



## What does Canadian **ON-DEMAND VIEWING LOOK LIKE?**

Live viewing commands a significant share of total television viewing in Canada—approximately 90% for overall 2+ viewing. However catch-up viewing is growing rapidly, especially for the younger age groups. Services such as video on demand (VOD) are relatively new offerings in Canada, but they have been steadily on the rise.

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Numeris is now measuring On-Demand (OD) viewing from the same meter panel that provides audience data to the broadcast and advertising industry in Canada. These reports are being distributed monthly to Numeris members, with the first reports released in October.

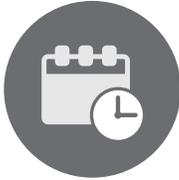
An initial 5 month (Jan 1–May 28, 2015) study was conducted by Numeris and measured on-demand viewing of 2+ audiences from a sampling of English programs. On-demand (OD) viewing was defined as watching video content available through set-top box VOD services or broadcaster websites. Programs were grouped by genre and reported together as sitcom, drama or reality.

This on-demand viewing report provided some general insights into how Canadians interact with time-shifted television content. The key points are below:



## What did they watch?

All 415 episodes in the study were viewed and some episodes had as many as 300,000 people watching during an average minute. People watched most episodes close to their entirety and 25–40% of on-demand viewers also watched the original broadcast.



## How did they watch?

It seems that people enjoy watching on-demand programs with others, as approximately 75% watched at least one of the episodes as someone else in their household. They also tended to use OD primarily as catch-up viewing for missed episodes. Which day of the week they watched the on-demand video varied by genre: sitcoms were most often viewed on Saturdays, dramas on Wednesdays and reality shows on Fridays.



## Who are they?

Generally on-demand viewers were more likely to be female, 25–49 years of age, part of the workforce, medium to heavy TV watchers and have children (12 years and younger) in the home. They also lived in households that had a PVR, high-speed Internet and more than one television set. As well, it seems that in regards to dramas, the on-demand viewers were younger than the original broadcast audience—whereas the age groups were similar for sitcoms and reality shows.

Regardless of the details about how on-demand video is consumed, one thing is certain: OD viewing delivered bonus audiences for programs. In this study the number of people who watched during an average minute of an on-demand episode added up to between 5–10% of the audience from the original broadcast.

This measurement testing of on-demand viewing means the Canadian market will be able to access richer context and insights into how specific television programs are consumed. This would allow the broadcasting and advertising industry to include on-demand viewing numbers, along with 0–28 day play back, to the live viewing audience data to get a more complete picture. The importance of this viewer information will increase in value as time-shifted platforms continue to grow in popularity, and broadcasters look for ways to monetize these on-demand services.

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