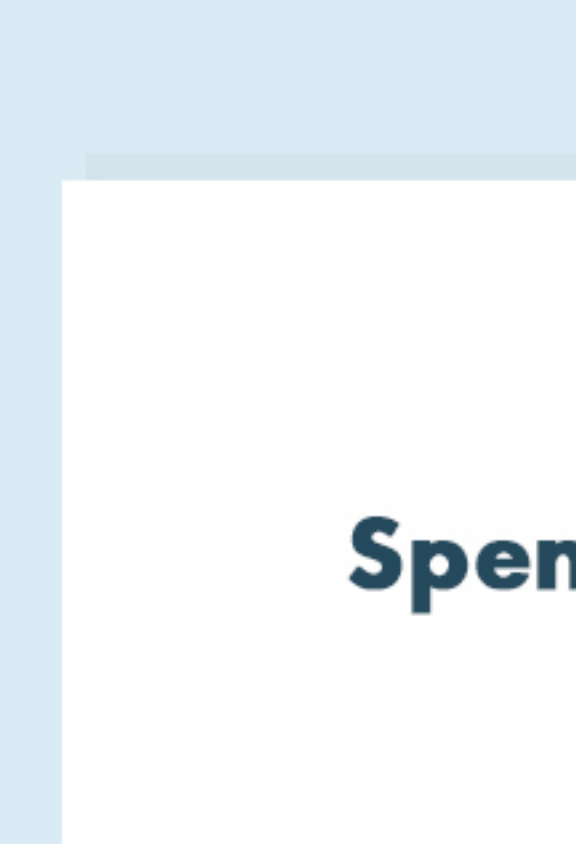


Fall Digital Video Consumption Overview

Our comprehensive look at the Fall 2022 video season has thus far leveraged VAM to connect the dots between Digital and Linear video consumption, provided an overview of Linear viewing behaviours and also offered some great intel into streaming trends. In this final installment, we delve a little deeper into Pure Play consumption, examining data that is exclusive to our VAM dataset, specifically looking at the most popular digital platforms in Fall 2022 in terms of total hours.



We've already seen that paid streaming platform (SVOD) consumption increased with the arrival of new and high-profile content this past Fall, following a similar pattern to Linear. What more can we learn about the streaming behaviours of Canadians? How much time was spent with each platform? How did consumption vary in the Summer versus the Fall? Find out now!

How Much Time are Viewers Spending with Top Pure Play Services Season over Season?

This past Fall, Pure Play hours in Ontario were up compared to Summer, at 14 average weekly hours (per viewer) and reaching 75% Weekly for Adults 18+.

- YouTube had the highest average weekly hours per viewer and reached the most people every week.
- TikTok and Netflix were very similar in terms of time spent and reach.
- Netflix had higher weekly hours than Amazon Prime Video, although Prime Video had a higher reach than Netflix.

In Ontario, Adults 18+ maintained their weekly hours from Summer for both YouTube and Disney+ indicating that seasonality is not necessarily a factor, contrary to Netflix and Prime Video which saw increased hours per viewer in the Fall.

Pure Play Hours per Viewer and Fall 2022 Weekly Reach



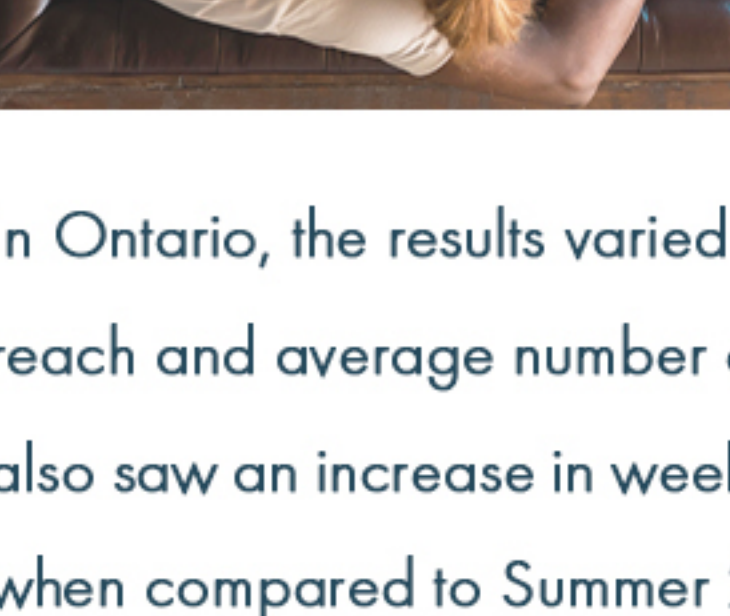
For Quebec Franco, the most popular Pure Plays were also up this past Fall compared to Summer, at 10 average weekly hours (per viewer) and reaching 66% Weekly for Adults 18+.

- YouTube reached the most people weekly, at 52%. Netflix has slightly higher weekly hours per viewer than Amazon Prime Video, where Prime Video has a slightly higher reach than Netflix.
- YouTube saw a decrease in weekly hours per viewer over Summer while Netflix, Prime Video and Disney+ all saw an increase.

Quebec Franco - Adults 18+



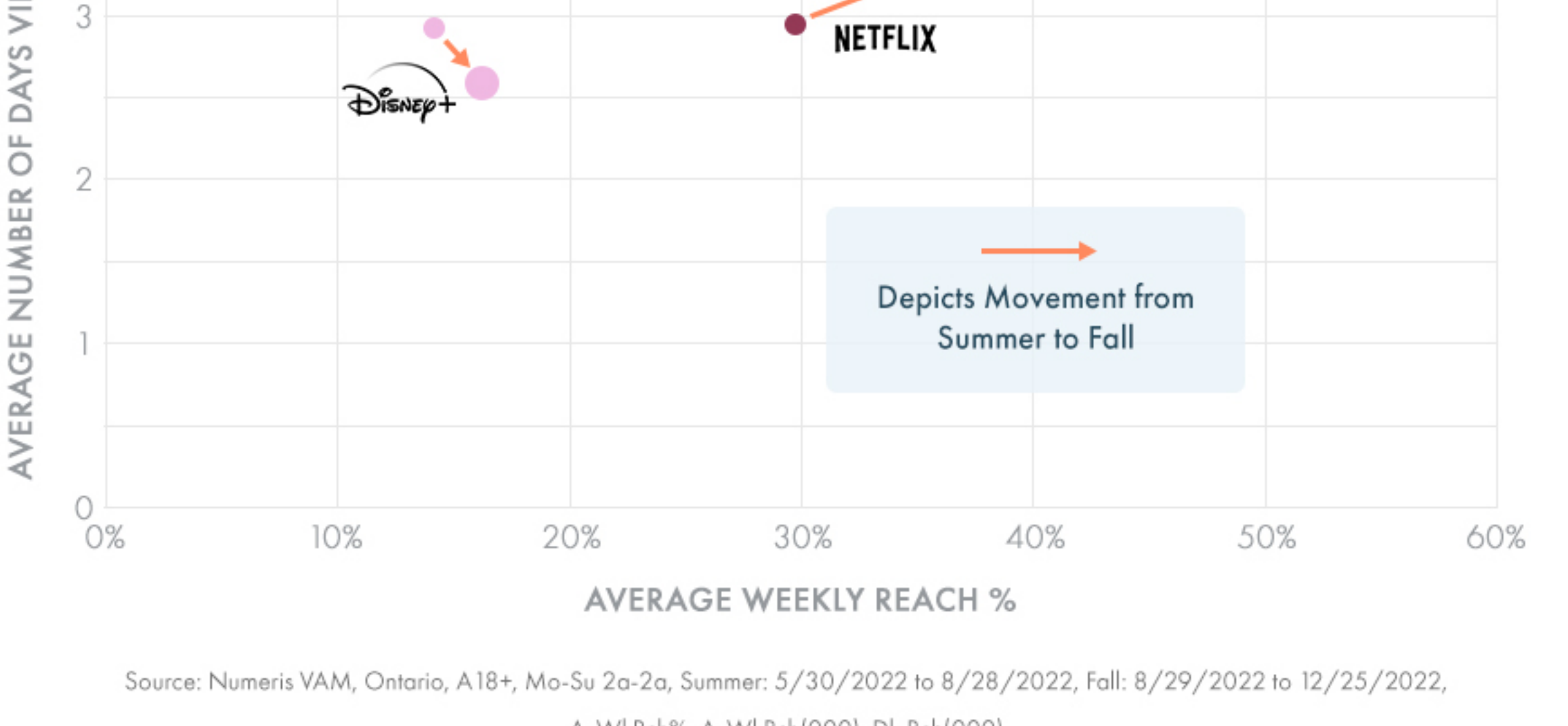
What Impact Did the Season Changing Have On Weekly Hours and Days Viewed per Week?



High profile content was released by some streaming services throughout the Fall, on varying schedules. While some released full seasons at once, others released on a weekly basis. When returning favourites and hyped new content was made available, did streaming audiences behave the same as Linear and tune in more?

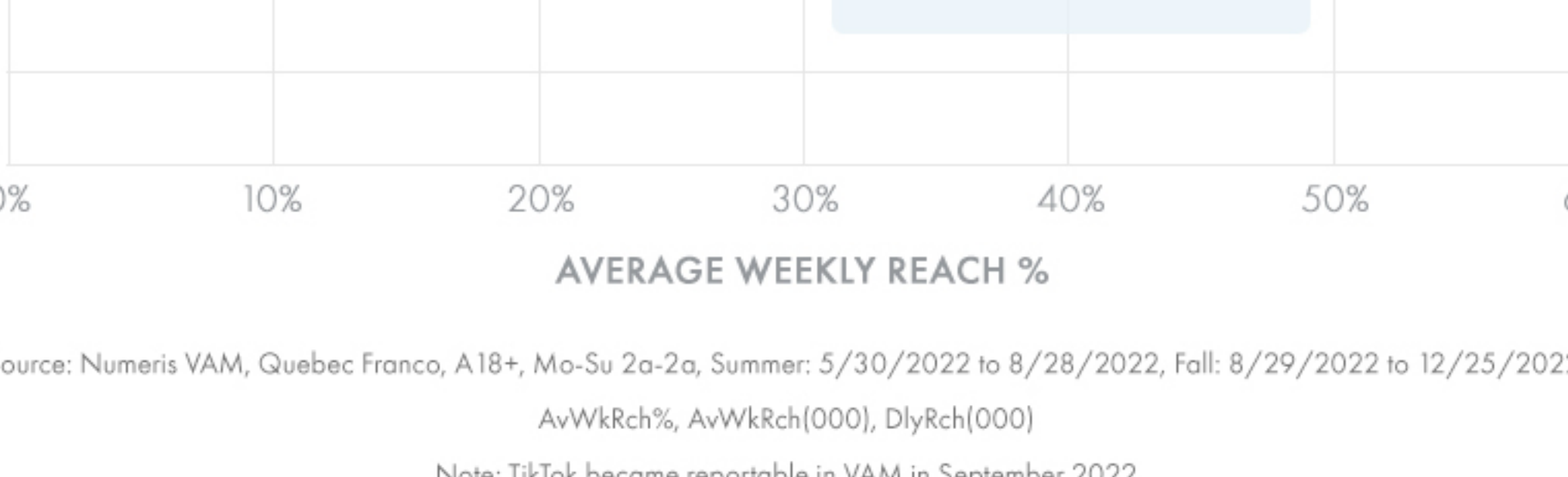
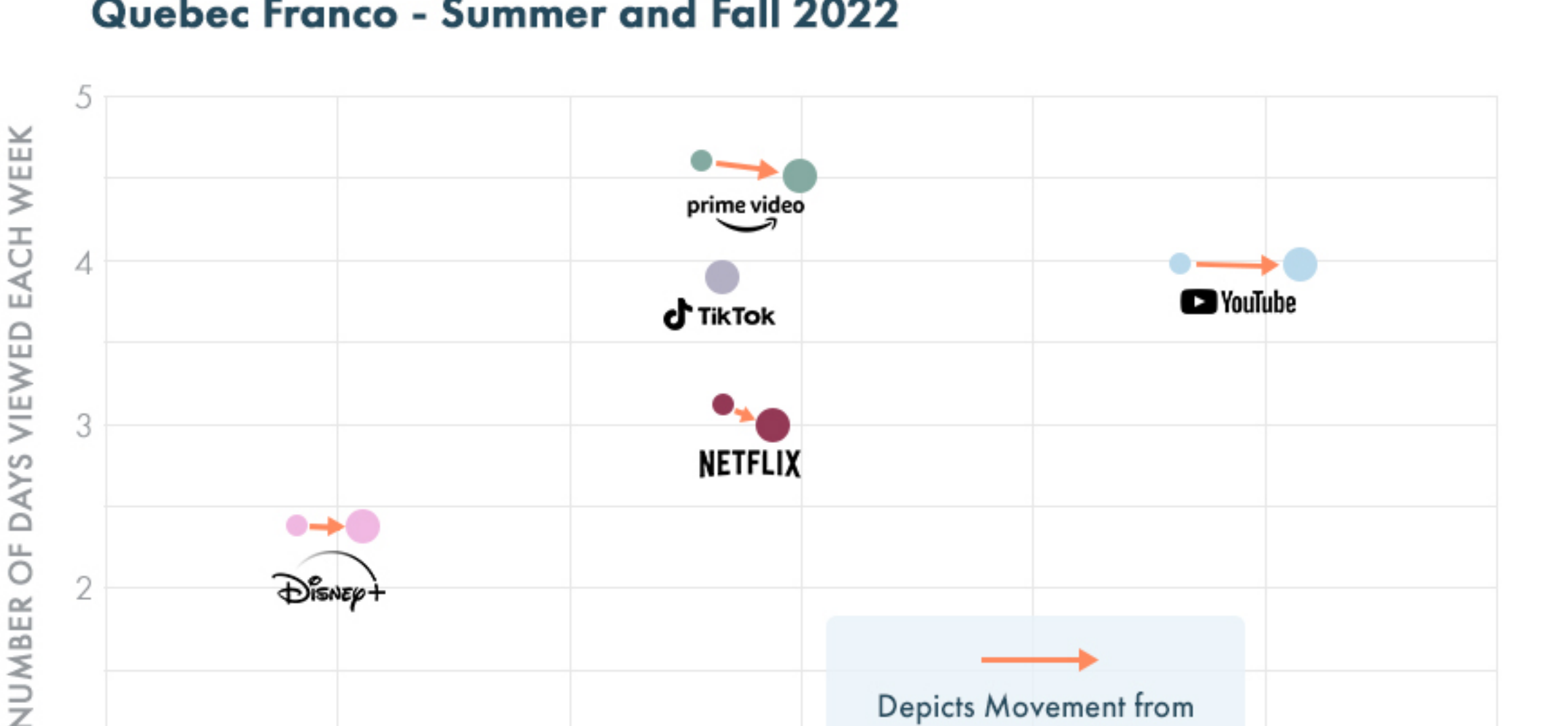
In Ontario, the results varied by platform. Netflix had increases in both weekly reach and average number of days viewed amongst Adults 18+ while Disney+ also saw an increase in weekly reach but less average number of days viewed, when compared to Summer 2022.

Seasonal Change in Pure Play Viewing Weekly Reach and Days Viewed per Week - Adults 18+



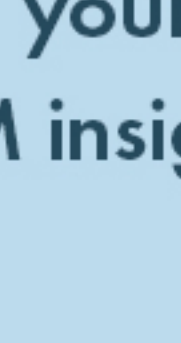
Do Quebec Franco audiences behave differently than in Ontario? As is often the case, the answer is yes. New content arriving didn't have the same impact on French audiences as it did in Ontario, with Average Number of Days Viewed either decreasing or stable for the most part. YouTube's Weekly Reach grew in Quebec franco for Adults 18+ while maintaining its Average Number of Days Viewed, while both Prime Video and Netflix saw increases in Weekly Reach with slight decreases in the Average Number of Days Viewed when comparing to the Summer.

Quebec Franco - Summer and Fall 2022



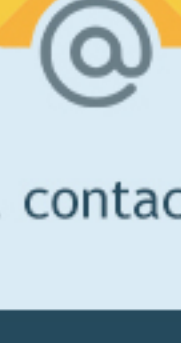
While VAM provides us in-depth insights about consumer video behaviours and trends, including paid video streaming services, we also wanted to understand a little bit more about who's paying for these services and what's driving subscriptions and cancelations. We can't wait to share what we learned with you very soon!

This was the last of our Fall 2022 Video Consumption series, but we're not done exploring VAM and Video trends! Keep an eye on your inbox for more VAM insights!



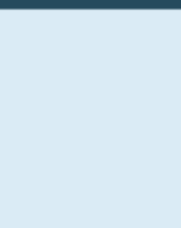
Visit our Glossary for all cross-platform, cross-media terms and definitions.

[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](#)