

VAM Release Note: What You Need to Know for the May 2023 data release.

We have prepared additional material to assist you and your teams:
Feel free to watch our "How to read VAM Data: Video" or read our "How to Read VAM Data: Reference Guide" document for additional information in our VAM Resources (<https://numeris.ca/vam/resources/>).
You can also refer to our "Glossary of Terms" (<https://numeris.ca/glossary/>) should you need any help around frequently used terms about Cross-Platform, Cross-Media audience measurement solutions.
If you have any questions, please visit our website (<https://numeris.ca/>) or contact your Client Services Executive (csrequests@numeris.ca).



MONTHLY RELEASE	MAY 2023	APRIL 2023	MARCH 2023
DATE RANGE	May 1, 2023 - May 28, 2023	March 27, 2023 - April 30, 2023	February 27, 2023 - March 26, 2023
MARKETS	Ontario, Quebec Franco, Toronto EM, Montreal Franco EM		
ADDED PLATFORMS	A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the "Reported Platforms" (https://numeris.ca/vam/resources/). COMING SOON - Facebook Watch and Instagram Reels Pluto TV is effective December 26, 2022. CBS News, Discovery Plus and ET Online US are effective October 31, 2022. TikTok, FuboTV and Paramount Plus are effective August 29, 2022. Samsung TV Plus is effective March 17, 2022. Club Illico and Roku Channel are effective December 27, 2021. TubiTV is effective November 6, 2021. CrunchyRoll, DAZN, PopcornFlix are effective November 1, 2021. YouTube is effective September 10, 2021.		
DELETED PLATFORMS	None to report.		
DATA CONSIDERATIONS	For some stations/programming where streaming viewing is low, data should be used with caution. PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up.		
ADDITIONAL NOTES	Effective with the April release, the Reported Platforms list has been enhanced to include measured sites and applications for the reported Pure Plays. UNTAGGED PURE PLAY Due to the absence of census data for untagged pure plays, more variability in audience data may be seen. CBC Gem & CBC Gem Premium are reported under CBC station(s). ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s). PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended. PROGRAM DATA 999999 = season and episode tags not provided. 888888 = episode number tags not provided. 777777 = season number tags not provided. BVOD missing program names are identified as "Not Available". LINEAR TV DATA Due to the additional weighting criteria in VAM (i.e. high-speed internet access requirement), minor differences may be observed when comparing linear TV data in TAM vs VAM. The currency remains TAM (PPM). BROADCASTER LIVE STREAM PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilizes a single source panel. PLUS SUFFIX added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations. PURE PLAY SUFFIX added to Pure Play services with the same names as broadcasters/stations. LINEAR TV PLAYBACK Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month. CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.		

VAM Release Note: What You Need to Know for the December 2022-February 2023 data release.

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MONTHLY RELEASE	FEBRUARY 2023	JANUARY 2023	DECEMBER 2022
DATE RANGE	January 30, 2023 - February 26, 2023	December 26, 2022 - January 29, 2023	November 28, 2022 - December 25, 2022
MARKETS	Ontario, Quebec Franco, Toronto EM, Montreal Franco EM		
ADDED PLATFORMS	A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the "Reported Platforms" (https://numeris.ca/vam/resources/). Pluto TV is effective December 26, 2022. CBS News, Discovery Plus and ET Online US are effective October 31, 2022. TikTok, FuboTV and Paramount Plus are effective August 29, 2022. Samsung TV Plus is effective March 17, 2022. Club Illico and Roku Channel are effective December 27, 2021. TubiTV is effective November 6, 2021. CrunchyRoll, DAZN, PopcornFlix are effective November 1, 2021. YouTube is effective September 10, 2021.		
DELETED PLATFORMS	None to report.		
DATA CONSIDERATIONS	An internal quality control check revealed <u>streaming consumed via shared devices</u> may have been incorrectly attributed. No other data was impacted. Data from September 15 to September 25, 2022 has been reprocessed. Due to changes made by an external supplier, streaming data to Smart/Connected TV during the period of October 1-October 11, 2022 should be used with caution. Minimal impact may continue to be seen up to 28 days after October 11, 2022. No other data was impacted. Effective with the April 2022 Release, regions of Ontario and French Quebec are available to use in isolation . This enhancement has been retroactively applied to all VAM data from January 2022 onward. For some stations/programming where streaming viewing is low, data should be used with caution. PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up.		
ADDITIONAL NOTES	Effective January 10th, 2023 due to an external technical issue, Crave Pure Play streaming data consumed via Desktop (PC/MAC) device should be used with caution. Effective November 28th, 2022 due to an external technical issue, CTV and Noovo streaming data consumed via Desktop (PC/MAC) device should be used with caution. Effective with the September data re-release, the VAM monthly client report has been enhanced to include the top 5 pure plays (YouTube, TikTok, Netflix, Amazon Prime Video and Disney+). Technical issue with CrunchyRoll from November 16 - December 13, 2022. 2022 FIFA World Cup from November 20 - December 18, 2022. UNTAGGED PURE PLAY Due to the absence of census data for untagged pure plays, more variability in audience data may be seen. CBC Gem & CBC Gem Premium are reported under CBC station(s). ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s). PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended. PROGRAM DATA 999999 = season and episode tags not provided. 888888 = episode number tags not provided. 777777 = season number tags not provided. BVOD missing program names are identified as "Not Available". LINEAR TV DATA Due to the additional weighting criteria in VAM (i.e. high-speed internet access requirement), minor differences may be observed when comparing linear TV data in TAM vs VAM. The currency remains TAM (PPM). BROADCASTER LIVE STREAM PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilizes a single source panel.		

VAM Release Note: What You Need to Know for the December 2022-February 2023 data release.

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MONTHLY RELEASE	FEBRUARY 2023	JANUARY 2023	DECEMBER 2022
DATE RANGE	January 30, 2023 - February 26, 2023	December 26, 2022 - January 29, 2023	November 28, 2022 - December 25, 2022
MARKETS	Ontario, Quebec Franco, Toronto EM, Montreal Franco EM		
	PLUS SUFFIX added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations.		
	PURE PLAY SUFFIX added to Pure Play services with the same names as broadcasters/stations.		
	LINEAR TV PLAYBACK Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month.		
	CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.		

VAM Release Note: What You Need to Know for the September-November 2022 data release.

Below is a list of all the information you need to know to correctly interpret this month’s VAM release.

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MONTHLY RELEASE	NOVEMBER 2022	OCTOBER 2022	SEPTEMBER 2022*
DATE RANGE	October 31, 2022 - November 27, 2022	September 26, 2022 - October 30, 2022	August 29, 2022 - September 25, 2022
MARKETS	Ontario, Quebec Franco, Toronto EM, Montreal Franco EM		
ADDED PLATFORMS	A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the "Reported Platforms" (https://numeris.ca/vam/resources/). NEW - CBS News, Discovery Plus and ET Online US are effective October 31, 2022. COMING SOON - PlutoTV TikTok, FuboTV and Paramount Plus are effective August 29th, 2022. Samsung TV Plus is effective March 17th, 2022. Club Illico and Roku Channel are effective December 27th, 2021. TubiTV is effective November 6th, 2021. CrunchyRoll, DAZN, PopcornFlix are effective November 1st, 2021. YouTube is effective September 10th, 2021.		
DELETED PLATFORMS	None to report.		
DATA CONSIDERATIONS	*NEW - An internal quality control check revealed <u>streaming consumed via shared devices</u> may have been incorrectly attributed. No other data was impacted. Data from September 15 to September 25, 2022 has been reprocessed. NEW - Due to changes made by an external supplier, streaming data to Smart/Connected TV during the period of October 1-October 11, 2022 should be used with caution. Minimal impact may continue to be seen up to 28 days after October 11, 2022. No other data was impacted. Effective with the April 2022 Release, regions of Ontario and French Quebec are available to use in isolation . This enhancement has been retroactively applied to all VAM data from January 2022 onward. For some stations/programming where streaming viewing is low, data should be used with caution. PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up.		
ADDITIONAL NOTES	NEW - Effective with the September data re-release, the VAM monthly client report has been enhanced to include the top 5 pure plays (YouTube, TikTok, Netflix, Amazon Prime Video and Disney+). NEW - Technical issue with CrunchyRoll from November 16 - December 13, 2022. NEW - 2022 FIFA World Cup from November 20 - December 18, 2022. Effective August 9th, 2022 - DAZN is no longer having technical issues. UNTAGGED PURE PLAY Due to the absence of census data for untagged pure plays, more variability in audience data may be seen. CBC Gem & CBC Gem Premium are reported under CBC station(s). ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s). PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended. PROGRAM DATA 999999 = season and episode tags not provided. 888888 = episode number tags not provided. 777777 = season number tags not provided. BVOD missing program names are identified as "Not Available". LINEAR TV DATA Due to the additional weighting criteria in VAM (i.e. high-speed internet access requirement), minor differences may be observed when comparing linear TV data in TAM vs VAM. The currency remains TAM (PPM). BROADCASTER LIVE STREAM PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilizes a single source panel.		

VAM Release Note: What You Need to Know for the September-November 2022 data release.

Below is a list of all the information you need to know to correctly interpret this month’s VAM release.



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MONTHLY RELEASE	NOVEMBER 2022	OCTOBER 2022	SEPTEMBER 2022*
DATE RANGE	October 31, 2022 - November 27, 2022	September 26, 2022 - October 30, 2022	August 29, 2022 - September 25, 2022
MARKETS	Ontario, Quebec Franco, Toronto EM, Montreal Franco EM		
	PLUS SUFFIX added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations.		
	PURE PLAY SUFFIX added to Pure Play services with the same names as broadcasters/stations.		
	LINEAR TV PLAYBACK Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month.		
	CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.		

VAM Release Note: What You Need to Know for the June-August 2022 data release.

Below is a list of all the information you need to know to correctly interpret this month’s VAM release.



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MONTHLY RELEASE	AUGUST 2022	JULY 2022	JUNE 2022
DATE RANGE	August 1, 2022 - August 28, 2022	June 27, 2022 - July 31, 2022	May 30, 2022 - June 26, 2022
MARKETS	Ontario, Quebec Franco, Toronto EM, Montreal Franco EM		
ADDED PLATFORMS	A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the "Reported Platforms" (https://numeris.ca/vam/resources/). Samsung TV Plus is effective March 17th, 2022. Club Illico and Roku Channel are effective December 27th, 2021. TubiTV is effective November 6th, 2021. CrunchyRoll, DAZN, PopcornFlix are effective November 1st, 2021. YouTube is effective September 10th, 2021.		
DELETED PLATFORMS	None to report.		
DATA CONSIDERATIONS	External technical Issue from Friday July 8th to Sunday July 10th, 2022 (dates are approximate) and viewing may be impacted. Effective with the April 2022 Release, regions of Ontario and French Quebec are available to use in isolation. This enhancement has been retroactively applied to all VAM data from January 2022 onward. For some stations/programming where streaming viewing is low, data should be used with caution. PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up.		
ADDITIONAL NOTES	NEW - Effective August 9th, 2022 - DAZN is no longer having technical issues. Effective March 18th, 2022 - Ted Pure Play is no longer having technical issues. Effective February 25th, 2022 - CityTV.com is no longer having technical issues. UNTAGGED PURE PLAY Due to the absence of census data for untagged pure plays, more variability in audience data may be seen. CBC Gem & CBC Gem Premium are reported under CBC station(s). ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s). PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended. PROGRAM DATA 999999 = season and episode tags not provided. 888888 = episode number tags not provided. 777777 = season number tags not provided. BVOD missing program names are identified as "Not Available". LINEAR TV DATA Due to the additional weighting criteria in VAM (i.e. high-speed internet access requirement), minor differences may be observed when comparing linear TV data in TAM vs VAM. The currency remains TAM (PPM). BROADCASTER LIVE STREAM PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilizes a single source panel. PLUS SUFFIX added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations. PURE PLAY SUFFIX added to Pure Play services with the same names as broadcasters/stations. LINEAR TV PLAYBACK Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month. CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.		

VAM Release Note: What You Need to Know for the March-May 2022 data release.

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MONTHLY RELEASE	MAY 2022	APRIL 2022	MARCH 2022
DATE RANGE	April 25, 2022 - May 29, 2022	March 28, 2022 - April 24, 2022	February 28, 2022 - March 27, 2022
MARKETS	Ontario, Quebec Franco, Toronto EM, Montreal Franco EM		
ADDED PLATFORMS	A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the "Reported Platforms" (https://numeris.ca/vam/resources/). Samsung TV Plus is effective March 17th, 2022. Club Illico and Roku Channel are effective December 27th, 2021. TubiTV is effective November 6th, 2021. CrunchyRoll, DAZN, PopcornFlix are effective November 1st, 2021. YouTube is effective September 10th, 2021.		
DELETED PLATFORMS	None to report.		
DATA CONSIDERATIONS	Effective with the April 2022 Release, regions of Ontario and French Quebec are available to use in isolation. This enhancement has been retroactively applied to all VAM data from January 2022 onward. For some stations/programming where streaming viewing is low, data should be used with caution. PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up.		
ADDITIONAL NOTES	Effective March 18th, 2022 - Ted Pure Play is no longer having technical issues.		
	Effective February 25th, 2022 - CityTV.com is no longer having technical issues.		
	UNTAGGED PURE PLAY Due to the absence of census data for untagged pure play, more variability in audience data may be seen.		
	CBC Gem & CBC Gem Premium are reported under CBC station(s).		
	ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s).		
	PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended.		
	PROGRAM DATA 999999 = season and episode tags not provided. 888888 = episode number tags not provided. 777777 = season number tags not provided.		
	LINEAR TV DATA Due to the additional weighting criteria in VAM (i.e. high-speed internet access requirement), minor differences may be observed when comparing linear TV data in TAM vs VAM. The currency remains TAM (PPM).		
	BROADCASTER LIVE STREAM PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilizes a single source panel.		
	PLUS SUFFIX added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations.		
	PURE PLAY SUFFIX added to Pure Play services with the same names as broadcasters/stations.		
	LINEAR TV PLAYBACK Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month.		
	CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.		



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MONTHLY RELEASE	FEBRUARY 2022	JANUARY 2022	DECEMBER 2021
DATE RANGE	January 31, 2022 - February 27, 2022	December 27, 2021 - January 30, 2022	November 29, 2021 - December 26, 2021
MARKETS	Ontario, Quebec Franco, Toronto EM, Montreal Franco EM		
ADDED PLATFORMS	A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the "Reported Platforms" (https://numeris.ca/vam/resources/). Coming Soon - Samsung TV Plus. Club Illico and Roku Channel are effective December 27th. TubiTV is effective November 6th. CrunchyRoll, DAZN, PopcornFlix are effective November 1st. YouTube is effective September 10th.		
DELETED PLATFORMS	None to report.		
DATA CONSIDERATIONS	REGIONAL SPLIT While the calibration process is being defined, regions of Ontario and French Quebec are available but not recommended to use in isolation. PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up.		
ADDITIONAL NOTES	NEW - Effective February 25th, CityTV.com is no longer having technical issues.		
	UNTAGGED PURE PLAY Due to the absence of census data for untagged pure play, more variability in audience data may be seen.		
	Effective December 28th, due to a technical issue, Ted Pure Play is not available.		
	CBC Gem & CBC Gem Premium are reported under CBC station(s).		
	ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s).		
	PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended.		
	PROGRAM DATA 999999 = season and episode tags not provided. 888888 = episode number tags not provided. 777777 = season number tags not provided.		
	LINEAR TV DATA Due to the additional weighting criteria in VAM (i.e. high-speed internet access requirement), minor differences may be observed when comparing linear TV data in TAM vs VAM. The currency remains TAM (PPM).		
	BROADCASTER LIVE STREAM PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilizes a single source panel.		
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	PURE PLAY SUFFIX added to Pure Play services with the same names as broadcasters/stations.		
	LINEAR TV PLAYBACK Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month.		
	CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.		



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MONTHLY RELEASE	NOVEMBER 2021		OCTOBER 2021	SEPTEMBER 2021 (rerun)
DATE RANGE	November 1, 2021 - November 28, 2021		September 26, 2021 - October 31, 2021	
MARKETS	Ontario, Quebec Franco, Toronto EM, Montreal Franco EM			
ADDED PLATFORMS	A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the "Reported Platforms" (https://numeris.ca/vam/resources/).			
DELETED PLATFORMS	NEW - CrunchyRoll, DAZN, PopcornFlix are effective November 1st. TubiTV is effective November 6th.			
DATA CONSIDERATIONS	None to report.			
ADDITIONAL NOTES	REGIONAL SPLIT While the calibration process is being defined, regions of Ontario and French Quebec are available but not recommended to use in isolation.			
			LOCATION VIEWING Effective this release, audiences may be broken out by location (in home, out of home).	
			DEVICE Effective this release, Smart TV/Connected TV and TV(PPM) may be looked at in isolation.	
			PROGRAM NAME Effective this release, records with upper case program names and lower case program names may be combined.	
ADDITIONAL NOTES	PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up.			
	NEW - Effective October 18th due to a technical issue, CityTV.com Desktop and Mobile sites are not tagged.		TV5 viewing is effective October 5, 2021.	
			PELMOREX viewing is effective October 5, 2021.	
	CBC Gem & CBC Gem Premium are reported under CBC station(s).			
	ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s).			
	YOUTUBE Viewing to YouTube is effective September 10th.			
	PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended.			
	PROGRAM DATA			
	999999 = season and episode tags not provided.			
	888888 = episode number tags not provided.			
	777777 = season number tags not provided.			
	LINEAR TV DATA Due to the additional weighting criteria in VAM (i.e. high-speed internet access requirement), minor differences may be observed when comparing linear TV data in TAM vs VAM. The currency remains TAM (PPM).			
	BROADCASTER LIVE STREAM PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilizes a single source panel.			
	PLUS SUFFIX added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations.			
PURE PLAY SUFFIX added to Pure Play services with the same names as broadcasters/stations.				
LINEAR TV PLAYBACK In order to accurately report playback for each VAM monthly release, the first week of the subsequent month is included. For example, for September monthly release, the first week of October will also be included. This additional week should not be used in isolation.				
CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.				

