



# NETFLIX, prime video & Disney+ How do audiences compare?

## PART 2

Numeris' VAM database allows the opportunity to compare the behaviours of video consumers by streaming service across Ontario and Quebec Franco. In our last VAM insight, we took a closer look at in-home time spent, weekly reach and audience behaviour by demographic for Netflix, Prime Video and Disney+. Now let's dive a little deeper and identify the device of choice, examine the duplicated and exclusive audience of each service and the impact that new content has on them.

NETFLIX

prime video

Disney+

## Smart/Connected TV is the Device of Choice for All Three Subscription VOD Services



The majority of viewing to all three Pure Play services is on the big screen for Adults 18+ across both regions. In Ontario, viewers reach for their personal computers above the other personal devices when viewing both Netflix and Prime Video.

### Video Consumption by Device - A18+

|                                  | NETFLIX |               | prime video |               | Disney+ |               |
|----------------------------------|---------|---------------|-------------|---------------|---------|---------------|
|                                  | Ontario | Quebec Franco | Ontario     | Quebec Franco | Ontario | Quebec Franco |
| Smart TV or TV Connected Devices | 81%     | 81%           | 78%         | 78%           | 83%     | 85%           |
| PC or MAC                        | 11%     | 7%            | 13%         | 9%            | 7%      | 7%            |
| Tablet                           | 3%      | 7%            | 5%          | 9%            | 2%      | 7%            |
| Mobile                           | 5%      | 5%            | 4%          | 4%            | 8%      | 1%            |

Source: Numeris VAM (Ontario vs. Quebec Franco), A18+, Mo-Su 2a-2a,

Source: Numeris VAM (Ontario vs. Quebec Franco), A18+, Mo-Su 2a-2a, 8/29/2022 to 10/23/2022, Share (%) of TotTime[000] [hours] by Device, In-Home Viewing

## Majority of Viewers Consume More Than One of the Three Subscription VOD Services

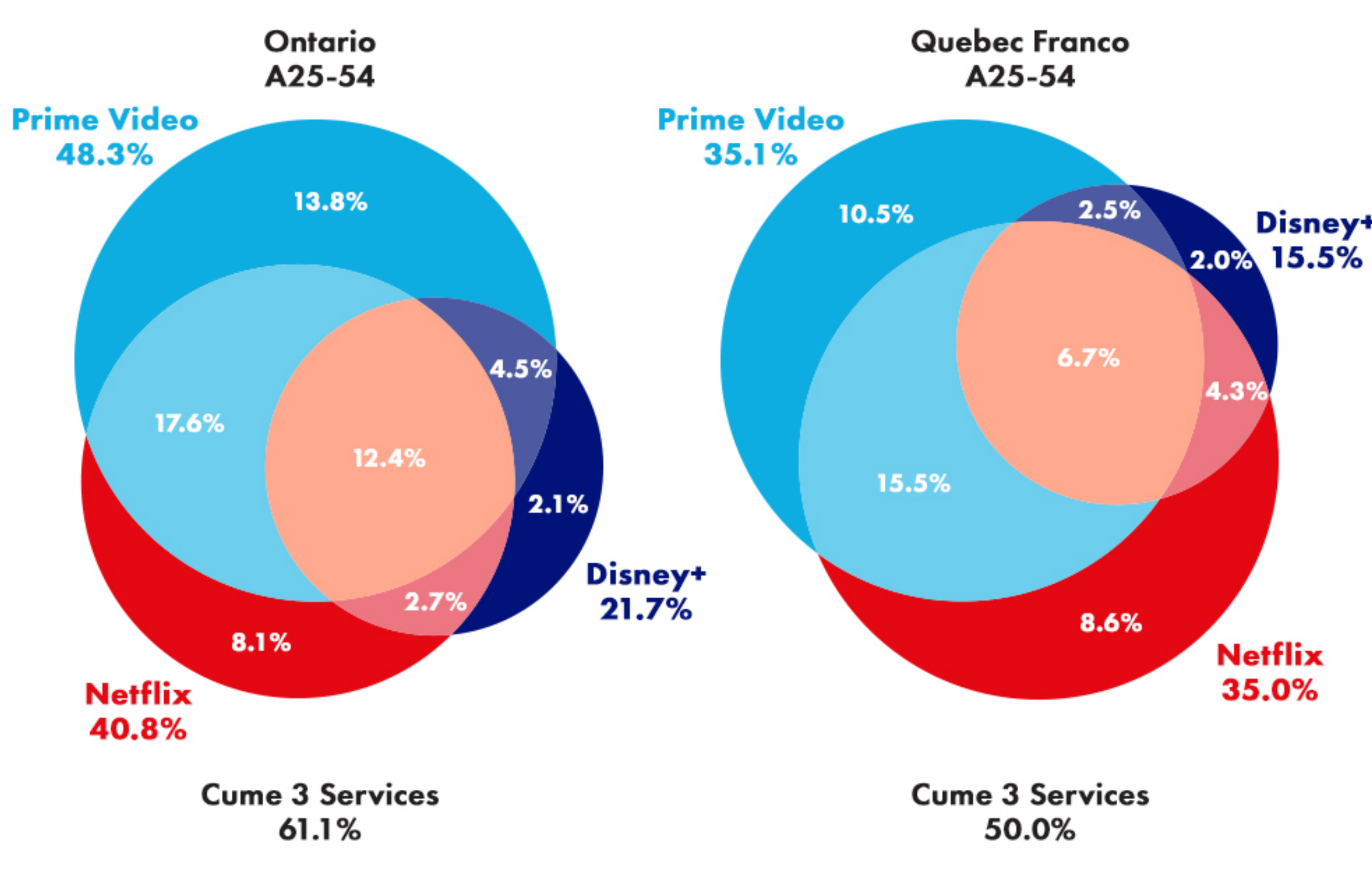


What we see below is a depiction of the relative size of the Subscription VOD services' weekly reach and how their usage overlaps.

In Ontario, 12.4% of A25-54s watch all three services in an average week, while 17.6% watch Netflix and Prime Video alone and 4.5% tune in to Prime Video and Disney+ duo weekly.

Quebec Franco has 6.7% watching the three-service trifecta, a little over half the rate of Ontario. The cumulative weekly reach of these three services is 50.0% in Quebec Franco and 61.1% in Ontario.

### Weekly Reach by Pure Play Service



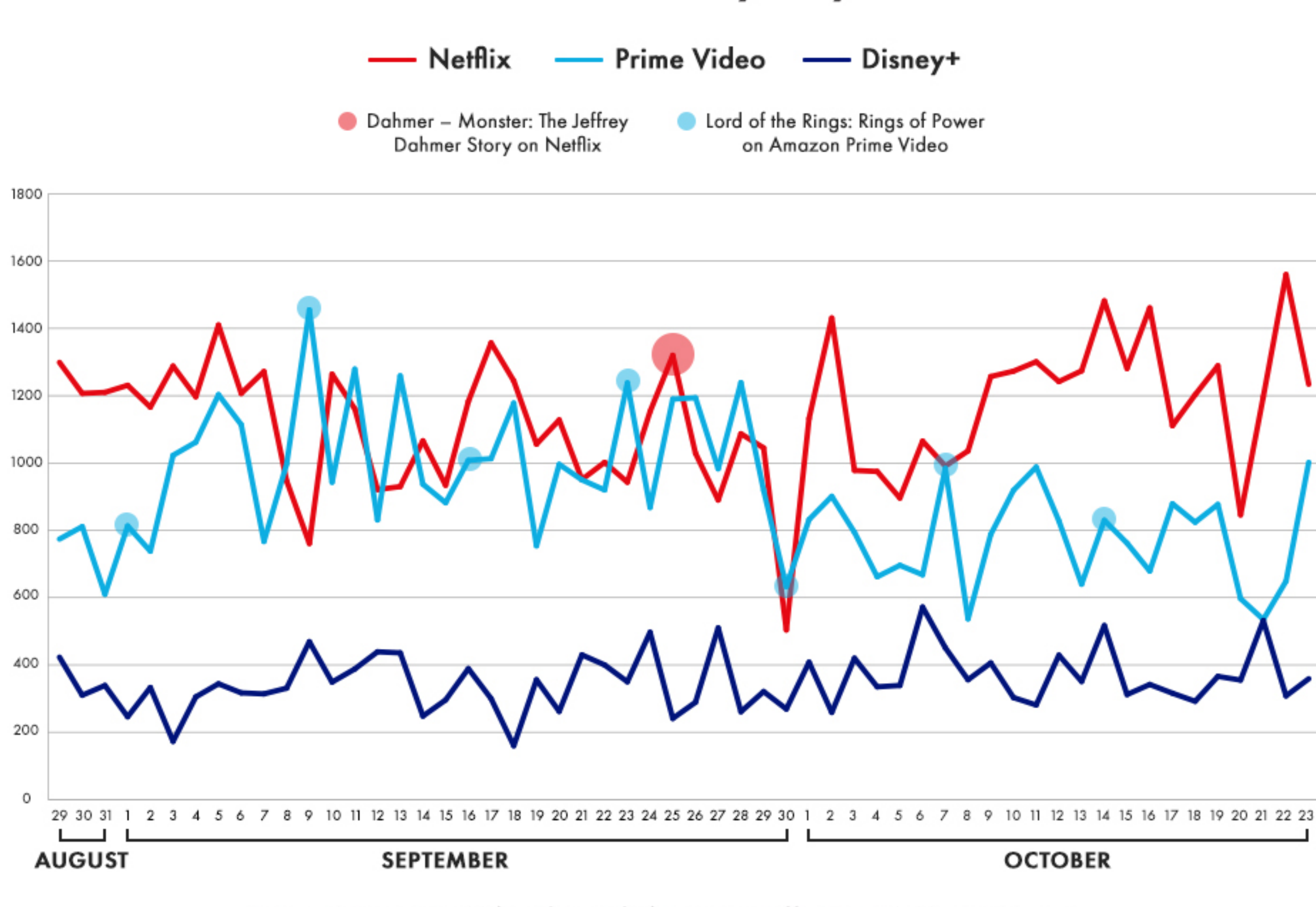
Source: Numeris VAM (Ontario vs. Quebec Franco), A25-54, Mo-Su 2a-2a, 9/26/2022 to 10/23/2022, AvWkRch[000], Univ[000], In-Home Viewing

## New Content Drives Viewing

For these specific subscription VOD services, VAM reports service-level viewing and not specific titles. It is not surprising, however, that audience peaks are coincidental with releases of highly anticipated programs, such as the weekly-episodic releases of Lord of the Rings: Rings of Power on Prime Video.

Netflix takes a different release strategy. The entire Dahmer – Monster: The Jeffrey Dahmer Story series was released on Tuesday September 21<sup>st</sup> with an uptick in viewing the following weekend.

### Total Hours by Day



Source: Numeris VAM (Total Sample (Ont+Que Fr)), A25-54, Mo-Su 6p-11p, 8/29/2022 to 10/23/2022, TotTime[000] [hours], In-Home Viewing

We will continue to explore VAM to help bring you a clearer picture of how Canadians consume video!

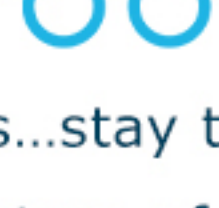
Stay tuned for our next VAM insight.



More Pure Plays are now reported under VAM.

Make sure you stay up to date on all our enhancements by visiting the VAM Resources section of the Client Toolbox on our website.

VAM Resources



More data means more insights...stay tuned as we continue to explore VAM and bring you a clearer picture of how Canadians consume video!

Visit our Glossary for all cross-platform, cross-media terms and definitions.

Glossary



If you have any questions about VAM, contact Numeris Client Services.

I Have Questions!

For any software-related queries, please contact Nlogix.