



# How did Adults 55+ consume video in lockdown?

**Ontario and Quebec both endured yet another lockdown towards the end of December 2021 that continued into January 2022.**



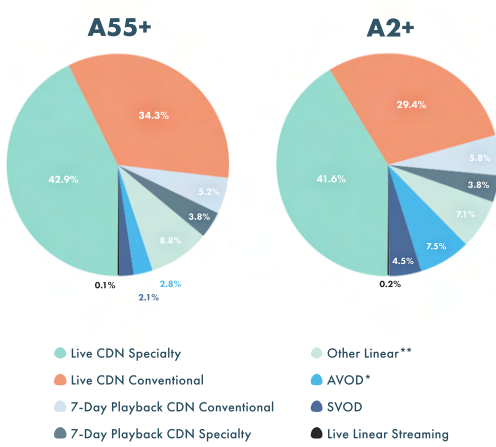
As audiences hunkered down, they embraced video content to bide their time. With our VAM dataset, we can now offer in-depth insights into digital viewing behaviours in Ontario and French Quebec. Utilizing VAM, how did video consumers behave during this confinement period?



While Linear TV drives Total Hours, AVOD\* and SVOD saw growth in the broadcast month of January versus December. The increase in Linear TV hours was similar across A2+ (37%), A18-34 (37%) and A55+ (35%) but there was slightly more variability for digital viewing. AVOD\* increased by 35% for A2+, 33% for A18-34 and 31% for A55+. The most notable change was seen in SVOD viewing, specifically to A55+. Although SVOD represents a smaller portion of their total video consumption at 2.1%, A55+ consumed 29% more of it in the broadcast month of January than they did in December (A2+ and A18-34 spent 25% and 13% more time, respectively).

Source: Numeris VAM (Ontario/Quebec Franco), A2+, A18-34, A55+, M-Su 2a-2a, 11/29/2021 to 12/26/2021 vs. 12/27/2021 to 1/30/2022, TotalTime(000) [hours].  
\*AVOD includes BVOD catch-up viewing

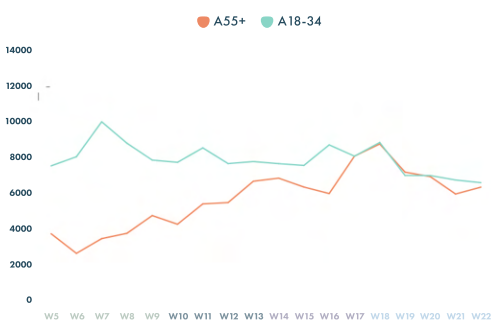
## Total Video Consumption January 2022



Source: Numeris VAM (Ontario/Quebec Franco), A55+, A2+, M-Su 2a-2a, 12/27/2021-1/30/2022, Share(%) of Total Video, TotalTime(000) [hours].  
\*AVOD includes BVOD catch-up viewing  
\*\*Other Linear includes CDN Community Service, International, US Conventional and US Specialty

At a more granular level, as restrictions amplified and lockdowns began in Week 17, A55+ spent just as much time, 8.1 million hours, as A18-34 with SVOD. This trend continued through to Week 19 when A55+ even surpassed A18-34 by 186,000 in the total hours spent with SVOD.

## Time Spent with SVOD



Source: Numeris VAM (Ontario/Quebec Franco), A18-34, A55+, M-Su 2a-2a, 9/27/2021-1/30/2022, TotalTime(000) [hours].  
New SVOD services added Week 10 and Week 18, SVOD is in home only.



As for device usage, Smart or Connected TVs are, by far, the preferred device for viewing both SVOD and AVOD\* content for A55+, followed by PC/MACs.

## Device Usage - January 2022

	A55+		A18-34	
	AVOD*	SVOD	AVOD*	SVOD
Smart TV or TV-Connected Devices	49%	67%	26%	73%
PC/MAC	28%	26%	21%	17%
Mobile	11%	3%	37%	9%
Tablet	12%	4%	16%	1%

Source: Numeris VAM (Ontario/Quebec Franco), A18-34, A55+, M-Su 2a-2a, 12/27/2021 to 1/30/2022, Share (%) of TotalTime(hrs) by Device.  
Note: Only BVOD captures in-home and out-of-home, AVOD and SVOD are in-home only.  
\*AVOD includes BVOD catch-up viewing

**Keep an eye on your inbox for future VAM insights!**



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



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For any software related queries, please contact **NLogic**.