Total TV & streaming viewership

Canada
Fall 2025



think tv

Total TV & streaming viewership

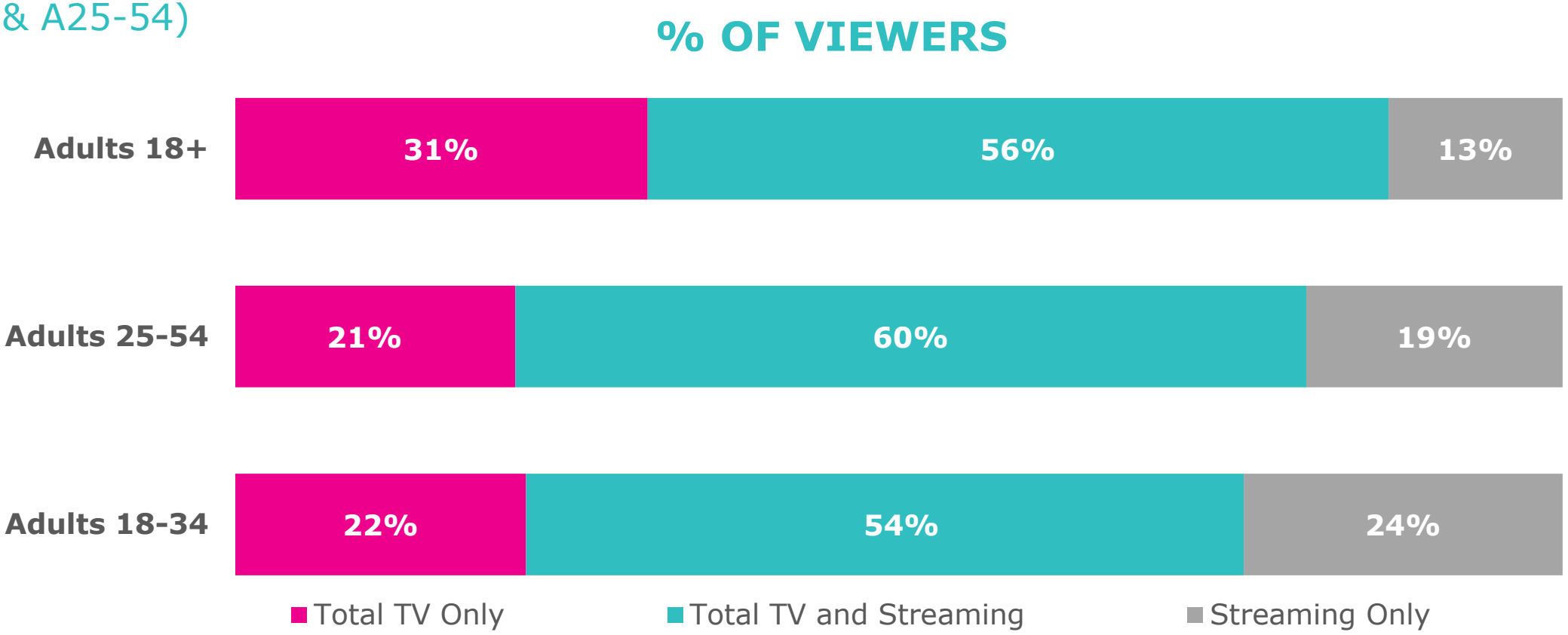
key takeaways

Fall 2025

- **TV *and* streaming**
  Very few Canadians are "only streamers", in fact there are more "only TV" viewers than "only streamers"; most of us, of course, are doing both
- **TV leads in time spent**
  Total TV continues to outperform all video platforms, delivering a 72% share of video viewing (A18+)
- **TV leads in Reach**
  Total TV delivers the highest weekly reach, far outperforming all streaming platforms, including YouTube
- **TV dominates the big screen**
  Linear TV dominates big-screen viewing, commanding 80% of time spent with a TV set (A18+)
- **Canadians stream differently than Americans!**
  Streaming is far more prevalent in the US, where it makes up 50% of viewing on a TV set, compared to only 20% in Canada
- **National data**
  The data in this report now includes Total Canada, thanks to the recent launch of Numeris' National VAM data, which provides a more holistic view of Canadians' viewing habits. For more on National VAM click here

very few Canadians are "only streamers"

in fact, there are more "TV Only" viewers than "Streaming Only" (A18+ & A25-54)



Source: Numeris VAM, 9/1/2025 to 11/30/2025, Total Canada, % 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

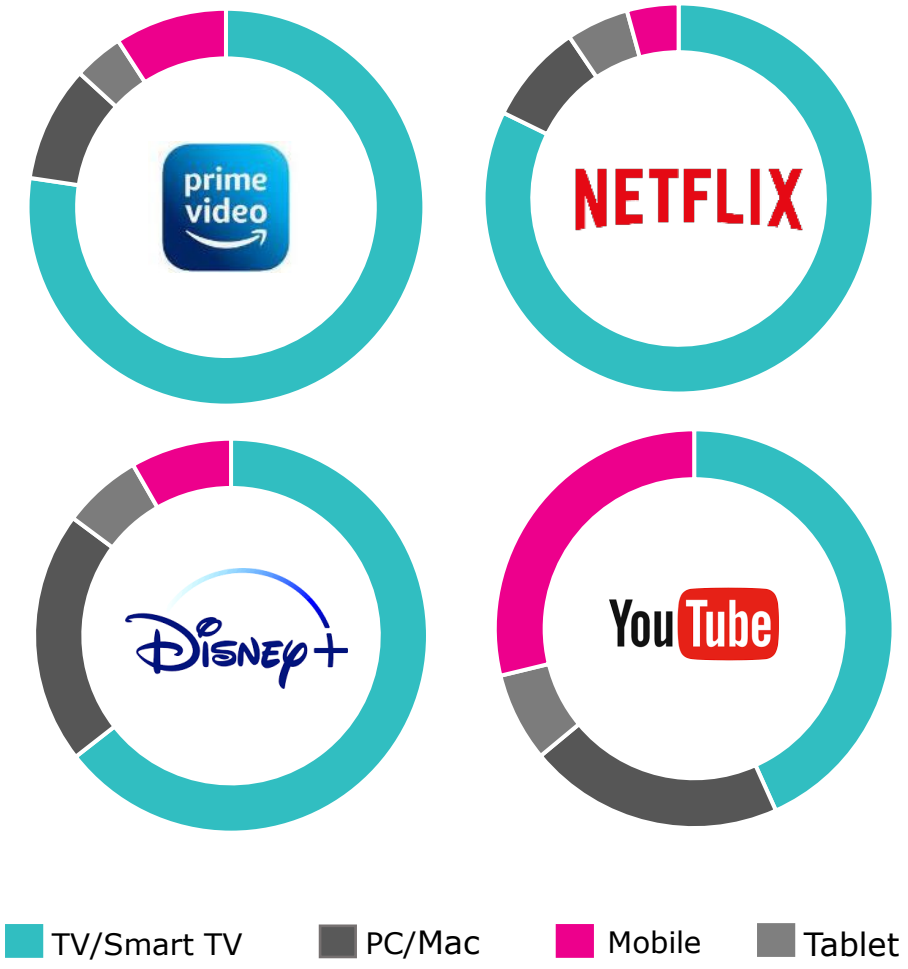
TV screens are the preferred viewing platforms for both linear TV and premium streaming services (less so for YouTube)

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

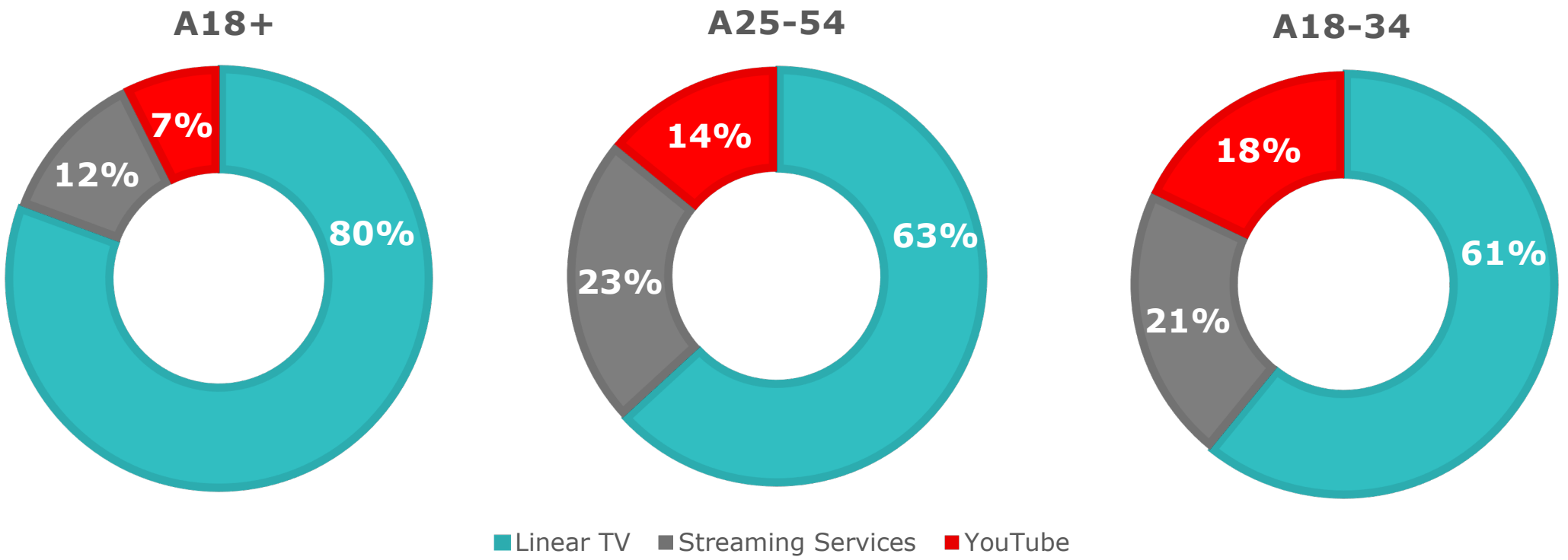
CANADA



Source: Numeris VAM, 9/1/2025 to 11/30/2025 |Total Canada, 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

Linear TV dominates the big screen

across all ages. Linear TV makes up the majority of what we're watching on a TV screen

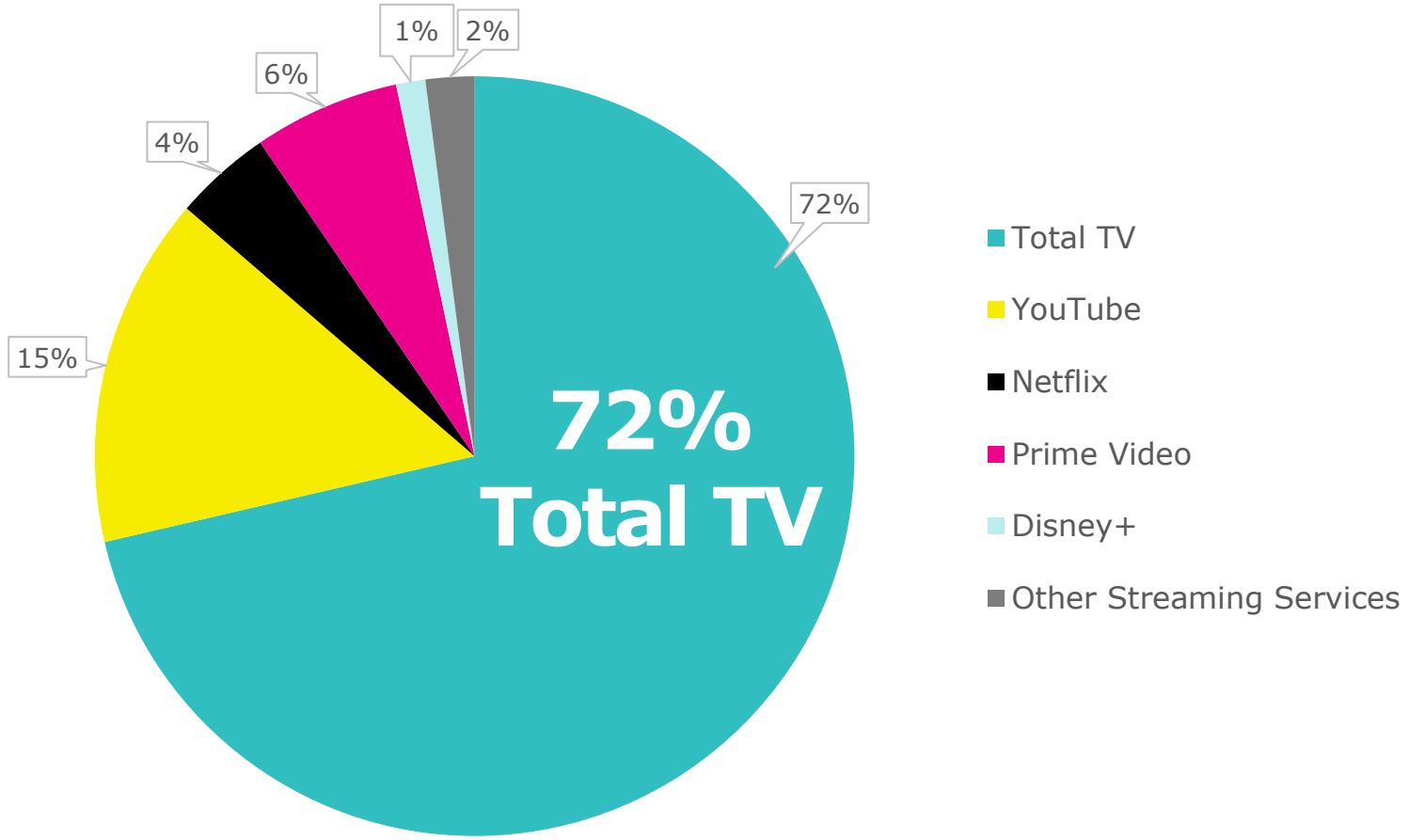


Note: Streaming Services include ad-free and ad-supported services
Source: Numeris VAM , 9/1/2025 to 11/30/2025, Total Canada | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

Total TV = greatest share of time spent with video

ADULTS 18+ | Canada

SHARE OF VIDEO

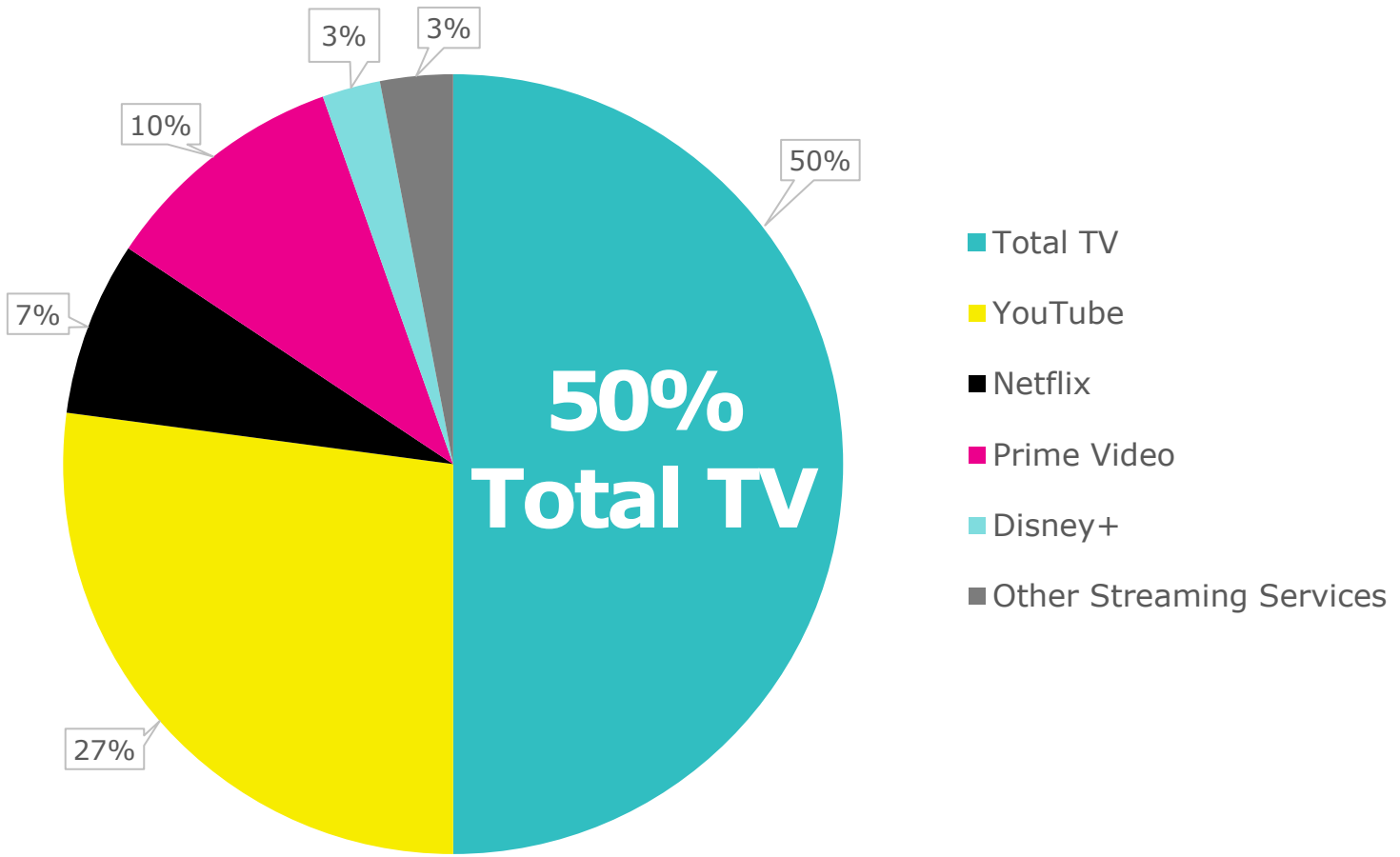


Source: Numeris VAM, 9/1/2025 to 11/30/2025, Canada, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)
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ADULTS 25-54 | Canada

SHARE OF VIDEO

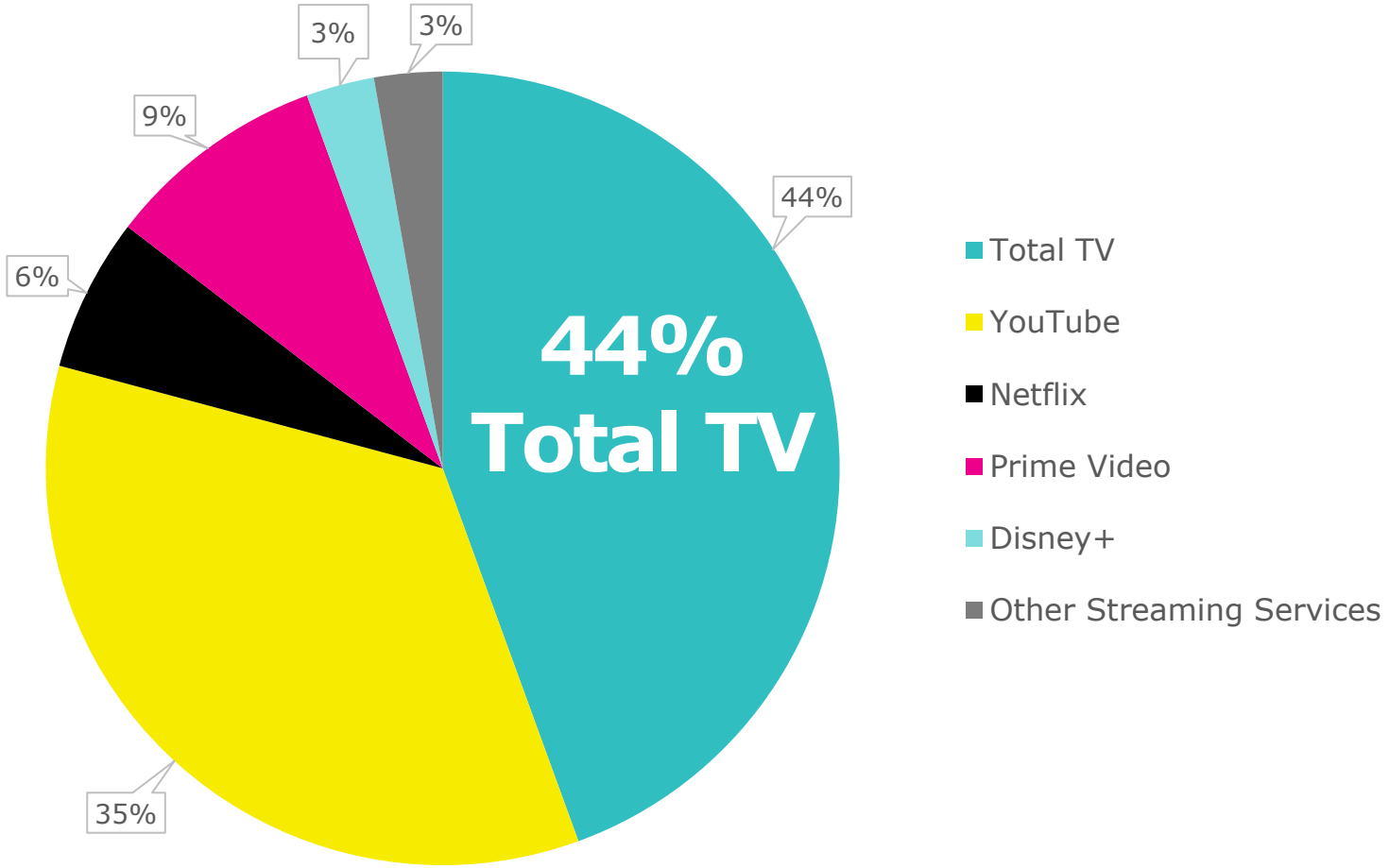


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ADULTS 18-34 | Canada

SHARE OF VIDEO

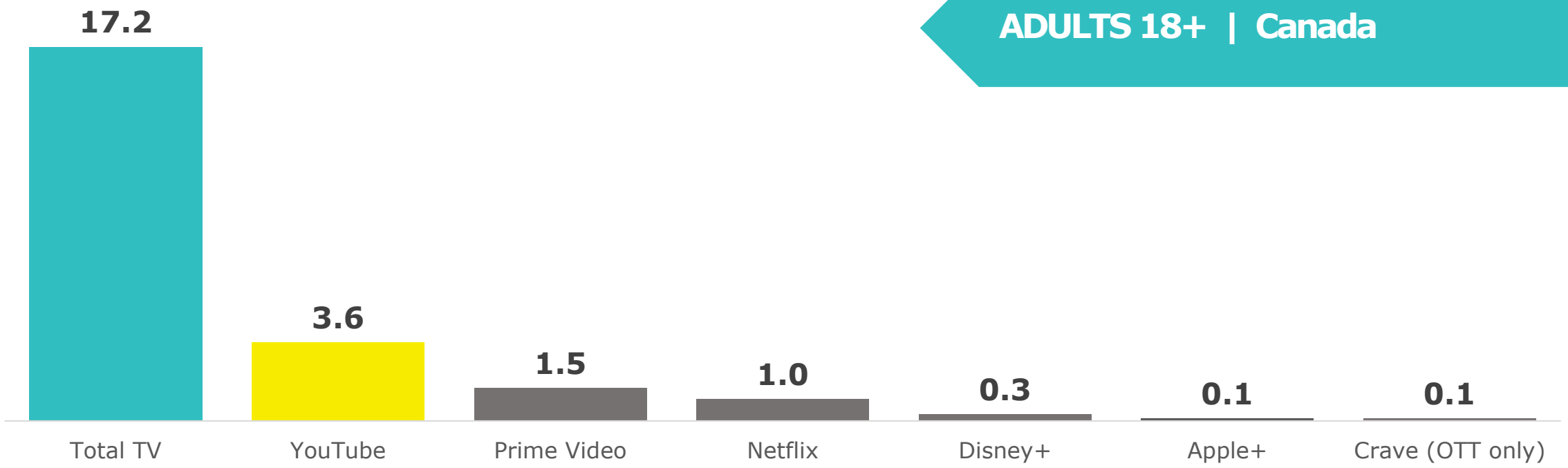


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viewers spend more time with Total TV

AVERAGE WEEKLY HOURS

ADULTS 18+ | Canada

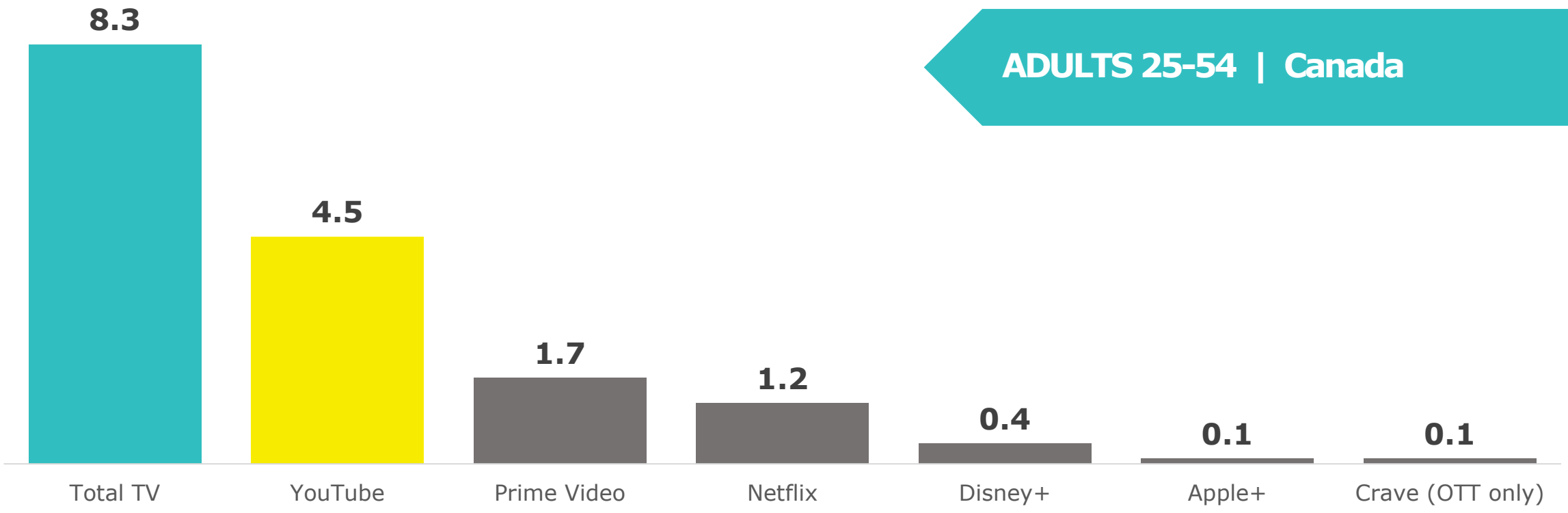


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viewers spend more time with Total TV

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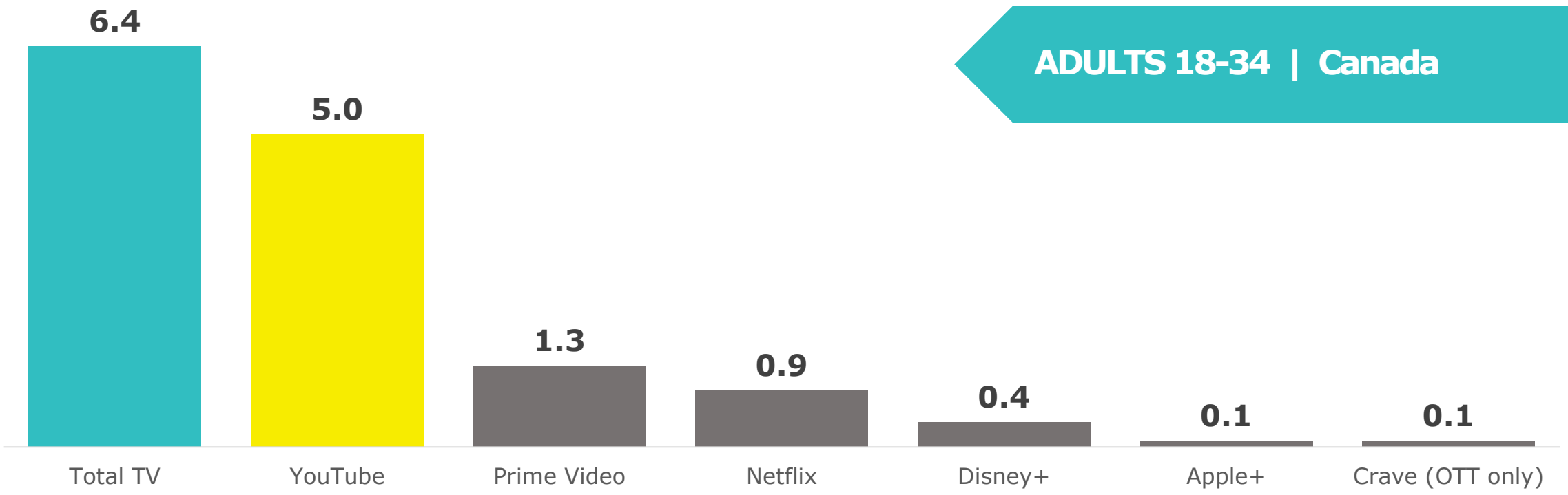


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AVERAGE WEEKLY HOURS

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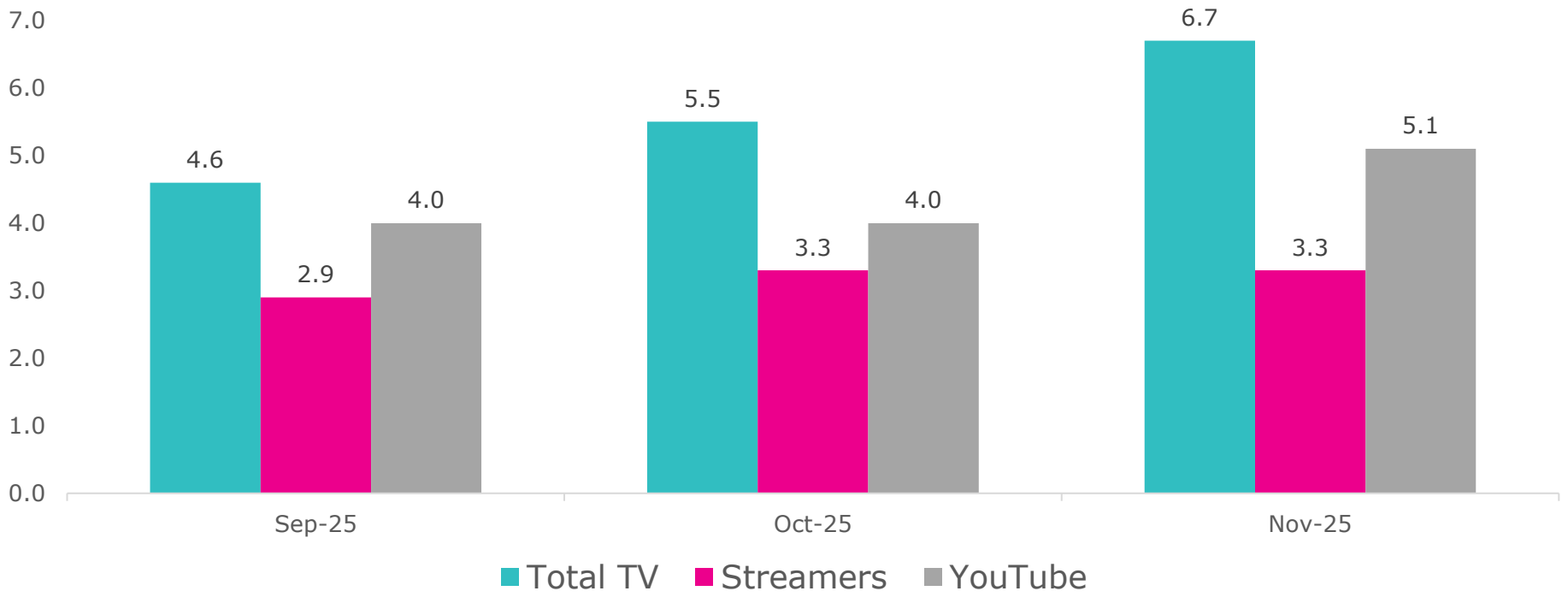
TV retains top spot even among young adults

YouTube doesn't beat Total TV in time spent, even amongst adults 18-34

AVERAGE HOURS / WEEK

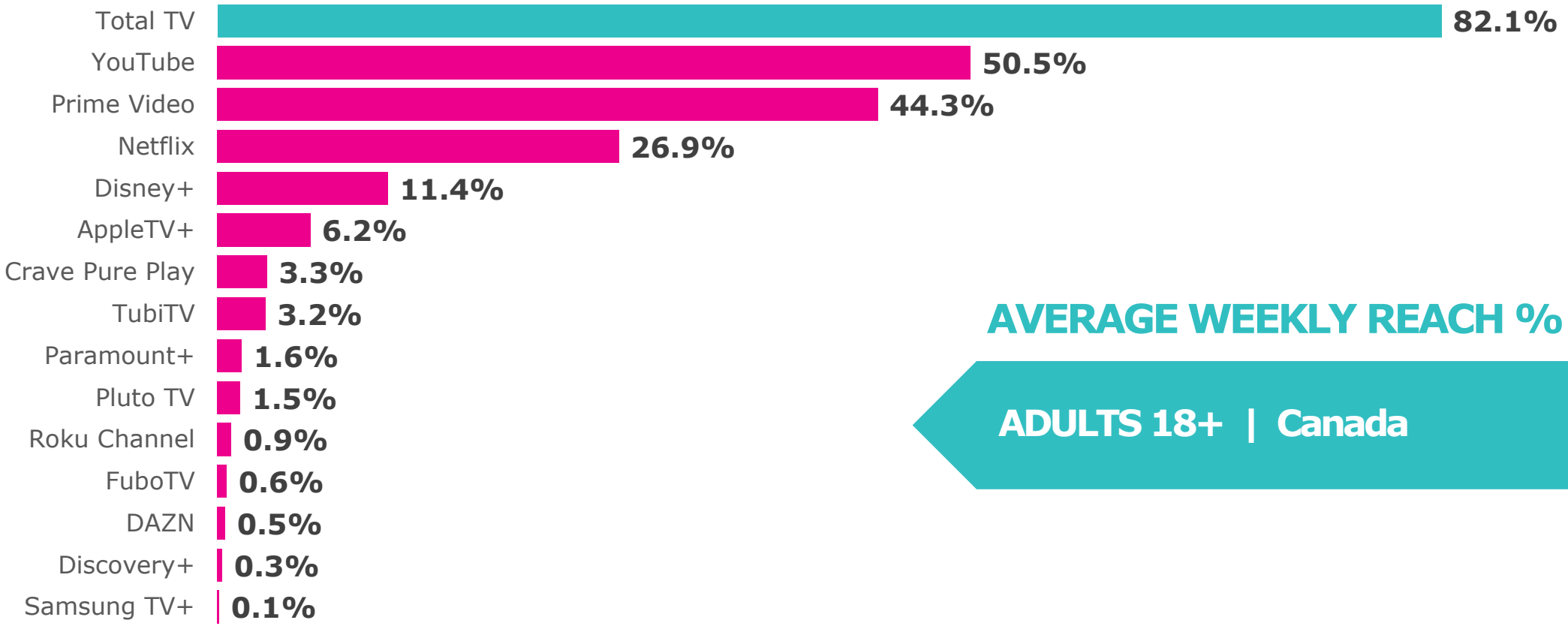
ADULTS 18-34 | Canada

BROADCAST YTD



Source: Numeris VAM, 09/2025 to 11/2025, Canada
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

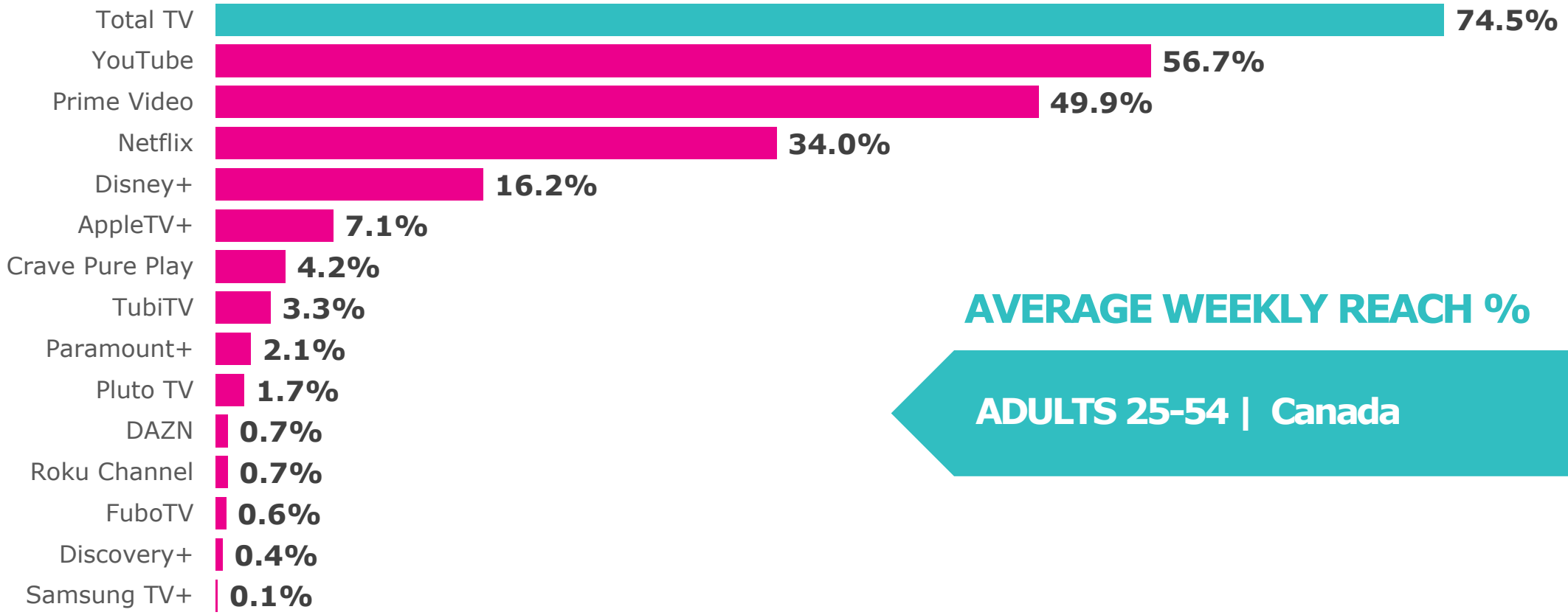


AVERAGE WEEKLY REACH %

ADULTS 18+ | Canada

Source: Numeris VAM, 9/1/2025 to 11/30/2025 , Canada
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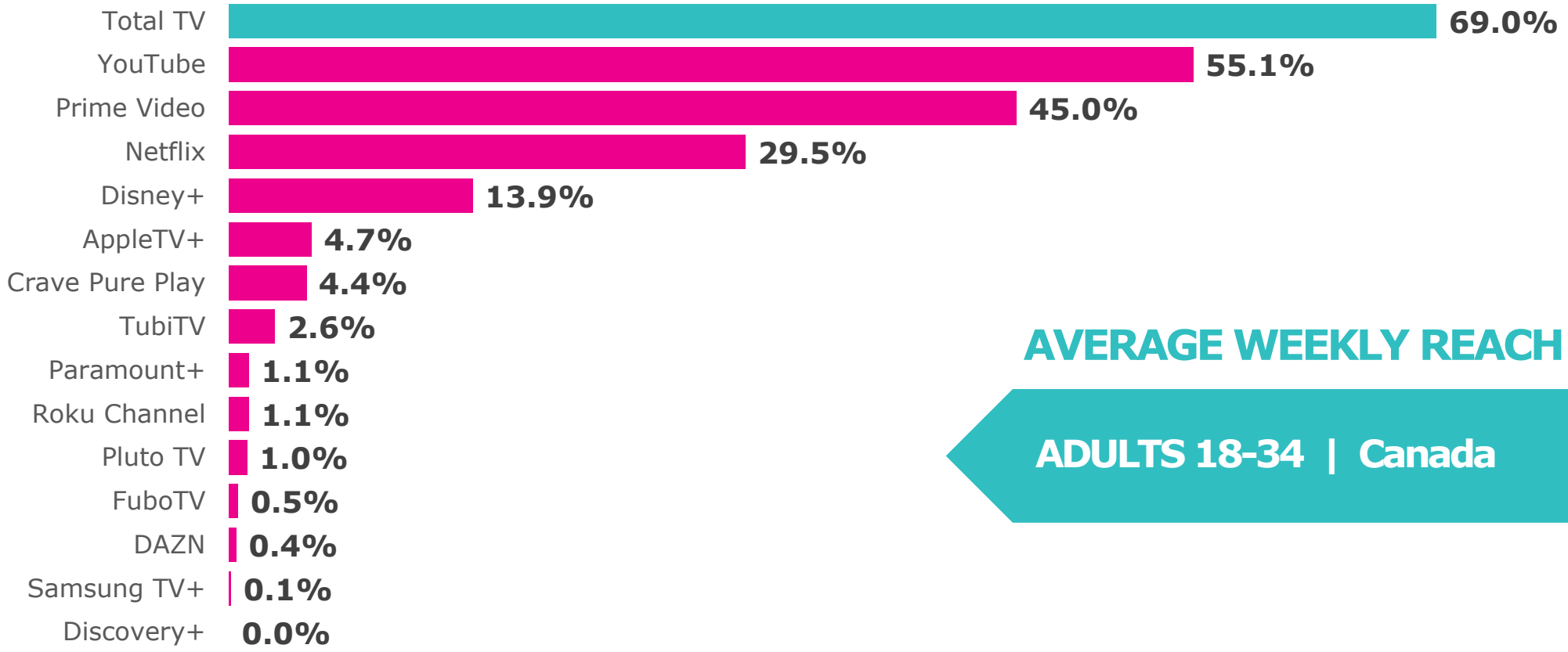


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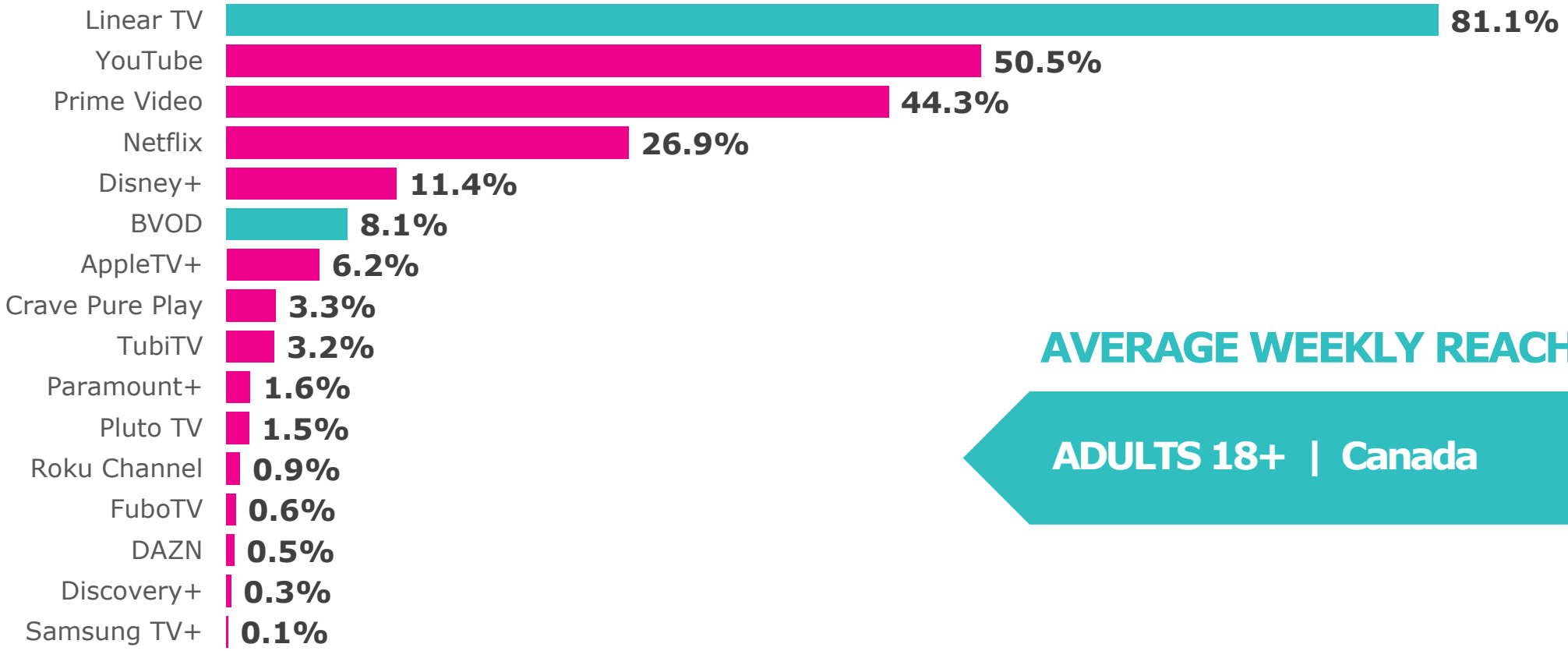


AVERAGE WEEKLY REACH %

ADULTS 18-34 | Canada

Source: Numeris VAM, 9/1/2025 to 11/30/2025 , Canada
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Linear TV's reach exceeds all streaming services

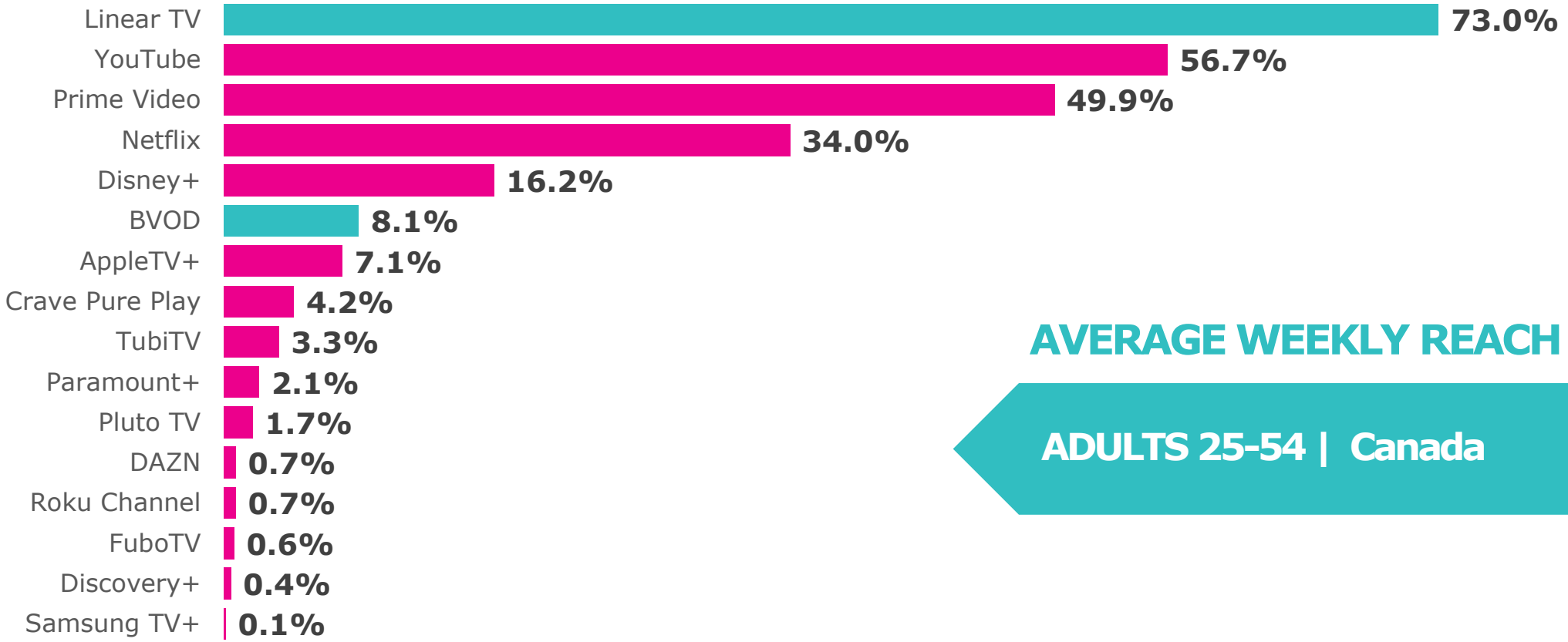


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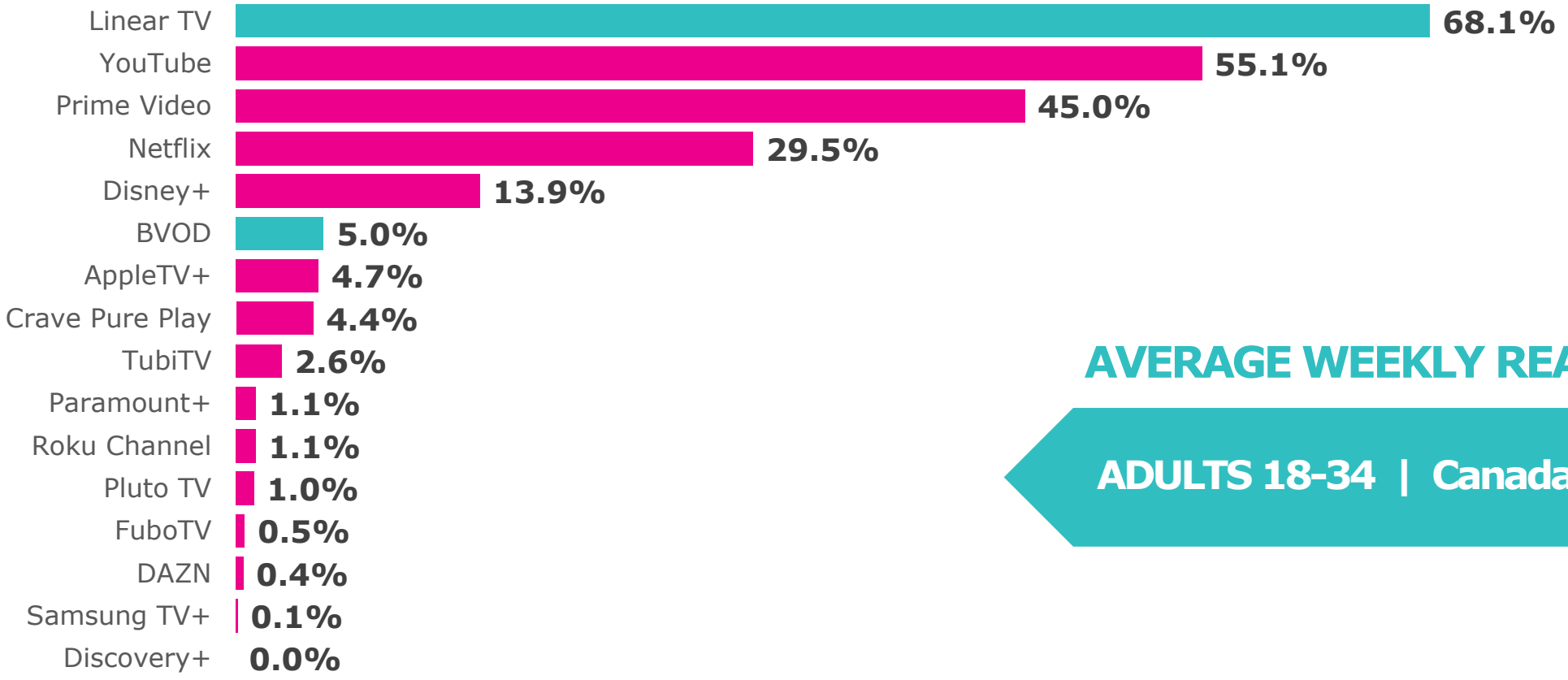


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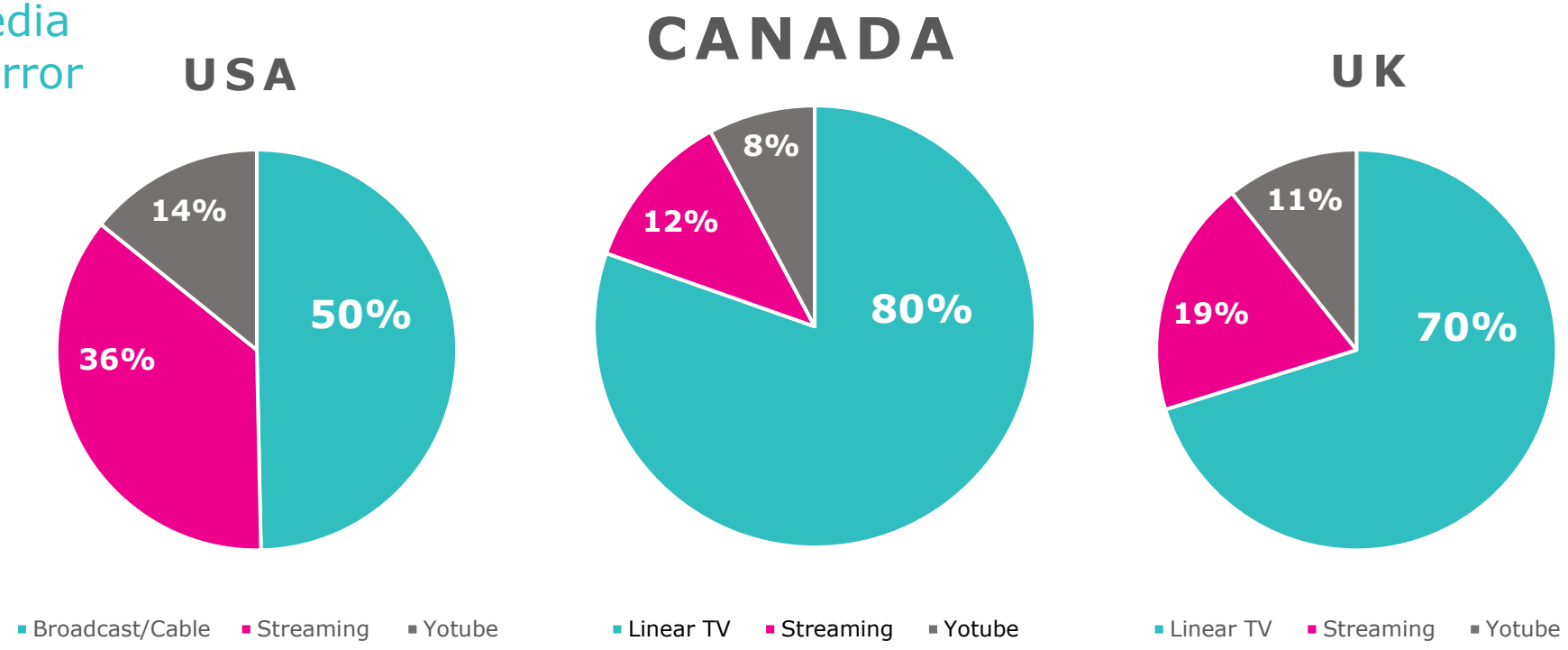
ADULTS 18-34 | Canada

Source: Numeris VAM, 9/1/2025 to 11/30/2025 , Canada
Streaming Services include ad-free and ad-supported services (in-home viewing only)

NOTE: US data is *not* a proxy for Canada

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



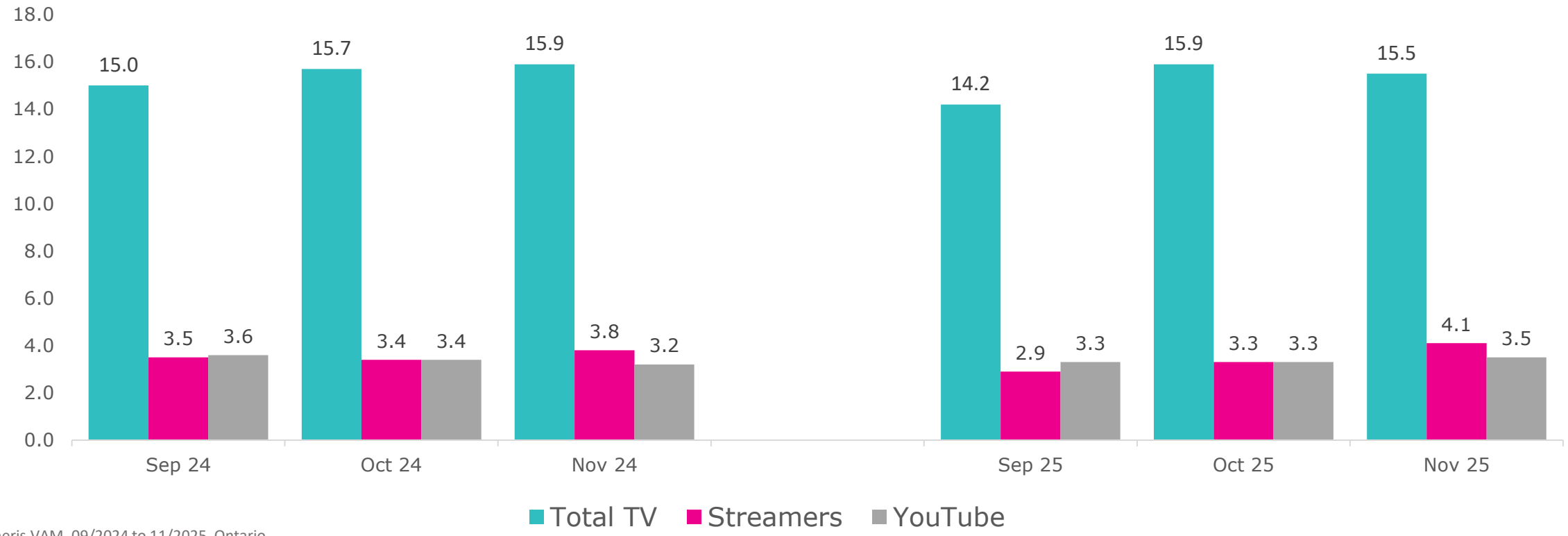
US source: Nielsen Gauge, October 2025, P2+, viewing on a TV set (ex "other" viewing; proportionally adjusted)
Canada source: Numeris VAM, Total Canada, October 2025, P2+, viewing on a TV set
UK source: BARB, October 2025, P4+, viewing on a TV set | "Streaming" = "Total SVOD/ AVOD" | "Video-sharing"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

viewership has been remarkably stable

there were no major viewership changes in Fall 2025 compared to Fall 2024, and neither the streamers nor YouTube increased time spent

AVERAGE HOURS / WEEK

ADULTS 18+ | Ontario



Source: Numeris VAM, 09/2024 to 11/2025, Ontario
Total TV defined as linear TV and broadcaster streaming services
Streaming Services are ad-free and ad-supported services (in-home viewing only)



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