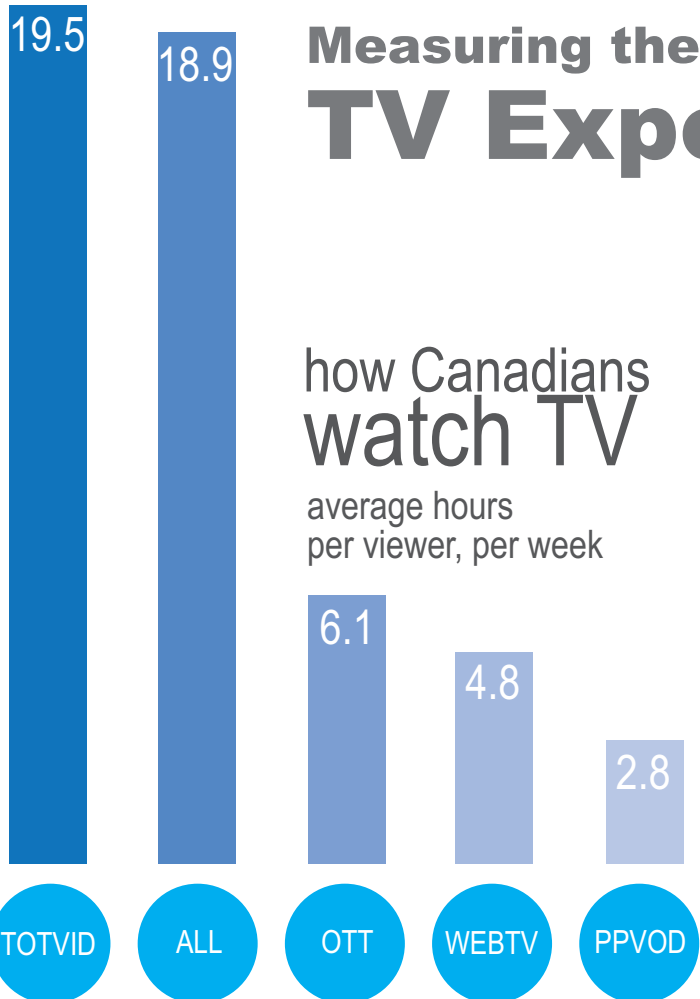




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Measuring the TV Experience

how Canadians watch TV

average hours per viewer, per week

Nowadays television is about video content and where to view it. New insight from Numeris shows that although there are different ways that Canadians are watching video, traditional methods still dominate.

Source: Numeris Fall 2015TV Diary, Total Canada 2+, M-Su 6a-2a

Quotable Stats

- ▶ Millennials and Teens spend the most time with OTT services—about 7 hours
- ▶ Most hours tuned to WEBTV is by Gen Xers
- ▶ PPVOD weekly viewing is the same for all ages—almost 3 hours
- ▶ In Quebec, OTT viewing is below the national average of 6.1 hours weekly while the Western provinces and Maritimes are above

Viewing Category Definitions

TOTVID	Total Video: all categories combined
ALL	Traditional TV: live linear video plus 0-7 day playback and PPVOD
OTT	Over-the-Top: non-live video that requires a subscription (ex. Netflix, Shomi, Crave, Illico)
WEBTV	Alternate website video to OTT sites (ex. YouTube)
PPVOD	Pay Per View and Video On Demand services

