

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 indoor setting.

total tv & streaming
viewership

think^{tv}

ONTARIO
Fall 2024

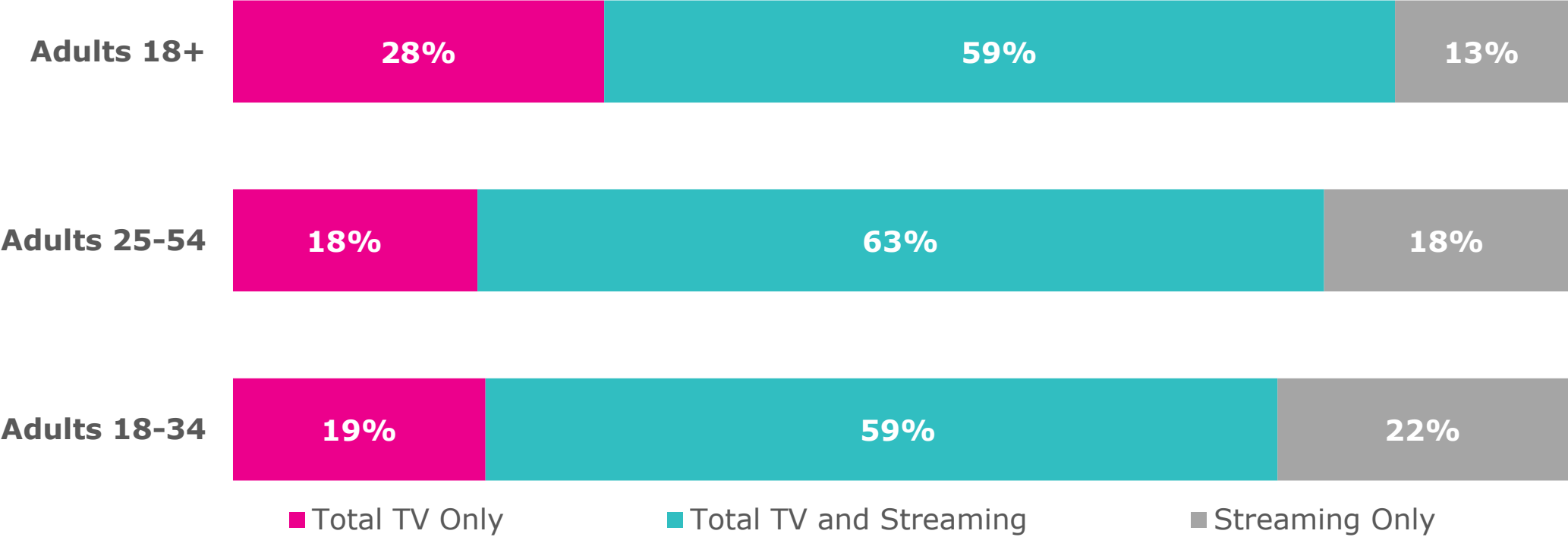
Total TV and streaming viewership

Fall 2024 key takeaways

- **TV and streaming:** Most Canadians across core audience segments watch both TV *and* streaming services
- **time spent:** Total TV surpasses YouTube and the combined viewership of all streaming services across A18+, A25-54, and A18-34 demos
- **reach:** Total TV delivers the highest average weekly reach across key demos, outperforming all the streaming platforms, including YouTube
- **TV dominates the big screen:** Linear TV dominates big-screen viewing among Adults 18+, commanding 80% of time spent

most Canadians are watching *both* Total TV and streaming services

% OF VIEWERS



Source: Numeris VAM Numeris VAM 09/16/24 to 12/15/24, Ontario, % of composition of average weekly reach | Total TV = Linear and broadcaster streaming services
Streaming Services include: Prime Video, Netflix, Disney+, Apple TV+, Crave (OTT only), CBS News, Twitch TV, ET Online US, TubiTV DAZN, Paramount+, PlutoTV, FuboTV, Daily Motion, Roku Channel, Crunchyroll, Discovery+, TED, SamsungTV, YouTube

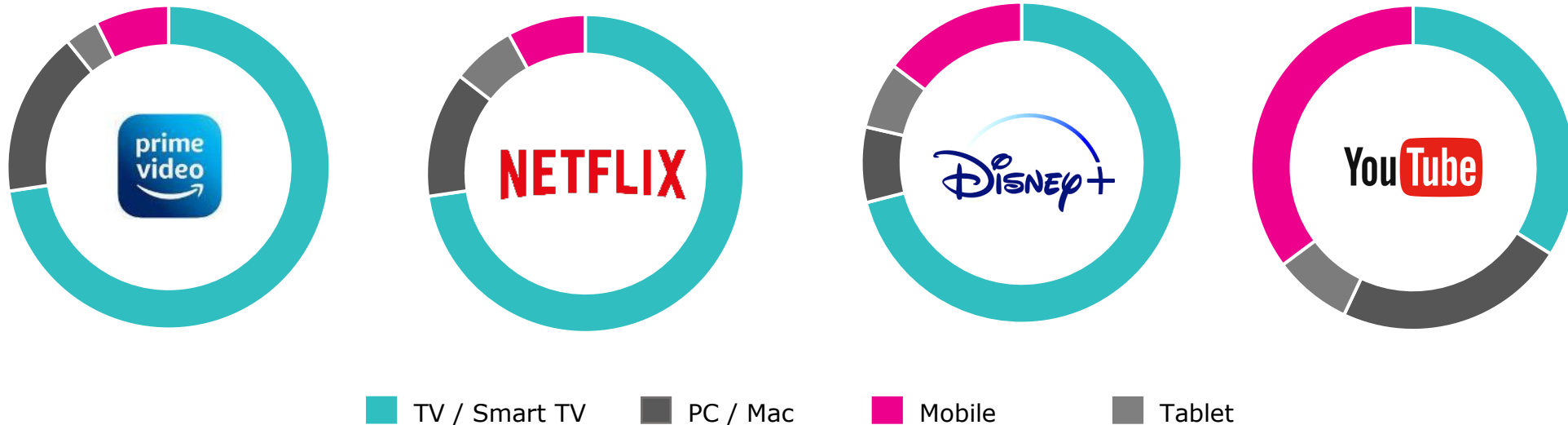
big screen, big attention

TV screens are the preferred viewing platforms for both linear TV and streaming

why it matters: Ads viewed on TV screens are more impactful with recall rates 34% higher than computer screens and 60% higher than mobile devices

SHARE % OF TOTAL TUNING BY DEVICE

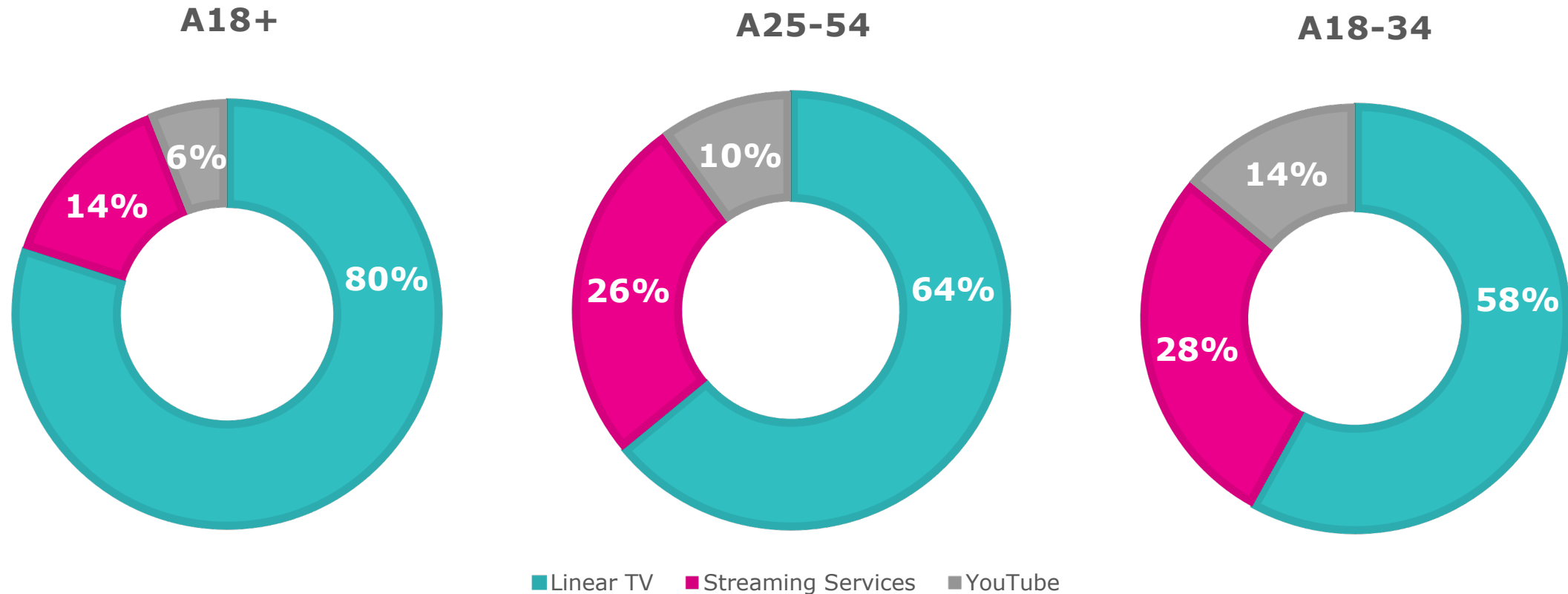
ONTARIO



Source: Numeris VAM, 09/16/24 to 12/15/24 | Ontario, Adults 18+ | Streaming Services, YouTube includes in-home viewing only
Source: thinkbox, "Room with the viewers: why advertising thrives in the living room", March 2024

big screen, big attention

linear TV dominates big-screen viewing for key audience segments

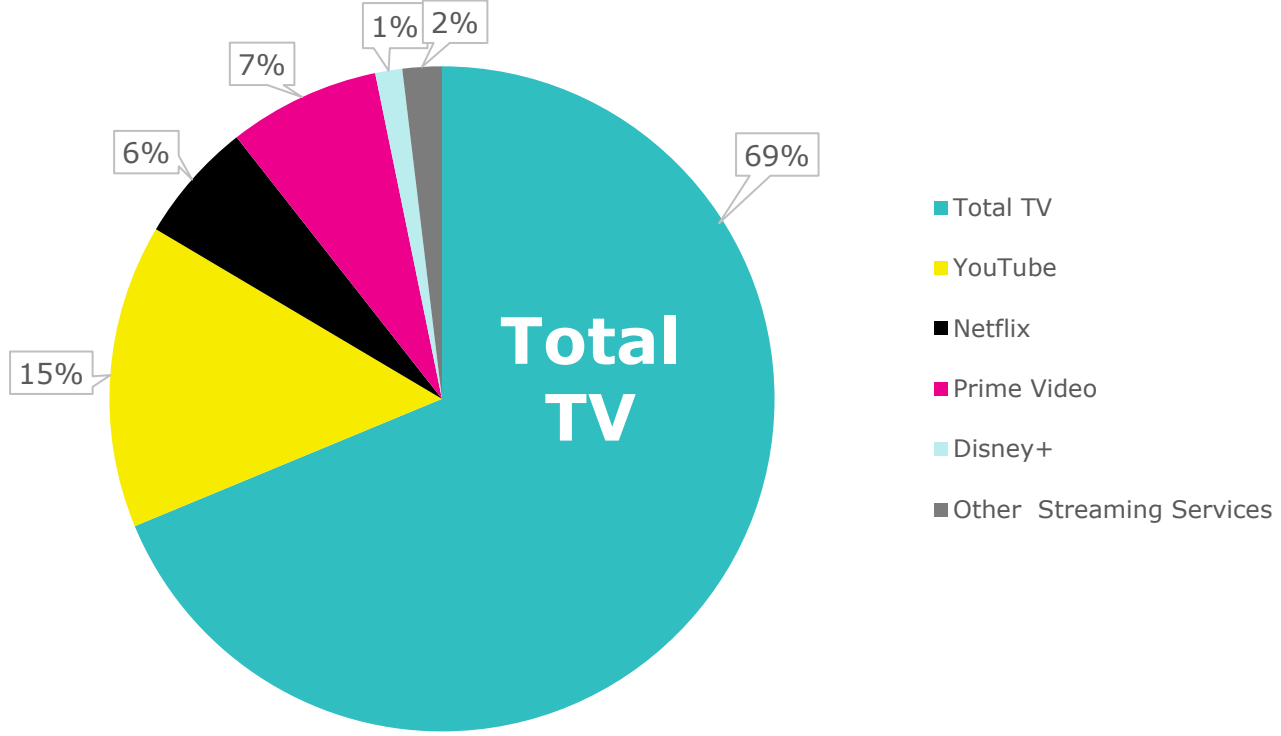


Note: Streaming Services include ad-free and ad-supported services

Source: Numeris VAM, 09/16/24 to 12/15/24, Ontario | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

Total TV = greatest share of time spent with video

SHARE OF VIDEO ADULTS 18+ | ONTARIO

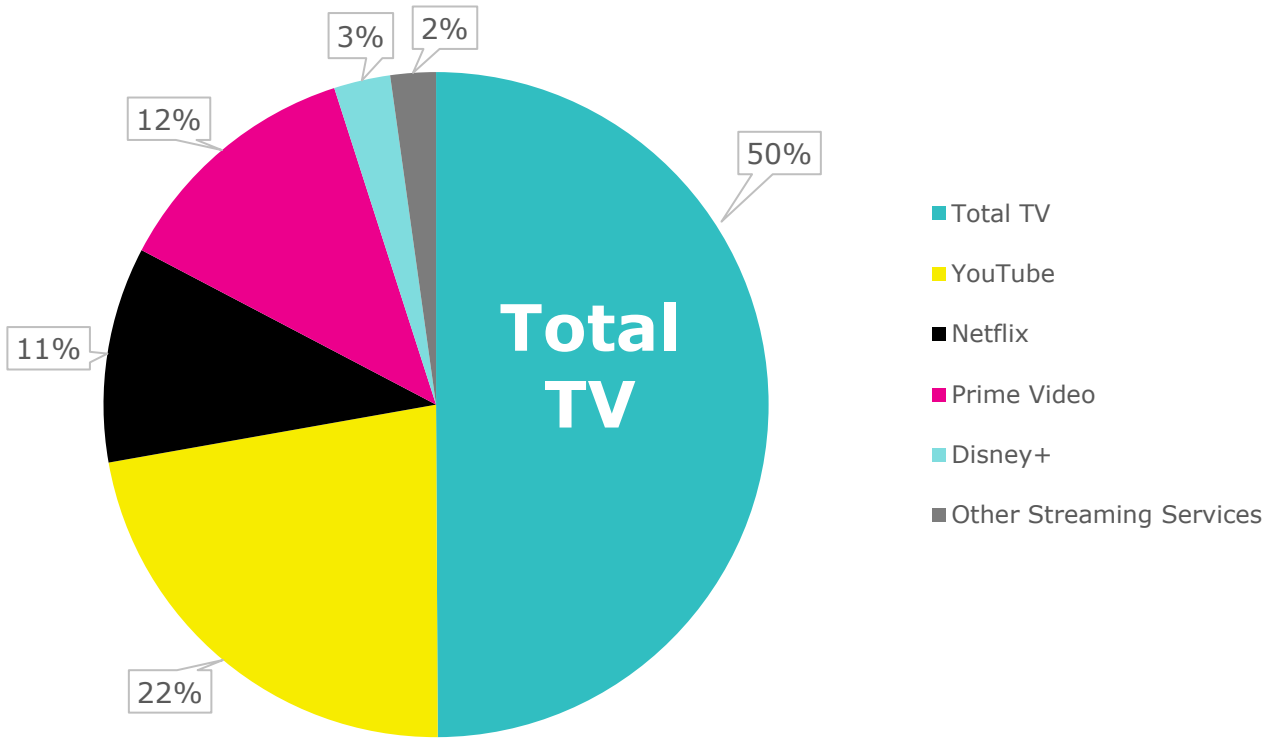


Source: Numeris VAM 09/16/24 to 12/15/24, Ontario, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)
Other Streaming Services: AppleTV+, CBS News, Club Illico, Crave (OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV

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SHARE OF VIDEO

ADULTS 25-54 | ONTARIO

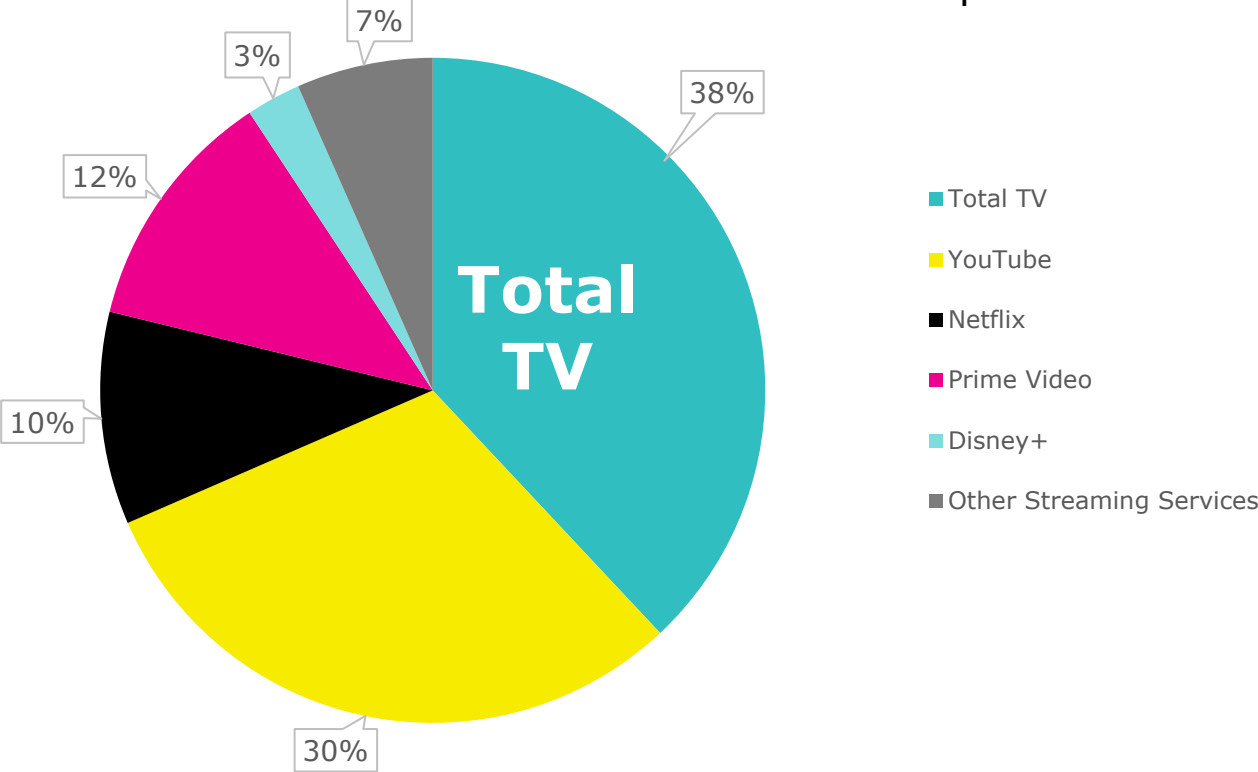


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SHARE OF VIDEO

ADULTS 18-34 | ONTARIO



Source: Numeris VAM 09/16/24 to 12/15/24, Ontario, all time spent per capita

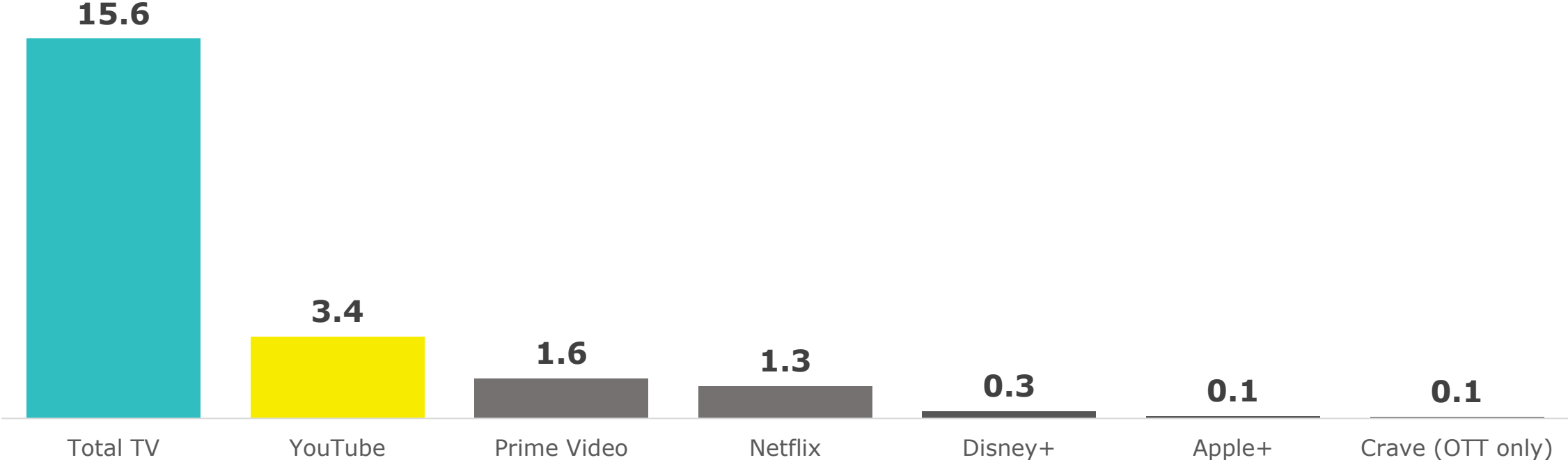
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viewers spend more time with Total TV

AVERAGE WEEKLY HOURS

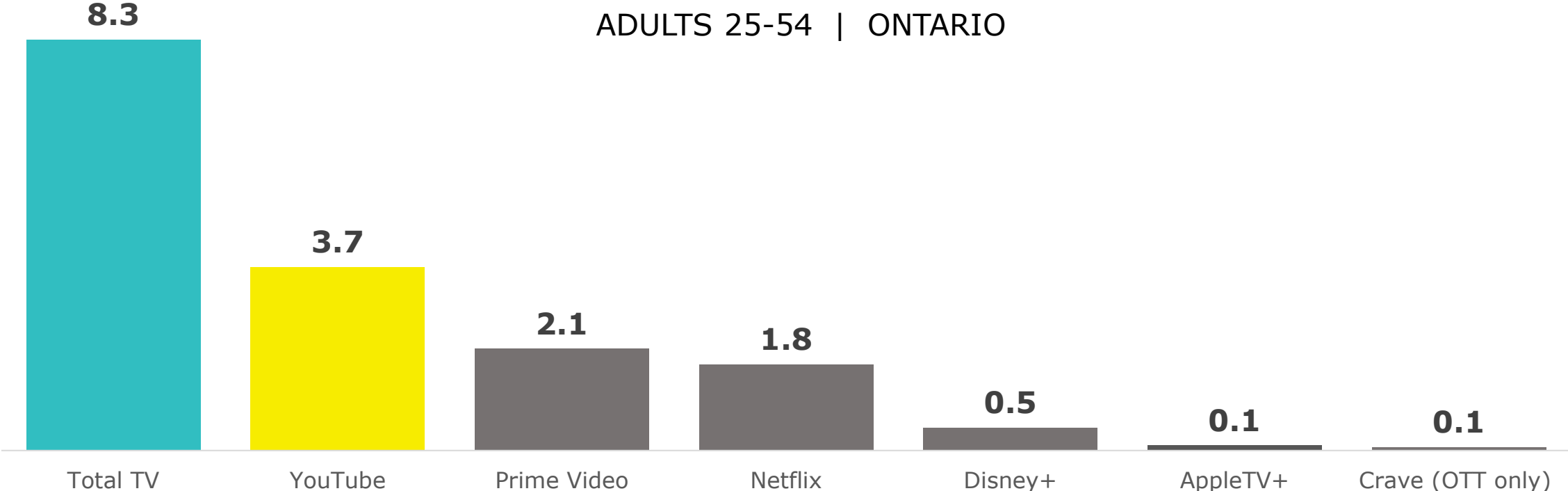
ADULTS 18+ | ONTARIO



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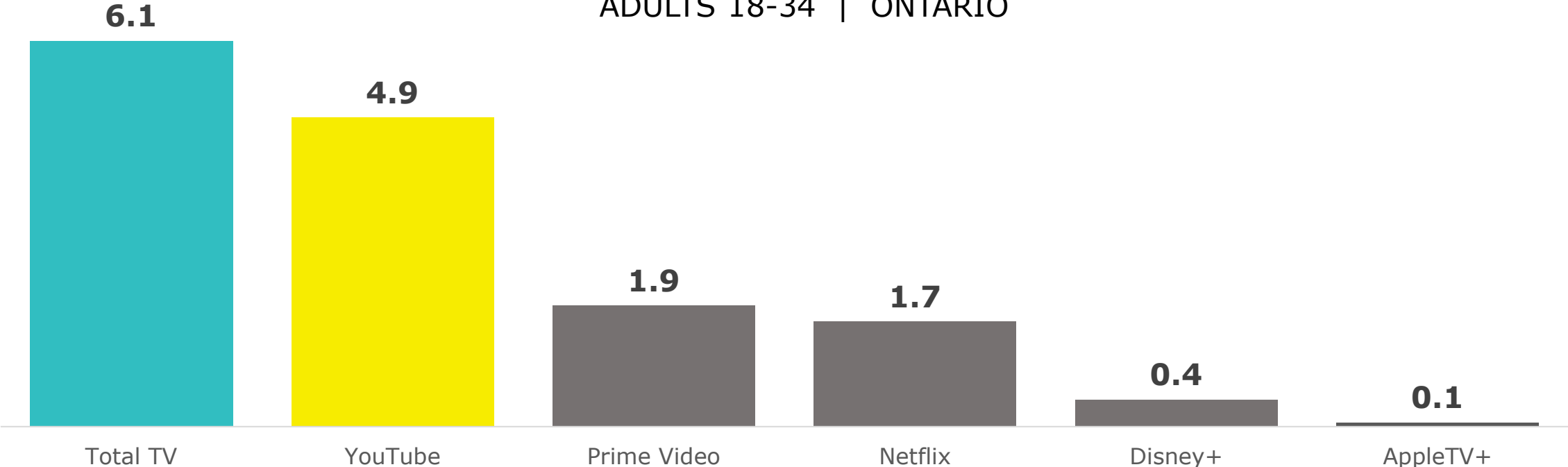


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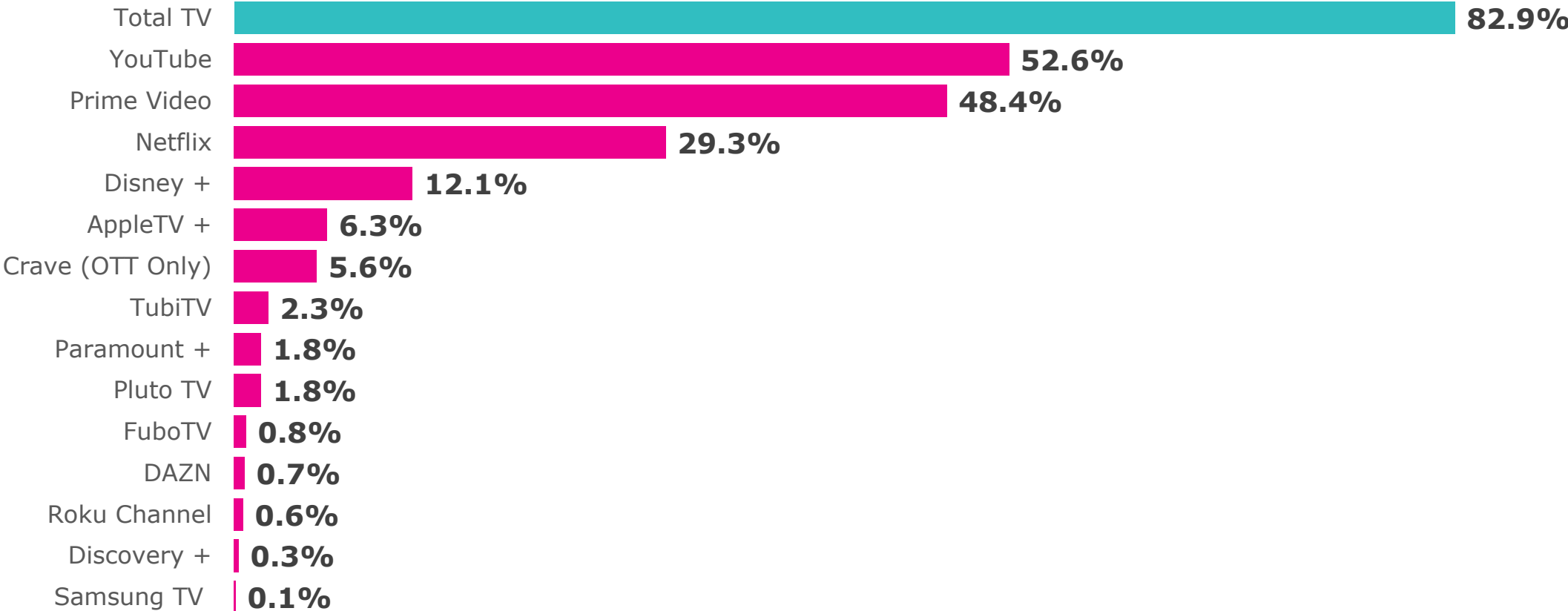


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Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

Total TV delivers unmatched reach

AVERAGE WEEKLY REACH %

ADULTS 18+ | ONTARIO

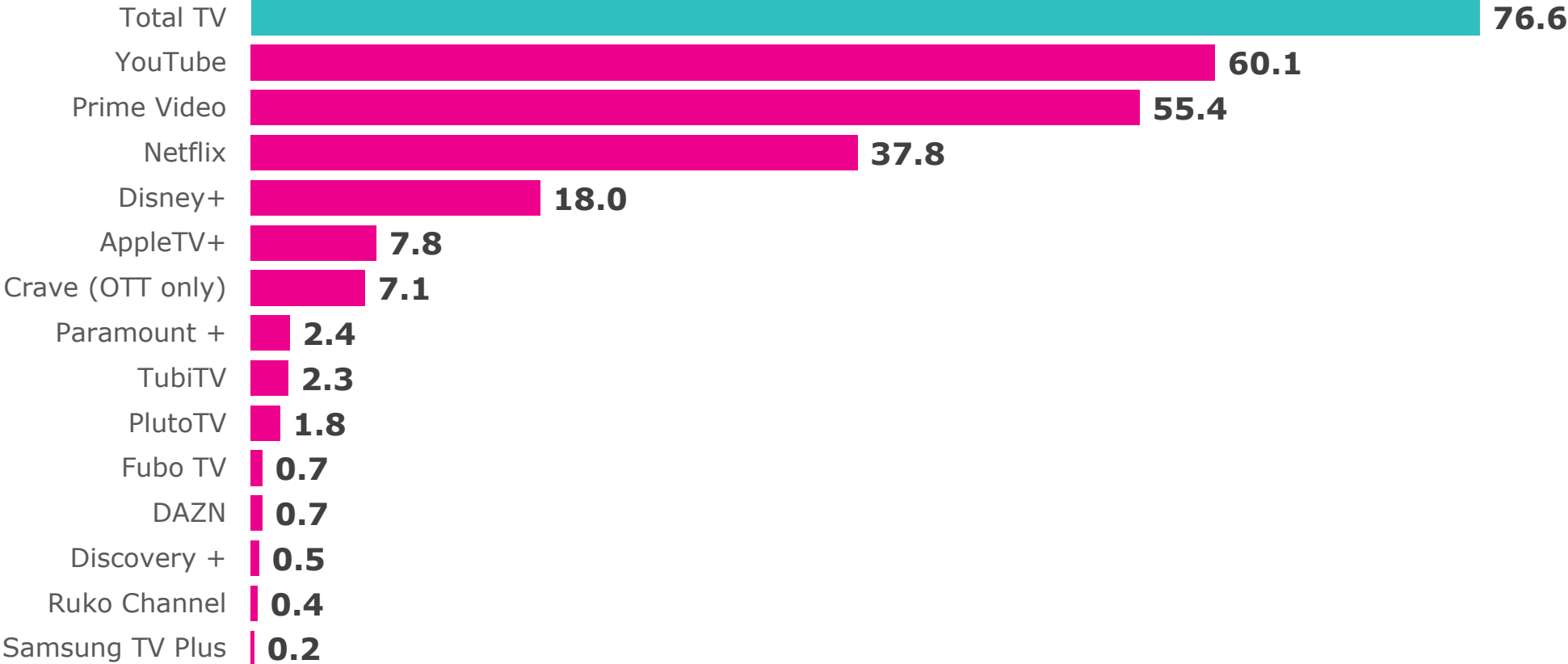


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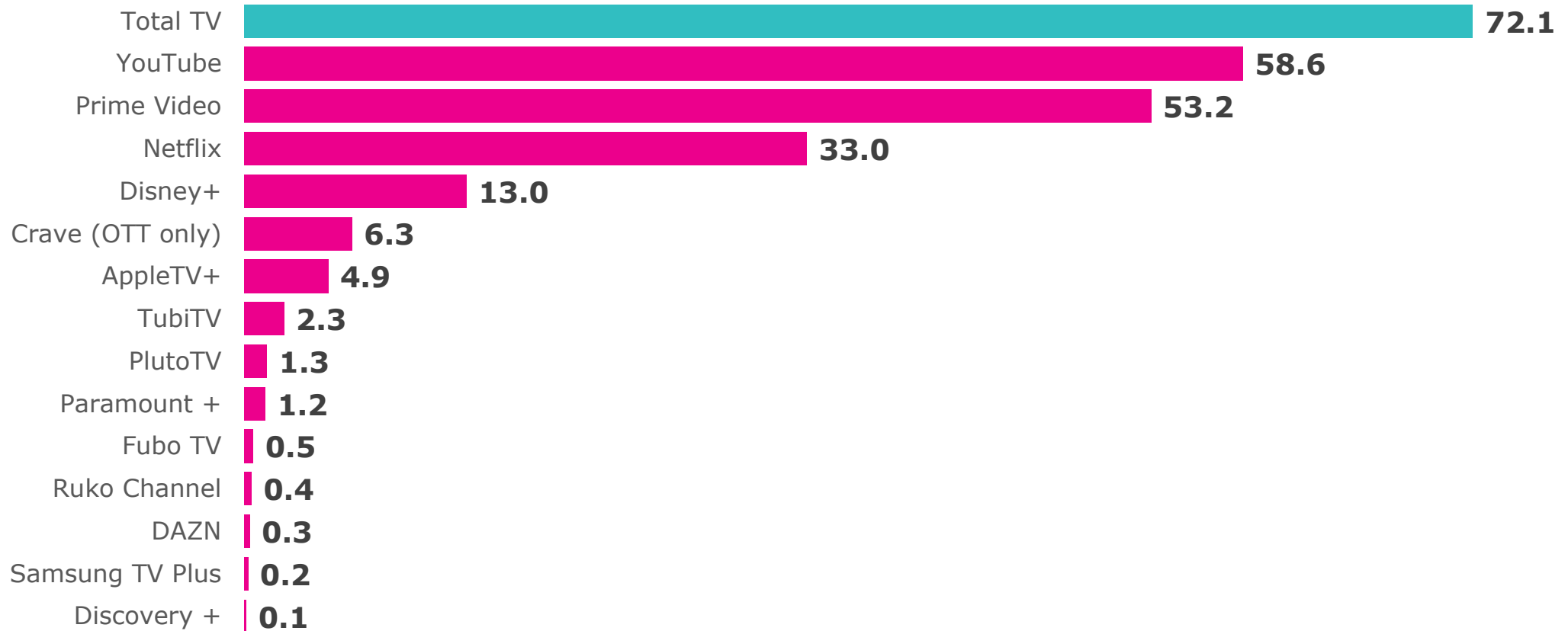


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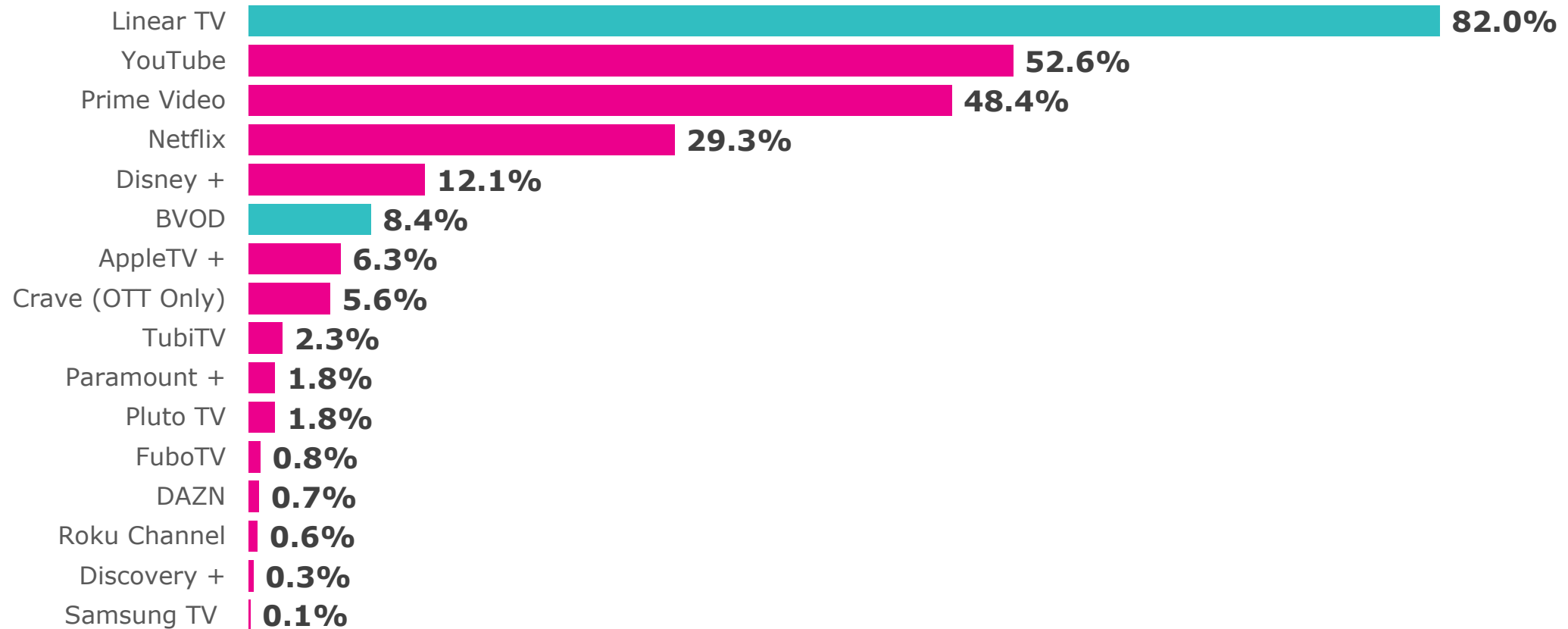
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linear TV's reach exceeds all streaming services

AVERAGE WEEKLY REACH %

ADULTS 18+ | ONTARIO



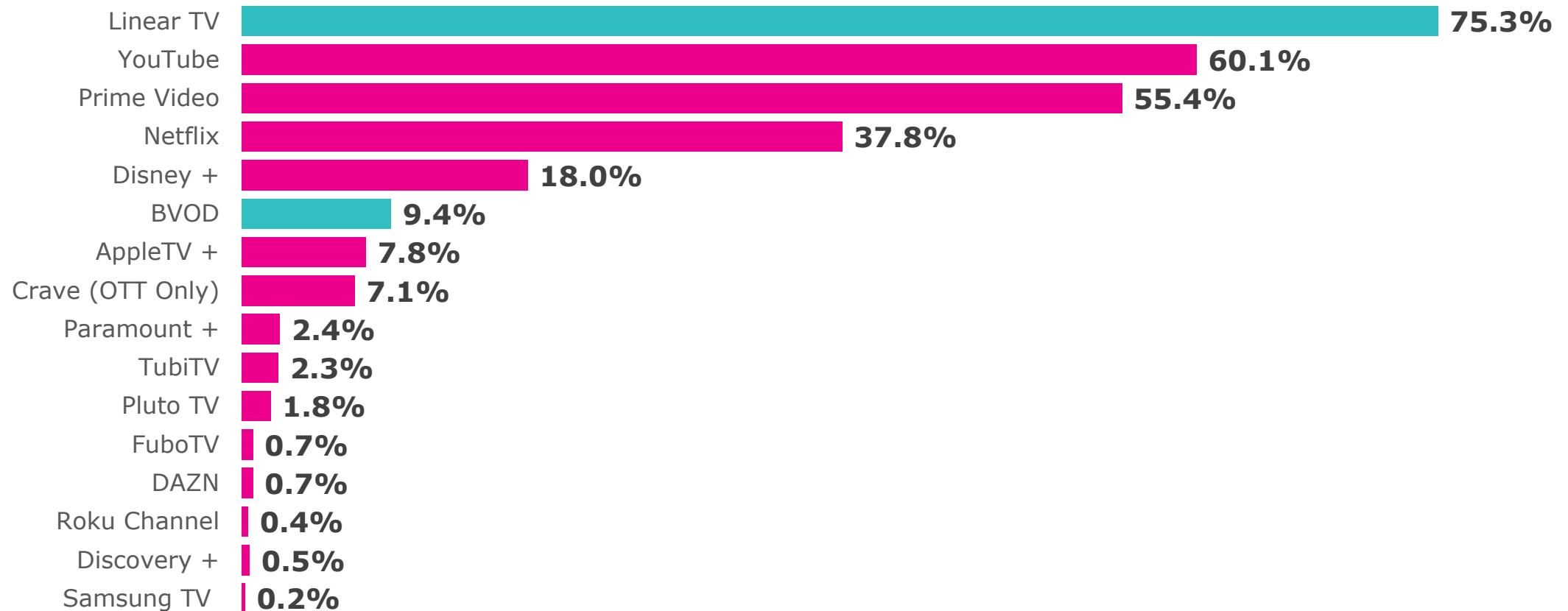
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ADULTS 25-54 | ONTARIO



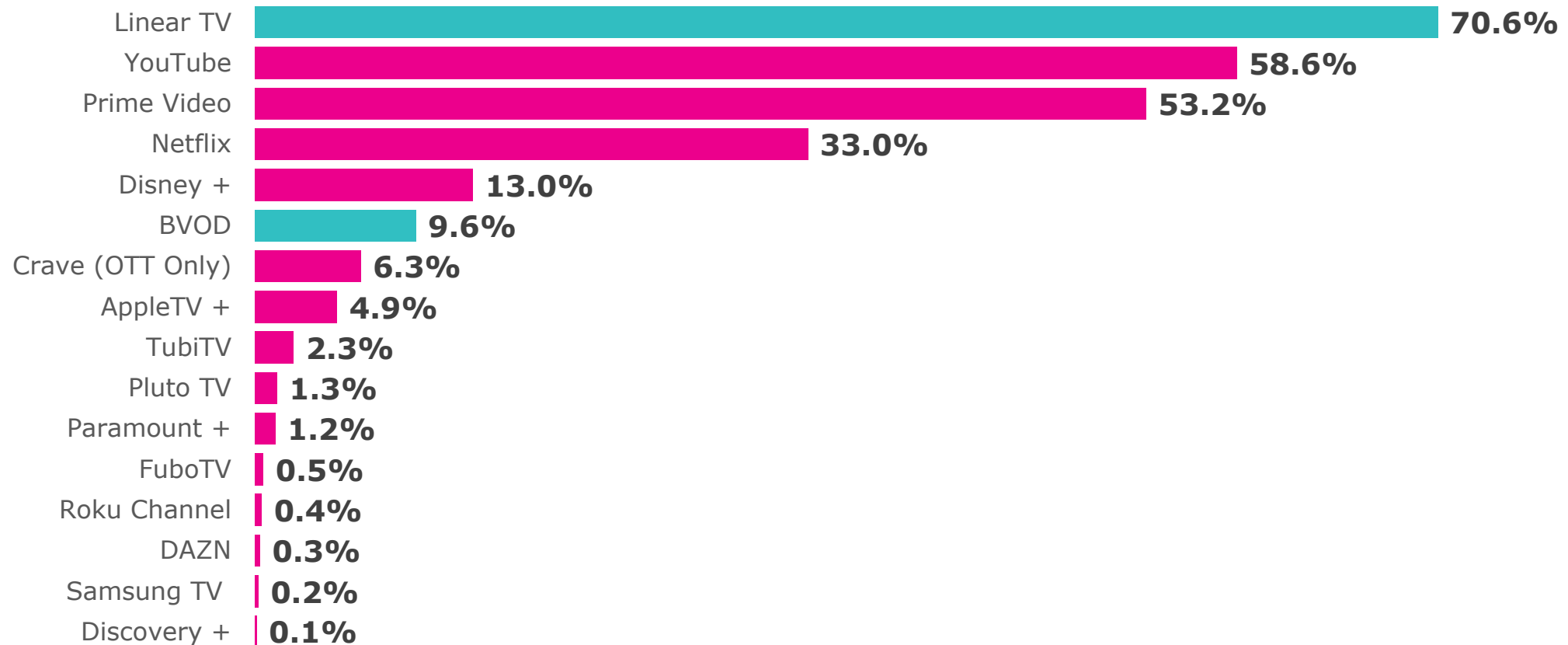
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reach us @



info@thinktv.ca



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