measurement

Video Consumption: TikTok vs. YouTube

It's no secret the video landscape is constantly evolving; did you also know the same can be said about Numeris' Cross-Platform dataset, VAM? For example, with the release of September 2022 data on October 21st, TikTok data becomes available to our clients.

What insights can be gained with this new added platform? Let's take an early look now, using the

first three weeks of the new broadcast year, and see how it compares to YouTube.

TikTok ranks high among Teens

YouTube remains the dominant station among Pure Plays for total hours tuned in-home, where A2+ spend 6.4 average weekly hours per viewer across both regions. Coming second to YouTube is TikTok, where A2+ are spending 5.4 average weekly hours per viewer across both regions. However, as you'd most likely expect, it is the T12-17 who spend the most time with TikTok across both regions, followed by A18-34.

Average Weekly Hours Per Viewer

TikTok		YouTube	
Ontario	Quebec Franco	Ontario	Quebec Franco

C2-11	4.1	3.8	8.1	4.5
T12-17	11.4	11.2	7.0	2.9
A18-34	6.9	4.2	8.3	7.8
A35-49	5.0	3.6	7.4	5.5
A50-64	4.5	2.5	6.0	4.9
A65+	1.5	0.7	4.3	3.2

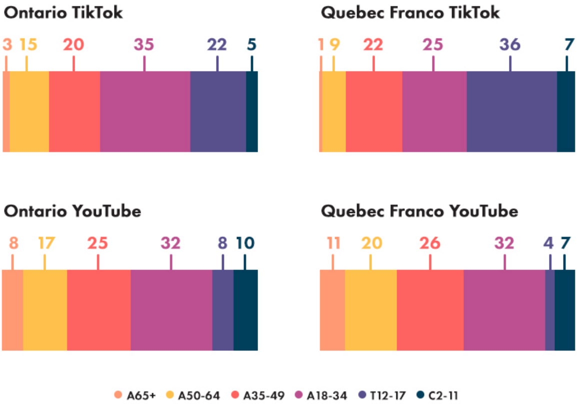
Source: Numeris VAM (Ontario vs. Quebec Franco),
Mo-Su 2a-2a, 8/29/2022-9/18/2022, AvHrsWk(View), In-Home Viewing

Teens and Adults 18-34 are the Heaviest Users of TikTok

Teens 12-17, though they represent approximately 7% of the population, constitute 22% of the TikTok audience in Ontario and 36% of the audience in Quebec Franco. The larger 18-34 cohort (which represents 23% of the Total Market) commands 35% of TikTok in Ontario and 25% of the service's viewing

in Quebec Franco. YouTube's audiences are substantial for Teens 12-17 but they are a relatively small component of their total audience.

Proportion of Time Spent (%) by Demographic



Source: Numeris VAM (Ontario vs. Quebec Franco), Mo-Su 2a-2a, 8/29/2022-9/18/2022, Share (%) of TotalTime(000) [hours], In-Home Viewing

Majority of TikTok viewers are also

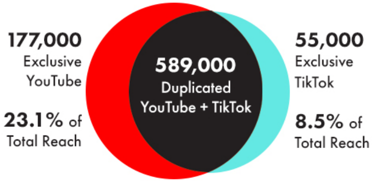
YouTube viewers

When it comes to Teens 12-17 in Ontario, TikTok and YouTube share a large proportion of their weekly reach. Only 8.5% of TikTok's reach is exclusive to them compared to 23.1% for YouTube. The pattern in Quebec Franco is noticeably different where weekly reach and exclusive reach are very similar for both services.

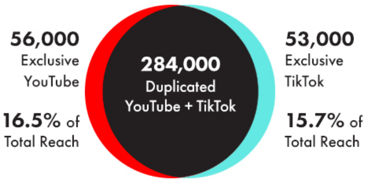
As for Adults 18-34, there are very high levels of duplicated reach but the pattern of YouTube having a larger reach with a greater exclusive reach prevails in both markets.

Duplicated and Exclusive Reach by Service

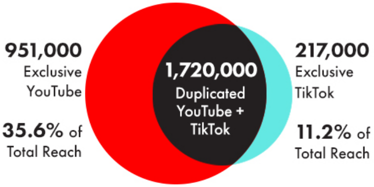
Ontario
T12-17



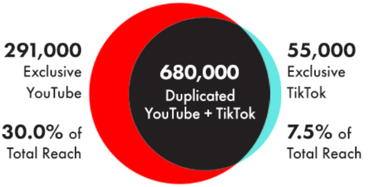
Quebec Franco
T12-17



Ontario
A18-34



Quebec Franco
A18-34



Source: Numeris VAM (Ontario vs. Quebec Franco),
T12-17, A18-34, Mo-Su 2a-2a, 8/29/2022-9/18/2022, CumRch(000), ExcRch(000), In-Home Viewing

Video Behaviours Vary by Age for Younger Consumers of TikTok

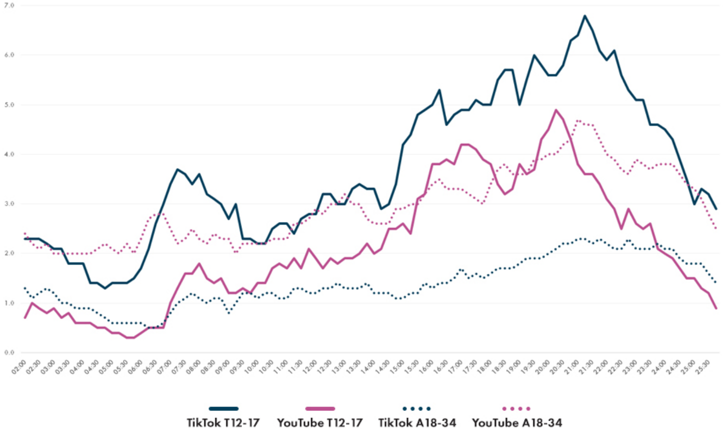
While showing similar trends per hour, YouTube and TikTok still show a few different patterns:

- Among Teens 12-17, TikTok is the dominant service, almost hitting a 7 rating (7% of the Teen population watching) around 9pm. YouTube peaks an hour earlier around 8pm.
- The story reverses for Adults 18-34 with YouTube as the dominant service. It peaks at 9pm with a 4.7 rating, where TikTok remains under a 2 rating throughout the day.

Metrics Tip

When comparing two distinct and differing populations or baselines, Rating is an ideal metric because it demonstrates behavior proportionally, allowing for more accurate and reflective analysis.

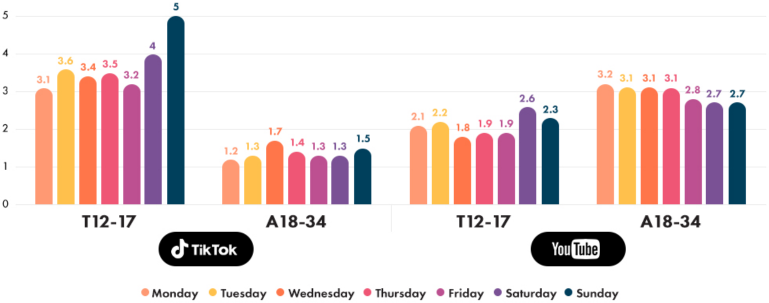
Ratings by Quarter Hour
T12-17 vs. A18-34



Source: Numeris VAM (Total Sample (Ont+Que Fr)), T12-17, A18-34, Mo-Su 2a-2a, 8/29/2022-9/18/2022, Rtg% Averaged by Quarter Hour, In-Home Viewing

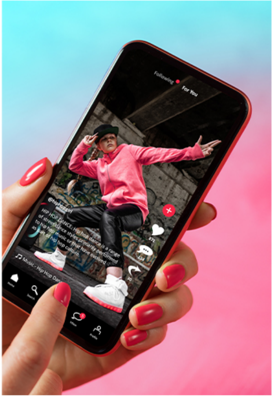
- TikTok is most popular among Teens on Sunday, generating a 5 rating; Saturday takes second place for TikTok viewing with a 4 rating across the day. YouTube peaks on Saturday with a 2.6 rating.
- Among A18-34, TikTok has comparatively low ratings that peak on Wednesday. YouTube declines gently across the week from a 3.2 rating on Monday to a 2.7 rating on Sunday.

Rating by Day
T12-17 vs. A18-34



Source: Numeris VAM (Total Sample (Ont+Que Fr)),
T12-17, A18-34, Mo-Su 2a-2a, 8/29/2022-9/18/2022, Rtg%, In-Home Viewing

Most TikTok Content is Consumed via Mobile Devices



It's probably no surprise that the majority of TikTok consumption occurs on Mobile devices for Teens and A18-34 in both regions and across Adults as a whole. YouTube viewing however sees more variability, not just by demo but also by region. Teens prefer Mobile across both regions and in Ontario for A18-34, however the Smart/Connected TV is the preference in Quebec Franco.

A18+ **T12-17** **A18-34** **A25-54**

Ontario	YouTube	TikTok	YouTube	TikTok	YouTube	TikTok	YouTube	TikTok
Smart TV or TV Connected Devices	35%	8%	25%	4%	26%	3%	34%	11%
PC/MAC	21%	13%	25%	15%	19%	19%	20%	14%
Tablet	11%	7%	15%	9%	9%	0%	11%	4%
Mobile	33%	71%	35%	72%	46%	78%	36%	71%

	A18+		**T12-17**		**A18-34**		**A25-54**	
Quebec Franco	YouTube	TikTok	YouTube	TikTok	YouTube	TikTok	YouTube	TikTok
Smart TV or TV Connected Devices	38%	7%	31%	1%	32%	6%	41%	7%
PC/MAC	21%	6%	22%	0%	31%	2%	16%	7%
Tablet	17%	9%	6%	8%	20%	8%	16%	7%
Mobile	24%	78%	41%	91%	18%	84%	27%	80%

Source: Numeris VAM (Ontario vs. Quebec Franco), A18+, T12-17, A18-34, A25-54, Mo-Su 2a-2a, 8/29/2022-9/18/2022, Share (%) of TotalTime(000) [hours] by Device, In-Home Viewing

More PurePlays 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.

For any software-related queries, please contact Nlogic.

I Have Questions!