



Numeris Releases First VAM Dataset

Numeris is pleased to announce that we have released the first iteration of our cross-platform video solution – VAM (Video Audience Measurement), to our clients. A first for the Canadian media industry, this achievement is a culmination of years of development and consultation within the industry and is a critical step towards Cross-Platform Video Measurement.

“Cross-platform video measurement and understanding changing media behaviours has never been more important to our industry. Numeris and our partner, Kantar Media are proud to start sharing VAM data, a critical part in our cross-media strategy.”

Neil McEneaney
President and CEO, Numeris

VAM captures video consumption from linear television, OTT services and online viewing on all devices and platforms. By holistically understanding what is being consumed by demographic, market, device and platform, the media industry will be able to understand and compare the value of investment in both linear and digital video, and identify the consumer video journey and trends.

“This first VAM dataset is a critical milestone in cross-platform video measurement for the industry. We are looking forward to working with VAM data and benefitting from a holistic understanding of the video andscape, informing the value of our investment in media,”

Cathy Collier
Chair, Numeris Board of Directors

VAM dataset represents more than 50% of the Canadian market (Ontario and French Quebec) using two separate panels – Television and Digital, with the support of our technology partner Kantar.

Starting with August and September 2021 audience data, this significant and valuable dataset will be available on an ongoing basis to Numeris clients. Cross-platform video measurement in Ontario and Quebec is only the start as we actively develop our National Cross-Platform Video measurement solution. This National video measurement solution will be based on a Single Source Panel – the core of best-in-class cross-platform measurement products design -one Panel capturing consumption of linear and digital content reporting audience behaviours from all platforms and devices on a duplicated and unduplicated basis.

For more information, please contact:

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About Numeris

Understanding Canadians’ media consumption: who, what, where when and how we watch or listen. Numeris is a leading data company providing audience data and insights capturing media behaviours in a cross-media world for the Canadian media industry. As a not-for-profit Joint Industry Committee (JIC), Numeris leads the development and delivery of audience measurement solutions answering the needs of the Canadian media industry and aligned with global standards.

About Kantar

Kantar is the world’s leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.