

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 sweater, smiling and eating a chip. The woman on the right has long blonde hair and is wearing a white cardigan over a pink top, smiling broadly. The background is a softly lit living room.

**total tv** & streaming  
viewership

think<sup>tv</sup>

**QUEBEC FRANCO**  
**Fall 2024**

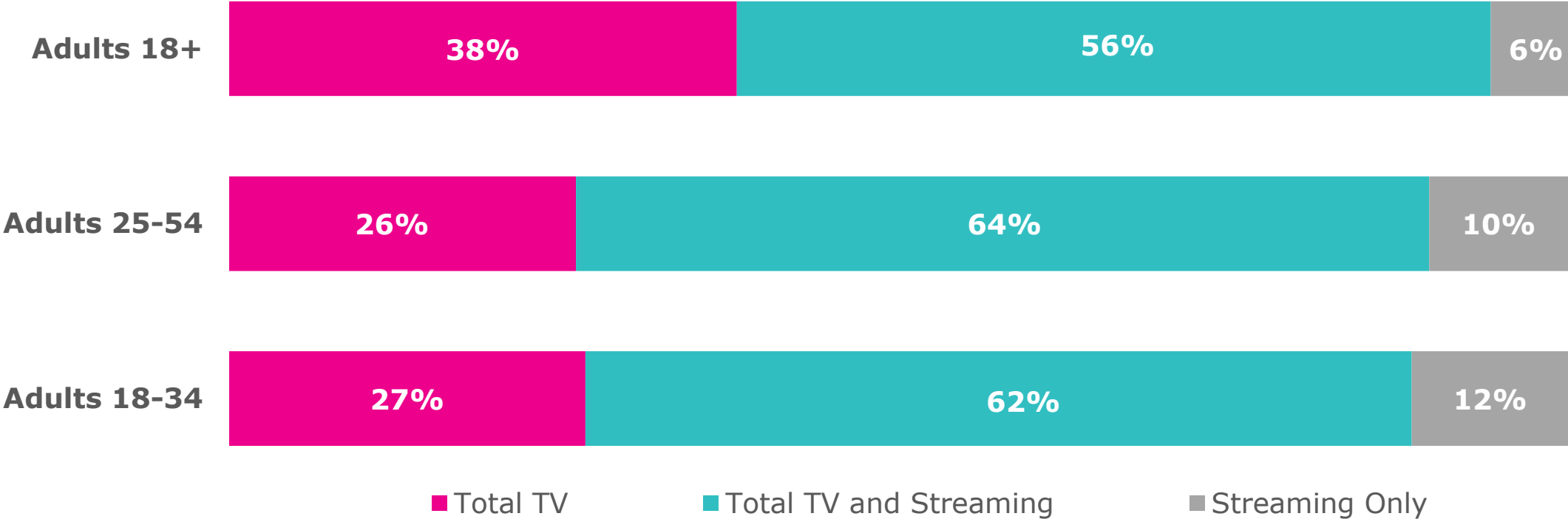
# Total TV and streaming viewership

## Fall 2024 key takeaways

- **TV and streaming:** A majority of French-speaking Quebecers 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 streaming platforms, including YouTube
- **TV dominates the big screen:** Linear TV dominates big-screen viewing among Adults 18+, commanding almost 90% of time spent

# majority of French Quebecers are watching *both* Total TV and streaming services

## % OF VIEWERS



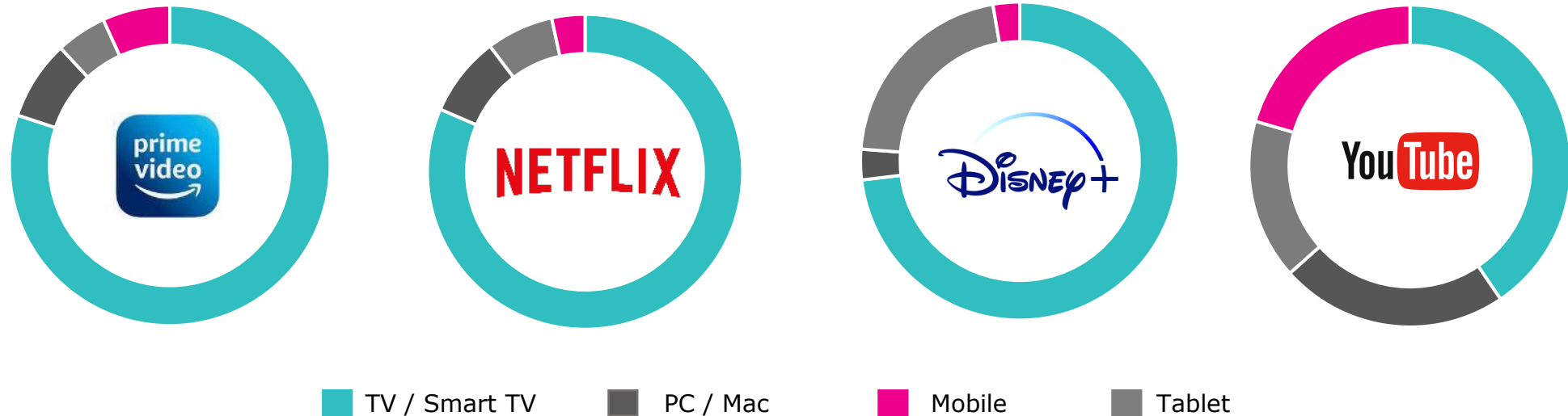
Source: Numeris VAM Numeris VAM 09/16/24 to 12/15/24, Quebec Franco, % of composition of average weekly reach | Total TV = Linear and broadcaster streaming services  
Streaming Services include: Prime Video, Netflix, Disney+, Apple TV+, Crave (OTT only), CBS News, Club Illico, Twitch TV, ET Online US, 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

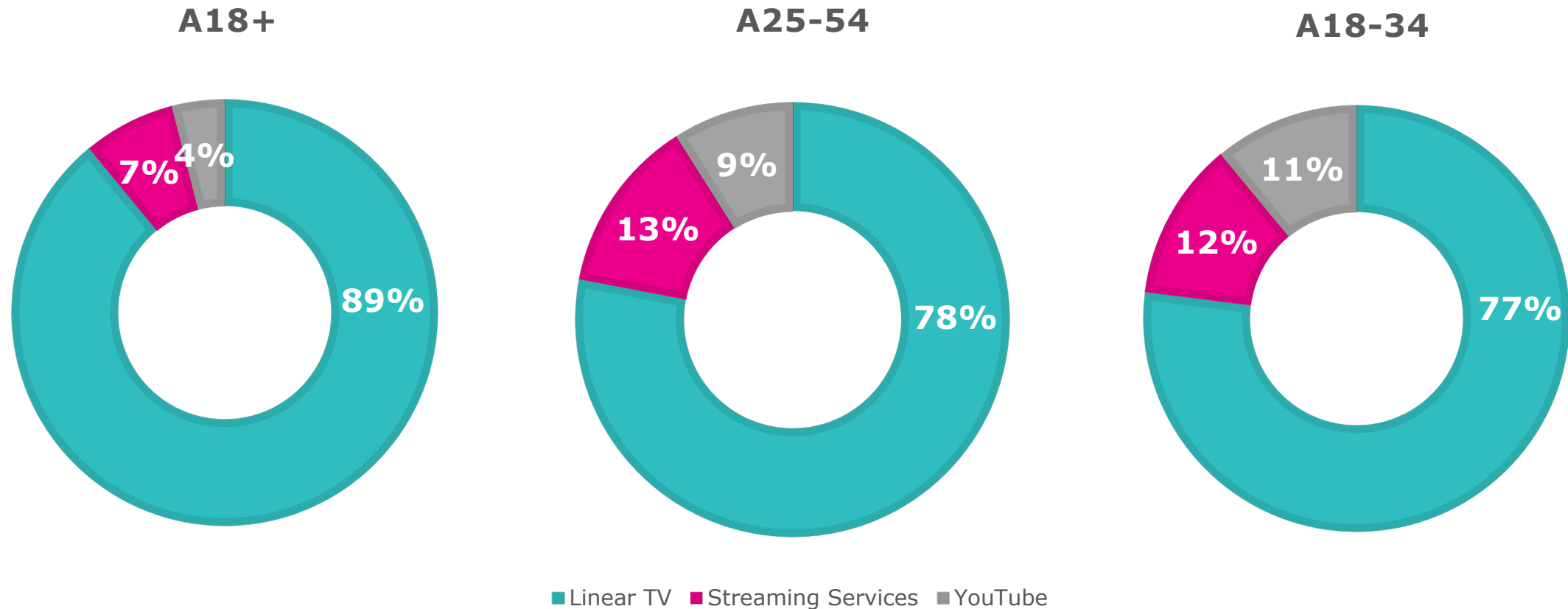
## SHARE % OF TOTAL TUNING BY DEVICE (in-home viewing) QUEBEC FRANCO



Source: Numeris VAM, 09/16/24 to 12/15/24 | Quebec Franco, 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

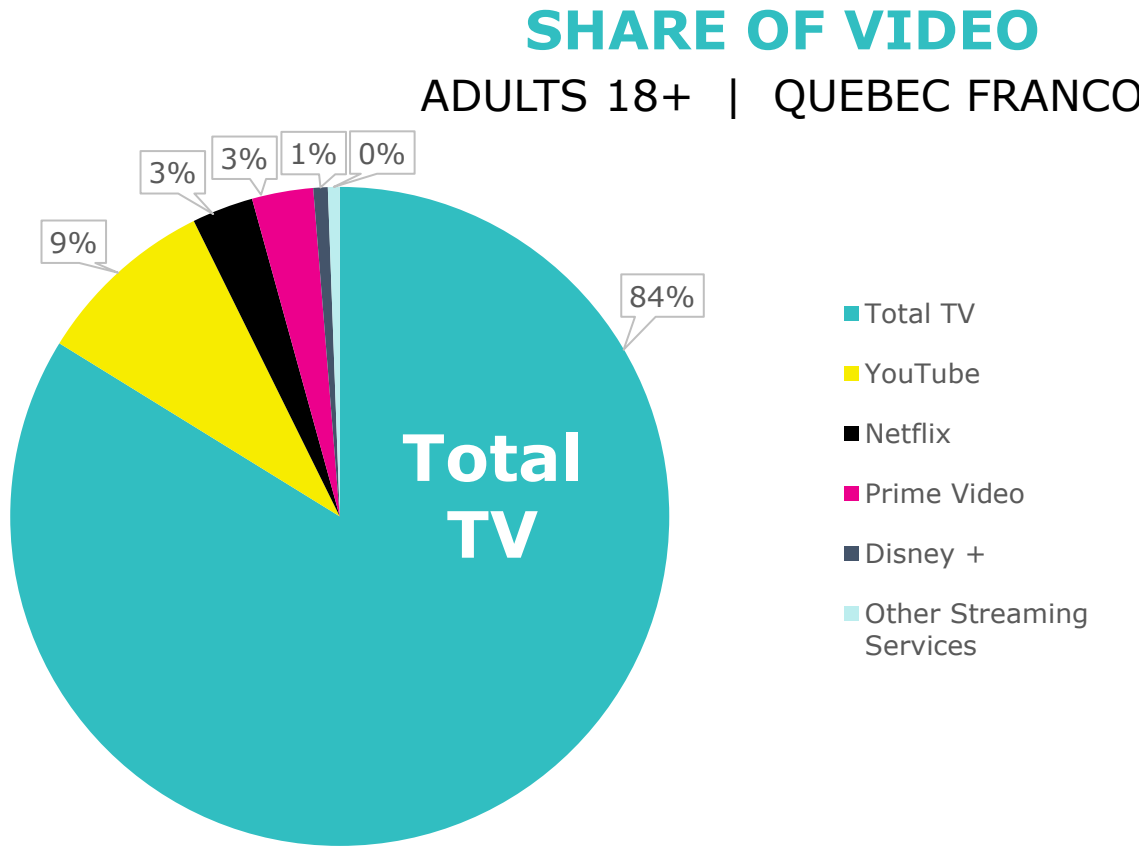
linear TV dominates big-screen viewing for key audience segments



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

Source: Numeris VAM, 09/16/24 to 12/15/24, Quebec Franco | 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

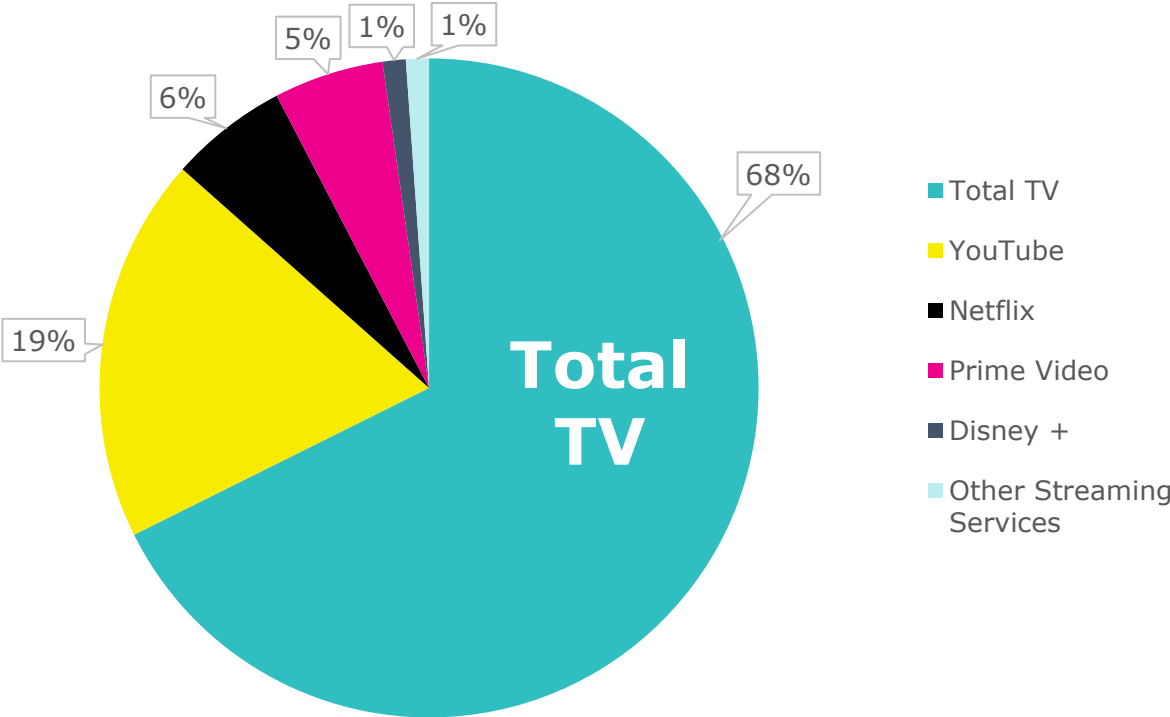


Source: Numeris VAM 09/16/24 to 12/15/24, Quebec Franco, all time spent per capita  
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)  
Other Streaming Services: AppleTV+, CBS News, Club Illico, Crave (OTT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

# Total TV = greatest share of time spent with video

## SHARE OF VIDEO

ADULTS 25-54 | QUEBEC FRANCO

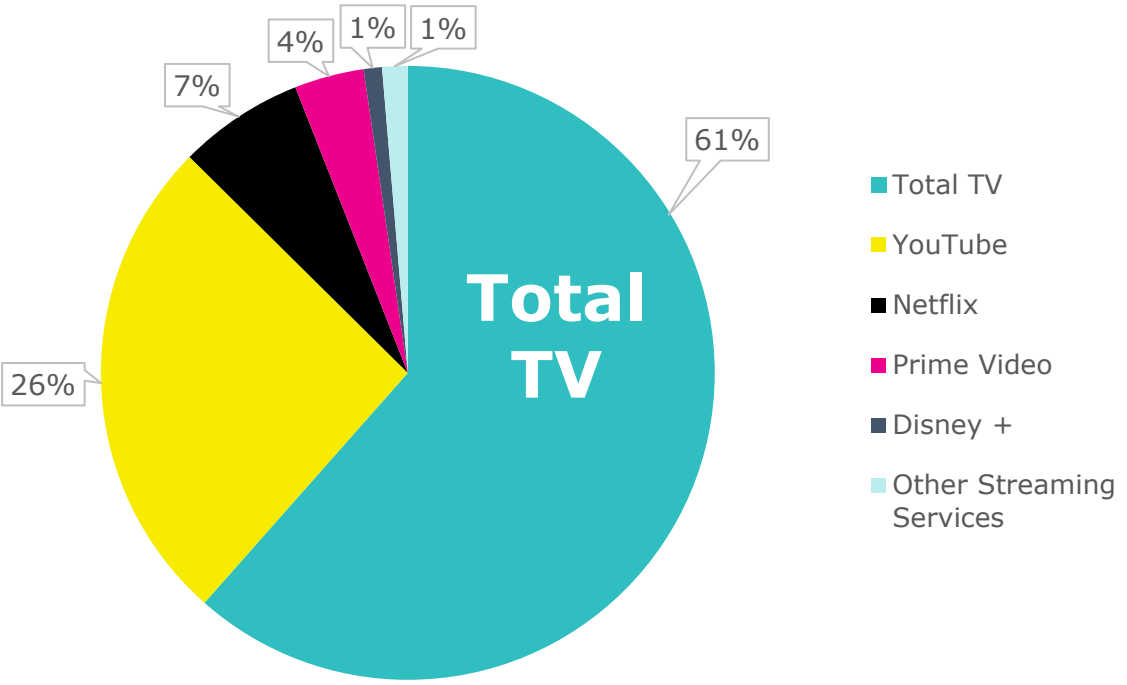


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# Total TV = greatest share of time spent with video

## SHARE OF VIDEO

ADULTS 18-34 | QUEBEC FRANCO



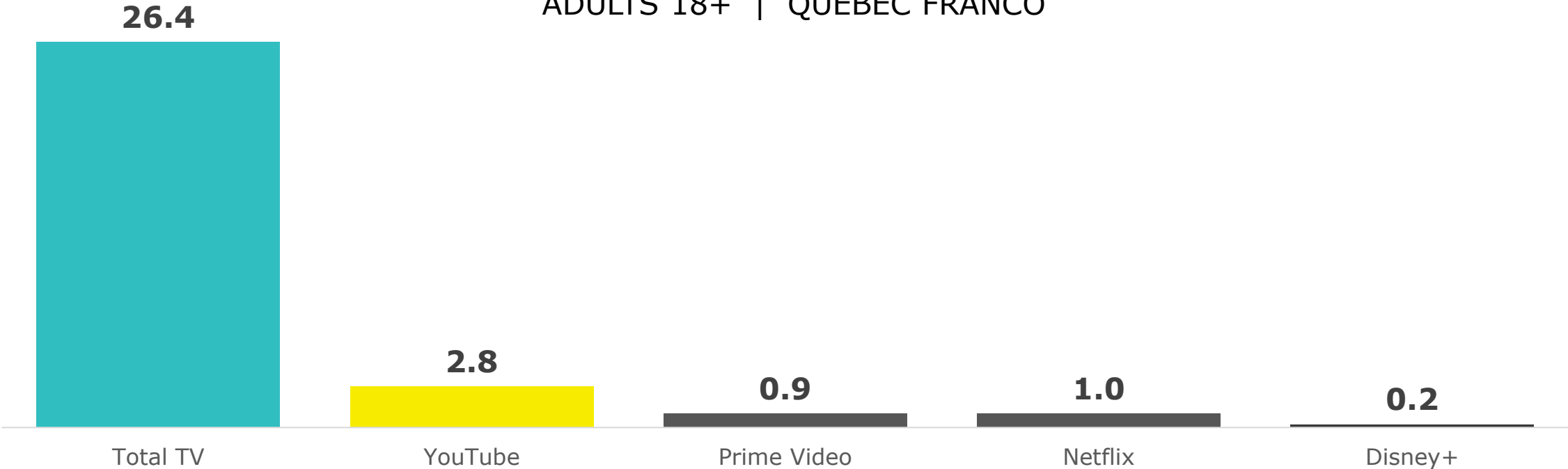
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# viewers spend more time with Total TV

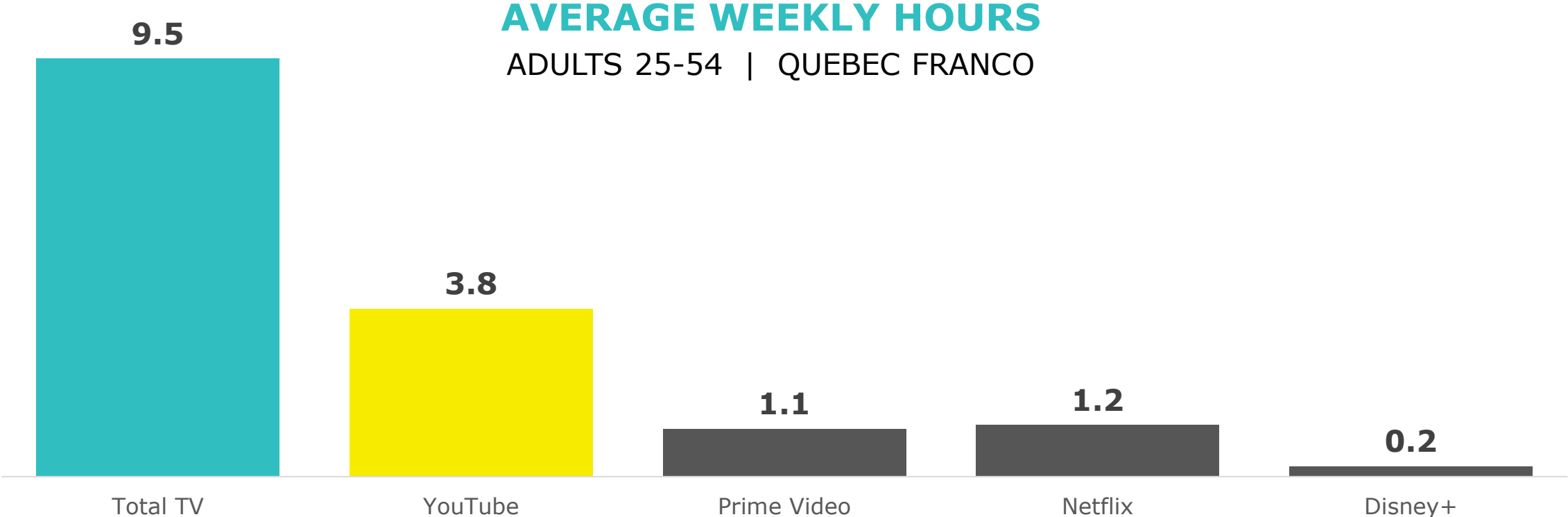
## AVERAGE WEEKLY HOURS

ADULTS 18+ | QUEBEC FRANCO



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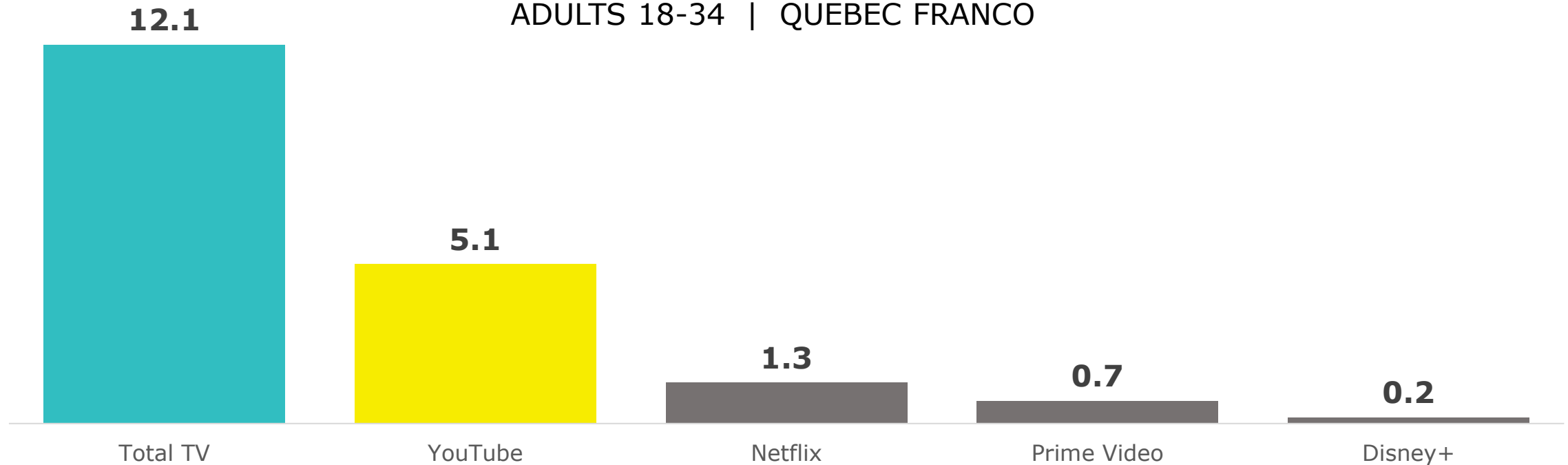


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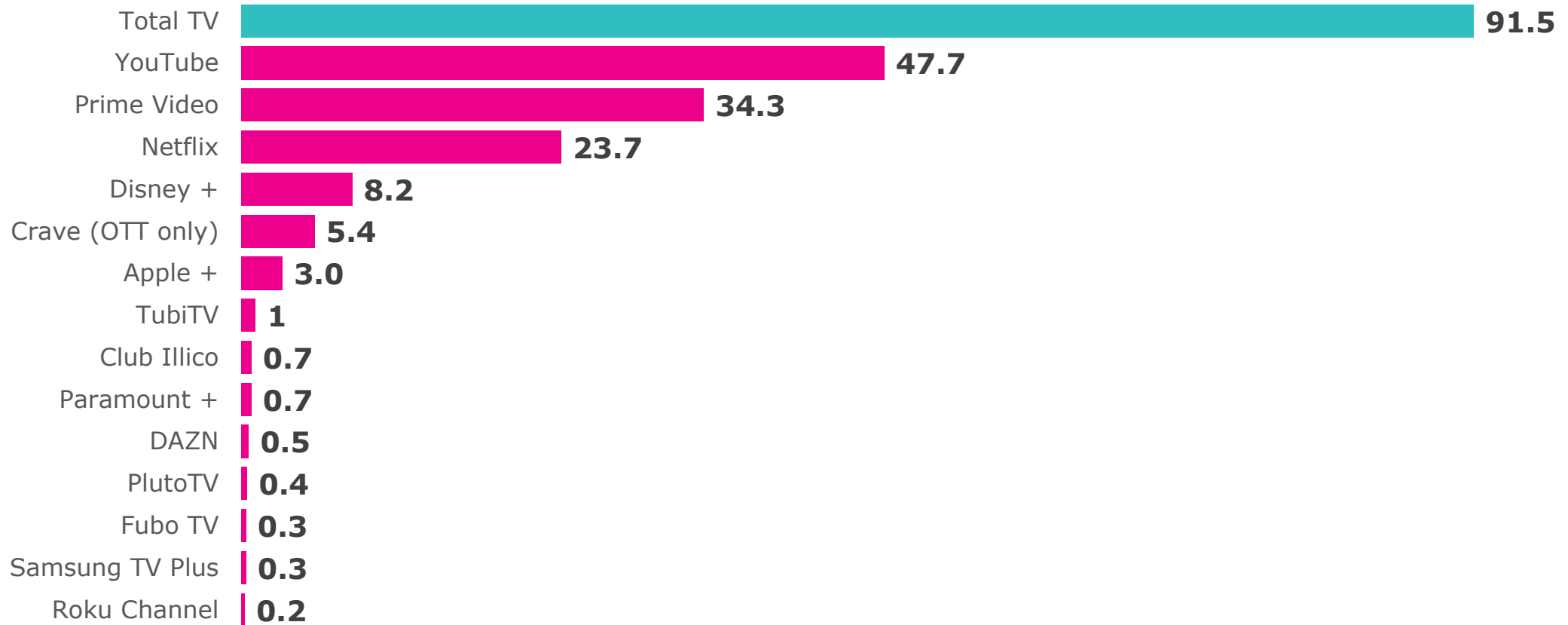
ADULTS 18-34 | QUEBEC FRANCO



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# Total TV delivers unmatched reach

**AVERAGE WEEKLY REACH %**  
ADULTS 18+ | QUEBEC FRANCO

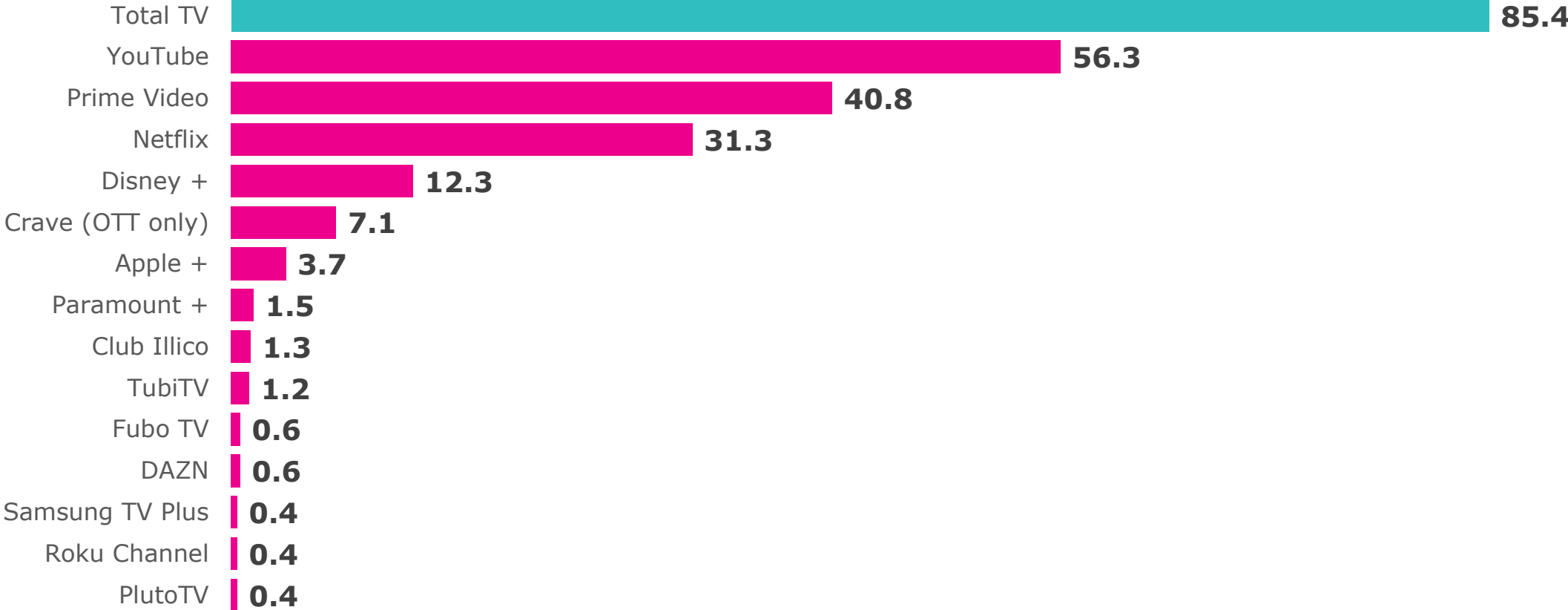


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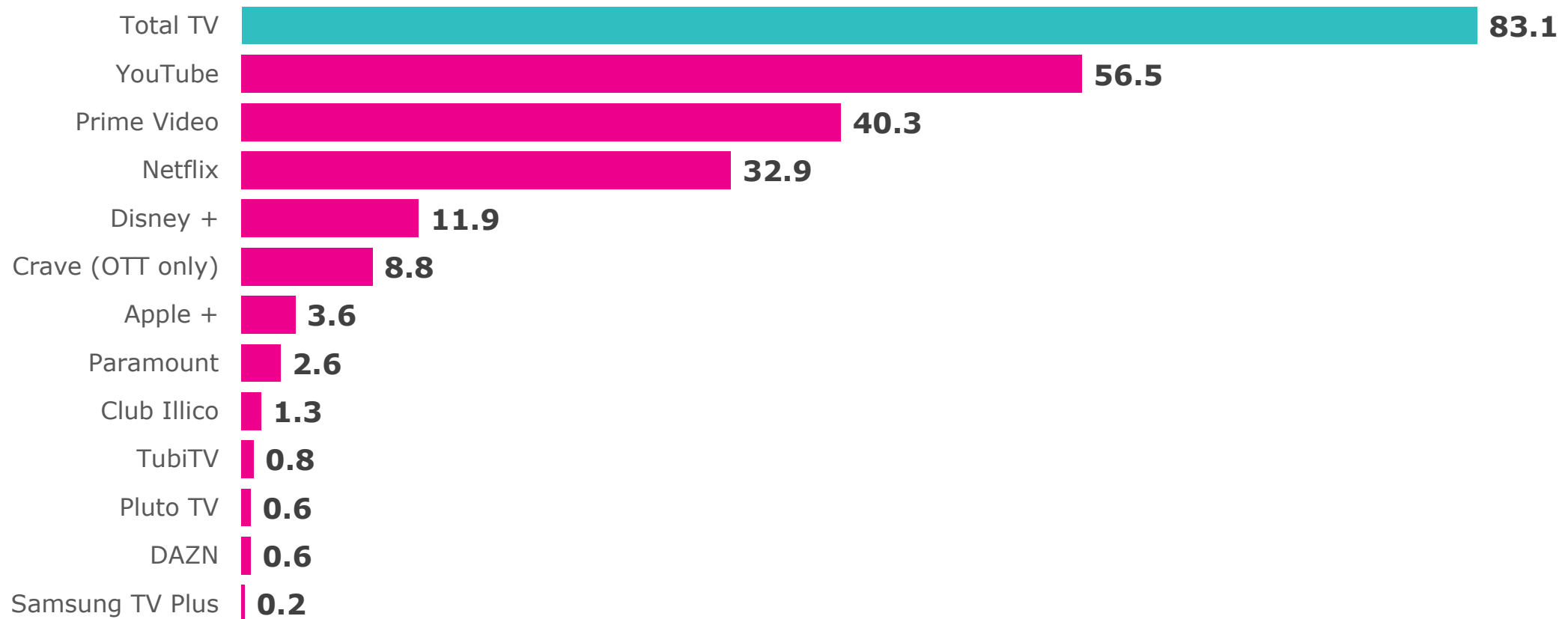


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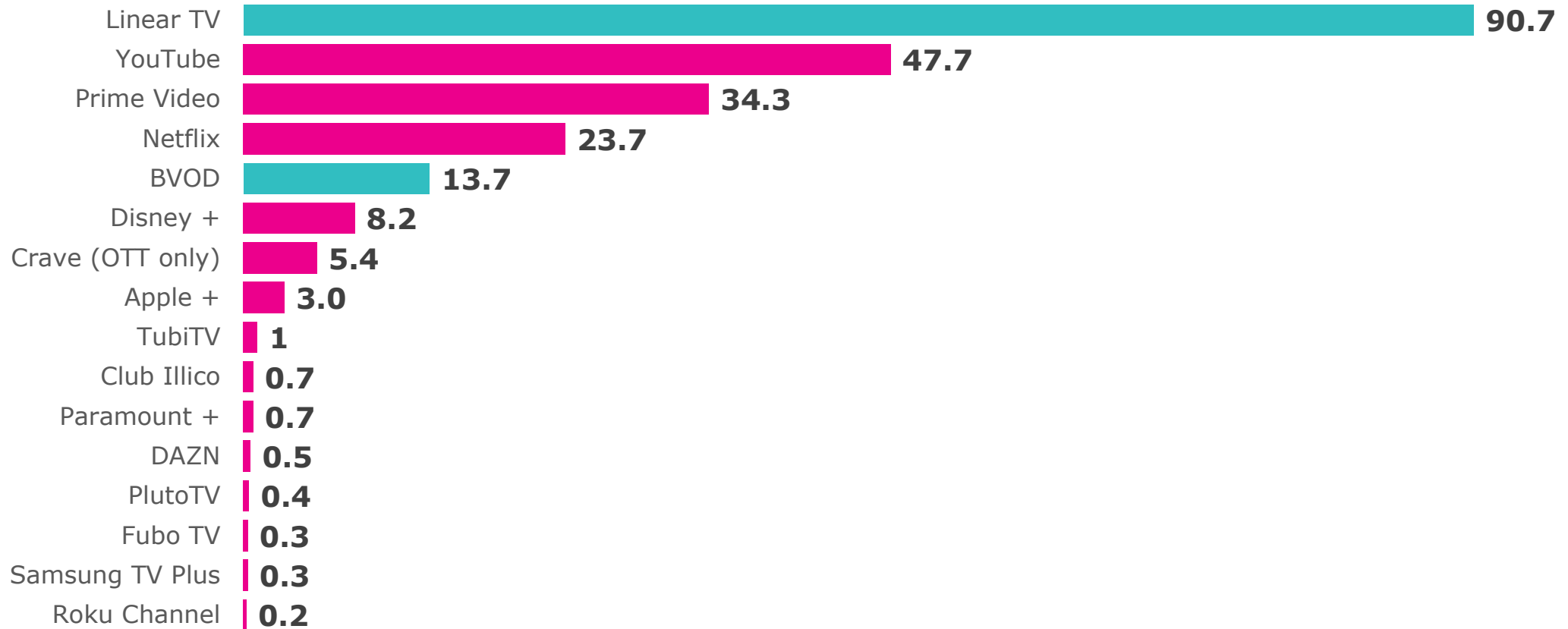
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# linear TV's reach exceeds all streaming services

## AVERAGE WEEKLY REACH %

ADULTS 18+ | QUEBEC FRANCO



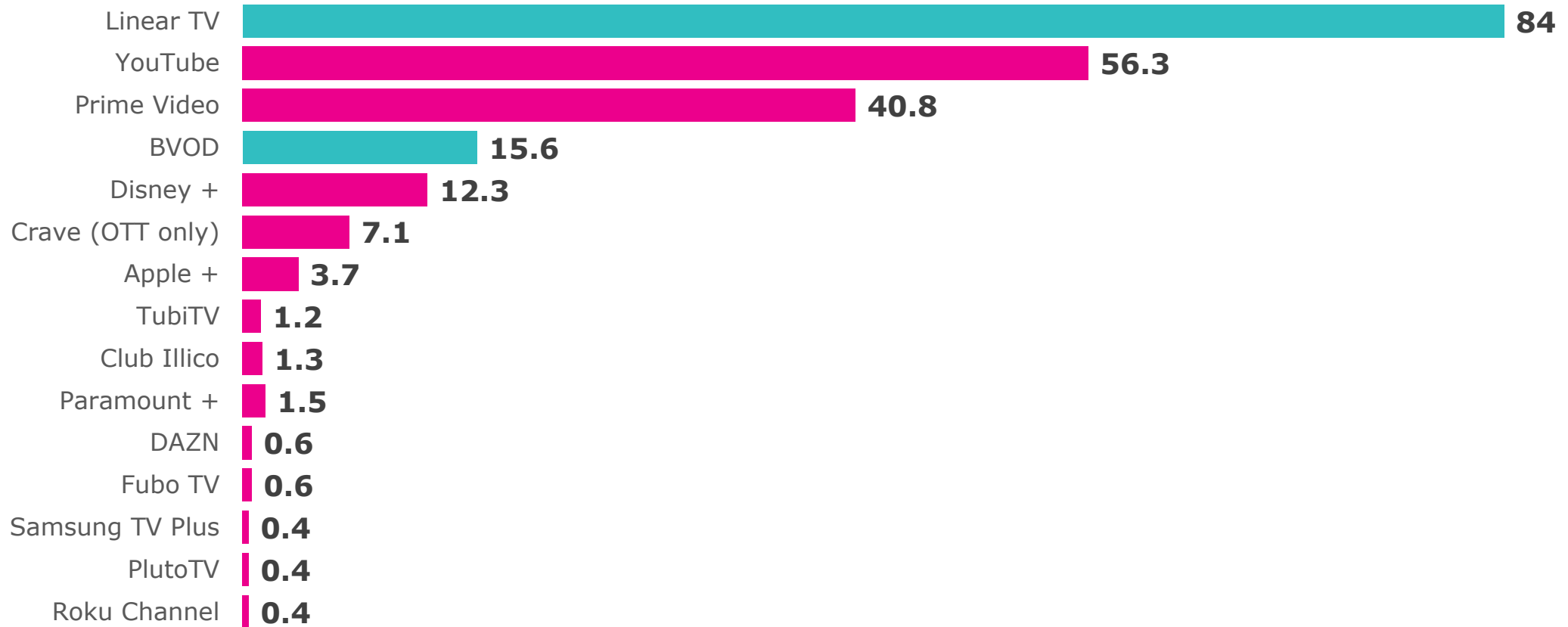
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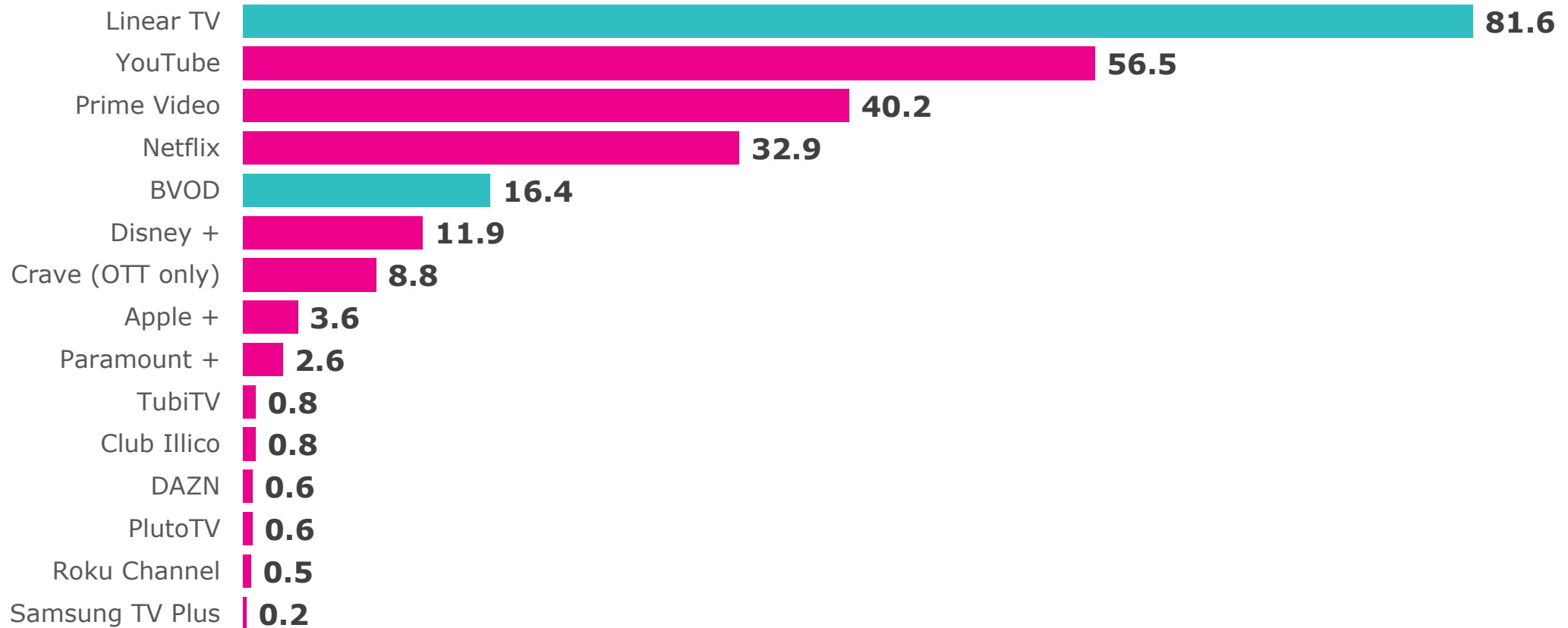
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Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

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