



# A18-34 and Their Video Device Usage



In our quest to understand more about Canadian's video consumption, Numeris' cross-platform video solution sheds some light on how the highly sought after, yet elusive, A18-34 demographic consumes video. VAM provides unparalleled access to understanding how viewers engage with Total Video across various devices, including Linear TV and streaming viewing, in both Ontario and Quebec Franco. The ability to examine device-viewing patterns of Total Video even further by the lightest-viewing and heaviest-viewing quintiles, is just one of the many unique advantages our Video solution provides.

And while we can distinguish fundamental differences between Ontario and Quebec Franco viewing, we see that there is less dramatic movement for device use among all quintiles.

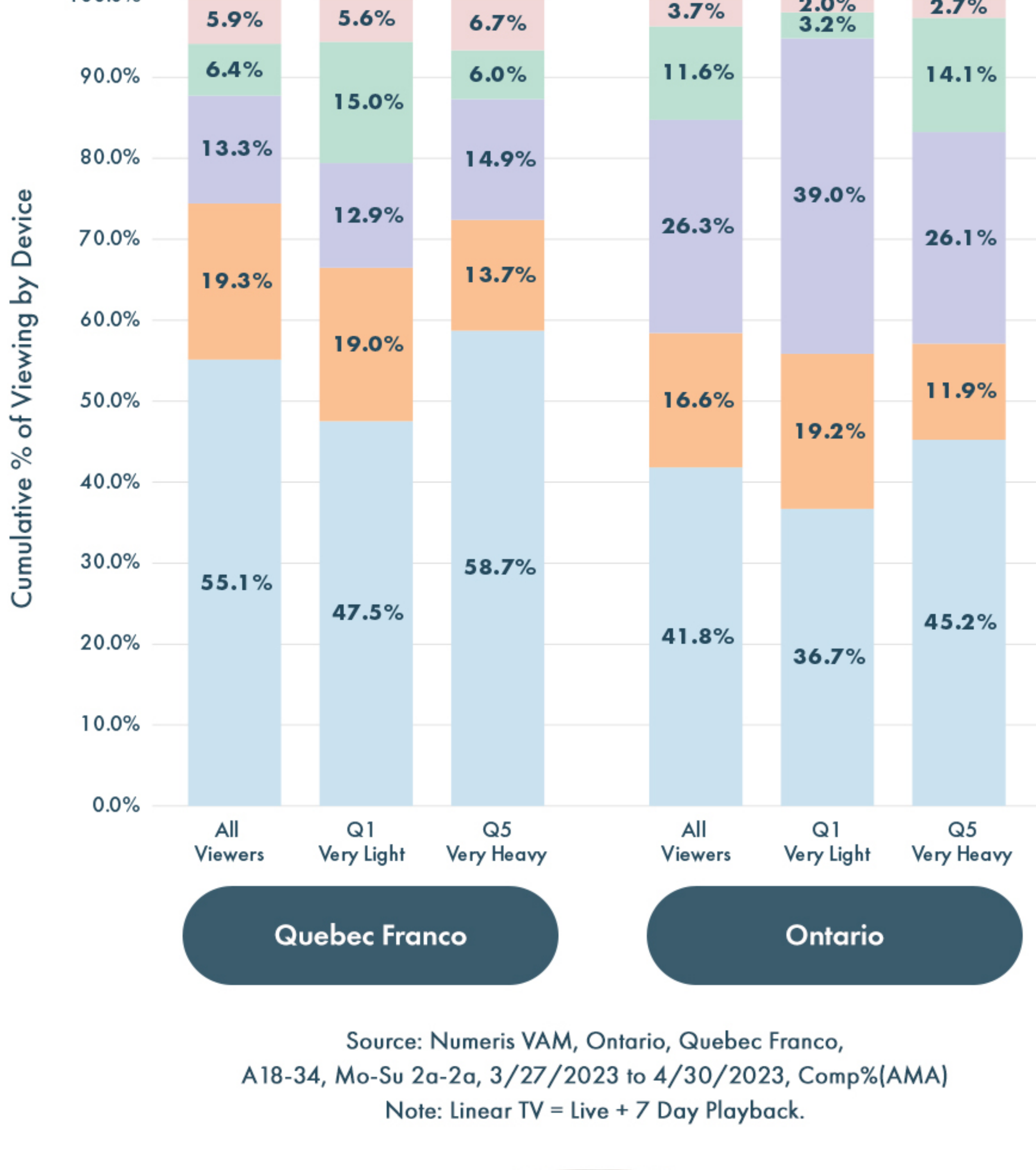
\* Quintiles: Viewing is ranked in order of Total Tuning and categorized into five groups, equally proportioned by population, allowing for analysis on very light, light, medium, heavy and very heavy viewers.

## Regionality and Viewing Quintile Factor into Device Preference

The majority of Video content is consumed via Linear TV in Quebec Franco for both the lightest and heaviest viewing groups, but we see that Very Light viewers favour the Smart/Connected TV more than the Very Heavy viewers. In Ontario, the lightest viewing group consumes most content via mobile while the heaviest viewers prefer Linear TV.

### Total Video Time Spent by Device - Adults 18-34

With Very Light and Very Heavy Viewing Quintiles



Source: Numeris VAM, Ontario, Quebec Franco, A18-34, Mo-Su 2a-2a, 3/27/2023 to 4/30/2023, Comp%(AMA)  
Note: Linear TV = Live + 7 Day Playback.



## Quebec Franco Light Viewers View More

Young adults do consume a considerable volume of video on a weekly basis but it varies greatly between the lightest and heaviest video viewers. Approximately half of the very lightest viewing cohort in Quebec Franco watch video on a daily-reach basis, while in Ontario, it's slightly below half. On a weekly-reach basis, the same regionality trend occurs amongst the lightest viewers with Quebec Franco reaching more (87.5%) compared to Ontario (82.3%). Both heavy-viewing cohorts essentially watch every day.

### Total Video Metrics - Adults 18-34

With Very Light and Very Heavy Viewing Quintiles

	Quebec Franco			Ontario		
	All Viewers	Q1 Very Light	Q5 Very Heavy	All Viewers	Q1 Very Light	Q5 Very Heavy
Total Video Hrs/Wk-Per Viewer	20.8	3.2	46.9	23.9	2.3	57.0
Daily Reach %	84.0	51.6	99.0	84.5	45.0	99.7
Weekly Reach %	95.5	87.5	100.0	96.5	82.3	100.0

Source: Numeris VAM, Ontario, Quebec Franco, A18-34, Mo-Su 2a-2a, 3/27/2023 to 4/30/2023, AvHrsWk(View), DlyRch%, AvWkRch%

## Viewing Patterns Remain Similar While Device Usage Varies



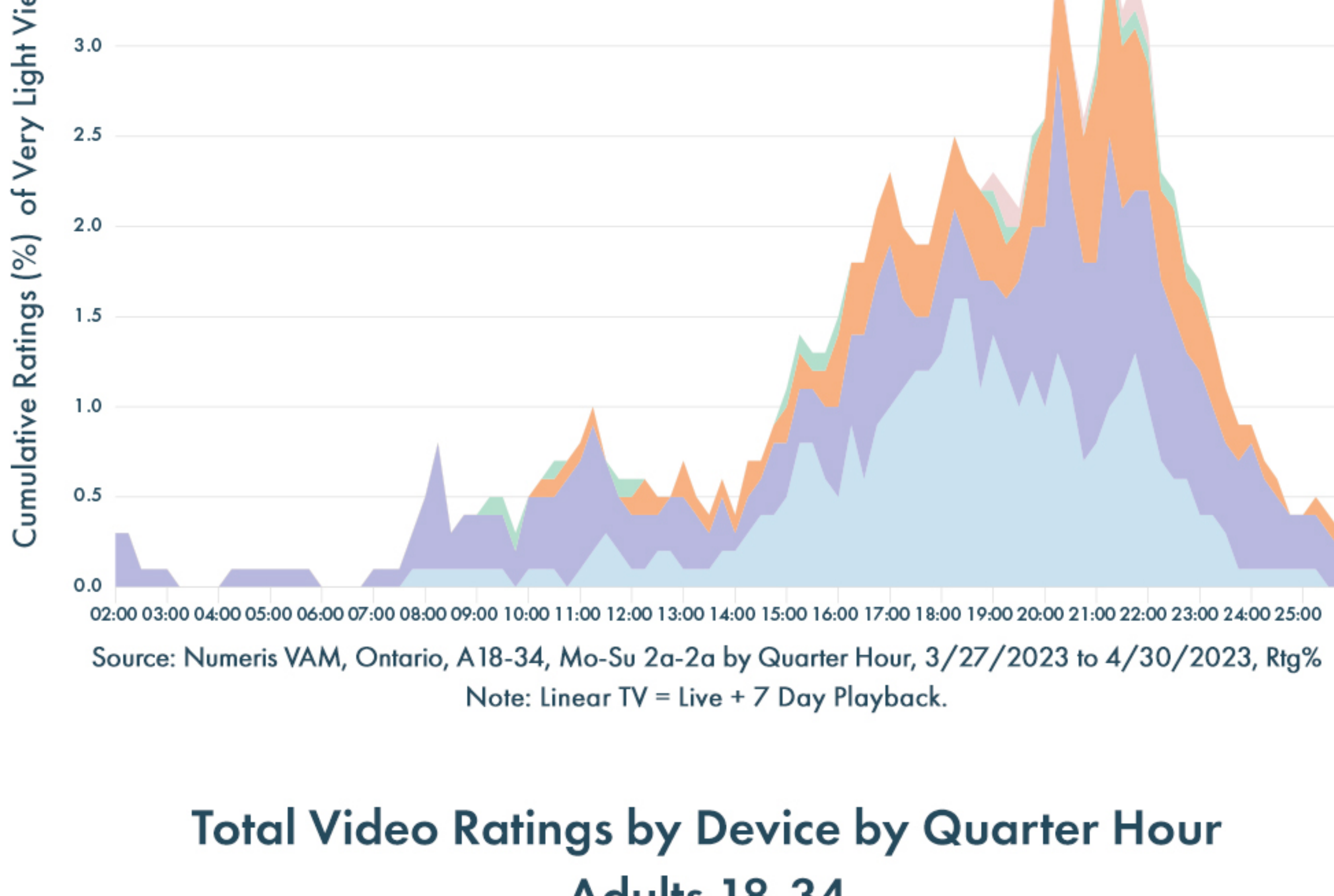
It's interesting to note that if we compare two very different groups – the lightest viewing quintile in Ontario to the heaviest viewing quintile in Quebec Franco – although the volumes of viewing contrast sharply, the fundamental patterns of mid-day spike and primetime peak is the same.

In Ontario, we see Linear TV usage spiking in the early evening with Smart/Connected TV and Mobile viewing driving Video levels to peaks in the later parts of primetime.

In Quebec Franco, we see the other viewing extreme with Very Heavy viewers and their vastly higher levels of consumption through all devices. The sensational surge between 19:00 and 19:30 is a phenomenon of powerful linear programming by conventional stations. While light viewers in Ontario only reported some mobile viewing in the early hours of the week, in Quebec Franco, all devices report use at every hour.

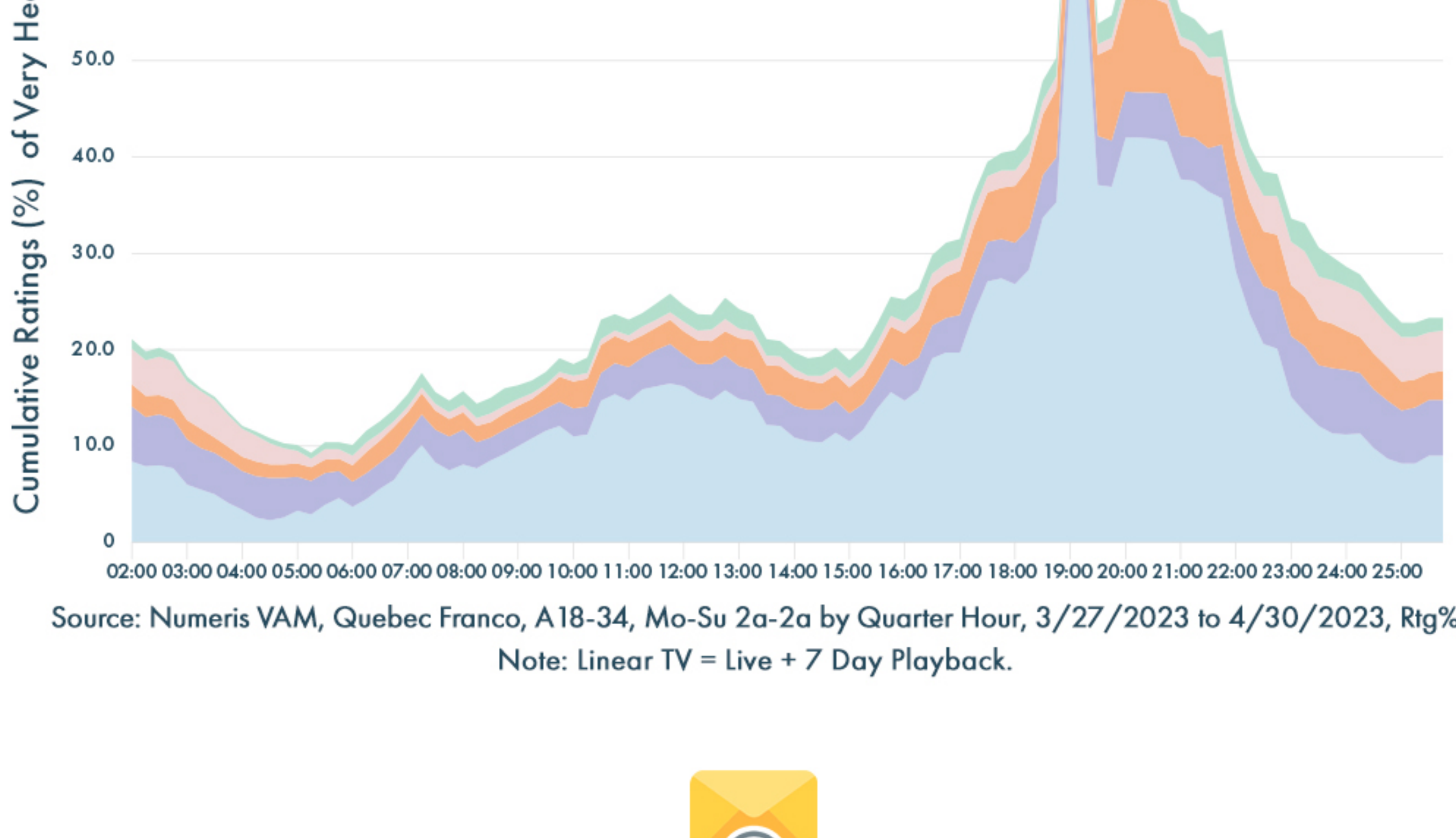
### Total Video Ratings by Device by Quarter Hour Adults 18-34

Very Light Viewing Quintile - Ontario

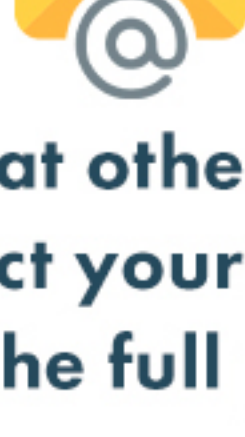


### Total Video Ratings by Device by Quarter Hour Adults 18-34

Very Heavy Viewing Quintile - Quebec Franco



Source: Numeris VAM, Quebec Franco, A18-34, Mo-Su 2a-2a by Quarter Hour, 3/27/2023 to 4/30/2023, Rtg%  
Note: Linear TV = Live + 7 Day Playback.



Want to know what other valuable insights VAM has to offer? Contact your Client Services Executive today to unlock the full potential of VAM!