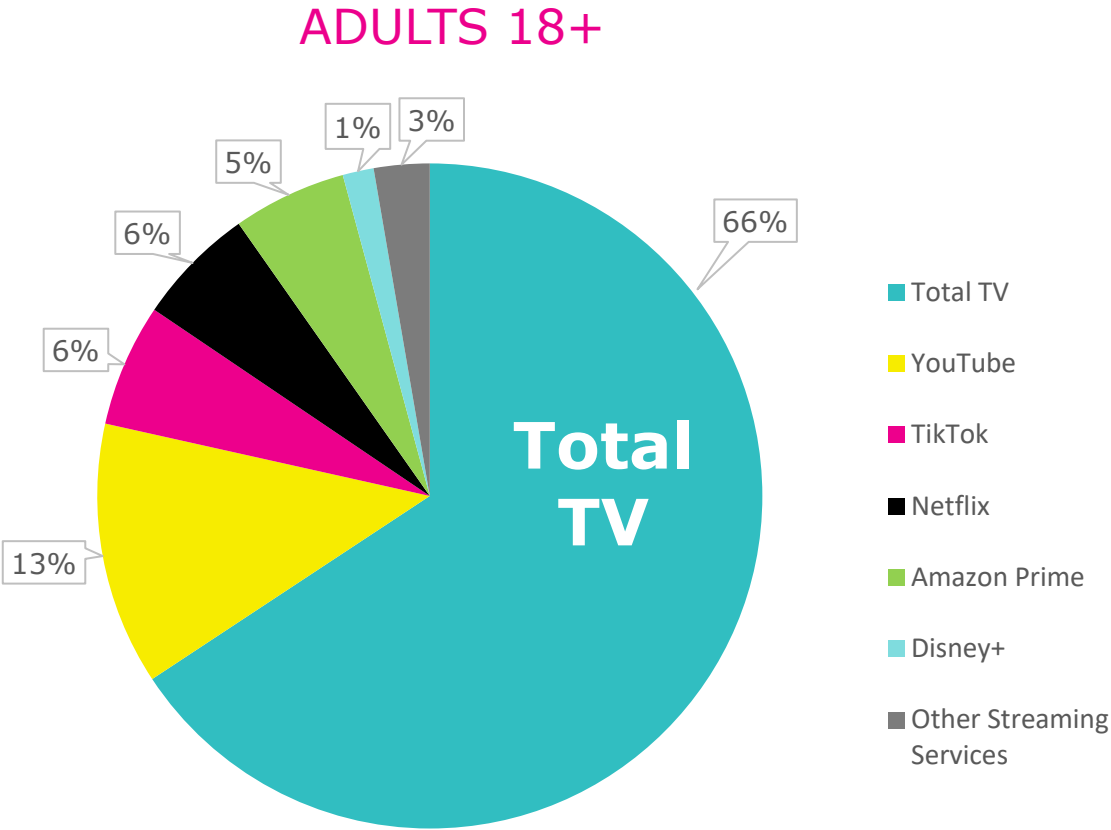
AVERAGE WEEKLY REACH% ADULTS 18+ | Ontario



YouTube and Prime Video skew slightly male, while TikTok and Netflix skew female

Total TV dominates time spent with video

SHARE OF VIDEO Ontario



VAM data
Full TV & Streaming
report available [here](#)

Source: Numeris VAM, Sep 18, 2023 – May 26, 2024

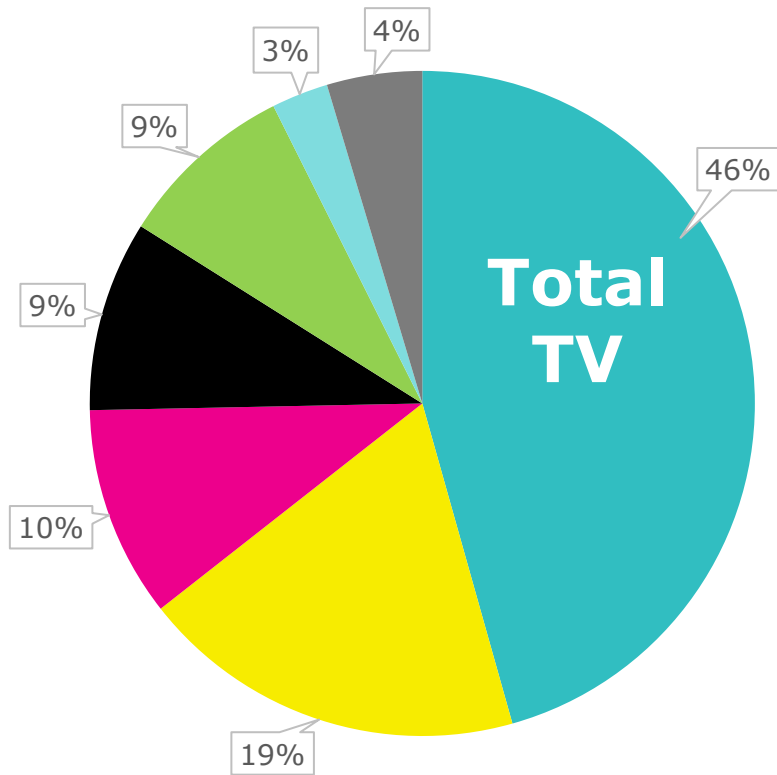
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are primarily commercial free and include in-home viewing only

Other Streaming Services includes AppleTV+, CBS News, Club Illico, Crave (OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV, Twitch TV.



...in all key demos

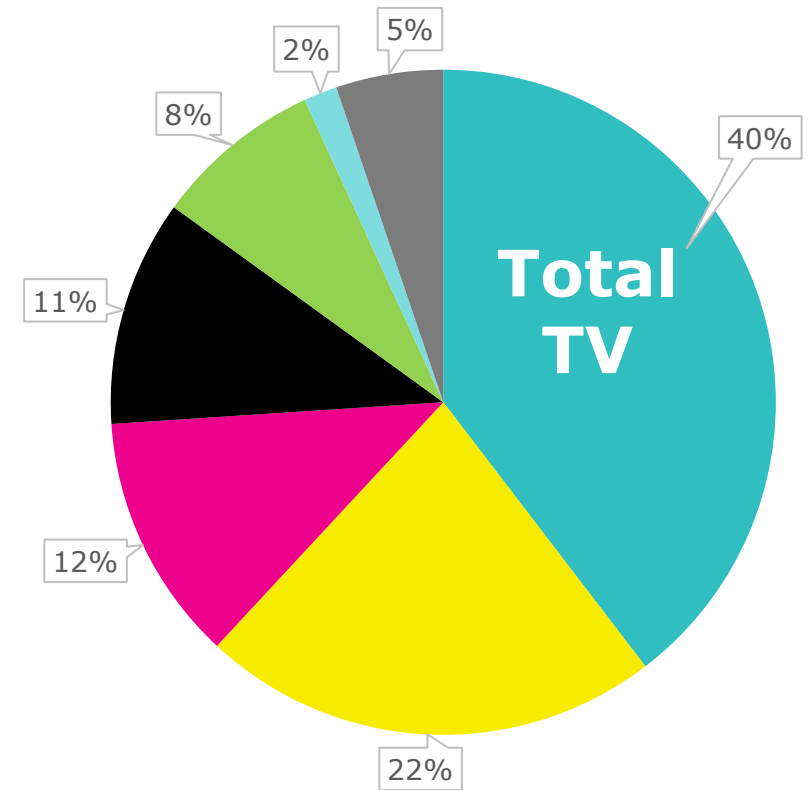
ADULTS 25-54



SHARE OF VIDEO
Ontario

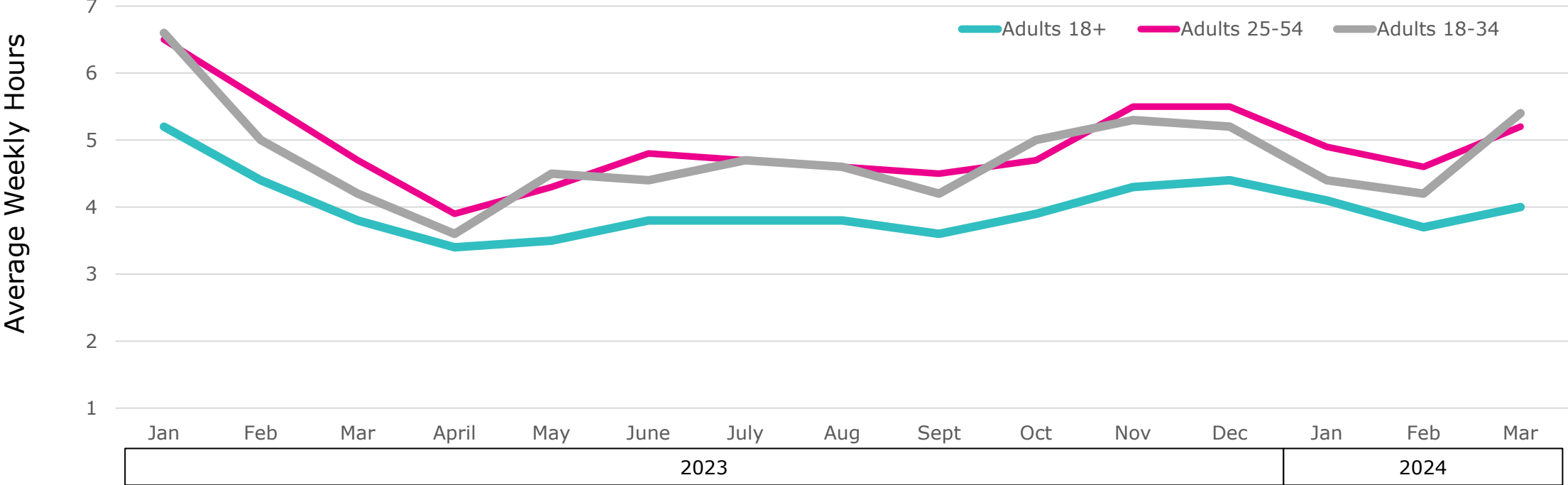
- Total TV
- YouTube
- TikTok
- Netflix
- Amazon Prime
- Disney+
- Other Streaming Services

ADULTS 18-34



time spent with streaming channels has plateaued

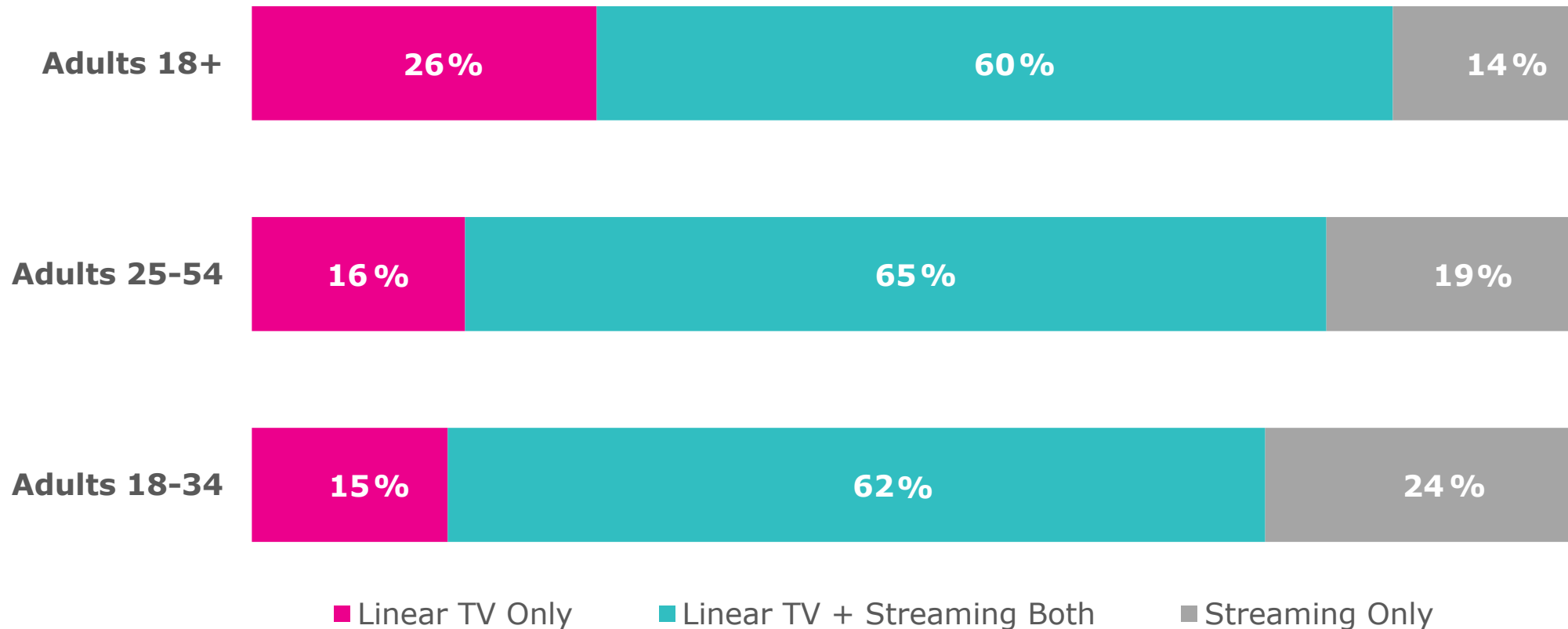
ONTARIO



Source: Numeris VAM Sep22-Mar-24, A18+, Average Weekly Hours per Capita, Ontario | Streaming Platforms include: Prime Video, Apple TV+, CBSNews, Club illico, Crave (OTT only), Crunchyroll, Daily Motion, DAZN, Discovery+, Disney+, ET Online, FuboTV, Netflix, Parmaount+, PlutoTV, RokuChannel, SamsungTV+, TED, TubiTV, TwitchTV

majority of Canadians access both linear TV & streaming services

DUPLICATED REACH%



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