



VAM

Offering Clarity in an Increasingly Fragmented Landscape

With the addition of Facebook Video and Instagram Reels data, Numeris' cross-platform video solution now covers more than 90% of the Canadian Video landscape.

More than ever before, you can uncover a completely new level of understanding and gain valuable insights into the Total Video landscape in Ontario and Quebec Franco, across all platforms, all devices, and on an unduplicated basis. How does the Facebook Video consumer stack up against the Instagram Reels consumer? And how do they compare to other social media platforms such as TikTok and YouTube? Using standardized metrics from one solution - only VAM can answer these questions and more!

Who is the Social Media Video Consumer?

Now that we have the ability to compare Facebook Video, Instagram Reels, YouTube and TikTok – let's take a closer look at their in-home consumption and who is viewing each.

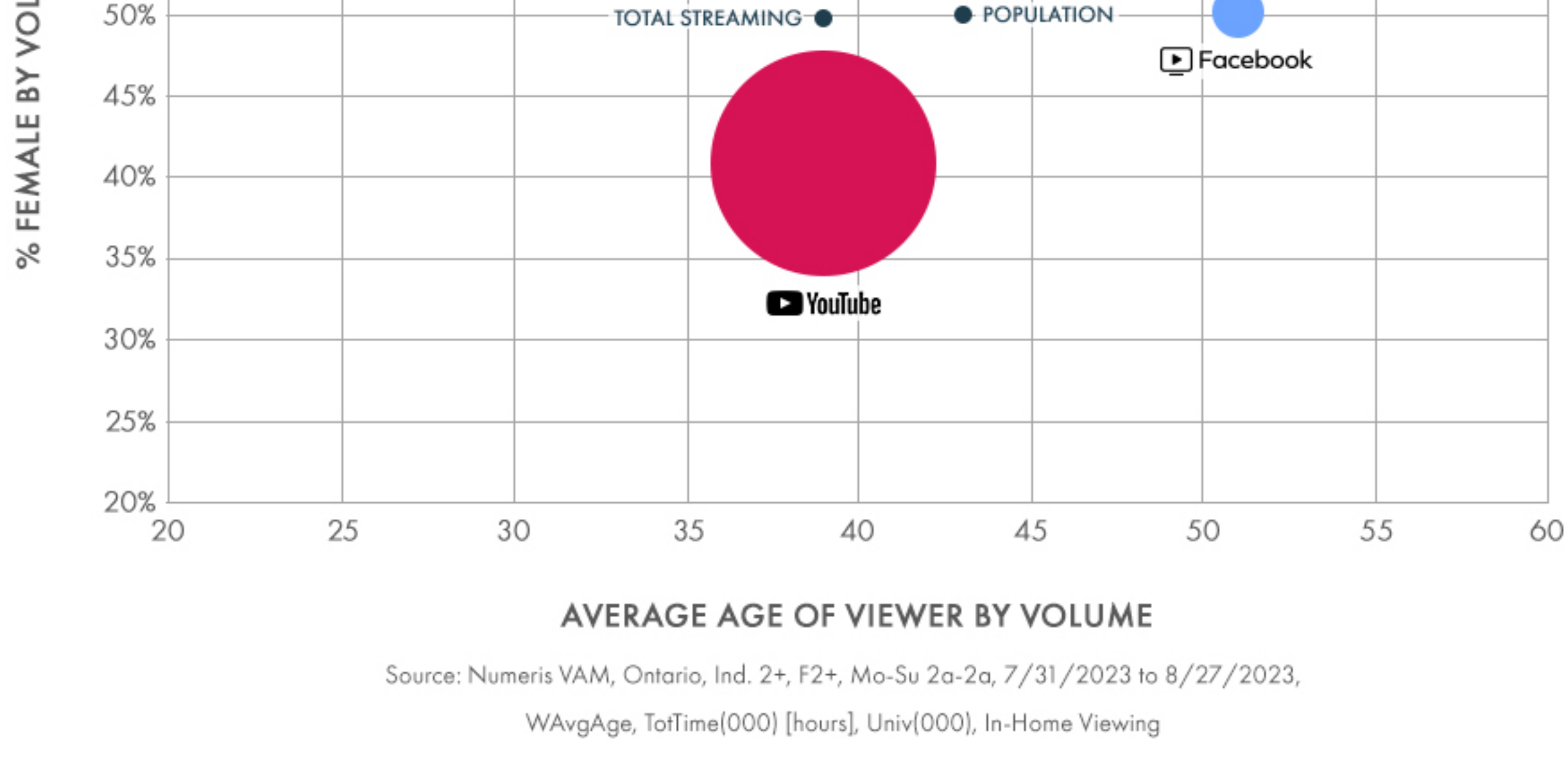
In Ontario, the median population is 43 years old, and women represent half of that population. In the chart below, where we examine all four platforms, we show the percentage of the female audience and the average weighted age of viewers. The relative size of the spheres depicts the volume of total hours tuned - the larger the bubble, the larger the audience. The Total Streaming viewing group and Population spheres are also included for reference purposes, but their data points are not proportionate.



- Total Video Streaming viewers are, on average, slightly younger than 40 years with an evenly distributed proportion between male and female
- TikTok viewers are the youngest and the majority are women (62%)
- YouTube and Instagram Reels viewers are comparable in age, however YouTube leans more towards males (59%) and Instagram Reels is preferred by females (60%)
- Facebook Video viewers are just above 50 years old with an evenly distributed proportion between male and female

Social Media Video by Average Age % of Female Viewing and Relative Audience Size

Ontario



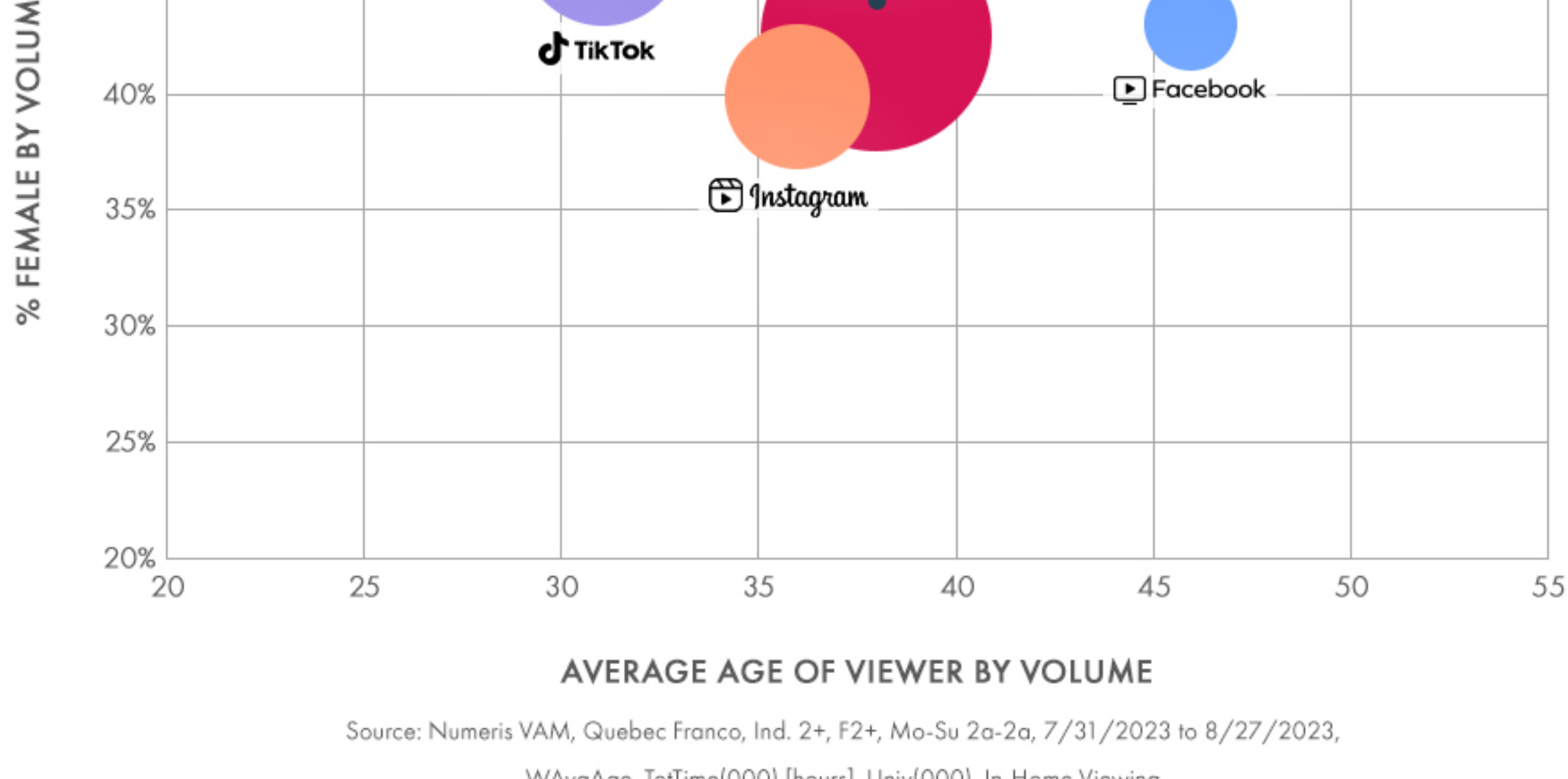
Source: Numeris VAM, Ontario, Ind. 2+, F2+, Mo-Su 2a-2a, 7/31/2023 to 8/27/2023, WAvgAge, TotTime(000) [hours], Univ(000), In-Home Viewing

In Quebec Franco, we see a slightly different story in terms of population; the median age is 45 years, and the population falls slightly below 50% for females.

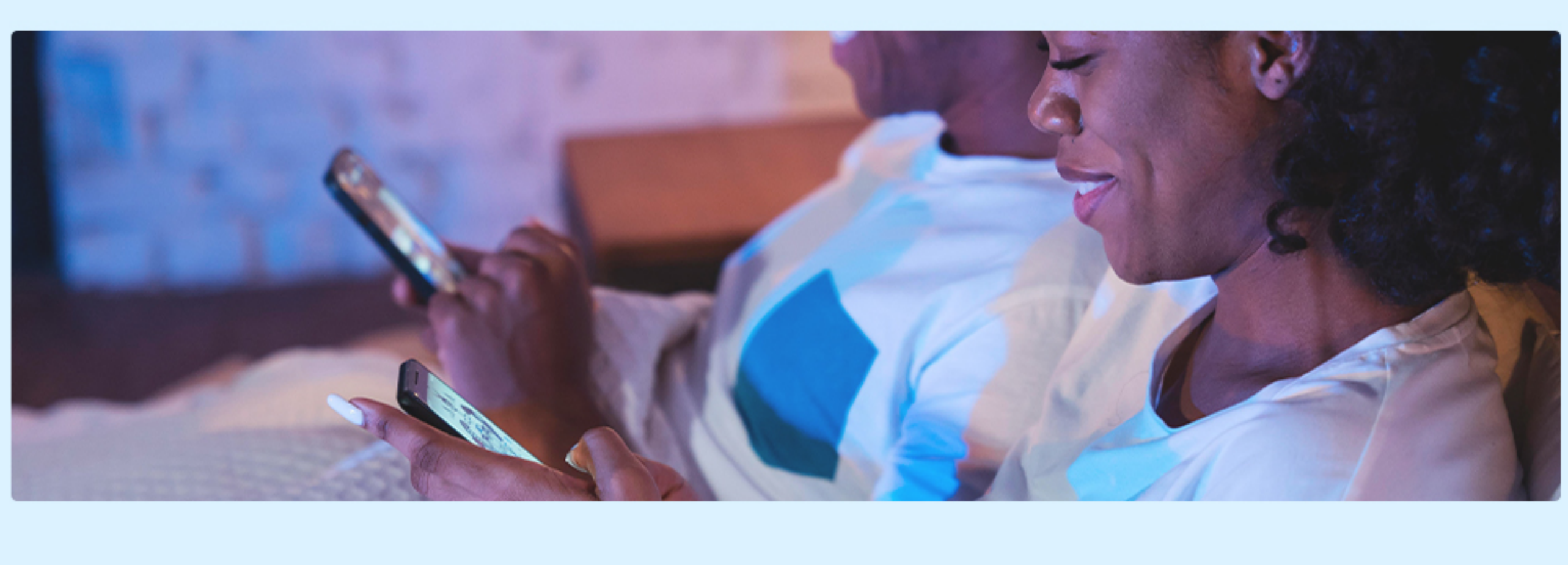
- Total Video Streaming viewers have an average age of 38 with 56% being male
- TikTok viewers are the youngest, following the same trend as Ontario, although the audience skews slightly more male
- Instagram Reels has a 40% female audience, far below its 60% female proportion in Ontario
- Facebook Video audiences are proportionally larger in Quebec Franco than Ontario and older than the average streaming audience



Quebec Franco



Source: Numeris VAM, Quebec Franco, Ind. 2+, F2+, Mo-Su 2a-2a, 7/31/2023 to 8/27/2023, WAvgAge, TotTime(000) [hours], Univ(000), In-Home Viewing



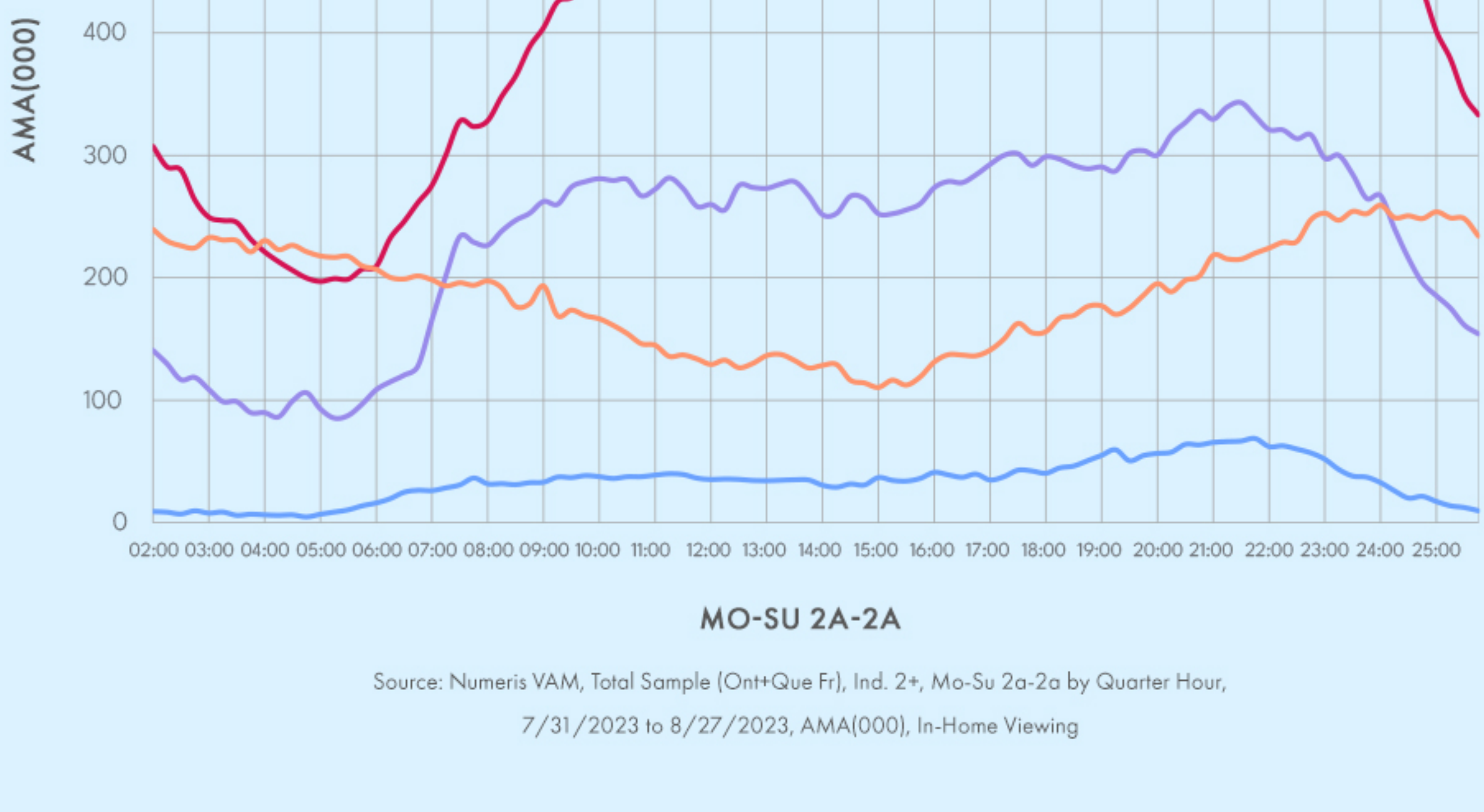
When is Social Media Video Being Consumed?

While three of the four platforms follow a more traditional linear video pattern with an uptick in primetime, Instagram Reels peaks at midnight – suggesting bedtime scrolling is a preferred activity.



- YouTube viewing starts to pick up around 6am and peaks at 9:30pm, with a few small dips throughout mid-afternoon
- TikTok and Facebook Video have a similar story, where the platforms start to see a lift in the morning hours, and reach their peaks in the later hours of primetime
- Instagram Reels, on the other hand, sees a different pattern, where viewing slowly declines throughout the morning and early afternoon; it slowly picks up again and reaches its highest peak at around midnight

Social Media Viewing by Time of Day Total Sample, Age 2+

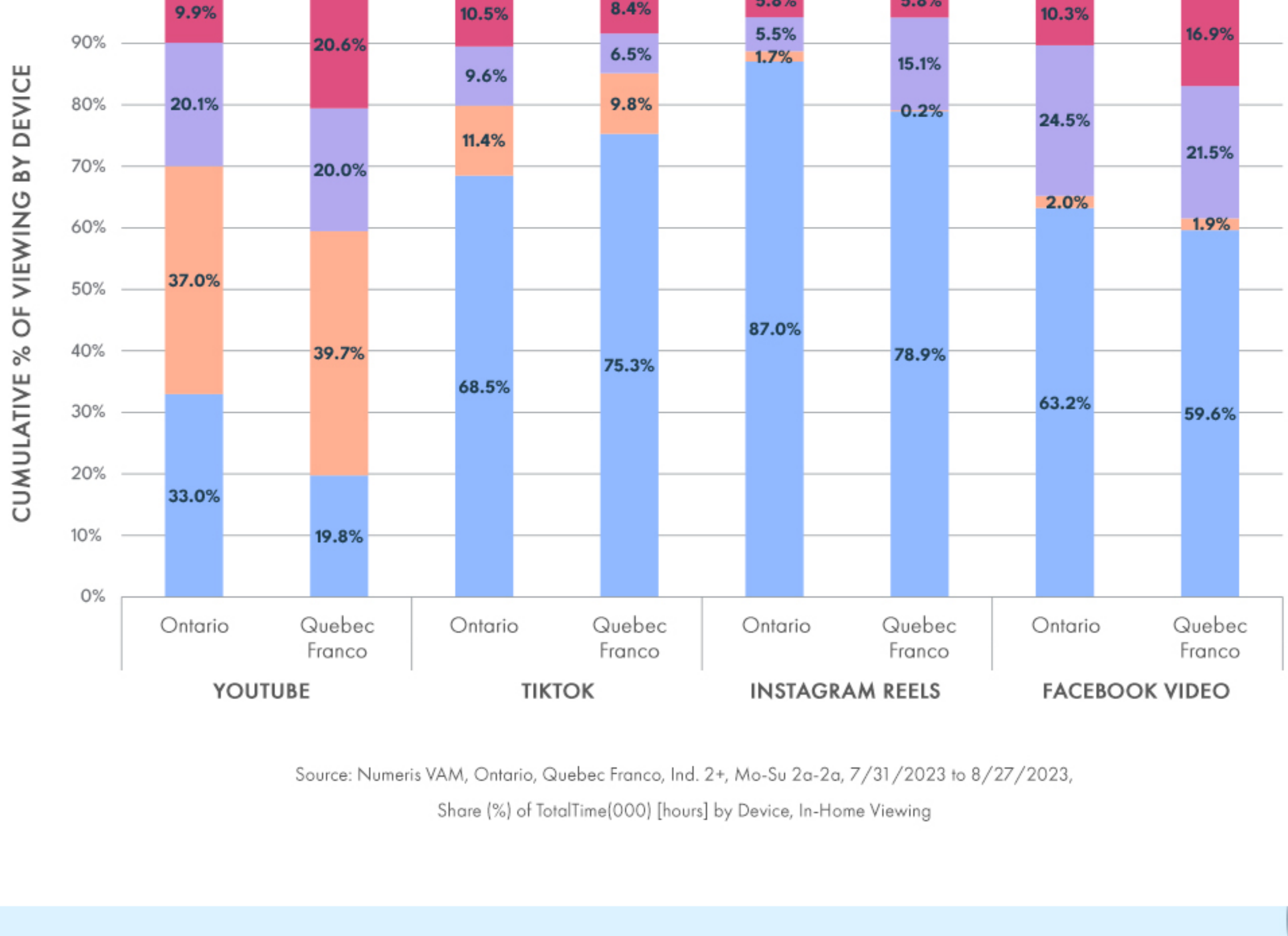


Source: Numeris VAM, Total Sample (Ont+Que Fr), Ind. 2+, Mo-Su 2a-2a, 7/31/2023 to 8/27/2023, AMA(000), In-Home Viewing

How is Social Media Video Being Consumed?

It's no surprise that Mobile is the preferred viewing device across both Ontario and Quebec Franco for Facebook Video, Instagram Reels and TikTok. As for YouTube, Smart/Connected TVs are favoured in both regions. Specific to Facebook Video, PC/MACs are the second favourite way of consuming. Regional differences come into play when looking at secondary choice of device for YouTube and Instagram Reels.

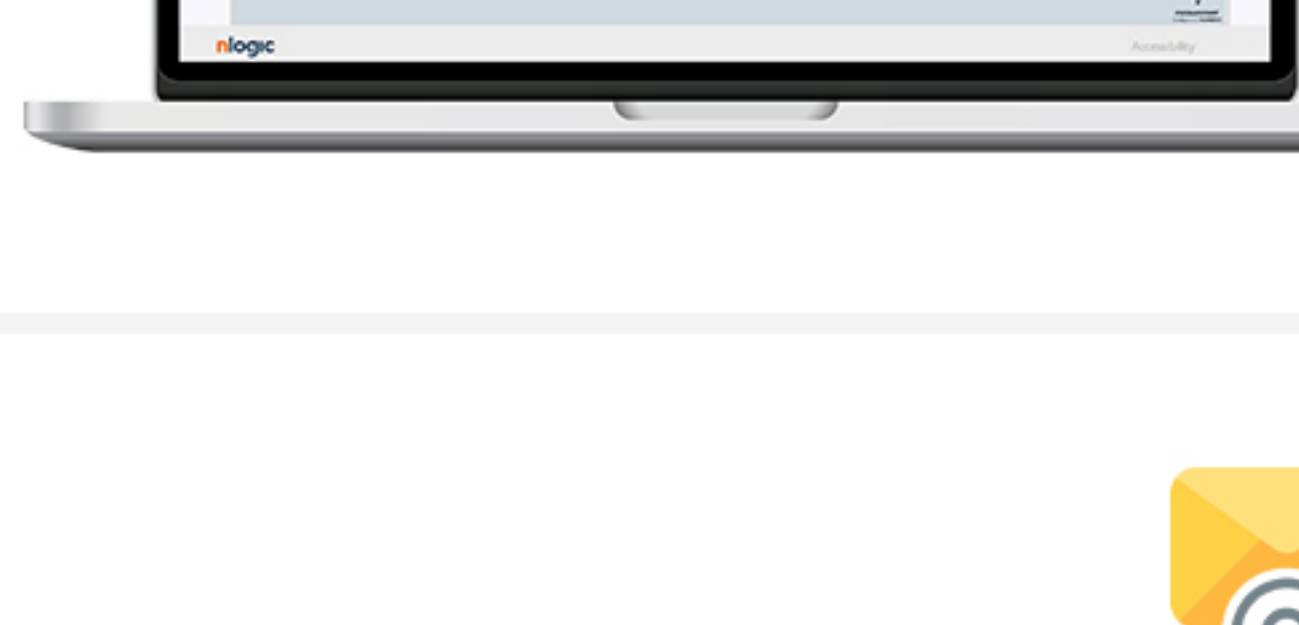
Proportion of Social Media Video Viewing by Device Ontario & Quebec Franco, Age 2+



Source: Numeris VAM, Ontario, Quebec Franco, Ind. 2+, Mo-Su 2a-2a, 7/31/2023 to 8/27/2023, Share (%) of TotalTime(000) [hours] by Device, In-Home Viewing

As VAM evolves, so will our insights!
Stay tuned for future analysis of the Canadian video consumer.

How do you take advantage of VAM data?



- Software
- Cross-Platform Video Insights Tool

COMING SOON

- Cross-Platform Planner

Contact NLogic to learn more.



If you have any questions, contact Numeris Client Services.

I Have Questions!