



# A First Glance at VAM

## Young adult viewers exhibit different behaviours when consuming BVOD and SVOD in September.

Whether BVOD or SVOD, on-demand services engage audiences with their favourite content. Among Adults 18-34, the devices used and the preferred time of day to stream content vary for each on-demand service.



Young adults (18-34) are huge contributors to VOD audience; last September, they represented

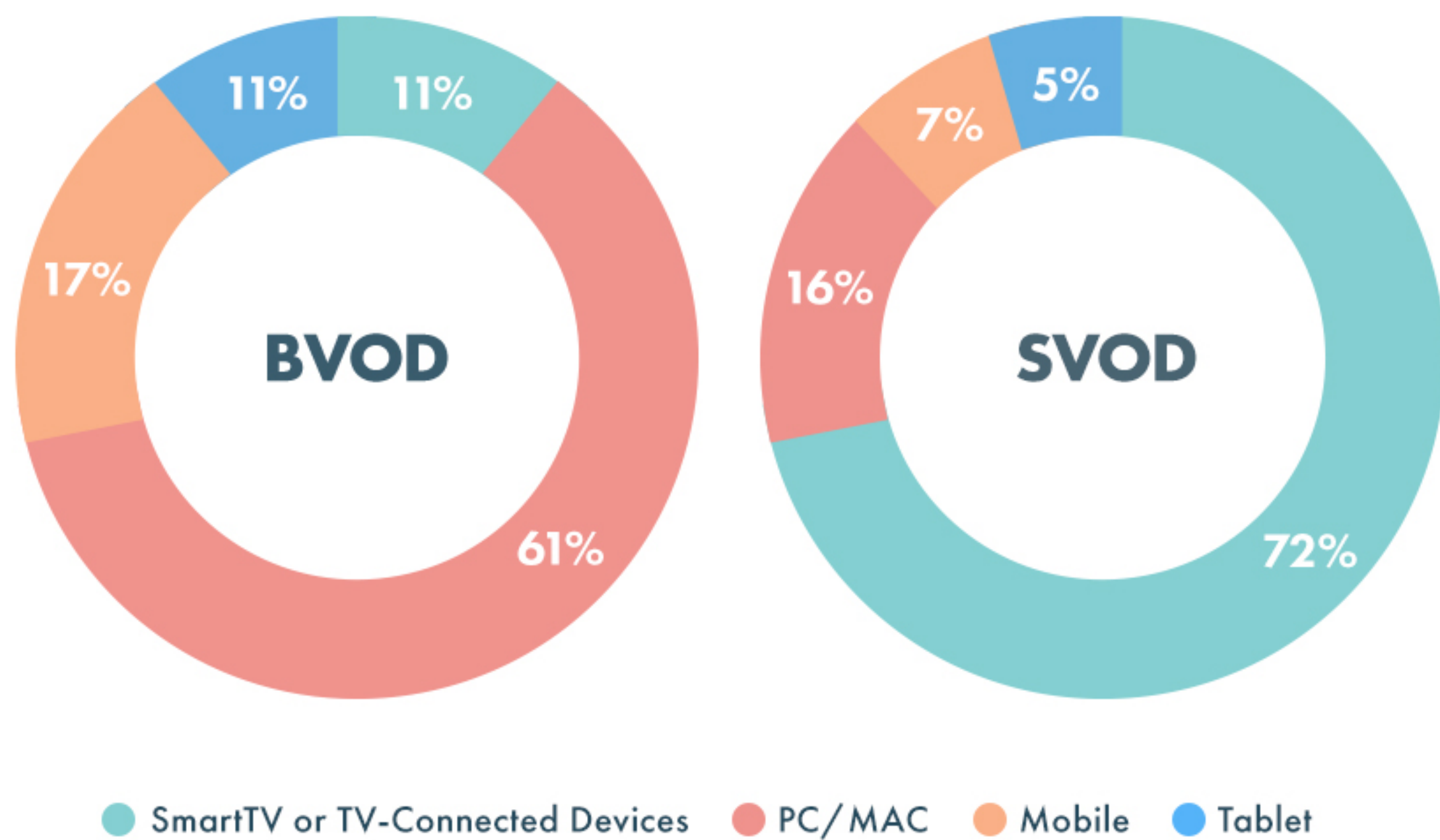
**38%**  
of BVOD audience

**35%**  
of SVOD audience



Their preferred device when streaming content differs from BVOD to SVOD: For BVOD, personal devices, and by far Personal Computers (PC/MAC,) are favourable whereas the big screen (Smart/Connected TV devices) is the most dominant for SVOD platforms.

## A18-34 Share of Time Spent by Device - September 2021

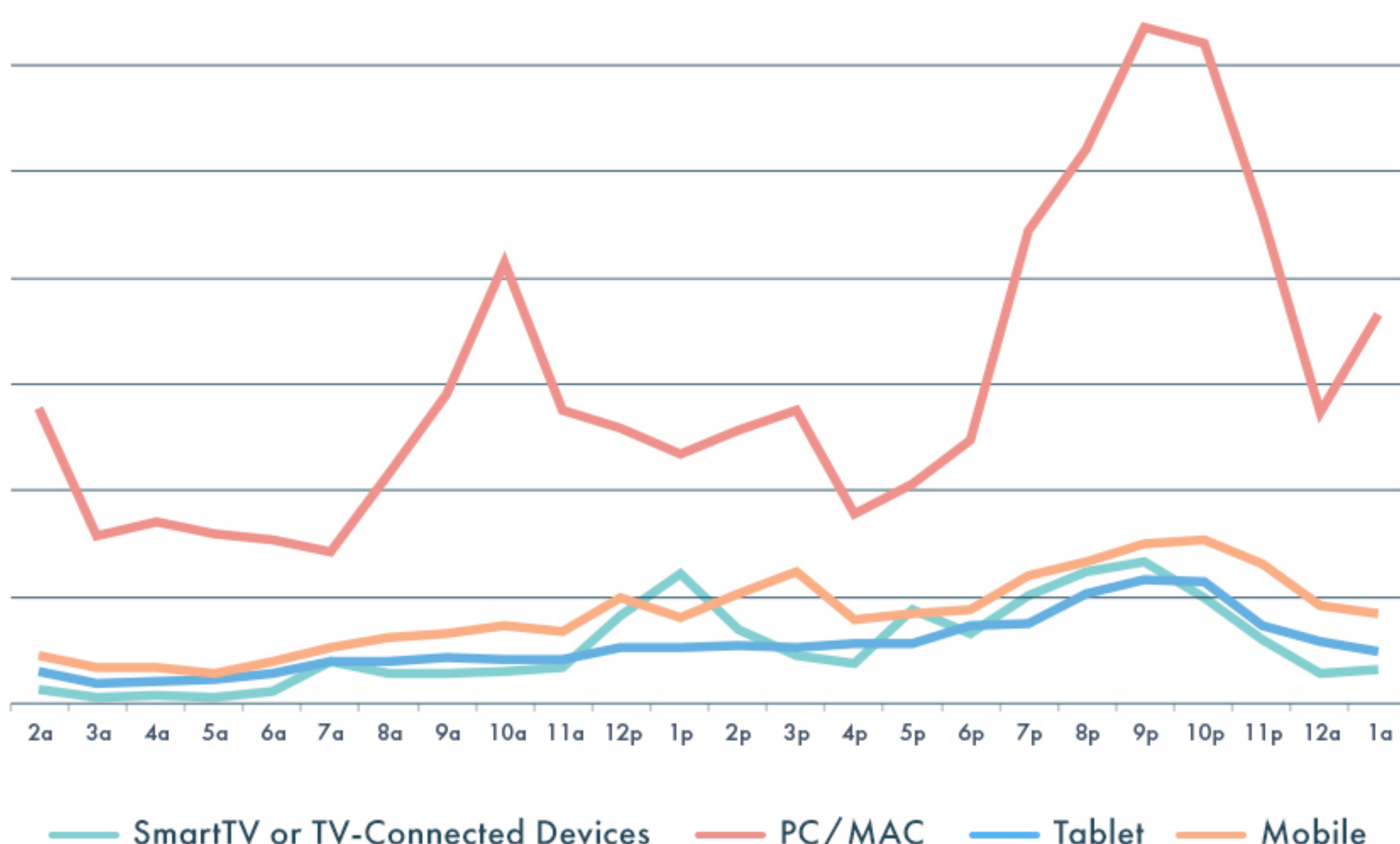


## Personal Computer (PC/MAC) dominates BVOD

Similar to Linear TV, Primetime remains the most popular time to stream BVOD content for A18-34, whatever the device. And regardless of time of day, streaming on Personal Computers (PC/MAC) is by far the most used device to stream BVOD content.

When looking at the most preferred day of the week to stream BVOD content, Sunday has the highest total hours for all devices, followed by Monday.

## Time Spent by Hour on BVOD, by Device - A18-34



Source: Numeris VAM (Ontario/Quebec Franco), A18-34, September 2021, TotTime[000][hours],Comp%(AMA)