

# NETFLIX, prime video & DISNEY+

## How do audiences compare?

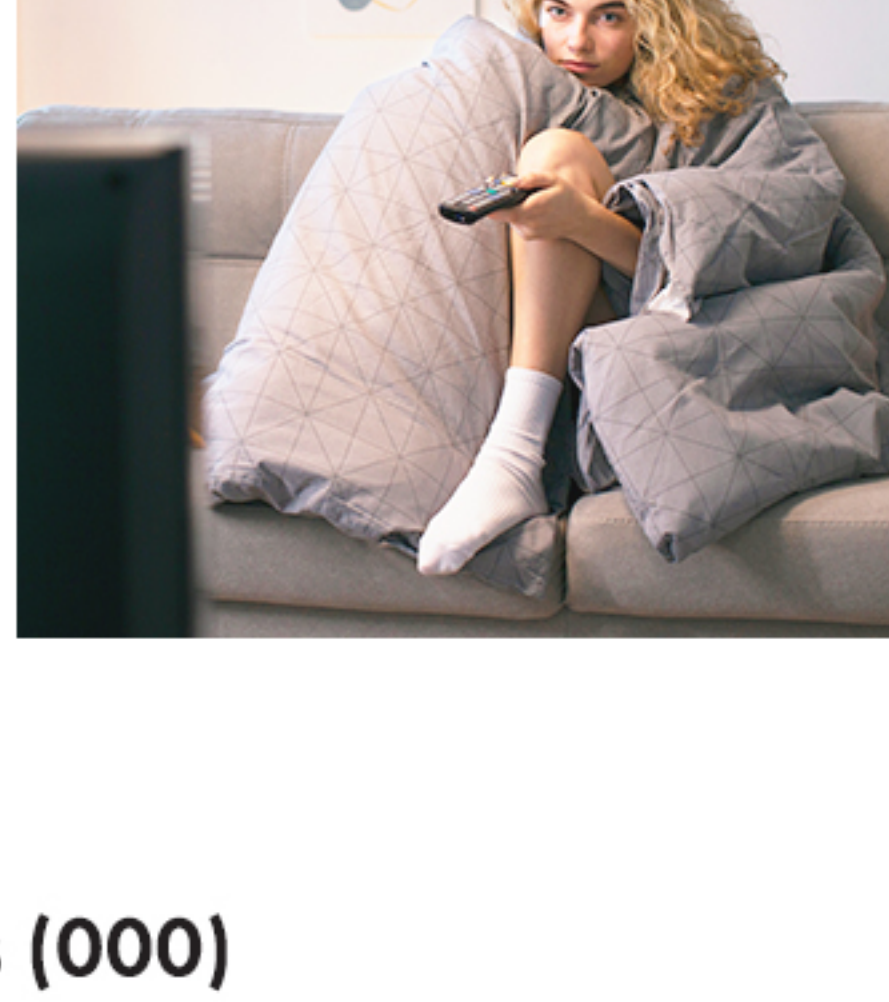
### PART 1

There is no shortage of streaming options available in today's video marketplace. With so much content available, how does each Pure Play service perform? Numeris' VAM database offers a rare and unprecedented opportunity to provide an apples-to-apples comparison of video consumer behaviours by streaming platform. Let's take a look at three popular subscription streaming services and see how their in-home audiences compare.

## Depending How You Look At It, Netflix and Prime Video Toggle Between First and Second position

In Ontario, Prime Video has the edge over Netflix for total hours tuned among A18+ with Disney+ a distant third. In Quebec Franco, Netflix takes the lead followed by Prime Video and Disney+.

As for Adults 25-54, Netflix sustains the lead across both regions.



Total Weekly Hours (000)  
September and October 2022

	Ontario			Quebec Franco		
	NETFLIX	prime video	Disney+	NETFLIX	prime video	Disney+
A18+	20,061	21,251	4,667	7,851	7,521	1,846
A25-54	13,342	11,909	3,522	4,252	4,160	1,485

Source: Numeris VAM (Ontario vs. Quebec Franco), Mo-Su 2a-2a, 8/29/2022 to 10/23/2022, TotTime(000) [hours] x 8 weeks, In-Home Viewing



Weekly Reach tells us a slightly different story by region. In Ontario, Prime Video leads Netflix in all age demographics, except for Teens 12-17. Netflix's relative strength is the great number of hours it gets from each tuned viewer; among A25-54, it obtains **4.8** average weekly hours per viewer compared to only **3.7** similar hours for Prime Video. Disney+ collects **2.5** hours in comparison.

In Quebec Franco, Prime Video also enjoys a weekly reach advantage over Netflix for most demographics. Netflix has an interesting situation among A65+ where it has a relatively small weekly reach at **11.1%**, but collects the largest average weekly hours per viewer with **9.1**.

Average Weekly Reach %

	NETFLIX		prime video		Disney+	
	Ontario	Quebec Franco	Ontario	Quebec Franco	Ontario	Quebec Franco
Ind.2+	35.5	28.6	43.6	30.7	16.7	12.1
A18+	34.0	27.5	43.1	30.2	15.5	11.2
A25-54	45.2	39.8	52.1	40.2	22.7	17.4
C2-11	40.9	32.1	46.9	28.3	23.7	17.8
T12-17	46.3	36.2	45.6	41.4	20.2	13.0
A18-34	39.9	38.9	47.2	37.8	19.2	17.7
A35-49	48.0	44.0	56.5	43.1	26.8	19.7
A50-64	30.5	18.5	41.3	24.8	11.5	5.1
A65+	15.9	11.1	25.9	17.1	3.7	3.7

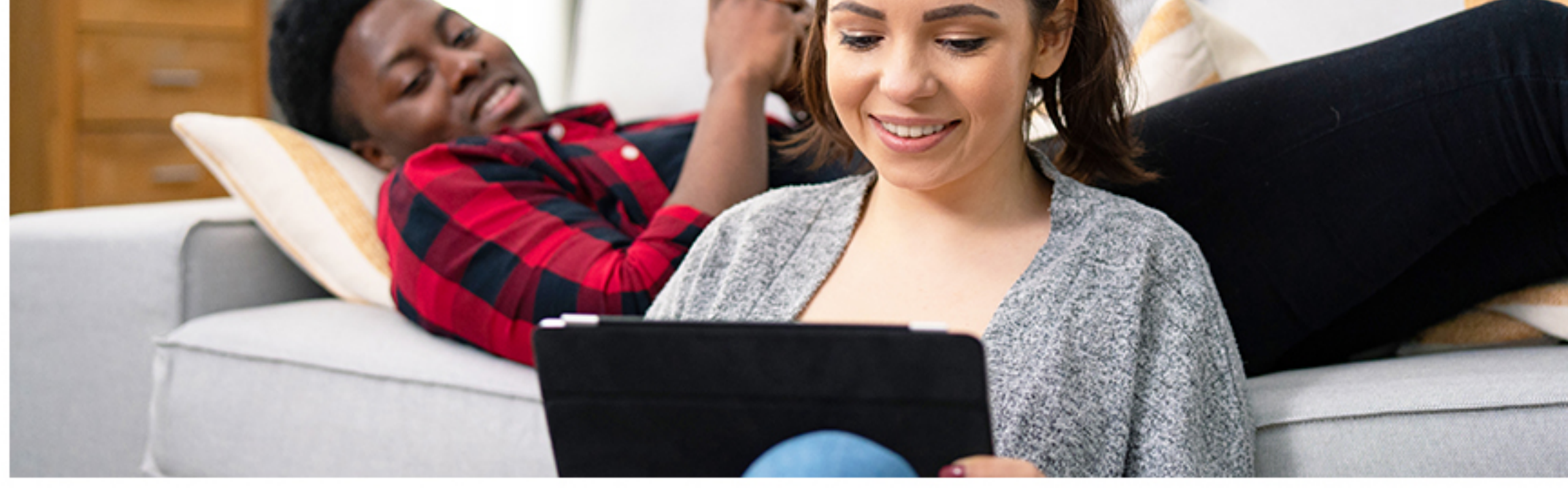
Source: Numeris VAM (Ontario vs. Quebec Franco), Mo-Su 2a-2a, 8/29/2022 to 10/23/2022, AvWkRch%, In-Home Viewing

Average Weekly Hours Per Viewer

	Ontario			Quebec Franco		
	NETFLIX	prime video	Disney+	NETFLIX	prime video	Disney+
Ind.2+	4.6	3.7	2.3	4.2	3.7	2.6
A18+	4.8	4.0	2.4	4.6	4.0	2.6
A25-54	<b>4.8</b>	<b>3.7</b>	<b>2.5</b>	3.7	3.5	2.9
C2-11	3.0	2.0	1.8	2.7	1.2	2.5
T12-17	5.5	2.4	2.2	2.5	3.6	2.0
A18-34	5.5	4.5	2.9	4.7	3.5	2.1
A35-49	4.2	3.3	2.2	3.0	4.0	3.5
A50-64	4.6	3.8	2.2	4.7	3.4	2.1
A65+	4.9	4.7	1.7	<b>9.1</b>	5.7	1.8

Source: Numeris VAM (Ontario vs. Quebec Franco), Mo-Su 2a-2a, 8/29/2022 to 10/23/2022, AvHrsWk(View), In-Home Viewing

## Adults 18-34 and 35-49 are the Heaviest Viewers



When we look at the proportion of time spent with each Pure Play service, the Adult 18-34 and 35-49 cohorts represent a larger proportion of their viewing to each of the services than their proportion of the population in both regions, where A35-49s represent over **43%** of their viewing audience for Disney+ in Quebec Franco.

As for Children 2-11, they represent almost **12%** of Disney+ viewing hours in Ontario but that increases to almost **16%** in Quebec Franco.

Proportions (%) by Demo

	Ontario				Quebec Franco			
	Population	NETFLIX	prime video	Disney+	Population	NETFLIX	prime video	Disney+
A18+	83.1	82.1	89.5	81.0	82.6	87.2	88.1	78.9
A25-54	41.7	54.6	50.2	61.1	38.6	47.2	48.7	63.5
C2-11	10.3	7.7	6.0	<b>11.6</b>	10.9	7.9	3.3	<b>15.6</b>
T12-17	6.6	10.2	4.5	7.4	6.5	4.9	8.6	5.5
A18-34	23.9	31.8	31.9	34.6	20.1	31.0	23.7	23.8
A35-49	19.7	23.8	23.1	30.0	19.6	21.9	29.6	<b>43.2</b>
A50-64	20.5	17.5	19.9	13.3	20.8	15.4	15.7	7.2
A65+	19.1	9.0	14.7	3.1	22.1	18.8	19.1	4.7

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

### COMING SOON!

What percentage of Ontarians and French Quebecers view all three of these Pure Plays? What impact does fresh new content have on viewing?

Watch your inbox for Part 2 of this VAM Insight for answers to these questions and more!



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.

I Have Questions!

For any software-related queries, please contact Nlogic.