

Total TV & streaming viewership

QUEBEC FRANCO
Spring 2025

think^{tv}

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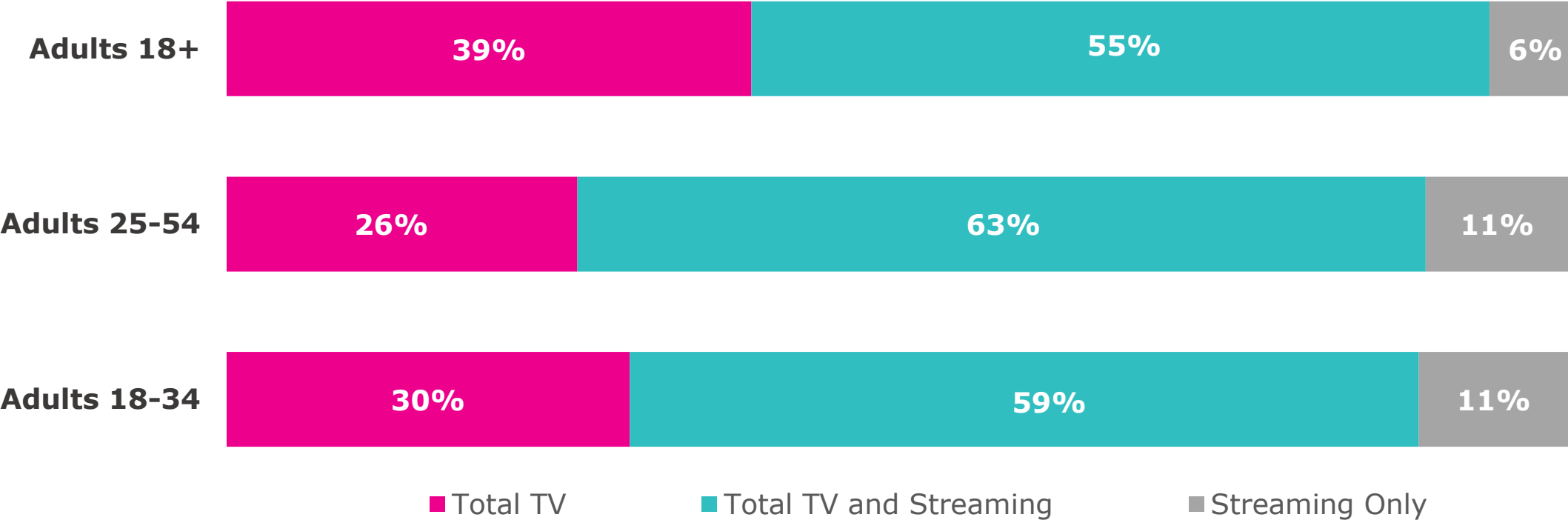
key takeaways

Spring 2025
Quebec Franco

- **TV *and* streaming**
Very few French-speaking Quebecers are “only streamers”, most are watching TV *and* streaming services
- **Time spent**
Total TV far surpasses YouTube and the combined viewership of all streaming services across all key demos (A18+, A25-54, and A18-34)
- **Reach**
Total TV delivers an impressive 92% weekly reach in the Quebec Franco market, vastly outperforming YouTube and all the streaming platforms
- **TV dominates the big screen**
Linear TV dominates big-screen viewing in the Quebec Franco market, commanding an impressive 90% of time spent watching on a TV set (A18+)

very few French Quebecers are “only streamers”

% OF VIEWERS



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

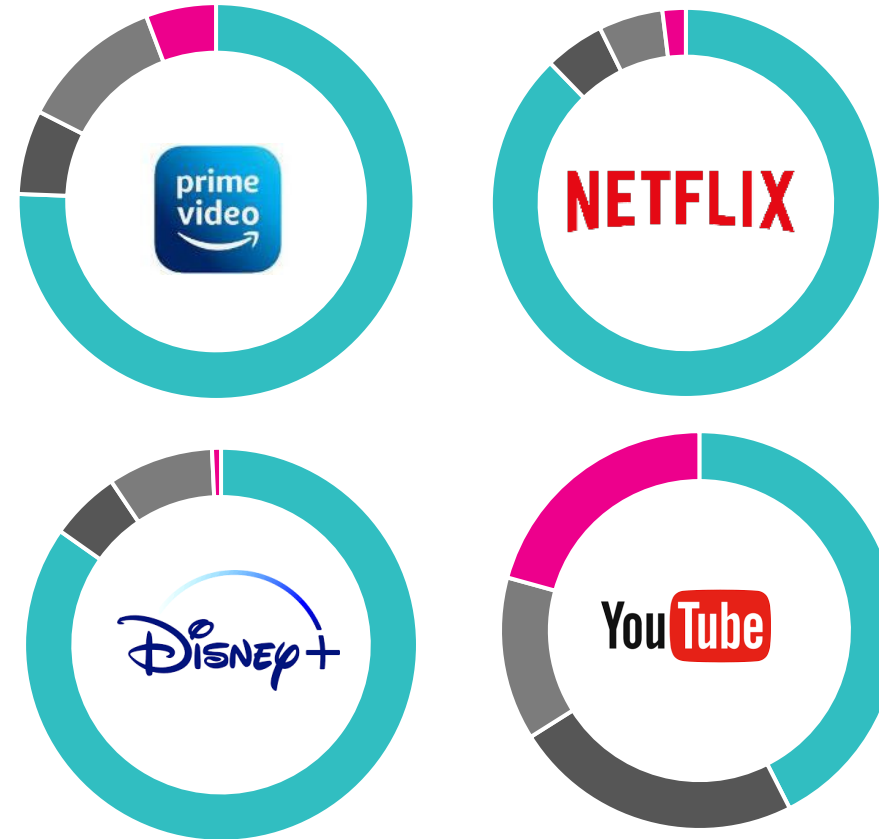
TV screens are the preferred viewing platforms for both linear TV and streaming (less so for YouTube)

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

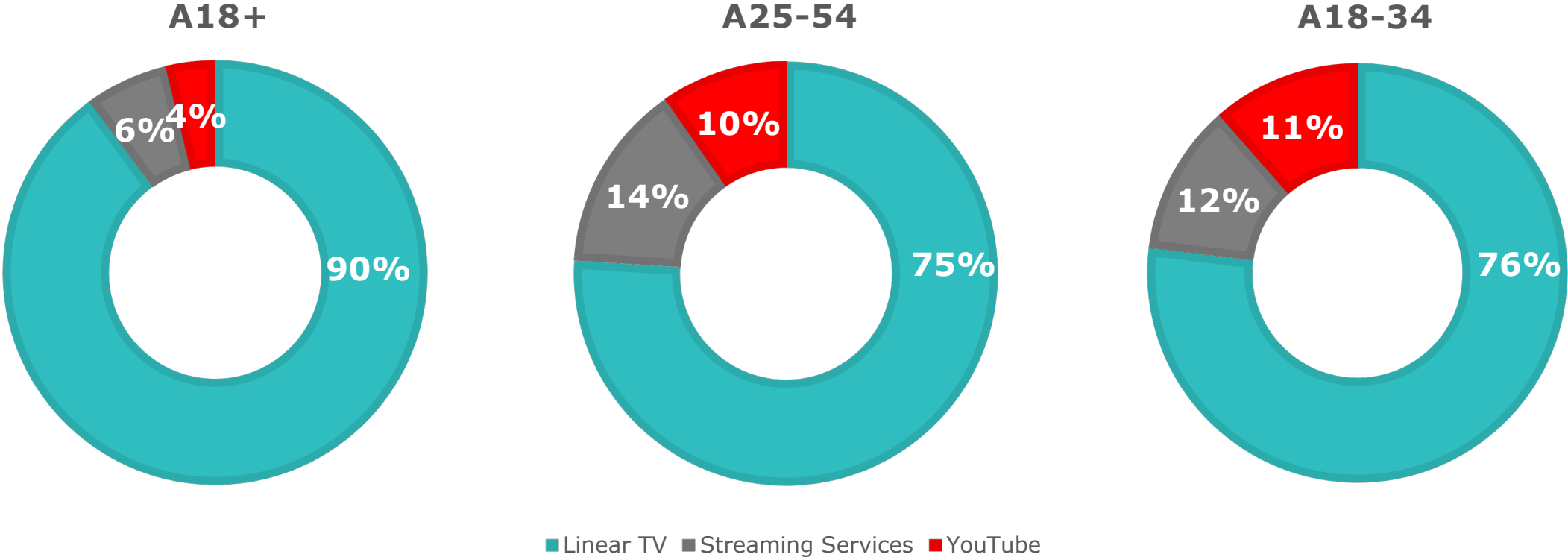
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■ TV/Smart TV ■ PC/Mac ■ Mobile ■ Tablet

big screen, big attention

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

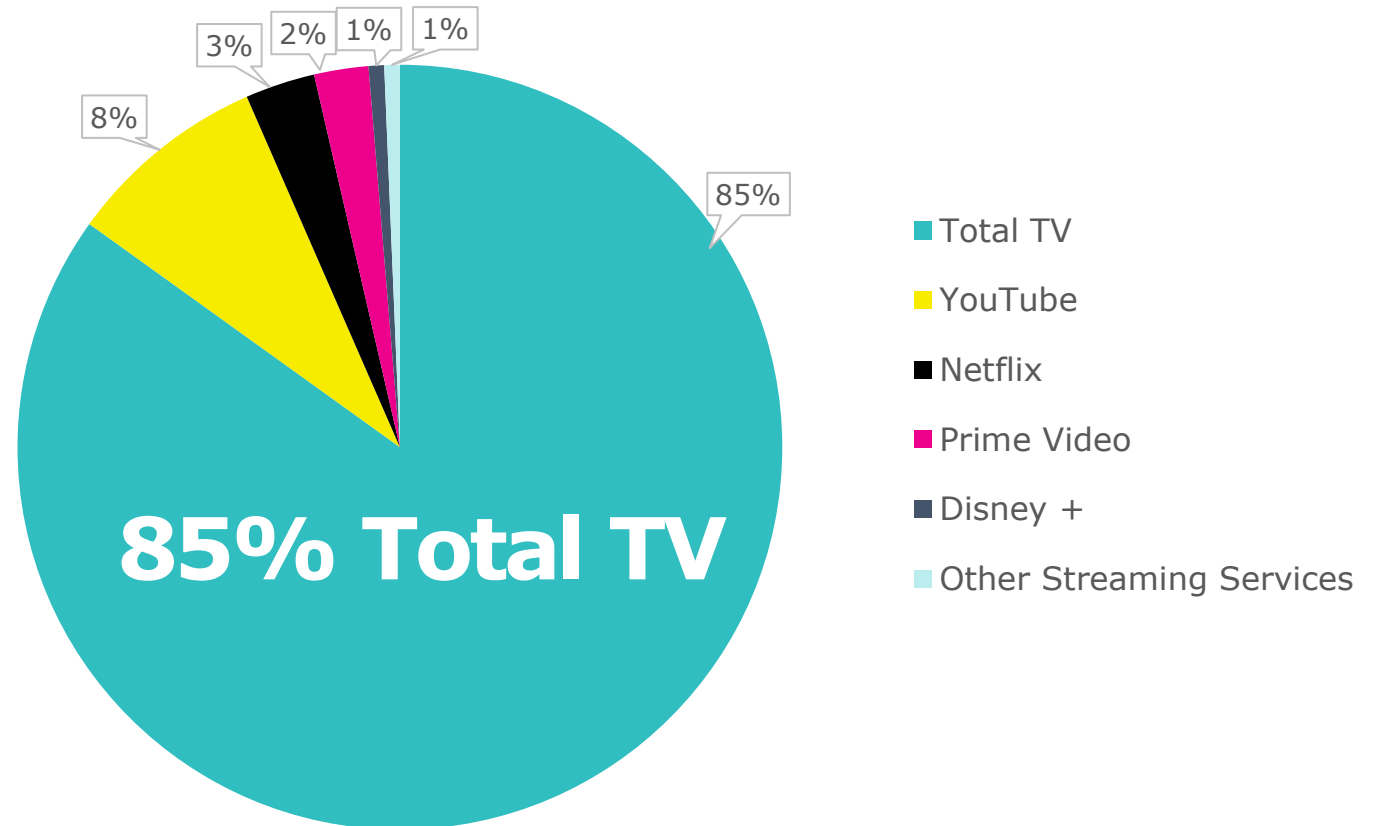


Note: Streaming Platforms include ad-free and ad-supported services
Source: Numeris VAM, 2/24/25 to 5/25/25, Quebec Franco | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

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

ADULTS 18+ | Quebec Franco

SHARE OF VIDEO



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

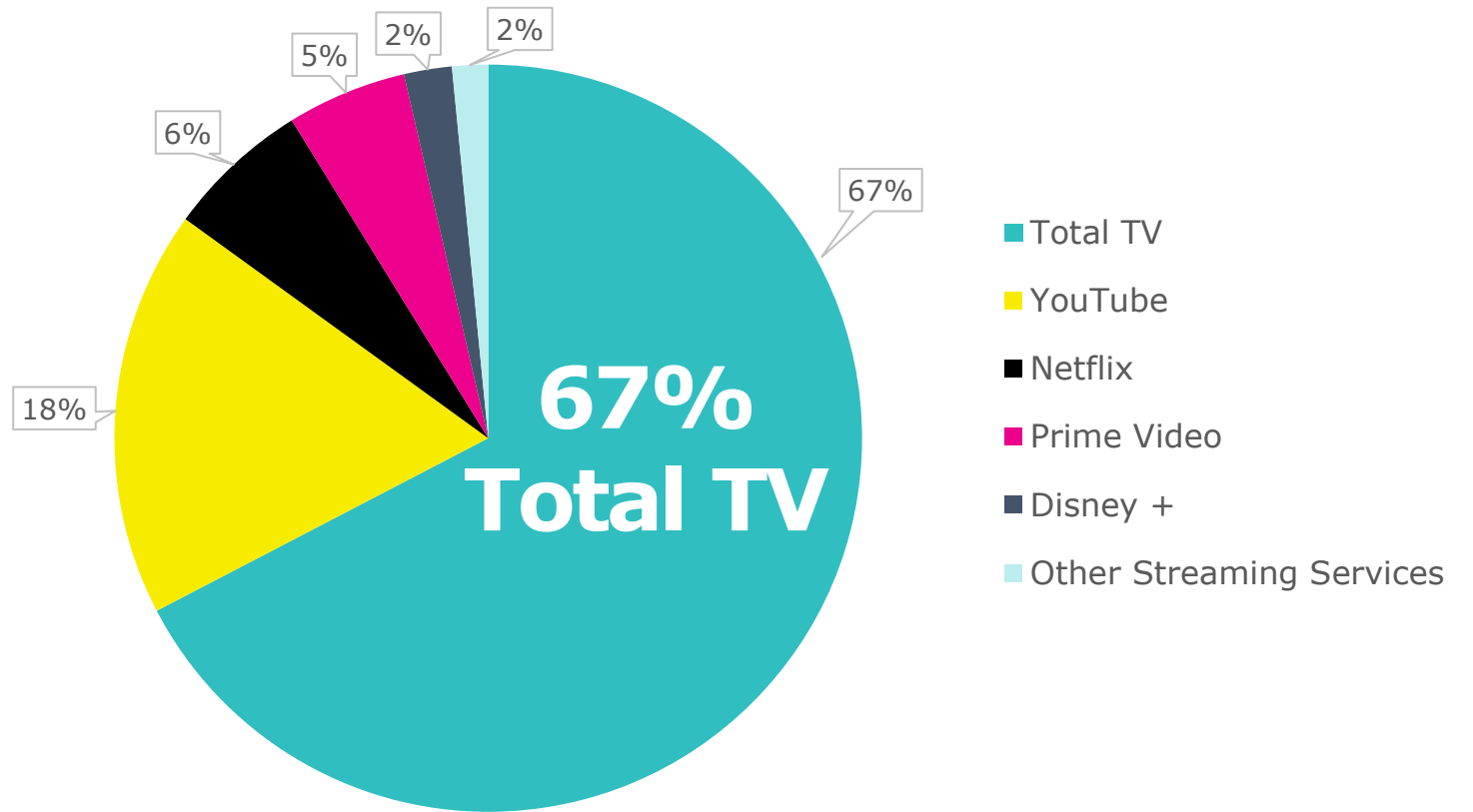
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

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 =
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ADULTS 25-54 | Quebec Franco

SHARE OF VIDEO



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

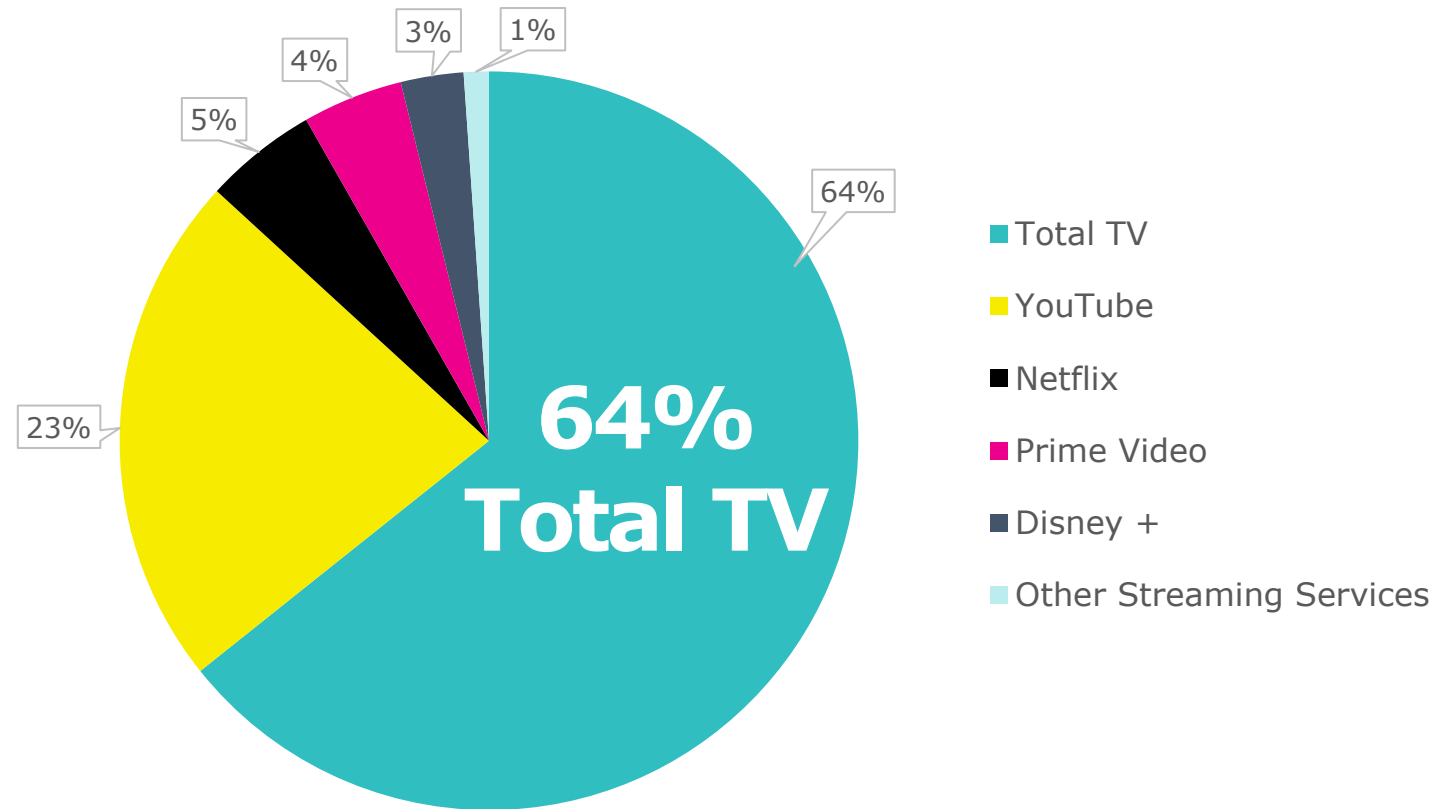
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ADULTS 18-34 | Quebec Franco

SHARE OF VIDEO

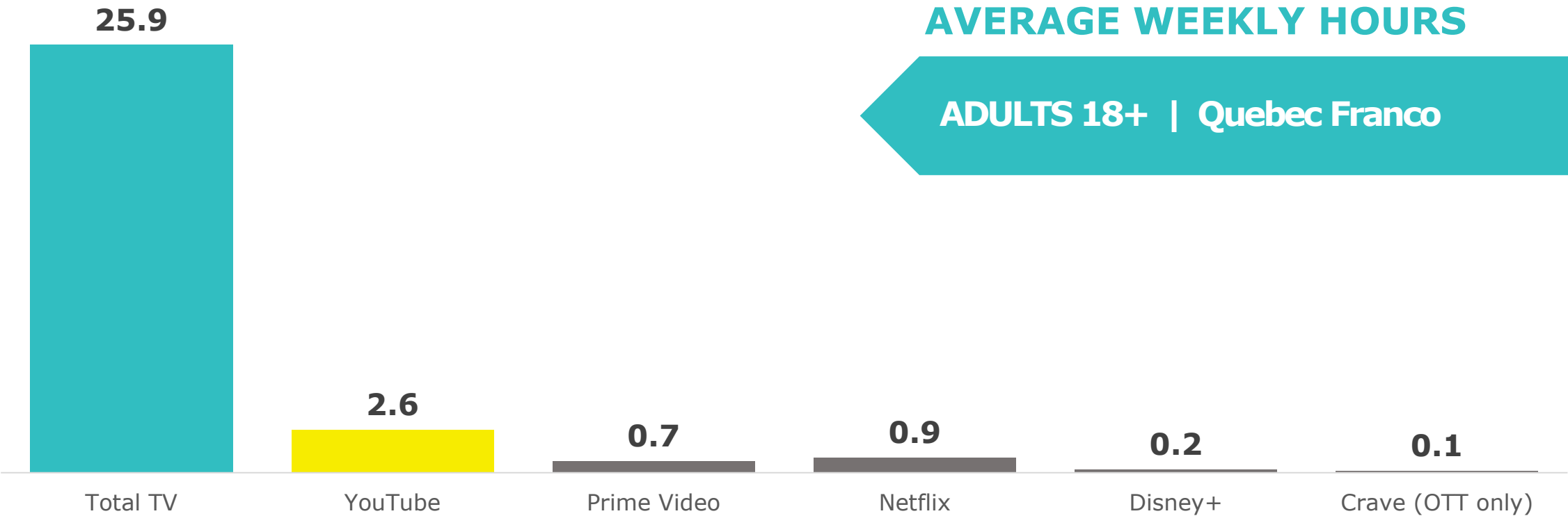


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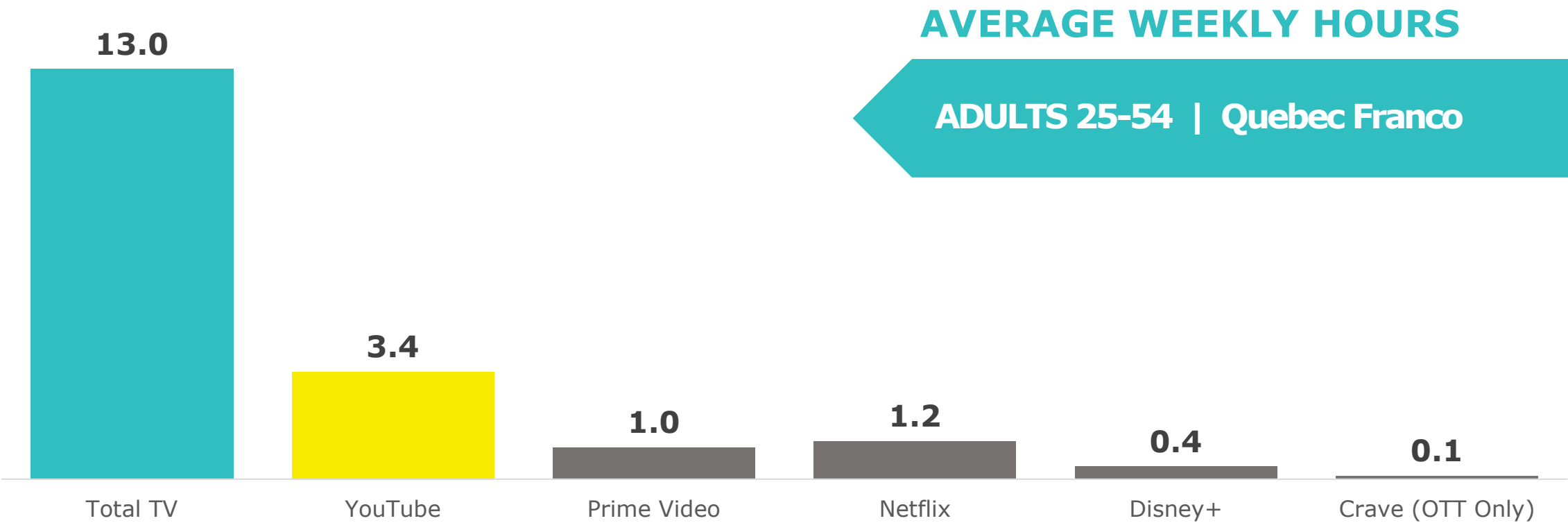
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viewers spend **more time** with Total TV



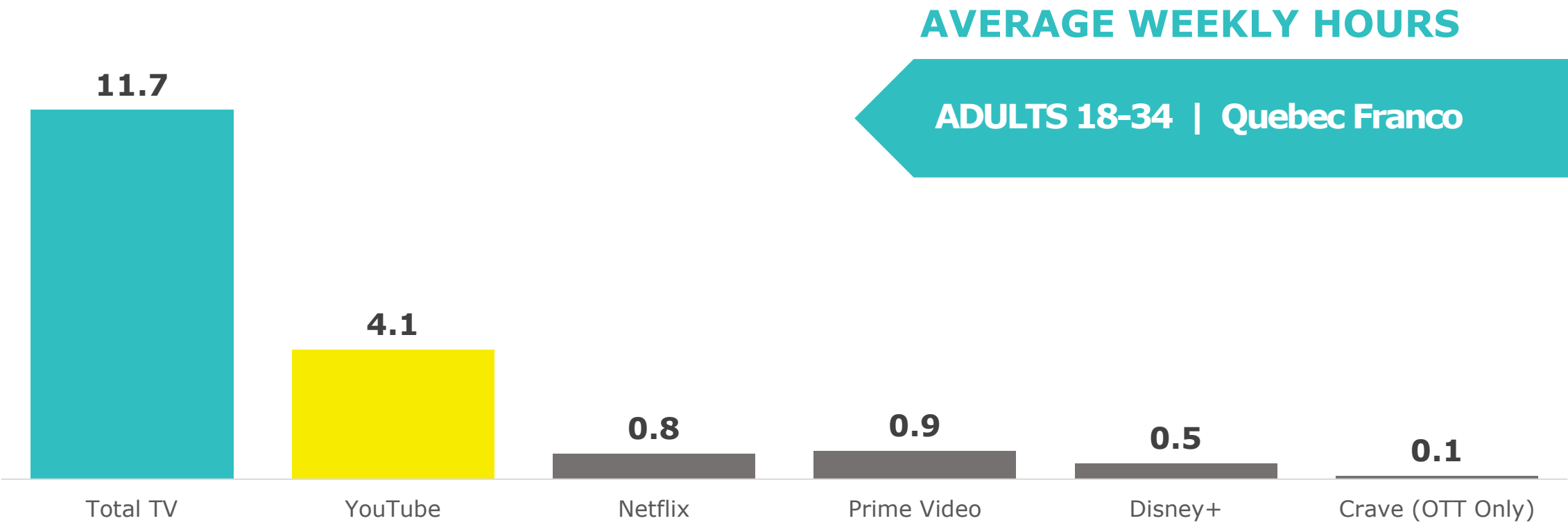
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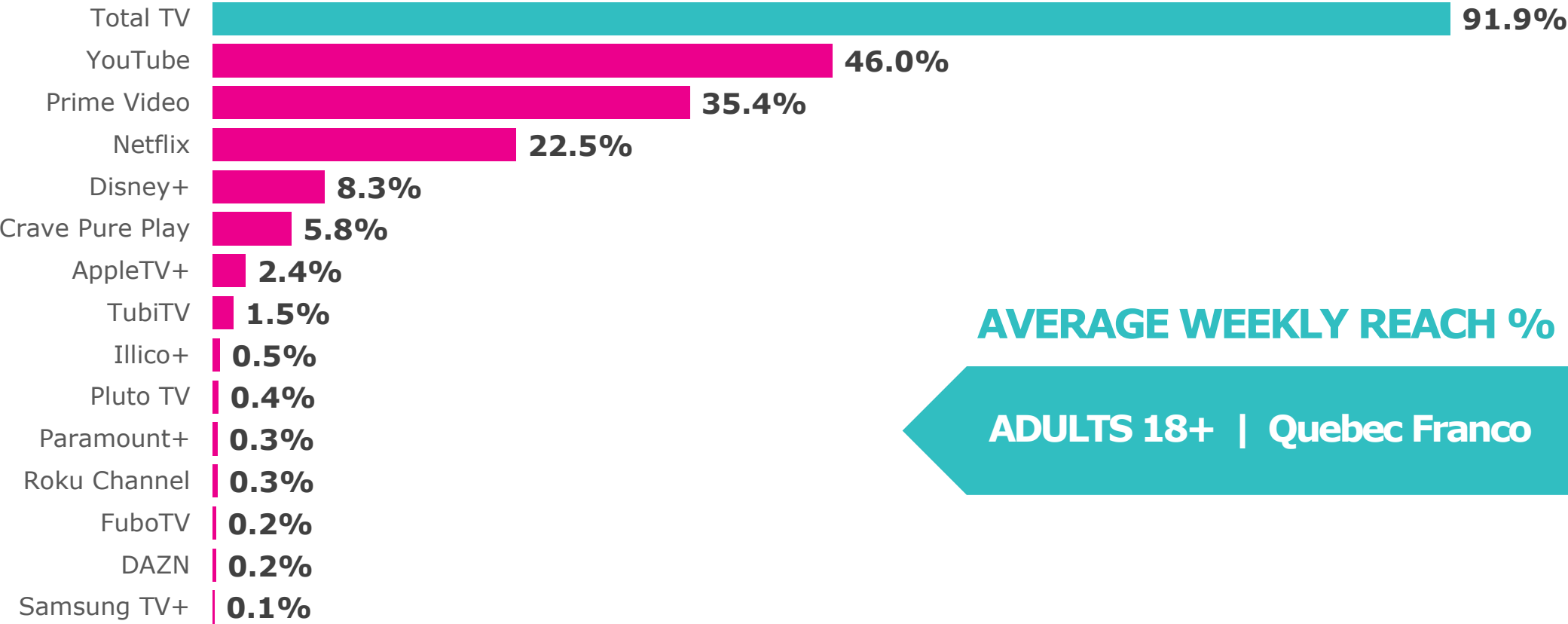
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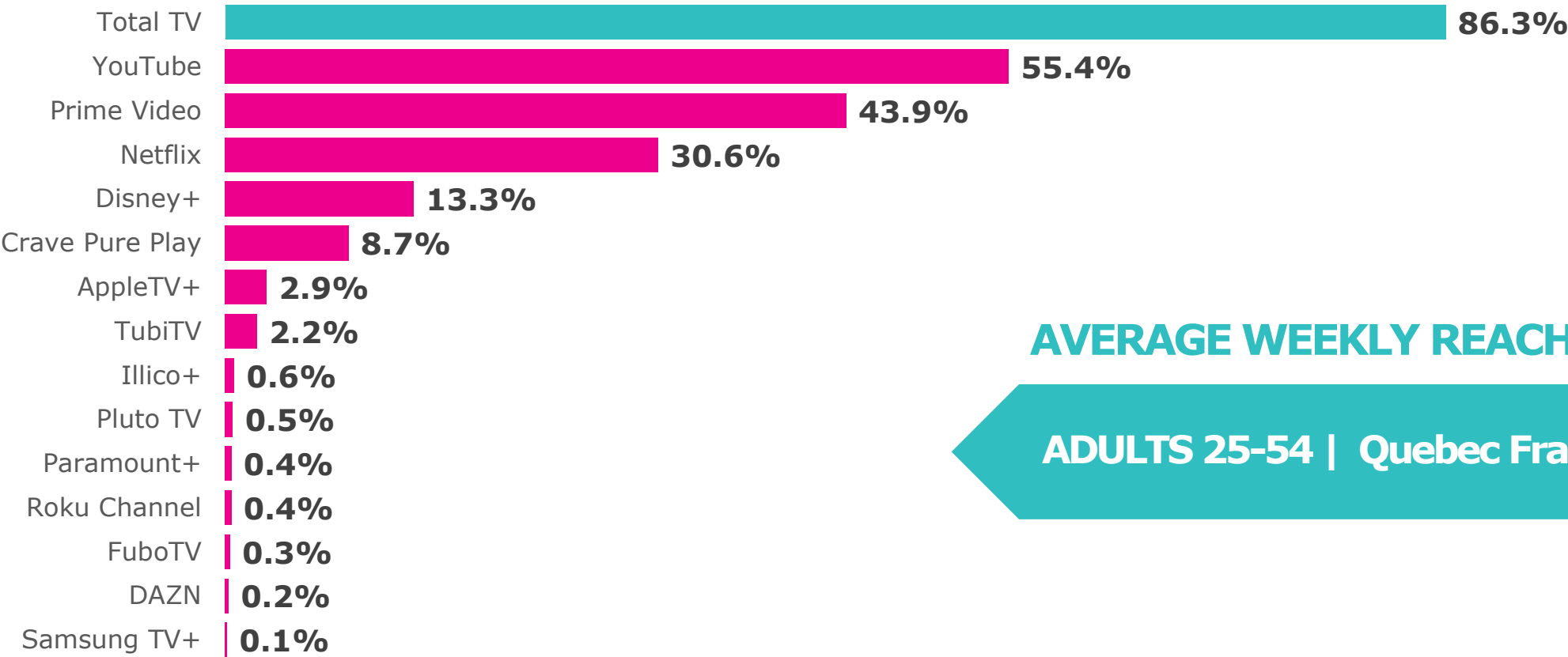
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Total TV delivers unmatched reach



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Total TV delivers unmatched reach

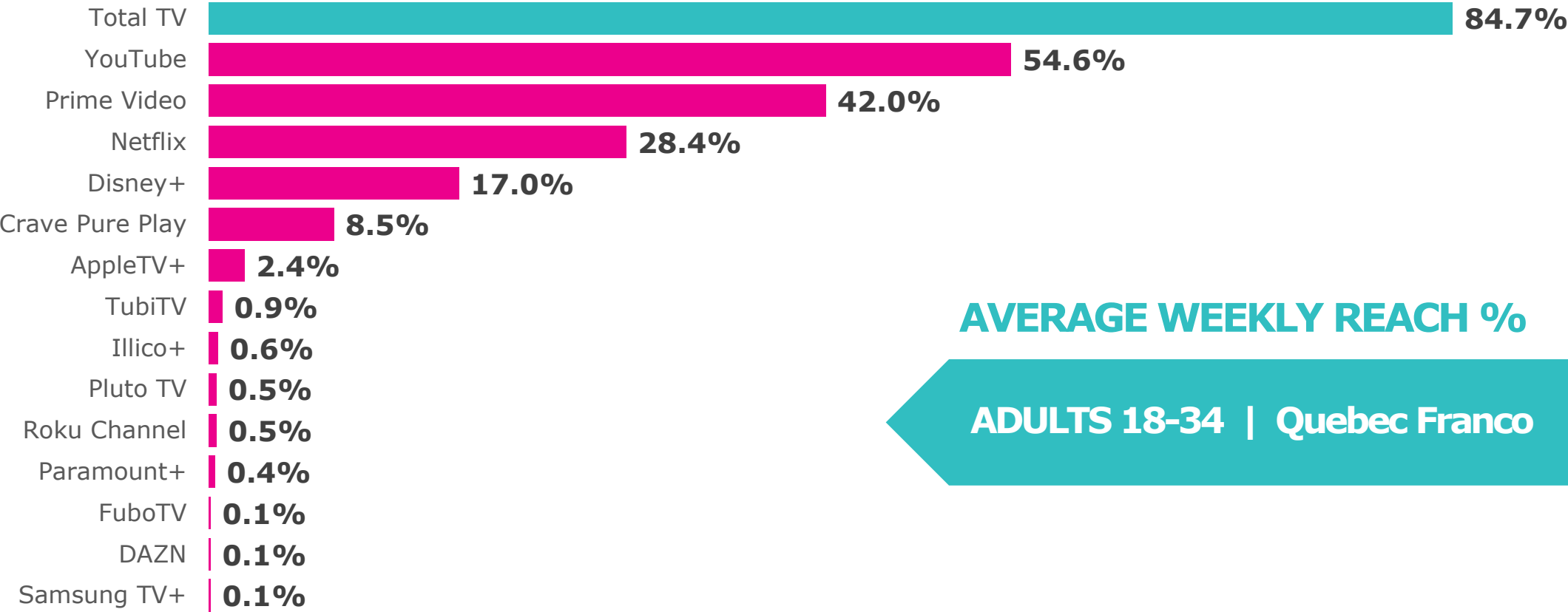


AVERAGE WEEKLY REACH %

ADULTS 25-54 | Quebec Franco

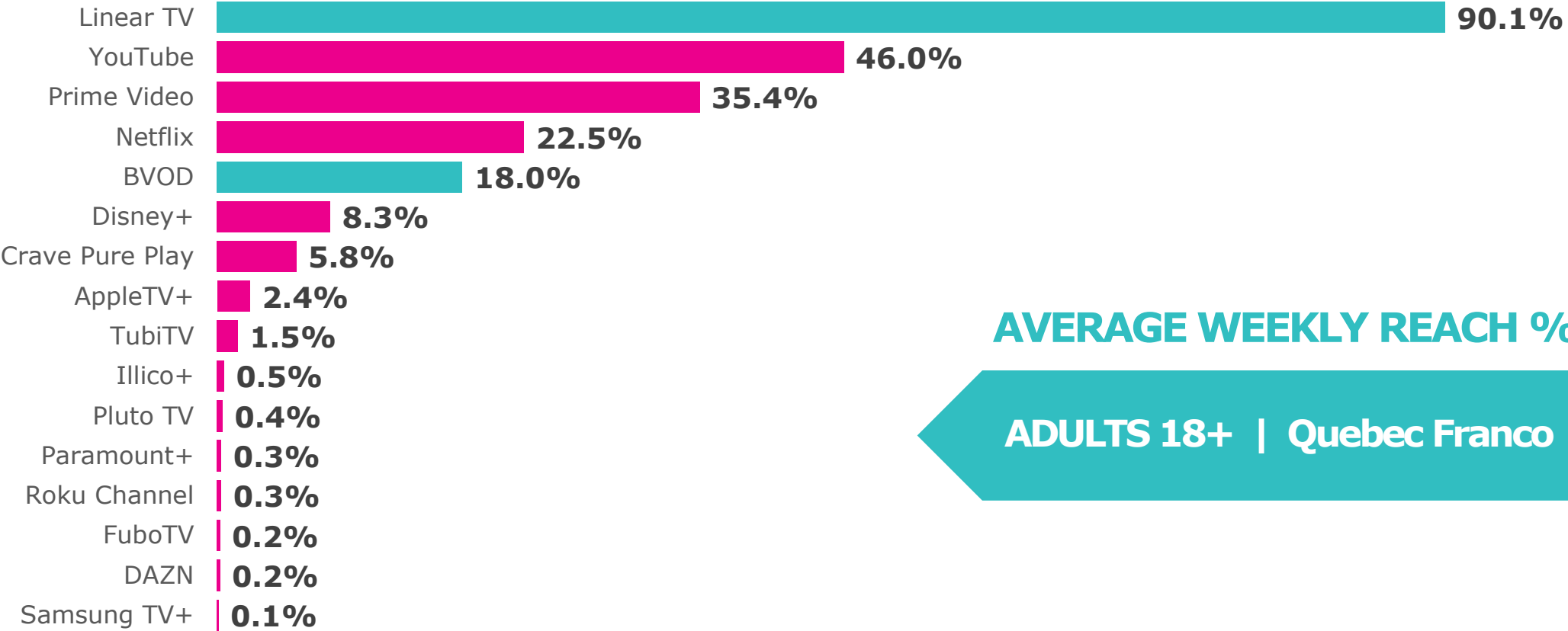
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Total TV delivers unmatched reach



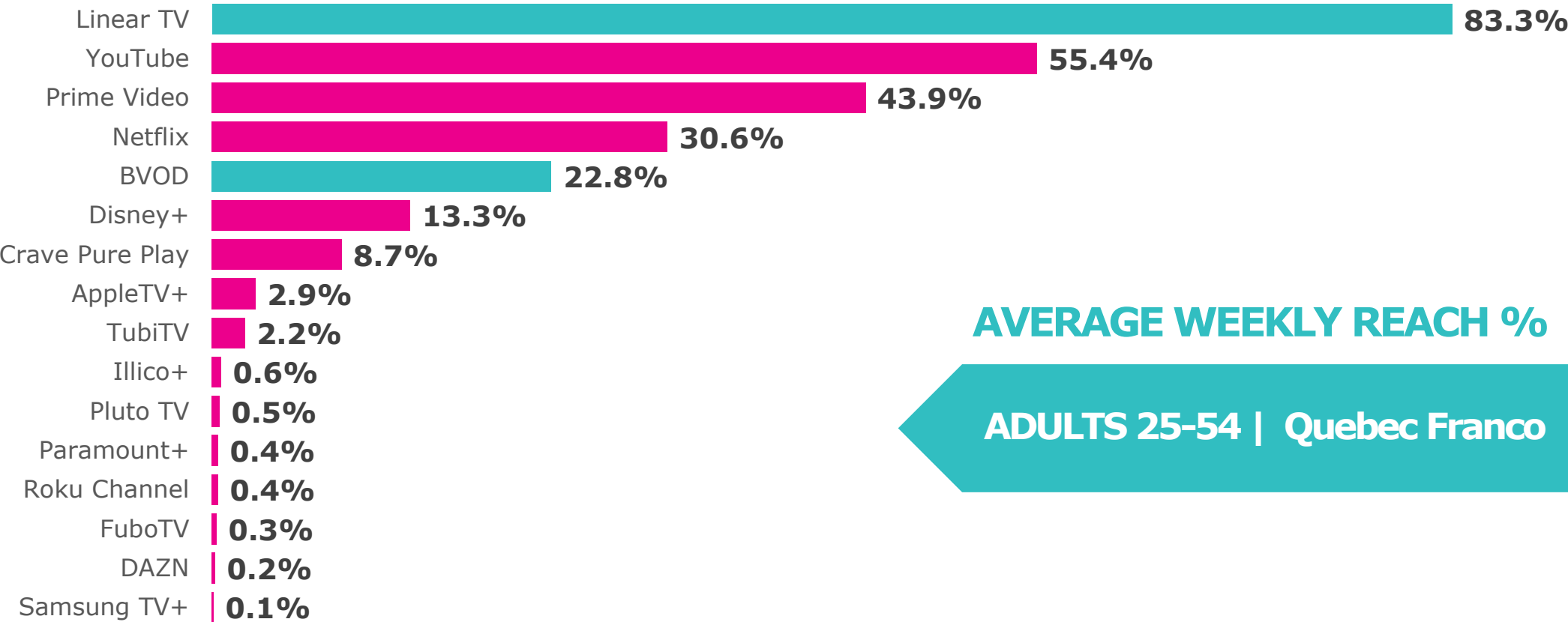
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linear TV's reach exceeds all streaming services



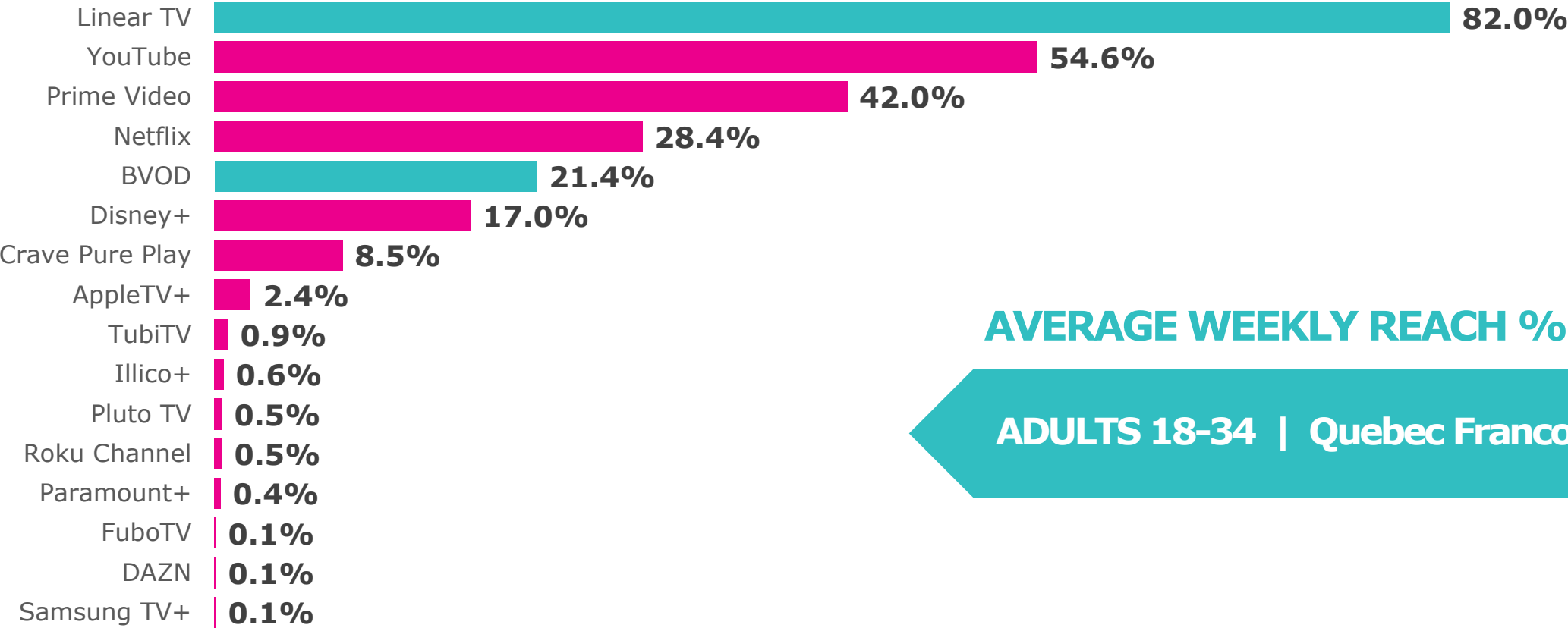
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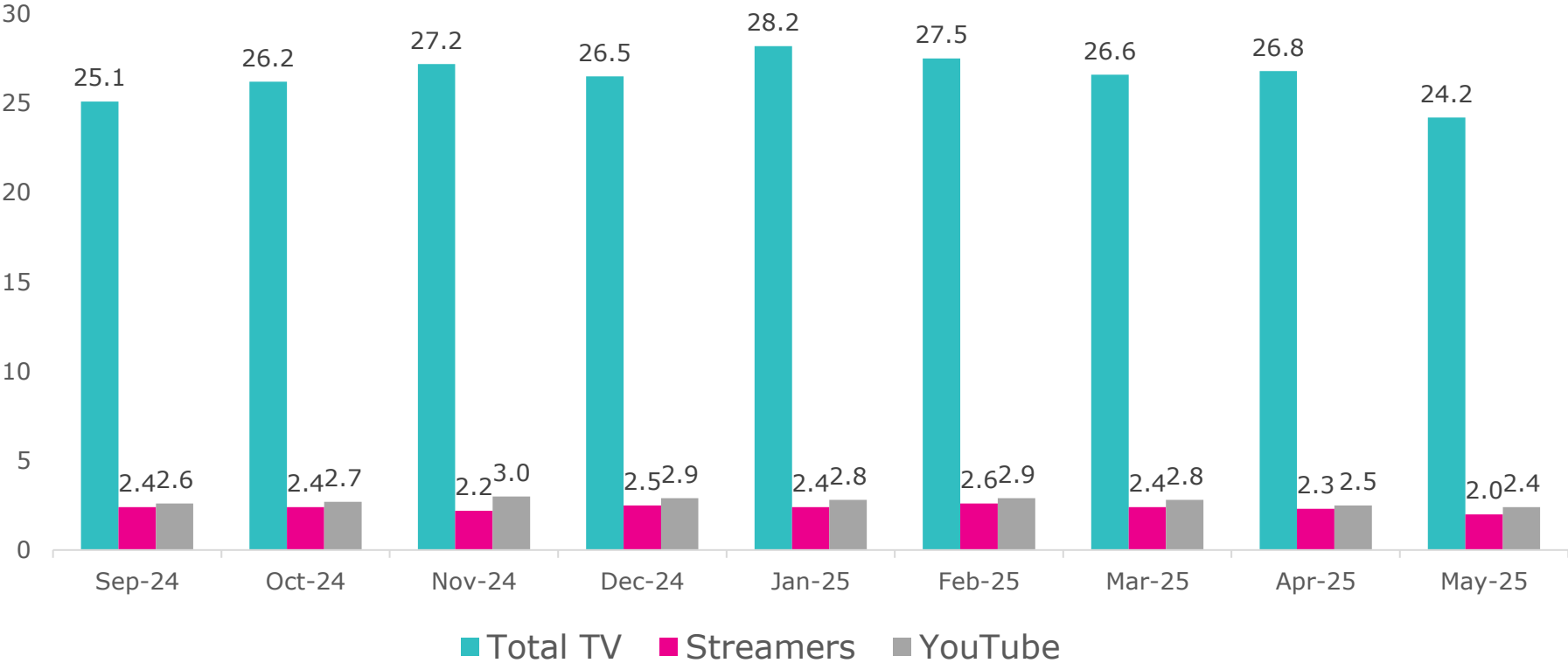
time spent with video has been **stable**

TV's monthly lead compared to YouTube has been consistently massive throughout the broadcast year so far

AVERAGE HOURS / WEEK

ADULTS 18+ | Quebec Franco

BROADCAST
YTD



Source: Numeris VAM, 09/2024 to 05/2025, Quebec Franco
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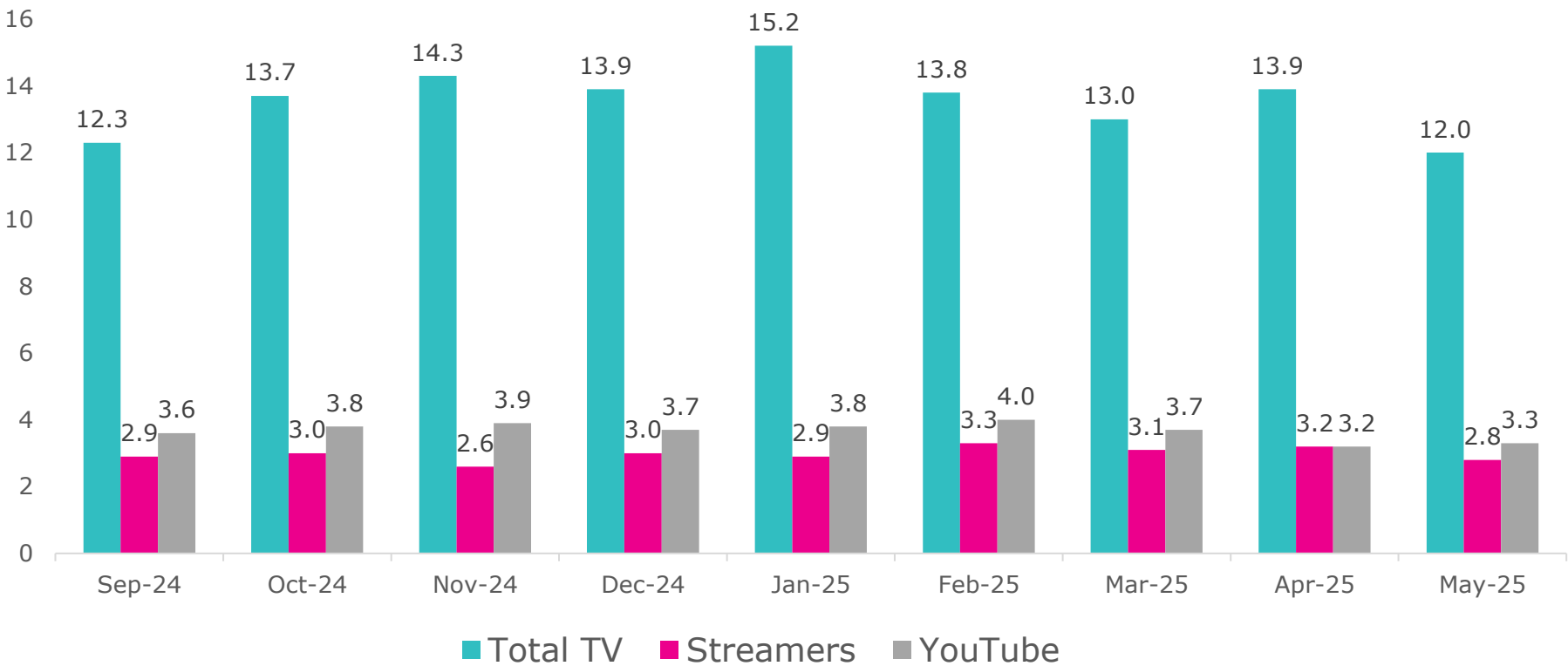
time spent with video has been **stable**

even amongst young adults, Total TV's lead compared to YouTube has been huge

AVERAGE HOURS / WEEK

ADULTS 18-34 | Quebec Franco

BROADCAST
YTD



Source: Numeris VAM, 09/2024 to 05/2025, Quebec Franco
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Ontario
Spring 2025

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