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PART 4

Linear Viewing Overview

As part of our Fall 2022 Video Consumption series, we've taken a closer look at the big picture of Total Video consumption - Linear and Digital viewing combined - using our VAM dataset and provided an overview of both Linear and Digital only behaviours. From a Linear only perspective, we learned the increase in viewing that occurred in the Fall over the Summer period was attributed to primetime tuning. In this installment, we will take a more granular look at the Linear consumption habits of Canadians.



Continuing with our Fall versus Summer comparison, what station group saw the greatest viewing increase over Summer? Was it driven by a particular market? What role did major events play in the Fall 2022 viewing season?

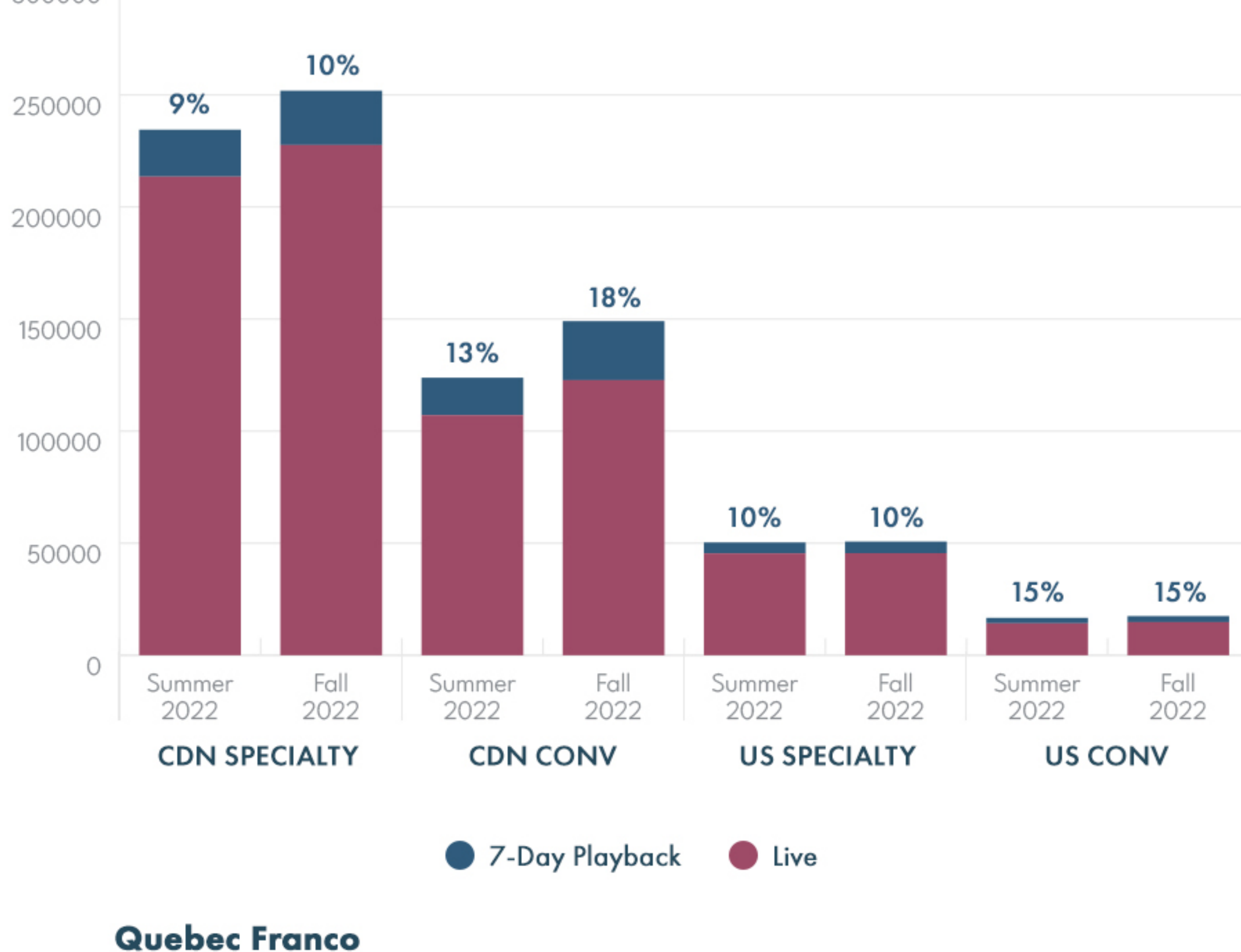
Increase in Viewing Hours Came from Canadian Conventional Stations

Across both English Canada and Quebec Franco, it was Canadian Conventional stations that had the largest increase in total weekly hours in the Fall, compared to the Summer. In English Canada, Canadian Specialty stations had the most total weekly hours, up over hours in Summer. In Quebec Franco, the Canadian Conventional French stations had the edge over Canadian Specialty French stations, however both groups saw an increase over Summer.

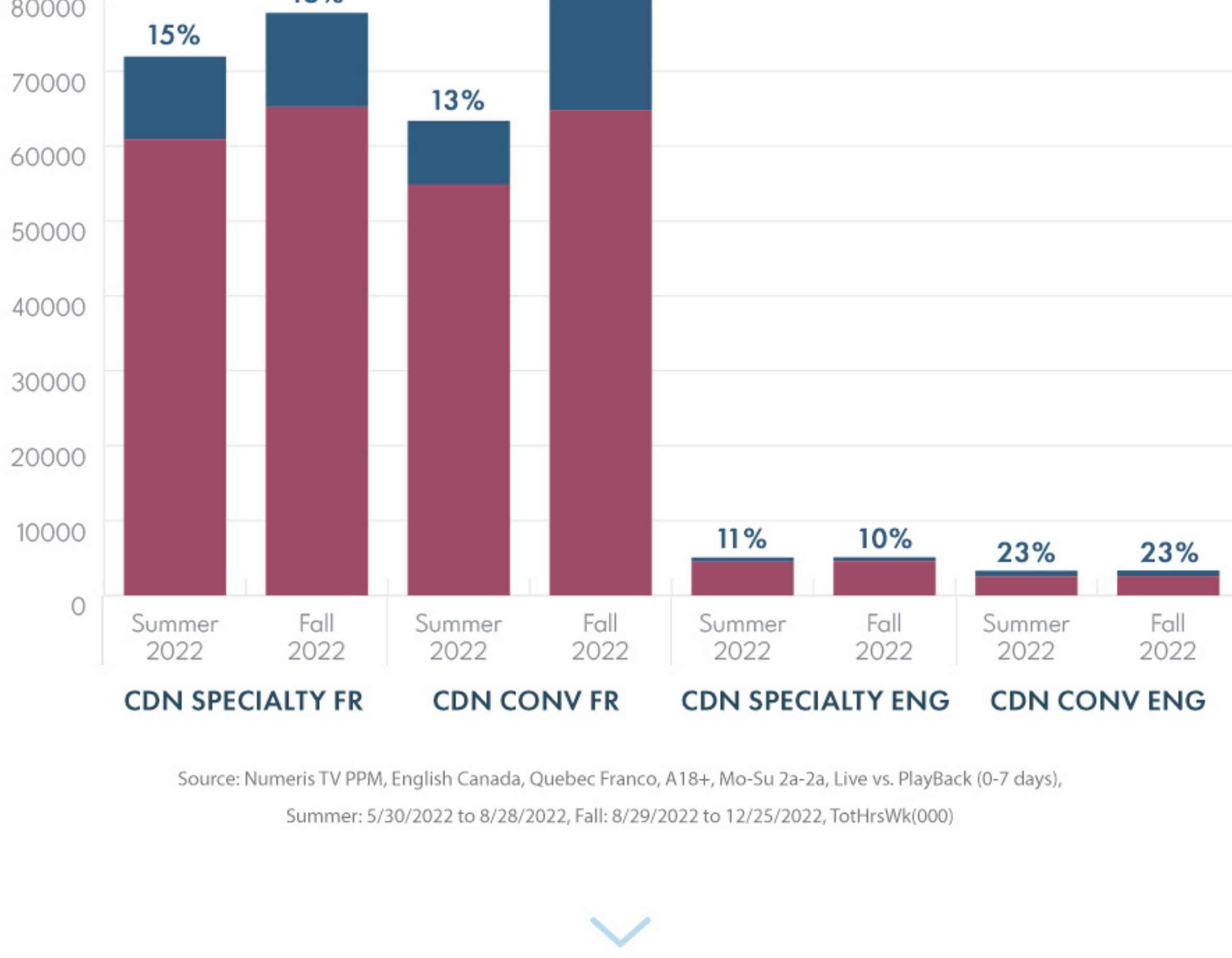
With new content arriving on screens, the share of playback viewing increased in Fall over the Summer period – up 2 percentage points in English Canada and 4 percentage points in Quebec Franco. Conventional station groups saw the highest increases in share for playback viewing – 5 percentage points in English Canada and 9 percentage points in Quebec Franco.

Total Hours Per Week - Adults 18+

English Canada



Quebec Franco



Source: Numeris TV PPM, English Canada, Quebec Franco, A18+, Mo-Su 2a-2a, Live vs. Playback (0-7 days), Summer: 5/30/2022 to 8/28/2022, Fall: 8/29/2022 to 12/25/2022, TotHrsWk(000)

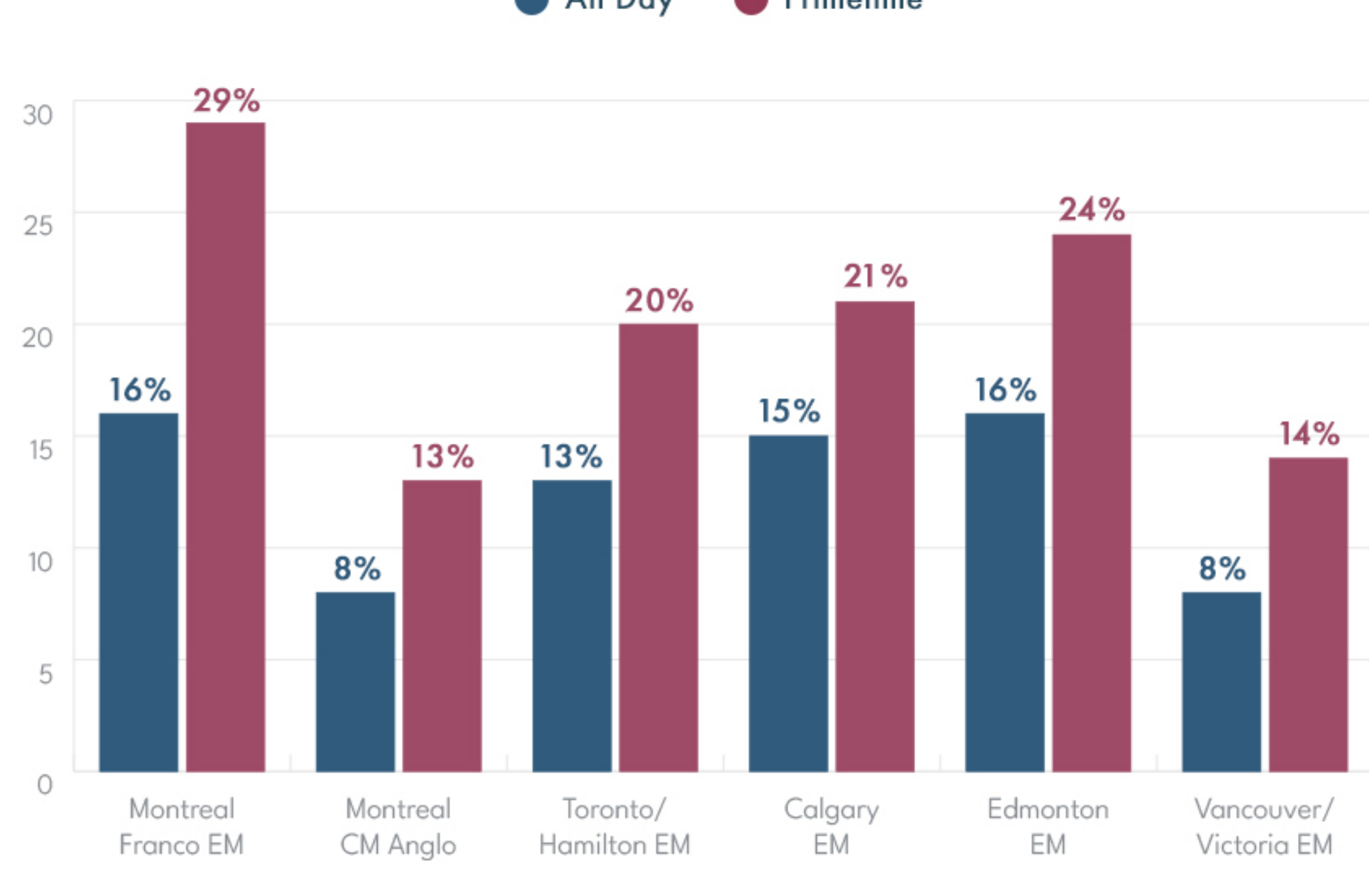
Primetime Viewing Increased in All Markets



While all metered markets saw viewing increases in Fall compared to the Summer, Montreal Franco EM had the most growth in Primetime with 29%, followed by Edmonton EM at 24%. It was the 7-8p hour in both Montreal Franco EM and Montreal CM Anglo that saw the largest increase in viewing; in the other markets, it was the 8-9p hour.

The share of Playback viewing in Primetime grew 5% in English Canada and 10% in Quebec Franco when compared to Summer. At a market level, Montreal Franco EM had the highest share of playback viewing in the Fall, at 30%, while the English markets varied between 18% in Toronto/Hamilton EM and 24% in Calgary EM.

Fall Viewing % Increase over Summer - Adults 18+



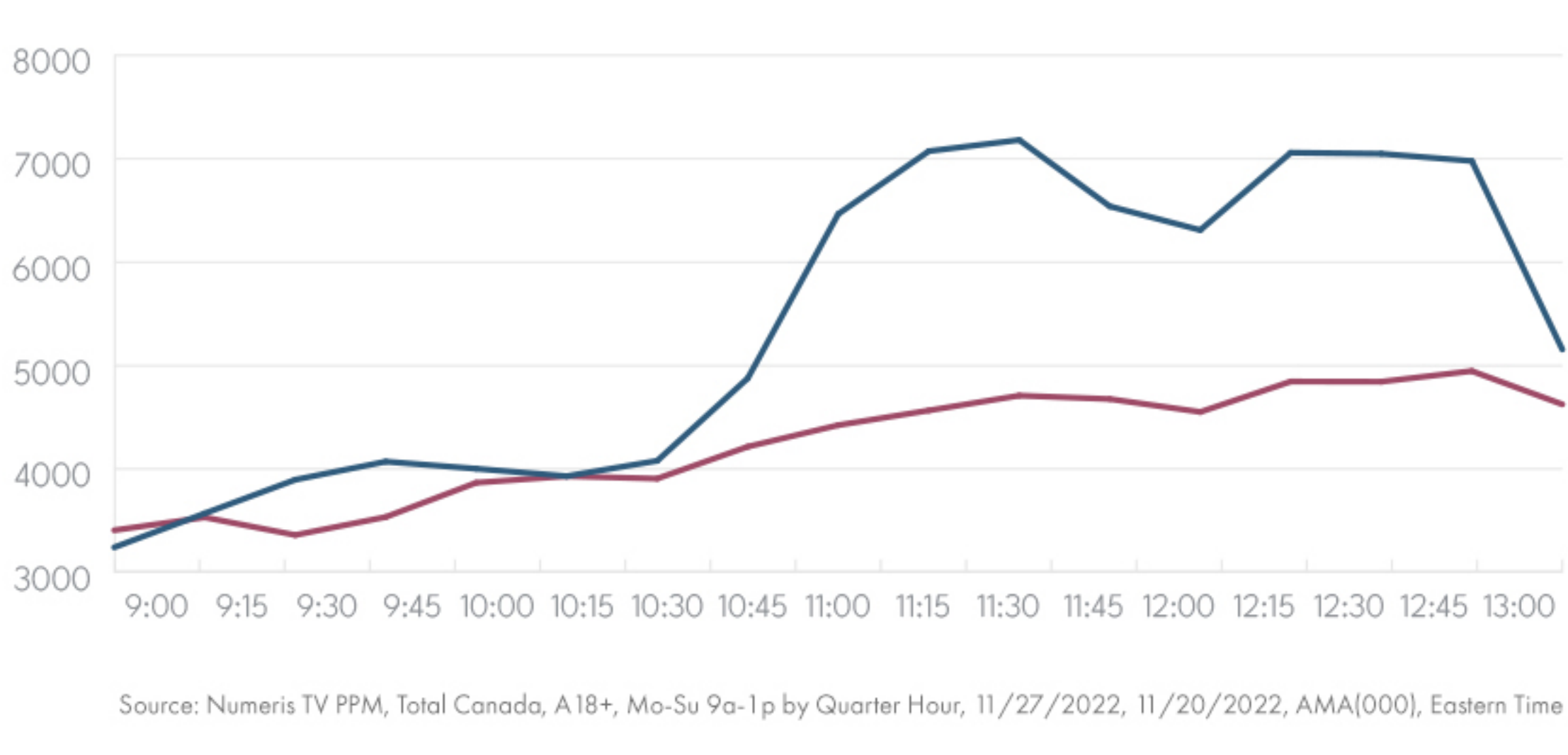
Source: Numeris TV PPM, By Market, A18+, Mo-Su 2a-2a, Mo-Su 7p-11p, Summer: 5/30/2022 to 8/28/2022, Fall: 8/29/2022 to 12/25/2022, TotHrsWk(000), Local Time



Linear Audiences Tune in to Special Events

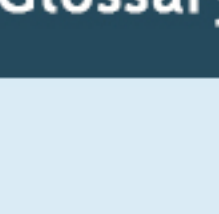
When a special live event happens, are Linear TV audiences there to watch it? In the case of the FIFA World Cup this past Fall, the answer is a resounding yes! While the World Cup is typically a popular event, the fact that the Canadian team was participating amplified interest. Looking at Canada's second game of the tournament, Total Linear TV audiences for Adults 18+ saw a major uptick over the previous week. At its highest peak, there was an increase of over 50% in tuning.

Total Linear TV Audiences – Adults 18+



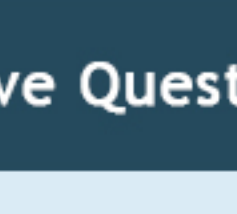
Source: Numeris TV PPM, Total Canada, A18+, Mo-Su 9a-1p by Quarter Hour, 11/27/2022, 11/20/2022, AMA(000), Eastern Time

Keep an eye on your inbox for the last of our Fall 2022 Consumption Video series insight, focusing on Streaming, coming soon!



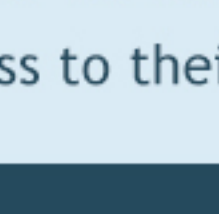
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If you have any questions, contact Numeris Client Services.

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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.

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