

Total TV & streaming viewership

ONTARIO
Spring 2025

think^{tv}



Total TV & streaming viewership

key takeaways

Spring 2025

- **TV and streaming**

Very few Canadians are “only streamers”, most are watching TV *and* streaming services

- **Time spent**

Total TV surpasses YouTube and the combined viewership of all streaming services across all key demos (A18+, A25-54, and A18-34). In fact, TV’s percentage of time spent with video went up over the past year, while YouTube went down.

- **Canadians stream differently than Americans**

Streaming is far more prevalent in the US, where streaming makes up 50% of viewing on a TV set. In Canada, that number is only 21%, with almost 80% going to linear TV, a viewing pattern that is more like the UK.

- **Reach**

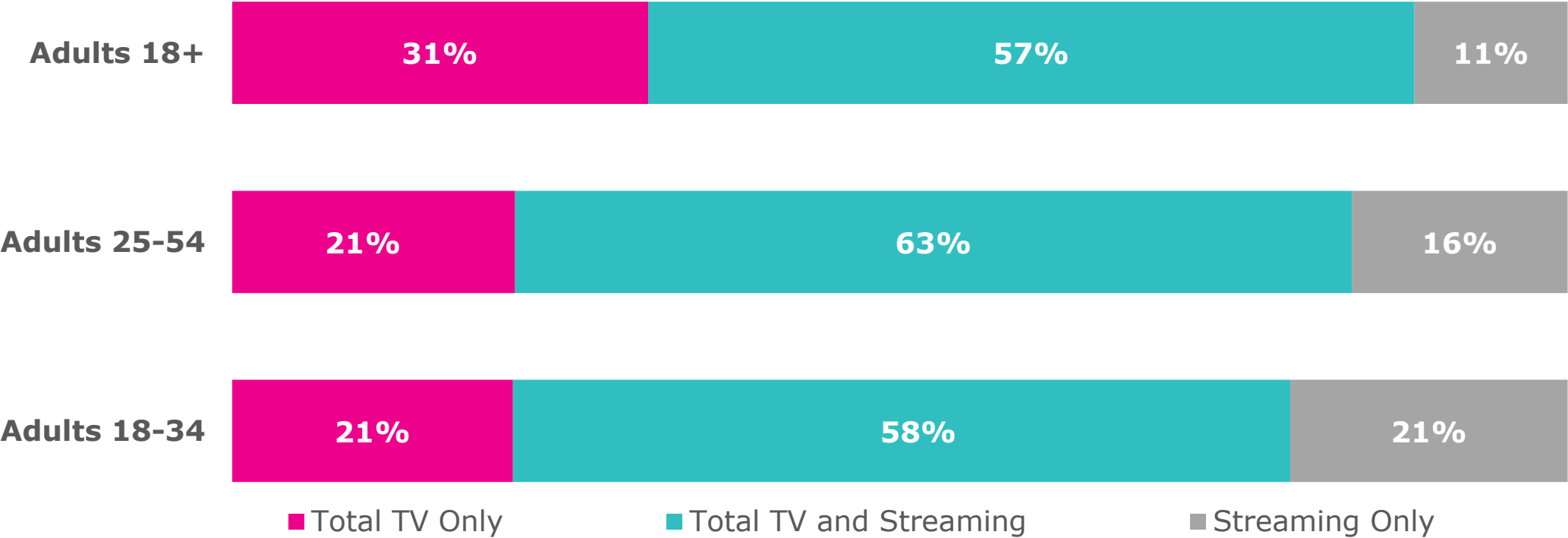
Total TV delivers the highest weekly reach, outperforming the streaming platforms, including YouTube

- **TV dominates the big screen**

Linear TV dominates big-screen viewing, commanding 80% of time spent (A18+)

very few Canadians are “only streamers”

% OF VIEWERS



Source: Numeris VAM, 2/24/2025 4 to 5/25/2025, 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

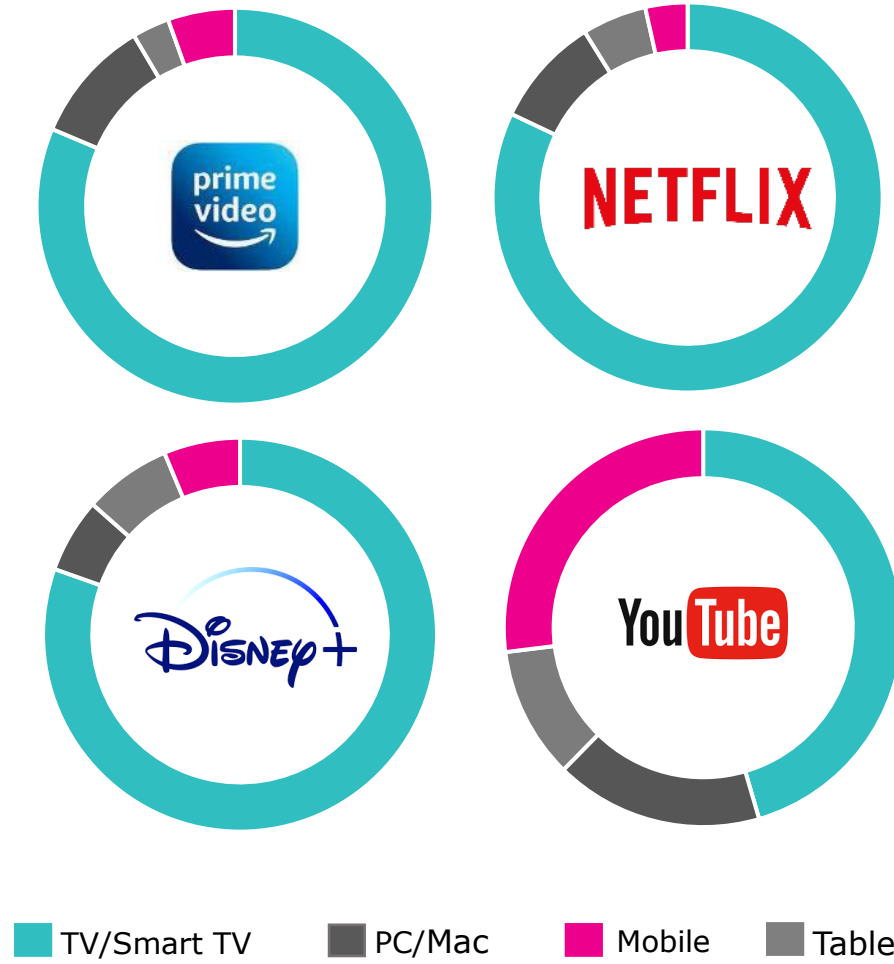
TV screens are the preferred viewing platforms for both linear TV and streaming (less so for YouTube)

HERE'S WHY THIS MATTERS

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

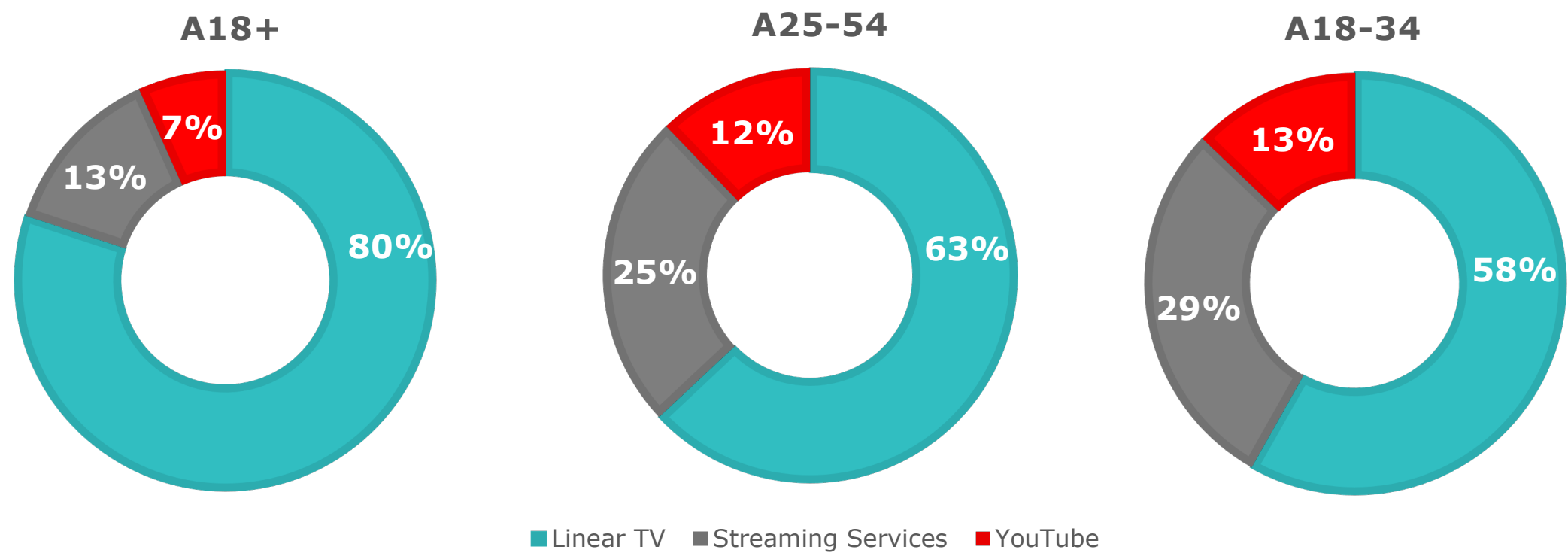
SHARE % OF TOTAL TUNING BY DEVICE

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big screen, big attention

linear TV makes up the majority of what we're watching on a TV screen

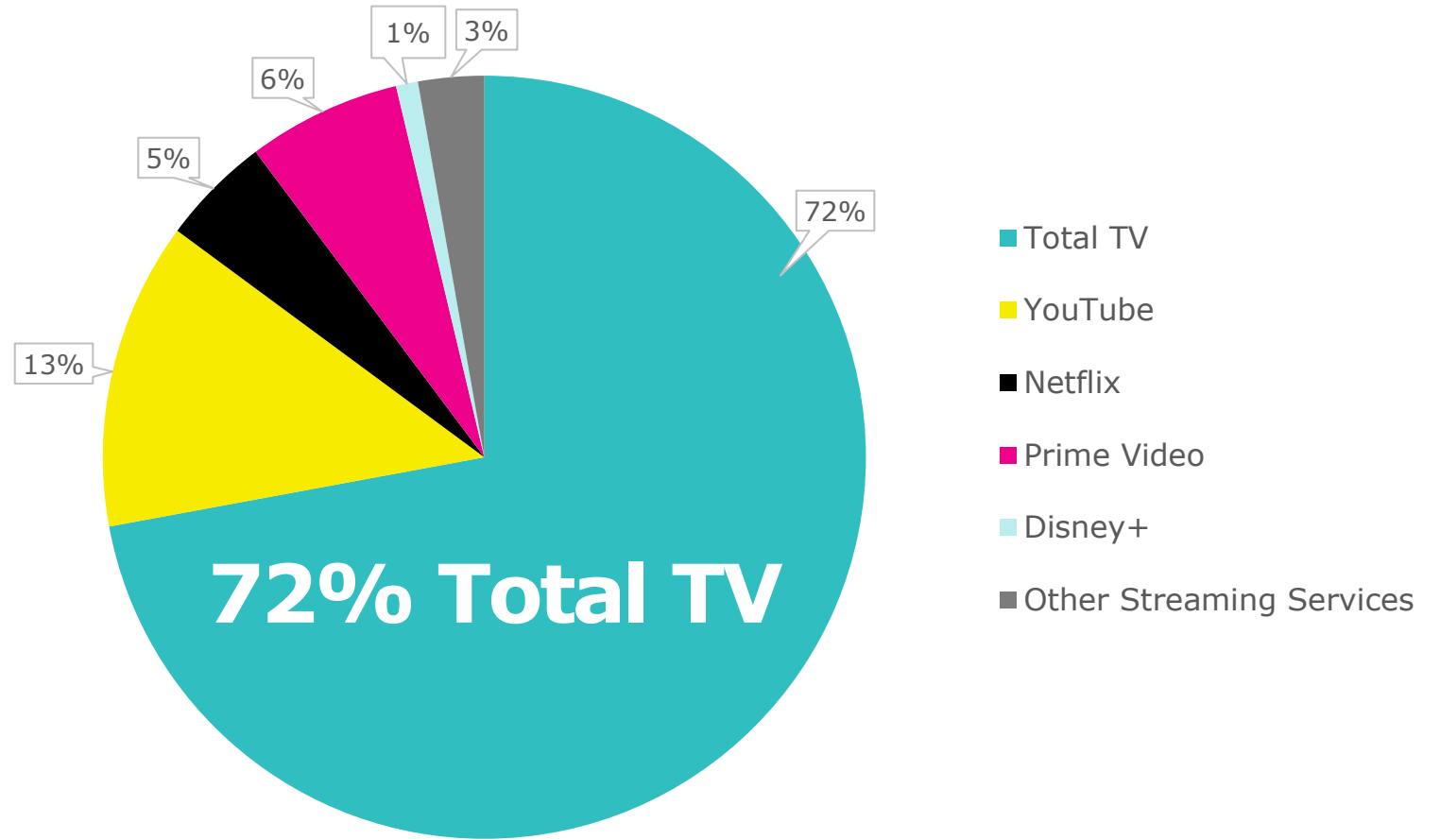


Note: Streaming Services include ad-free and ad-supported services
Source: Numeris VAM, 2/24/2025 to 5/25/2025, Ontario | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

**Total TV =
greatest share
of time spent
with video**

ADULTS 18+ | Ontario

SHARE OF VIDEO



Source: Numeris VAM, 2/24/25 to 5/25/2025, Ontario, all time spent per capita

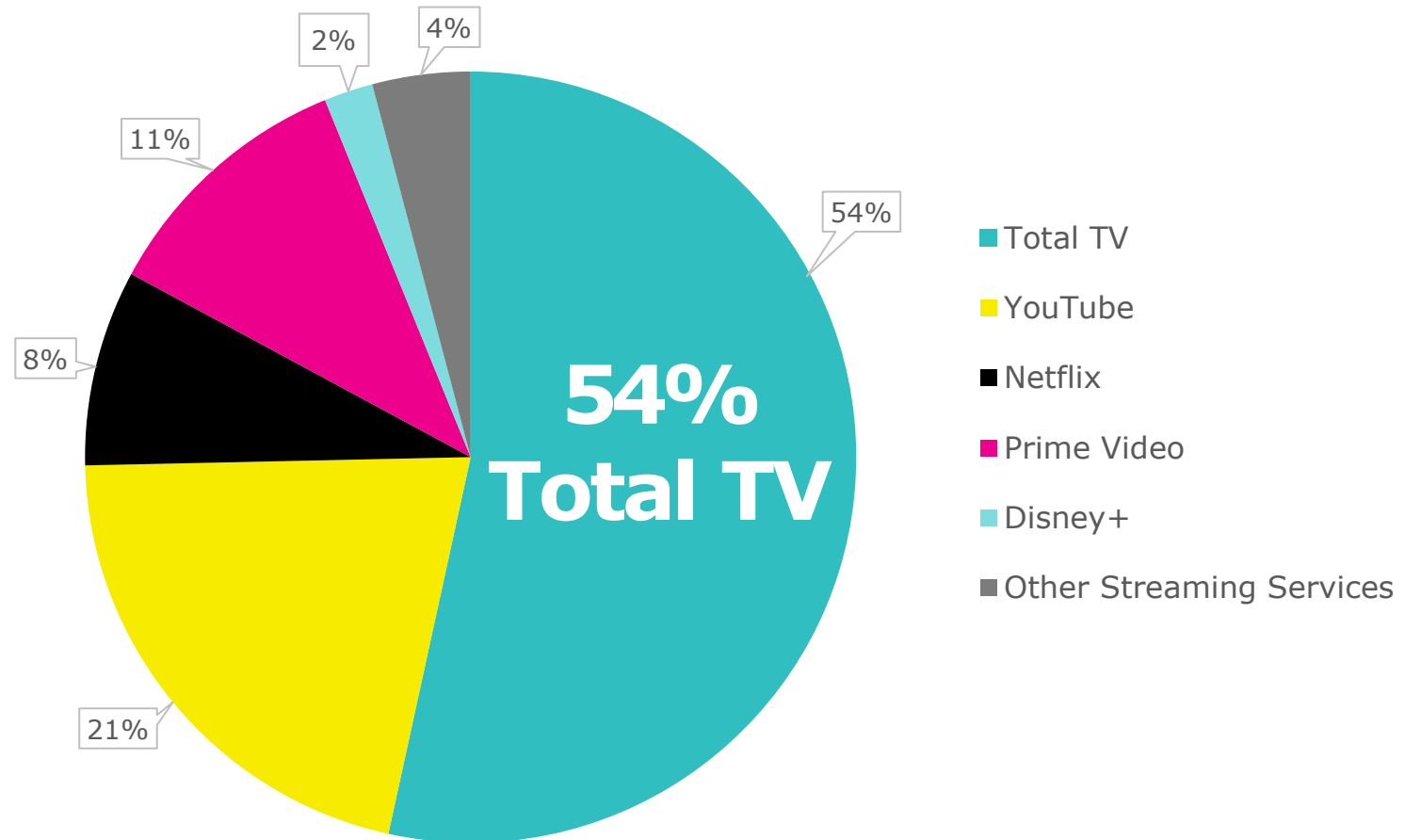
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)

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
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ADULTS 25-54 | Ontario

SHARE OF VIDEO



Source: Numeris VAM, 2/24/25 to 5/25/2025, Ontario, all time spent per capita

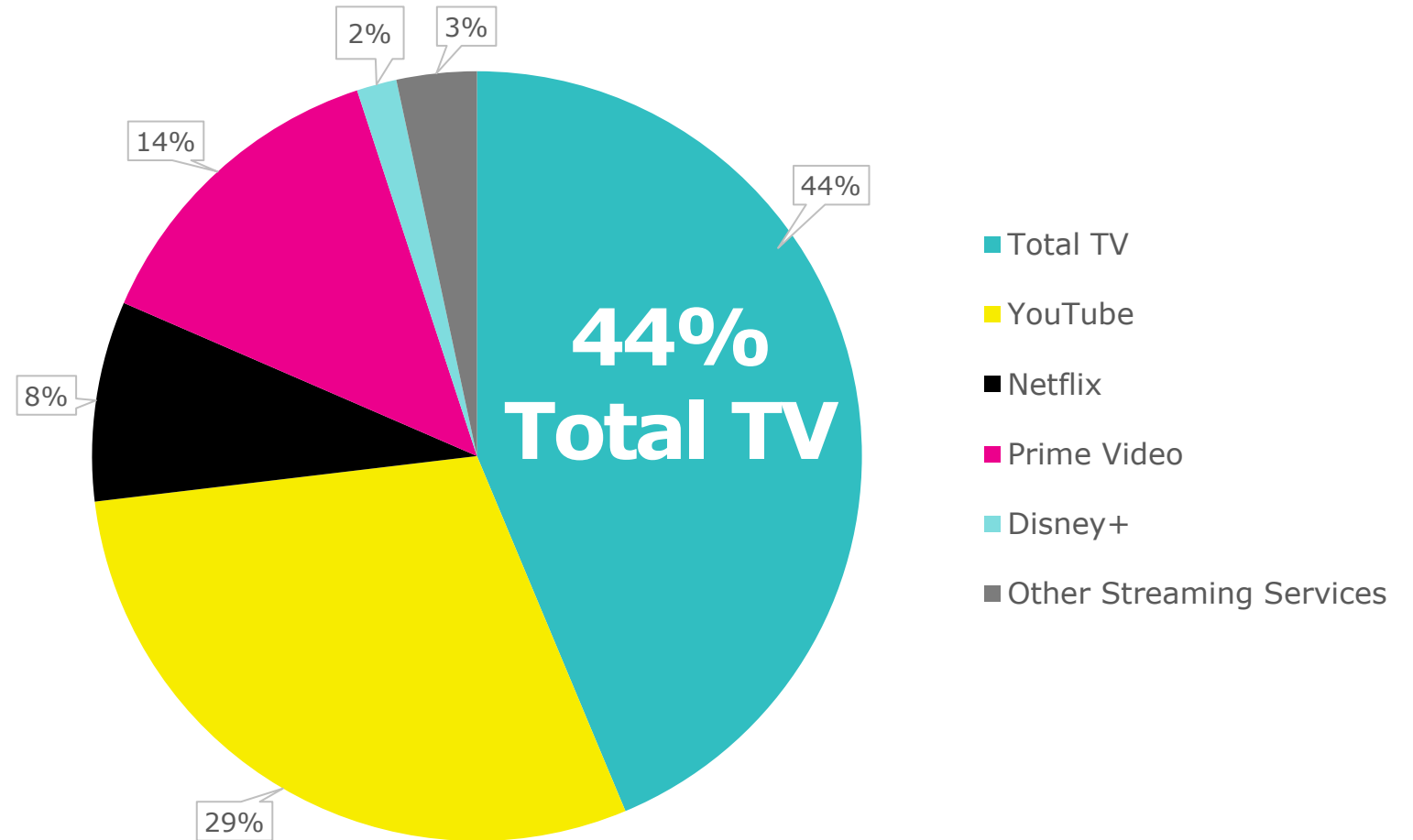
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ADULTS 18-34 | Ontario

SHARE OF VIDEO

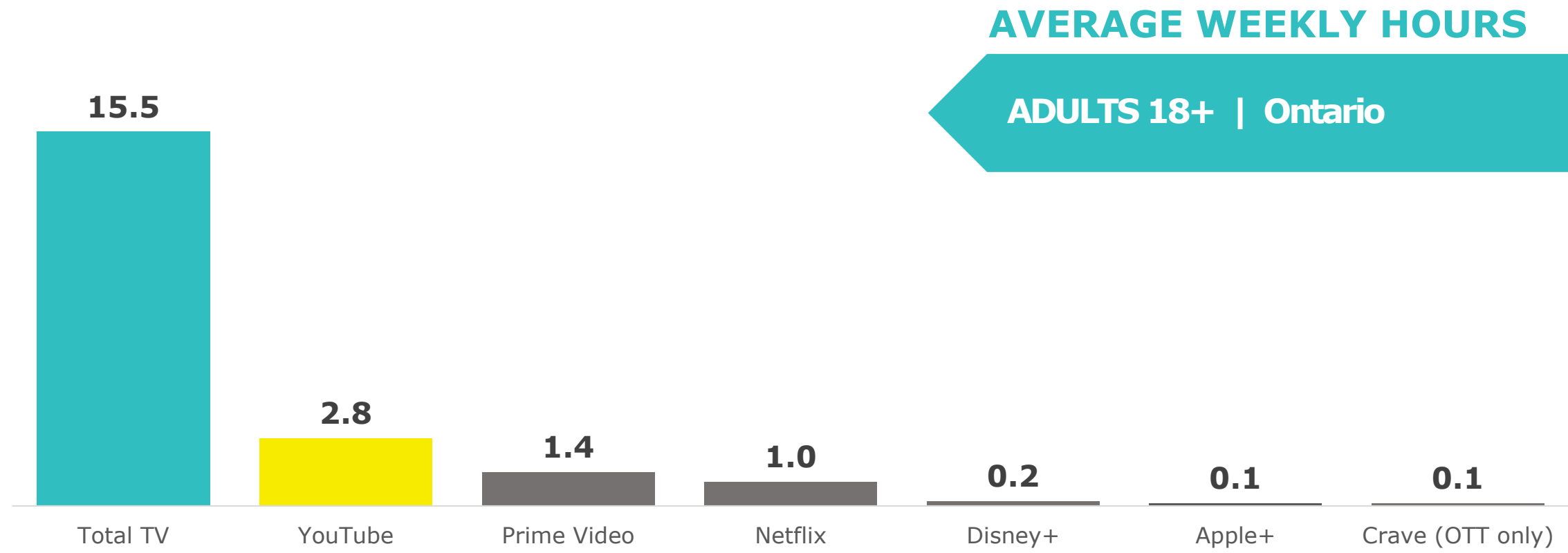


Source: Numeris VAM, 2/24/25 to 5/25/2025, Ontario, all time spent per capita

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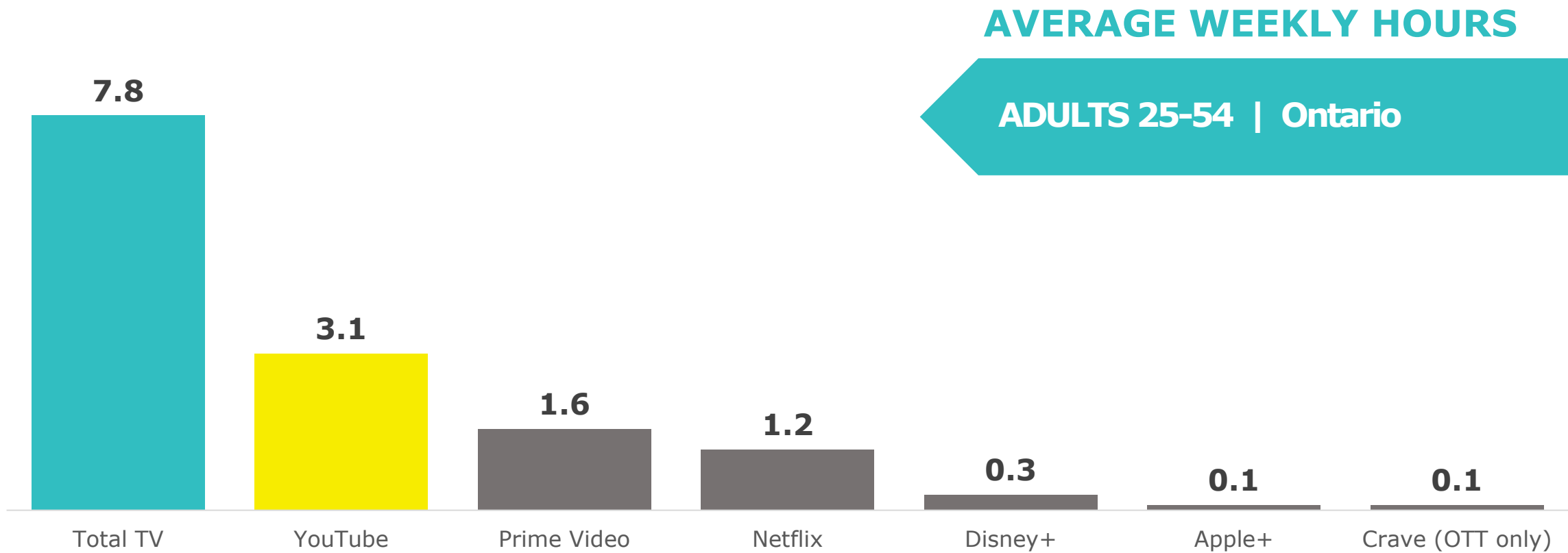
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viewers spend **more time** with Total TV



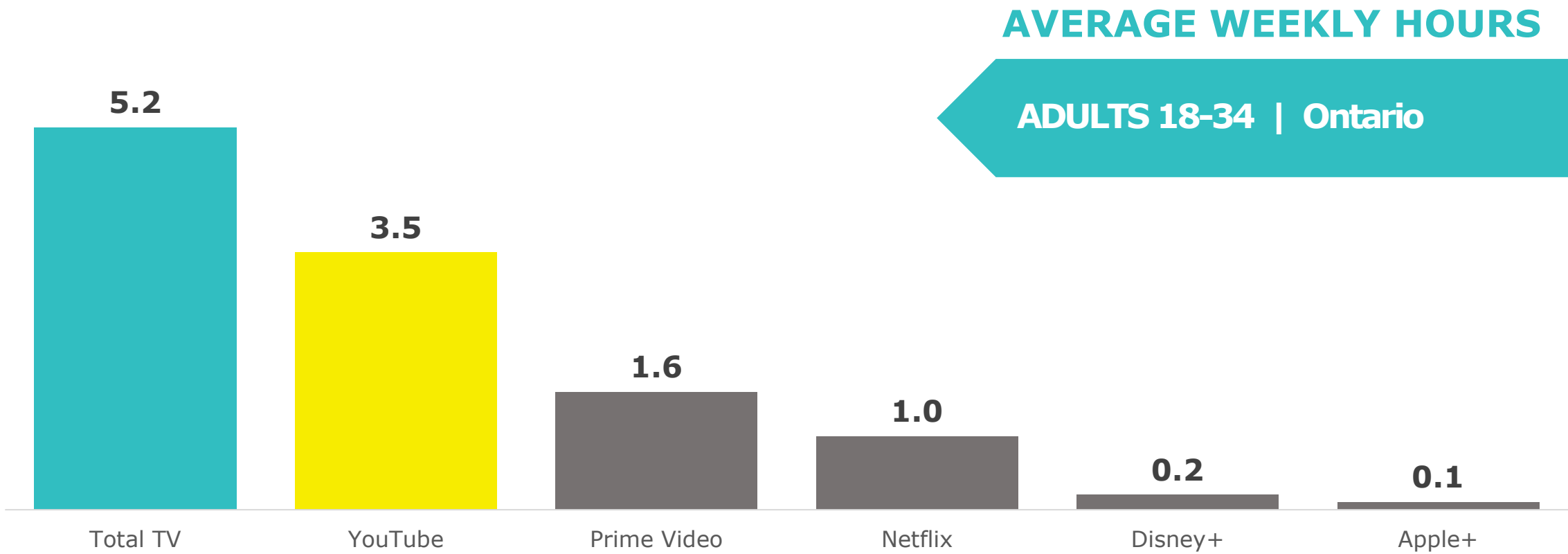
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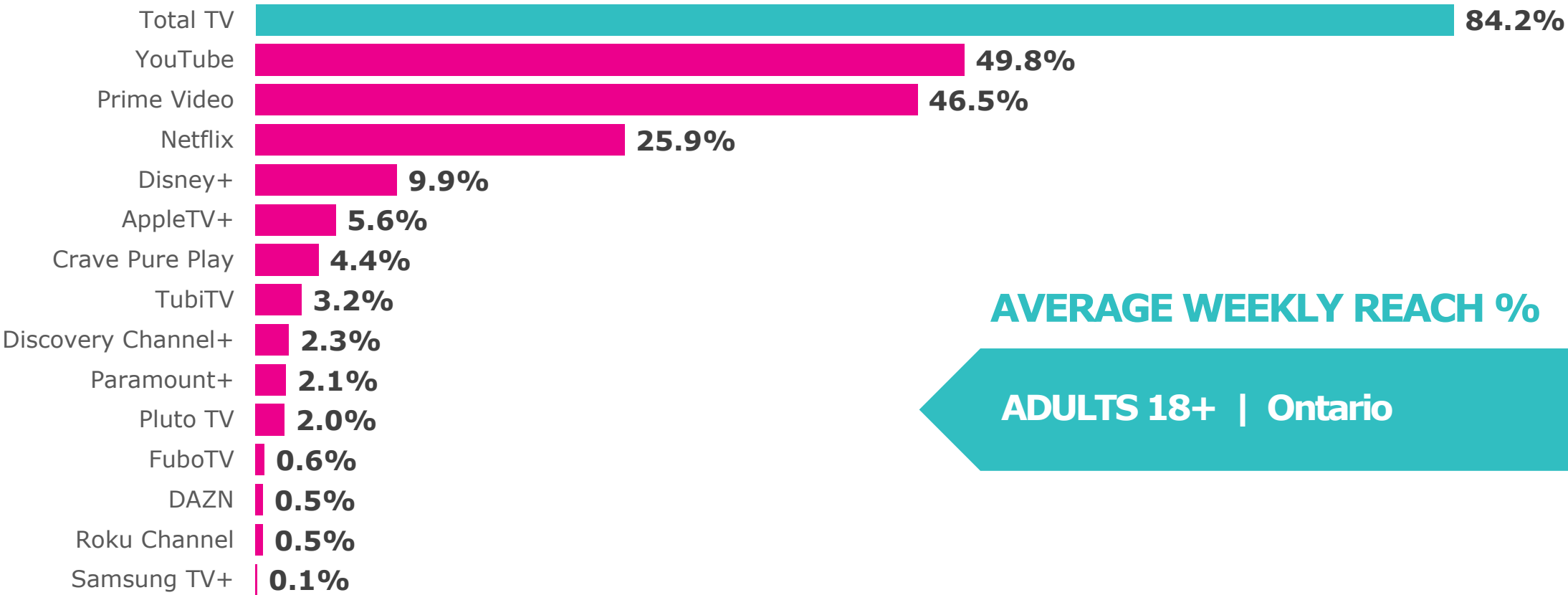
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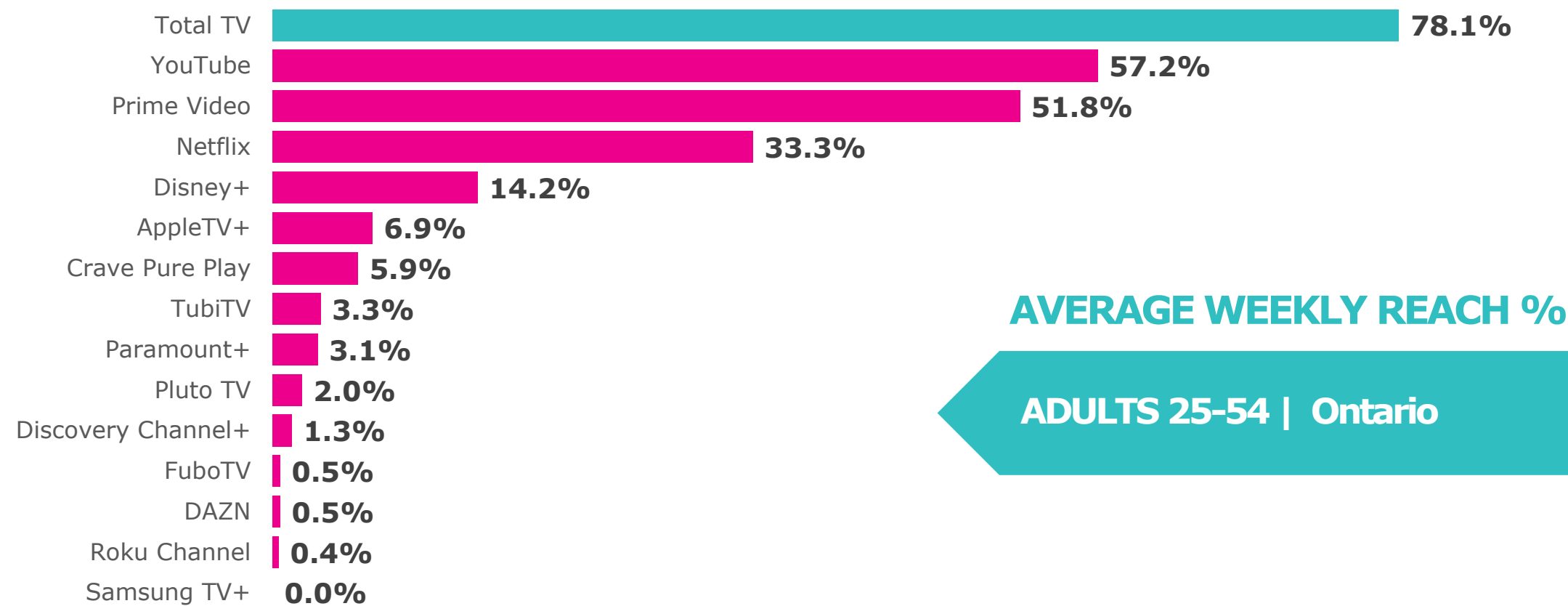
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Total TV delivers unmatched reach



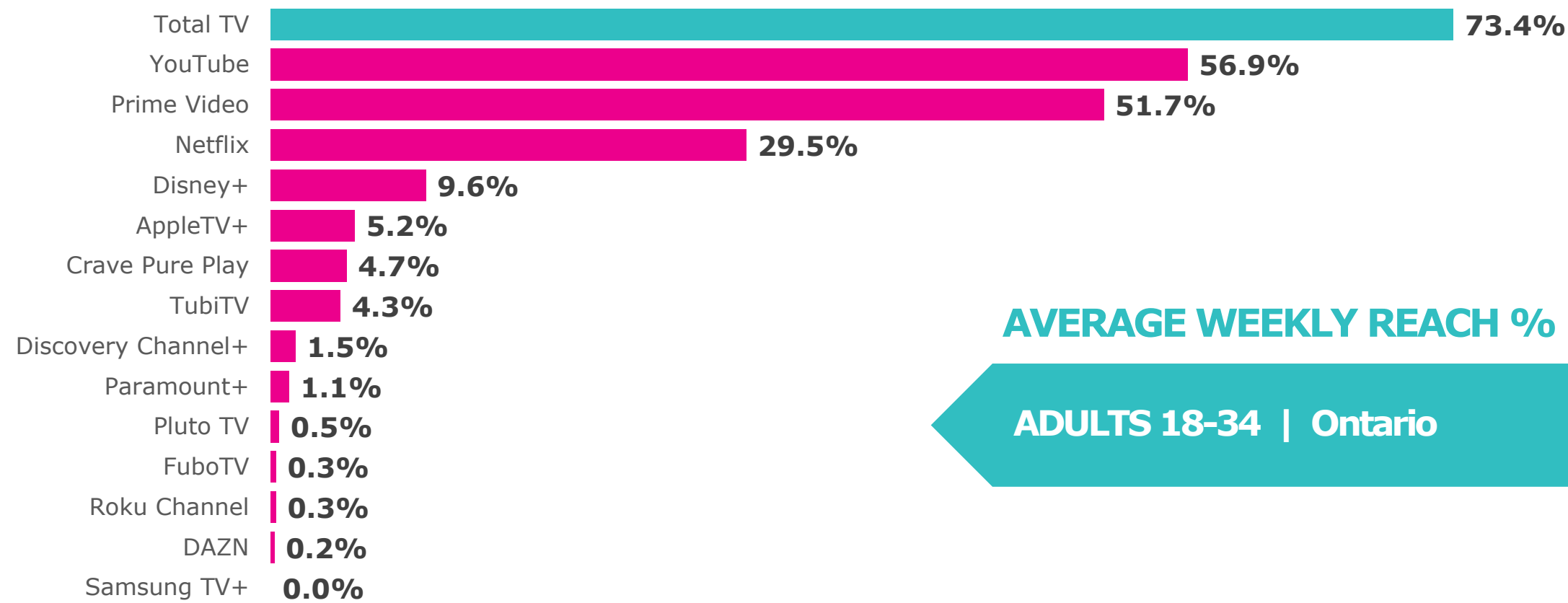
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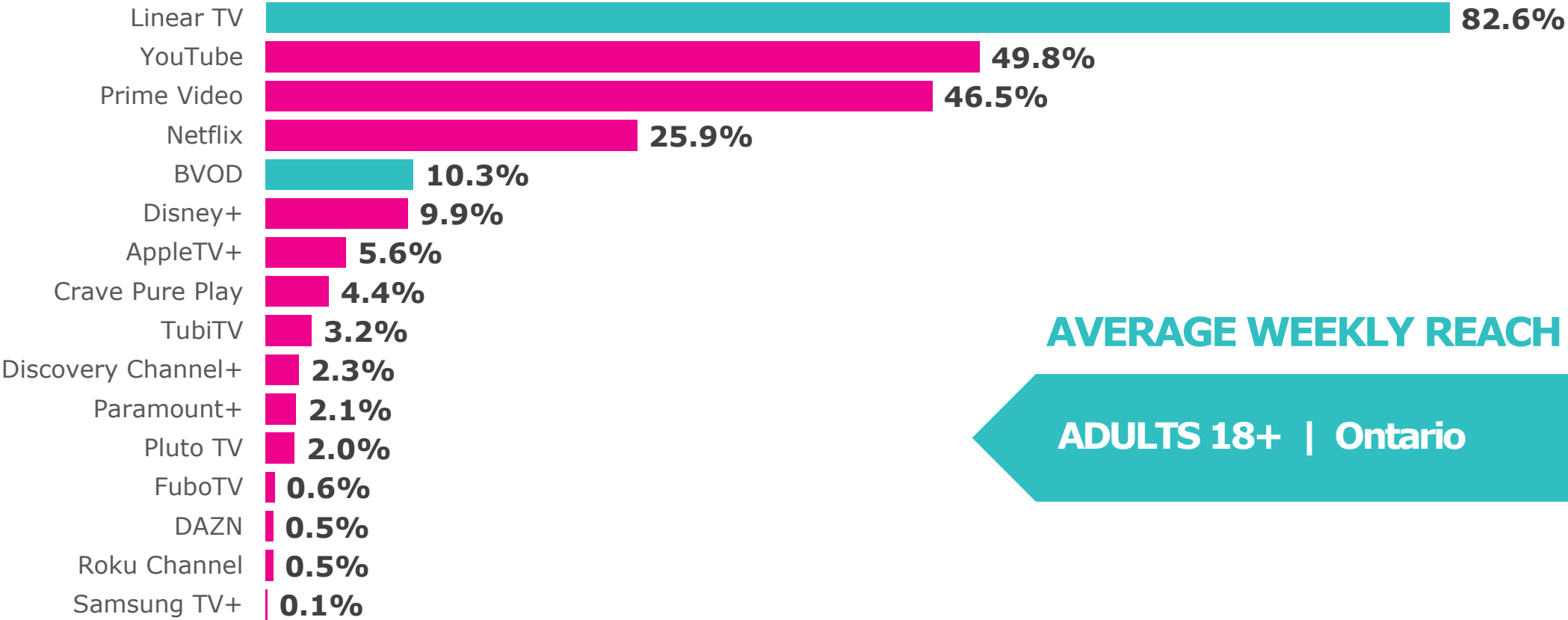
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Source: Numeris VAM, 2/24/25 to 5/25/2025, Ontario
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linear TV's reach exceeds all streaming services

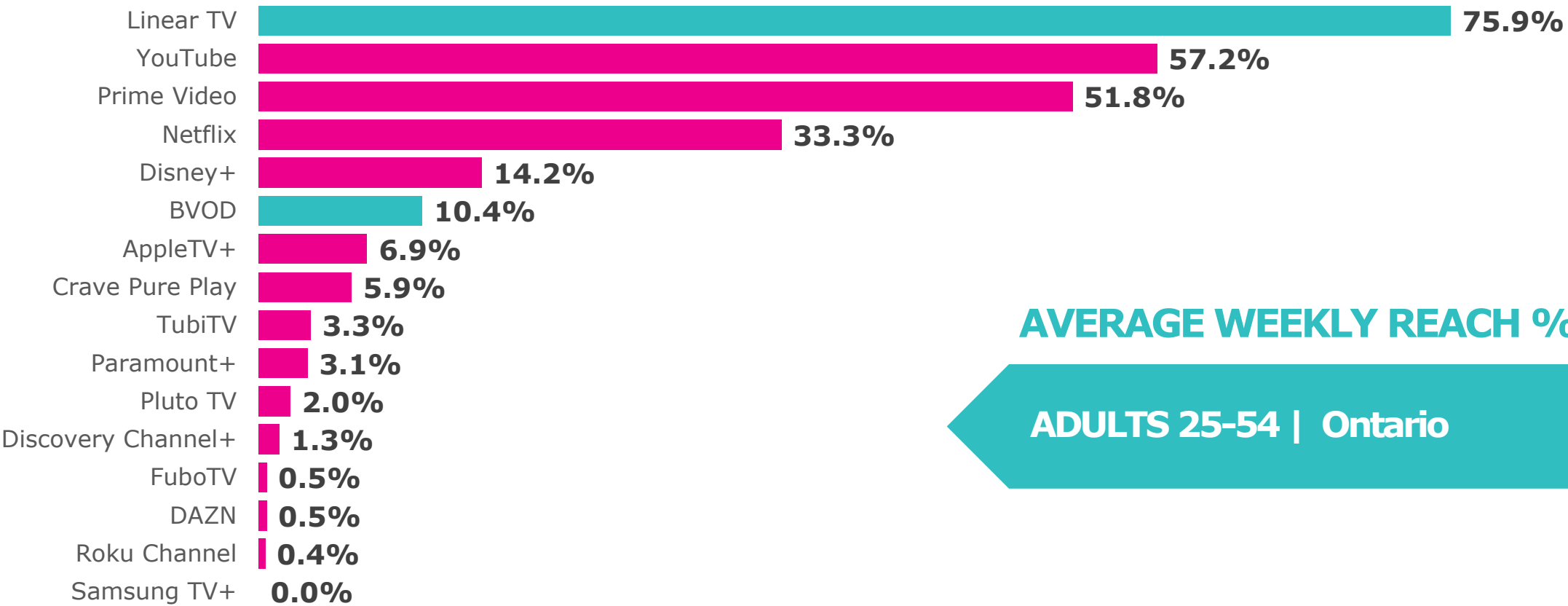


AVERAGE WEEKLY REACH %

ADULTS 18+ | Ontario

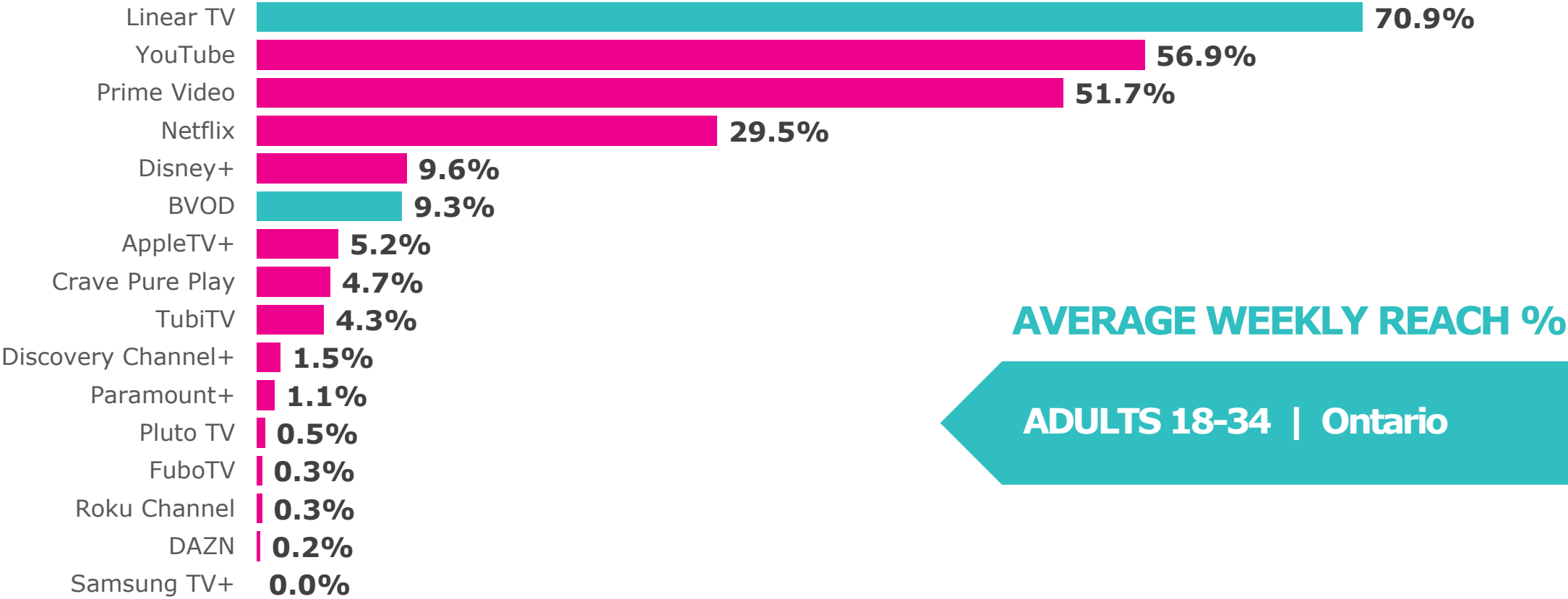
Source: Numeris VAM, 2/24/2025 to 5/25/2025, Ontario
Streaming Services include ad-free and ad-supported services (in-home viewing only)

linear TV's reach exceeds all streaming services



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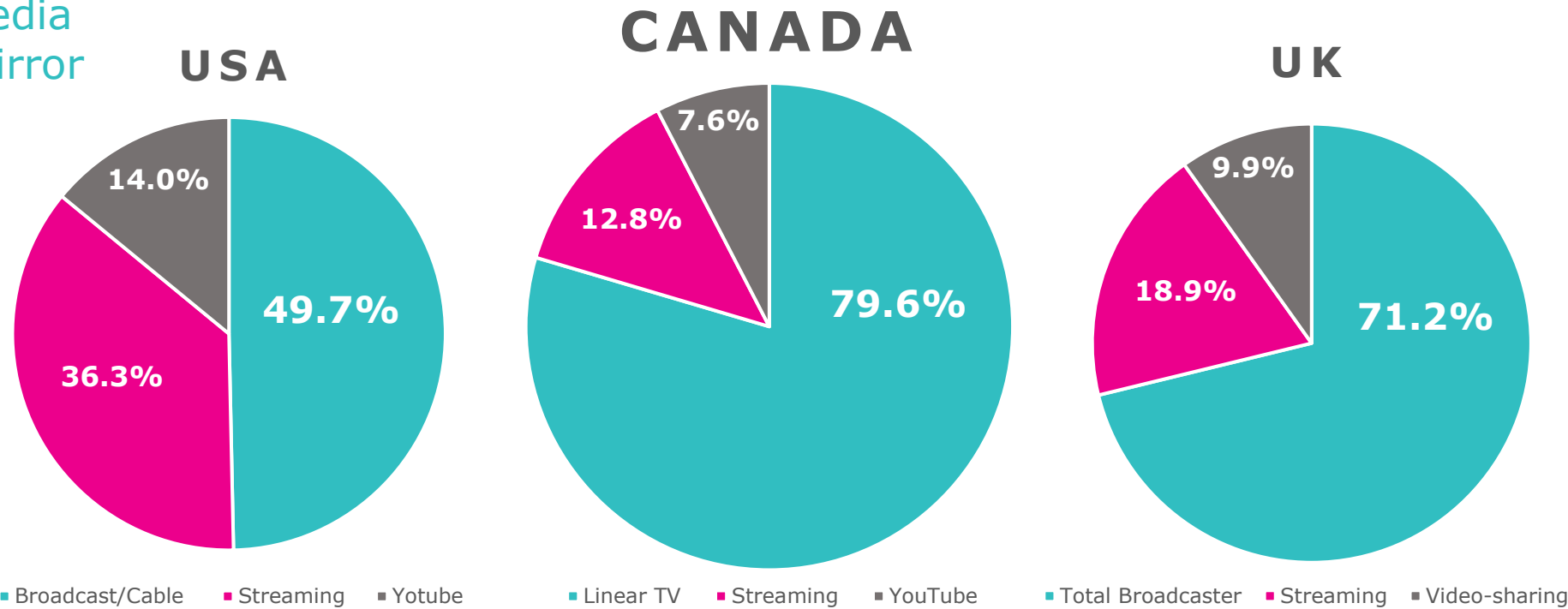


Source: Numeris VAM, 2/24/2025 to 5/25/2025, Ontario
Streaming Services include ad-free and ad-supported services (in-home viewing only)

NOTE: US data is *not* a proxy for Canadian media

here's the lay of the land:
streaming in the US is much higher than in Canada, where our media habits more closely mirror those in the UK

SHARE OF VIEWING ON A TV SET



US source: Nielsen Gauge, May 2025, P2+, viewing on a TV set (ex “other” viewing; proportionally adjusted)
Canada source: Numeris VAM, Ontario, May 2025, P2+, viewing on a TV set
UK source: BARB, May 2025, P4+, viewing on a TV set | “Streaming” = “Total SVOD/ AVOD” | “Video-sharing” is largely YouTube, but also includes TikTok, Twitch etc. (on a TV set)

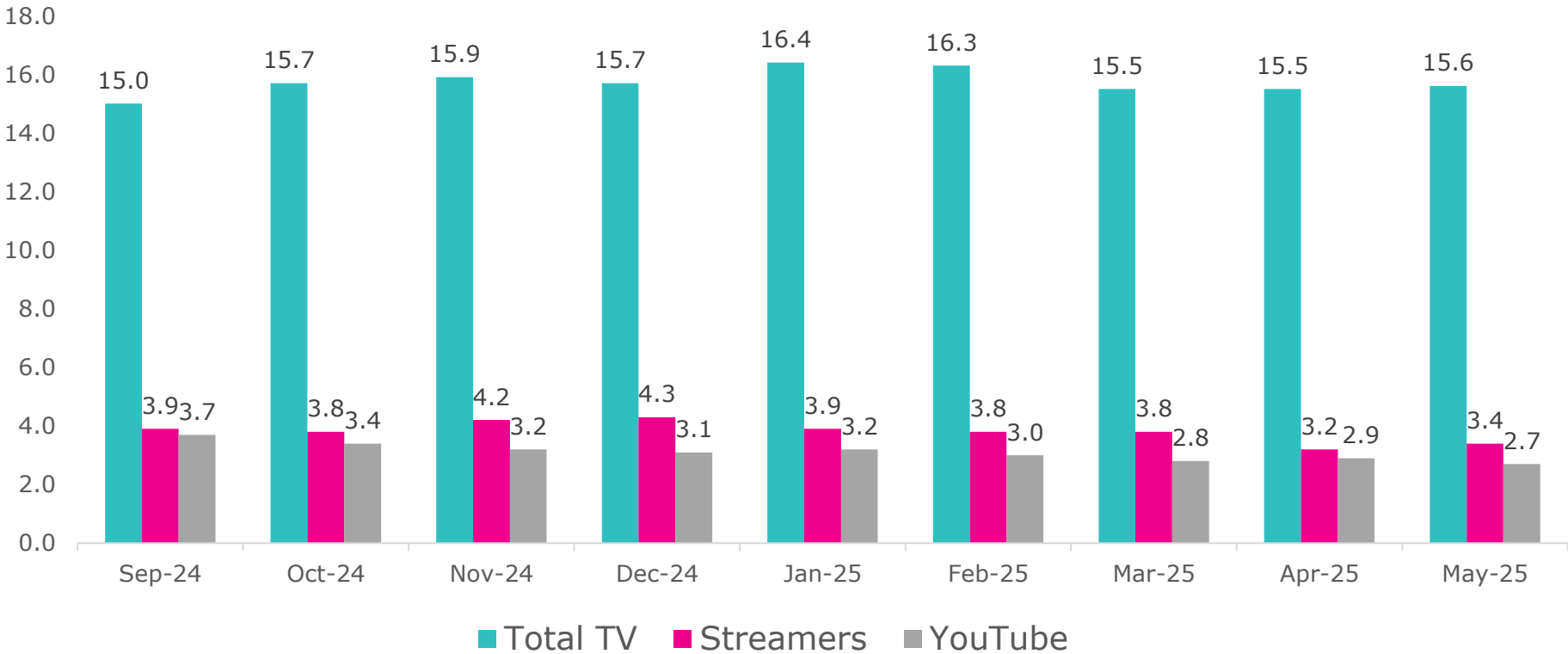
declines in time spent for YouTube

time spent with video has been remarkably stable throughout the broadcast year so far, although TV viewing was up slightly while YouTube lost an hour (May '25 compared to Sept '24)

AVERAGE HOURS / WEEK

ADULTS 18+ | Ontario

BROADCAST YTD



Source: Numeris VAM, 09/2024 to 05/2025, Ontario
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

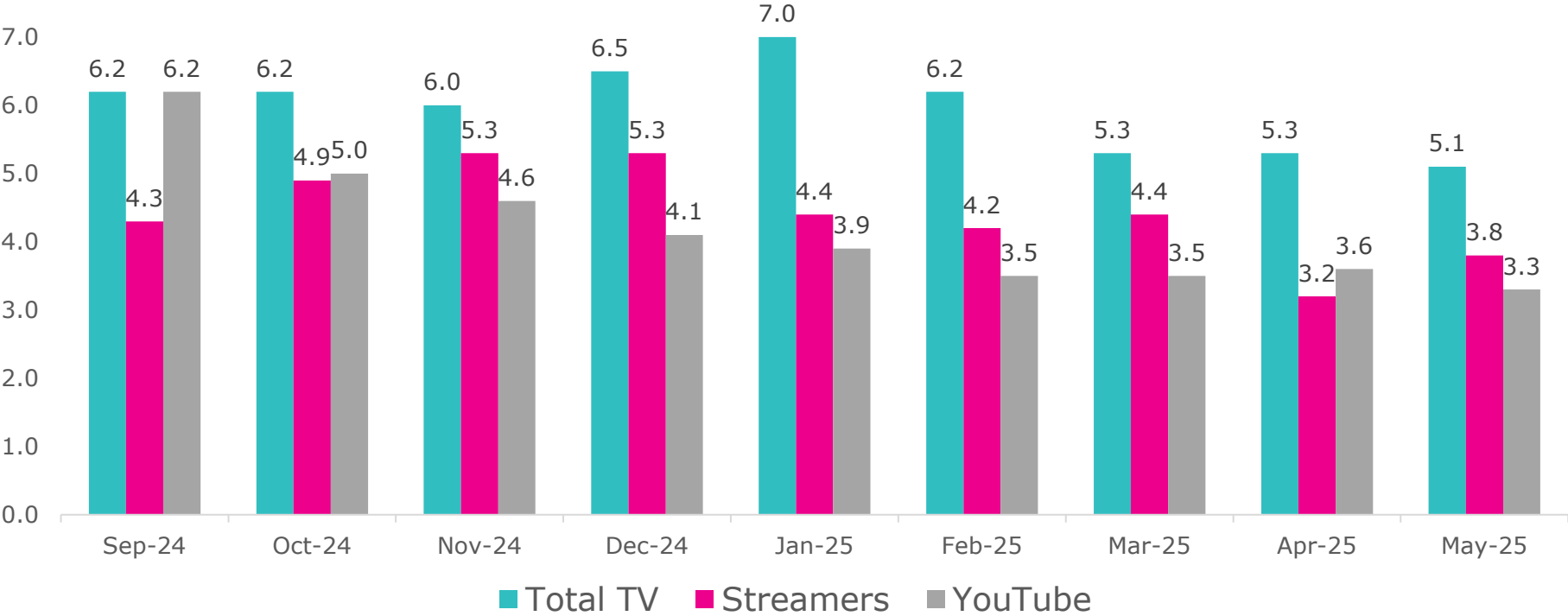
declines in time spent for YouTube

YouTube doesn't beat Total TV in time spent, even among young adults

AVERAGE HOURS / WEEK

ADULTS 18-34 | Ontario

BROADCAST
YTD



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