measurement
Intelligence by
NUMERIS

PART 2

Linear Viewing Overview

In the first of our Fall 2022 Video Consumption series, we took a closer look at the big picture of Total Video consumption - Linear and Digital viewing combined - using our VAM dataset. Now let's examine the Linear piece of the Fall 2022 Video landscape puzzle.

With Fall being the time when most new content reaches our screens, how do Linear viewing habits change when the new Fall Video season begins?

Different Metrics Mean Different Things

There are many ways we can look at audience data to derive insights into Linear video consumption. What do certain metrics tell us about video behaviours when we compare viewing from the Summer to the Fall?

Let's start with Ratings (%) for a program or time period. Ratings are driven by two fundamental measures - how many people tuned and how long they watched.

Among Adults 25-54 years, Fall television ratings increased by 10% in Fall from Summer in English Canada and 20% in Quebec Franco. So, this increase in ratings simply means more people watched Linear TV.

But that's just the start of the story...

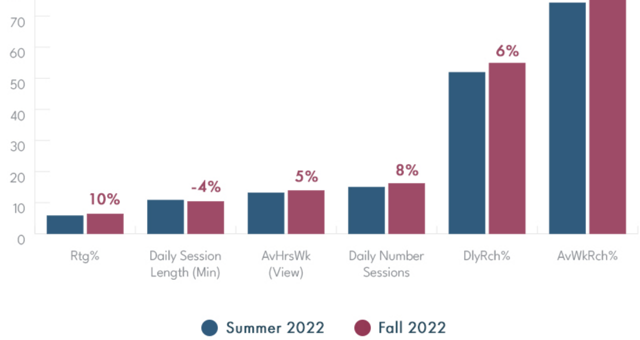
In English Canada, average daily reach grew by 6% meaning more people watched Linear TV on a daily basis. They watched 16.2 sessions (# of tuning events attributed to a station) up 8% from the Summer. And although each session was 4% shorter at 10.4 minutes per session, the average weekly hours viewed per viewer grew by 5%; meaning they spent more time watching TV each day.

In Quebec Franco, average daily reach grew by 8% - so more people also watched on a daily basis. They watched 18.8 sessions (# of tuning events attributed to a station) up 15% from the Summer. And, as we saw on their English counterpart, although each session was 4% shorter at 9.7 minutes per session; the average weekly hours viewed per viewer grew by 15%; meaning they spent more time watching TV each day.

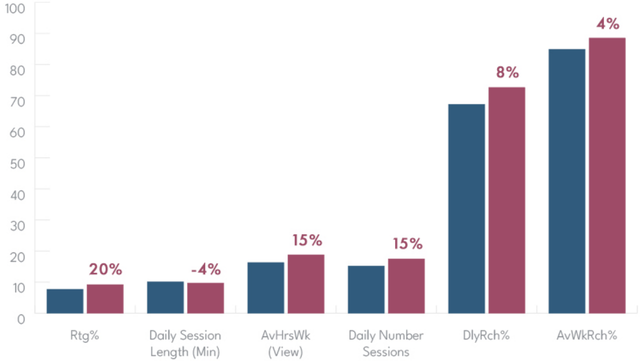
Summer and Fall Viewing Metrics - A25-54

% Change Fall vs. Summer

English Canada



Quebec Franco



Source: Numeris TV PPM, English Canada, Quebec Franco, A25-54, Mo-Su 2a-2a, Summer: 5/30/2022 to 8/28/2022, Fall: 8/29/2022 to 12/25/2022, Rtg%, DlySL(Min), AvHrsWk(View), DlyNumSes, DlyRch%, AvWkRch%

Increase in Viewing is from Primetime

Let's step back and look a little bit deeper into the Ratings increase we identified.

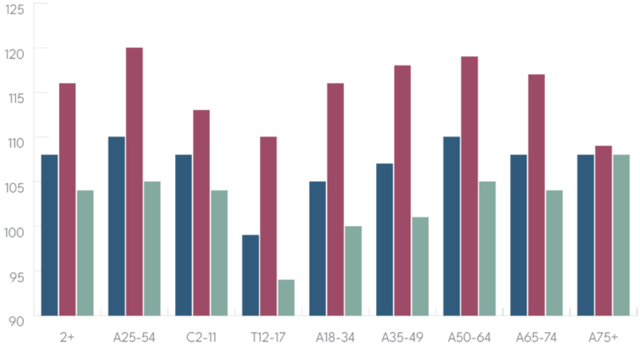
The growth in viewing from Summer to Fall was not equally distributed through the week. Primetime viewing (Mo-Su, 7p-11p) grew significantly when compared to viewing across the remainder of the week. In English Canada, among Adults 25-54 years, primetime grew 20% in Fall compared to 5% for the rest of the week. In Quebec Franco, primetime grew 39% in Fall compared to 8% for the rest of the week.

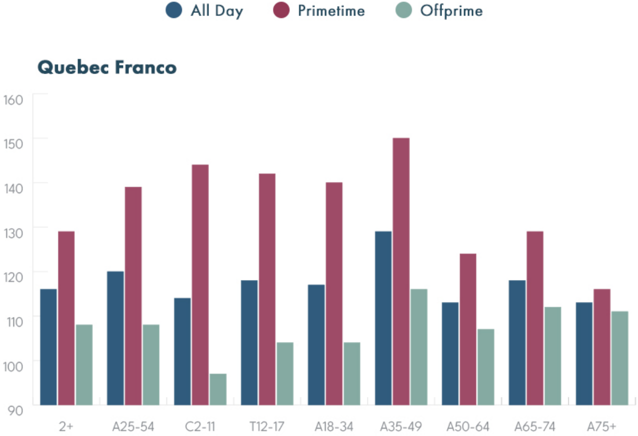
You might believe the return to school for children and teens implies that television viewing drops, but is that what actually happened in Fall 2022? While viewing for Teens 12-17 years did drop by 1% overall from Summer in English Canada, primetime viewing increased by 10% and off-prime dropped by 6%. Primetime viewing also drove overall viewing with 13% and 44% increases over Summer among English Canadian kids and those in Quebec Franco respectively.

Ratings Index

Fall vs. Summer

English Canada





Quebec Franco

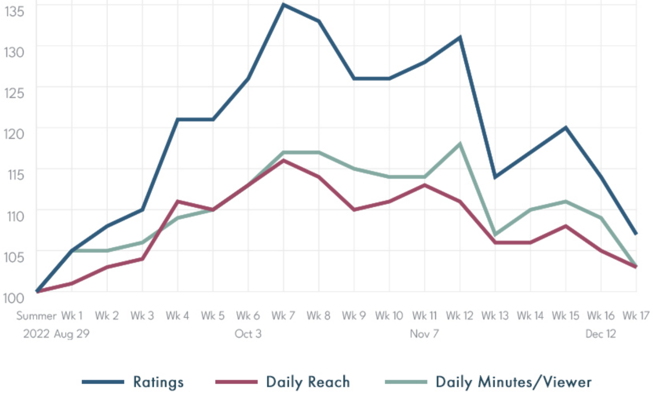
Source: Numeris TV PPM, English Canada, Quebec Franco, Mo-Su 2a-2a; Mo-Su 7p-11p; Mo-Su 2a-7p & Mo-Su 11p-2a, Summer: 5/30/2022 to 8/28/2022, Fall: 8/29/2022 to 12/25/2022, Rtg% Index.

Let's go down another level looking specifically at the primetime ratings, and how increases in daily reach and daily minutes drive them.

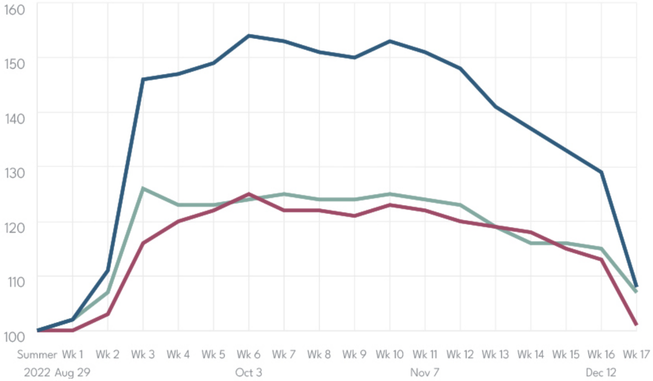
Daily reach and daily minutes per viewer are both components of ratings but all 3 metrics are different. By using an index, we can compare these different metrics by their performance in the Summer. If we look at week 7 in English Canada, we can see that daily reach and daily minutes per viewer, were up over 15% (Index 115), contributing to a 35% increase in primetime ratings demonstrated by a 135 index.

Primetime Performance Index
Fall vs. Summer - A25-54

English Canada



Quebec Franco



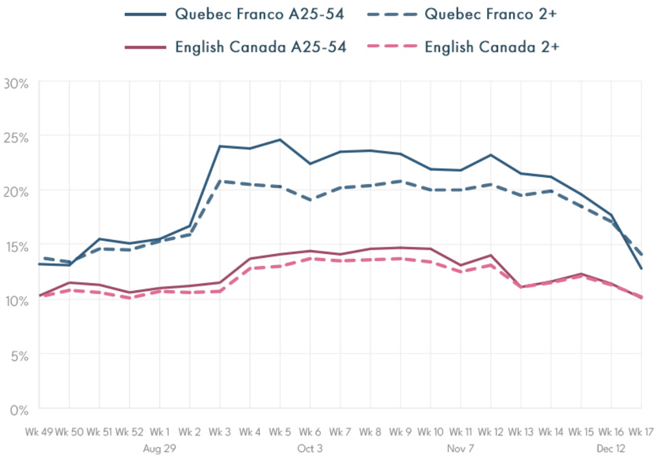
Source: Numeris TV PPM, English Canada, Quebec Franco, A25-54, Mo-Su 7p-11p, Summer: 5/30/2022 to 8/28/2022, Fall: 8/29/2022 to 12/25/2022, Rtg%, DlyRch%, DlyTime(View) [minutes], Fall 2022 weeks Indexed against Summer 2022 season.

Season to Season Viewing Activity

When looking at Live viewing vs Playback, we see Playback was more dominant in Quebec Franco than in English Canada across the board, but once the Fall season hit and new content arrived, the proportion of Playback viewing increased as much as 10% over the Summer weeks. As the Fall ended, the trend returned to Summer levels.

Playback viewing in English Canada also saw an increase at the height of the Fall TV season while returning to Summer levels by the year's end.

Percentage of Viewing that is Playback



Source: Numeris TV PPM, English Canada, Quebec Franco, 2+, A25-54, Mo-Su 2a-2a, 8/1/2022 to 12/25/2022, AMA(000), Playback (0-7 days) as a % of Consolidated (Live+7).

We have even more linear and digital insights to share! Keep an eye on your inbox for Part

Three of our Fall 2022 Consumption Video series coming soon!

Visit our Glossary for all cross-platform, cross-media terms and definitions.

Glossary

If you have any questions, contact Numeris Client Services.

I Have Questions!

Looking for an easy way to explore VAM and pull out more insights yourself?
Reach out to NLogic for details and access to their new Cross-Platform Video Insights Tool.

Contact NLogic