

Does Broadcast Television Reception Type Impact Digital Viewing Behaviours?



Canadians have ample video content available to them 24/7 and an abundance of ways in which to consume it.

They have options to consume on various devices, at various times, at home or on the go. They also have options in the way Broadcast TV gets delivered to them – Digital Cable, Satellite, Internet, Off-Air or Analogue, also known as Reception Types*. Does having one form of Reception Type* influence Pure Play viewing consumption?

Each household on the Numeris Panel is classified by their Reception Type* and Numeris uses it to weight individual TV viewing. Across the country, and more specifically in Ontario and French Quebec, Digital Cable remains the preferred TV Reception Type whatever the age group.



Broadcast TV Reception Types*
Distribution - Ontario and Quebec Franco

	Ind. 2+	A18-34	A35-54
Digital Cable	63%	58%	60%
Internet/Off-Air	22%	32%	25%
Satellite	13%	9%	13%
Analogue Cable	2%	1%	2%

*Reception Type = Mode by which Broadcast TV is delivered to households

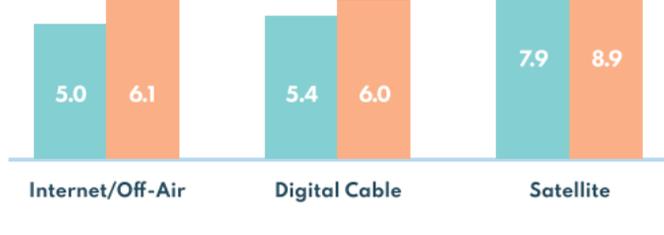
Thanks to VAM, we now have access to a more complete view of video consumption in Ontario and French Quebec, so let's see if the specific way individuals access Broadcast TV influences the way they consume digital video.

Is Digital Video Consumption Influenced by Household Reception Type*?

A18-34 are often thought of as leading the charge when it comes to “cord-cutters” or “cord-nevers” (which refers to Internet/Off-Air homes in terms of Reception Type*). While they do in fact represent the largest portion of Internet/Off-Air, they are not allocating more time per week to digital video than their counterparts that live in a household with Digital Cable. Satellite as a Reception Type* on the other hand, while accounting for just 9% of A18-34, are the individuals that consume the most digital video. Whatever the Reception Type*, AVOD receives more average weekly hours.



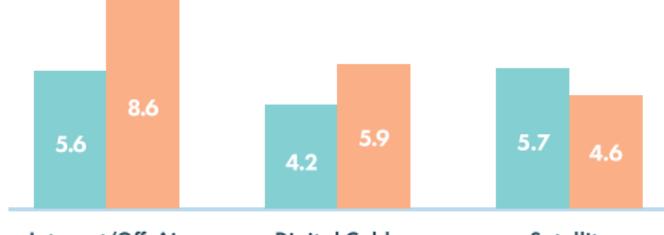
Average Weekly Hours per Viewer
Digital Video by Reception Type* - Adults 18-34



Interesting to note that while A35-54, living in Internet/Off-Air homes represent less of the population than the younger A18-34, they actually spend the most time consuming AVOD compared to individuals of the same age living in households with other Reception Types*. As for SVOD, both Internet/Off-Air and Satellite have similar average weekly hours per viewer.



Average Weekly Hours per Viewer
Digital Video by Reception Type* - Adults 35-54



Does Reception Type* Also Influence Which Device Digital Video is Consumed On?

For A18-34, different Reception Types* show different preferred devices when it comes to streaming Pure Play. For example, A18-34 living in Satellite Reception Type* homes prefer to use a PC/Mac with 13.1 average hours streaming each week, compared to almost 12 average hours streaming on a Tablet for those living in an Internet/Off-Air home and 6.3 average hours streaming on a mobile for those living in a Digital Cable home.

The older demographic of A35-54 consistently prefer Smart/Connected TVs for streaming Pure Play regardless of Reception Type*.

Wondering how behaviours change across different demographics, such as A55+? Stay tuned for more insights from VAM!

Source: Numeris VAM (Ontario/Quebec Franco), A18-34, A35-54, M-Su 2a-2a, 9/13/2021 to 12/26/2021, AvHrsWk(View), Univ(000).
In-home viewing only, Excludes BVOD.



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Pure Play

Refers to Digital Pure Play – A company that operates exclusively online. In the context of media, the “Digital” is sometimes omitted, and the term refers to companies such as Netflix, YouTube, etc.

AVOD (Ad-Supported Video on Demand)

Refers to a streaming video service that typically gives customers free access to video content but they are exposed to advertisements.

SVOD (Subscription Video on Demand)

Refers to a streaming video service that gives users unlimited access to a wide range of programs for a monthly flat rate. The users have full control over the subscription and can decide when to start the program. They can also pause, fast forward, rewind and stop the show as preferred.



Check out our **Glossary** for all cross-platform, cross-media terms and definitions.

Reach out to your **Client Services Executive** with any questions about VAM data. For any software related questions, please contact NLogic.