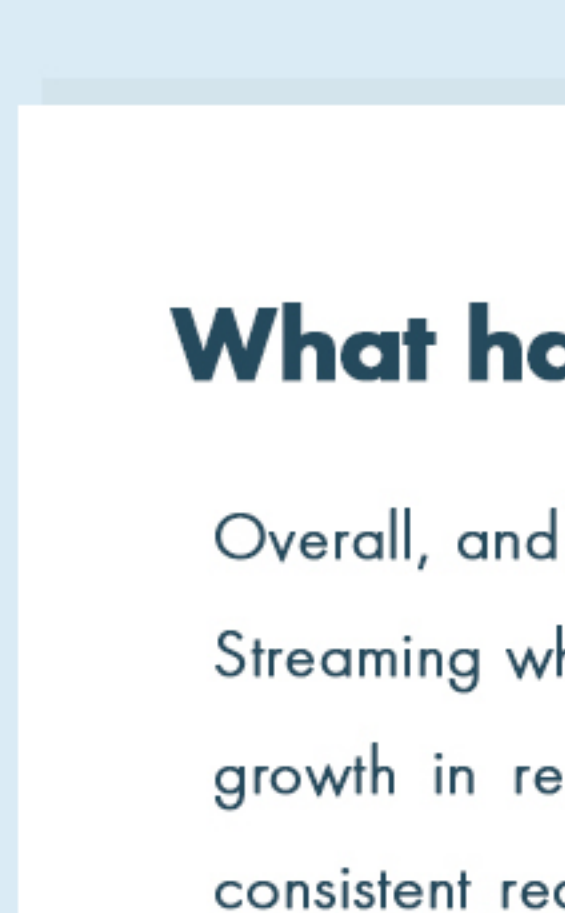


# Fall Digital Video Consumption Overview

In the first of our Fall 2022 Video Consumption Series, we leveraged VAM to connect the dots between Digital and Linear video consumption. Then we took a closer look at Linear TV only trends. While VAM provides the ability to analyze and compare Total Video consumption across Ontario and Quebec Franco, it also provides valuable insight into PurePlays and digital video consumption and trends.

When the Fall season arrives, we think of audiences settling in, getting cozy and soaking up new high profile video content. This past Fall, we saw ample anticipated and buzz-worthy shows released on Linear television and also on popular SVOD platforms. When we look at streaming content, are audiences' consumption behaviours the same as we see with Linear? Did new Linear content have an impact on streaming consumption? Or did consumers just watch more?

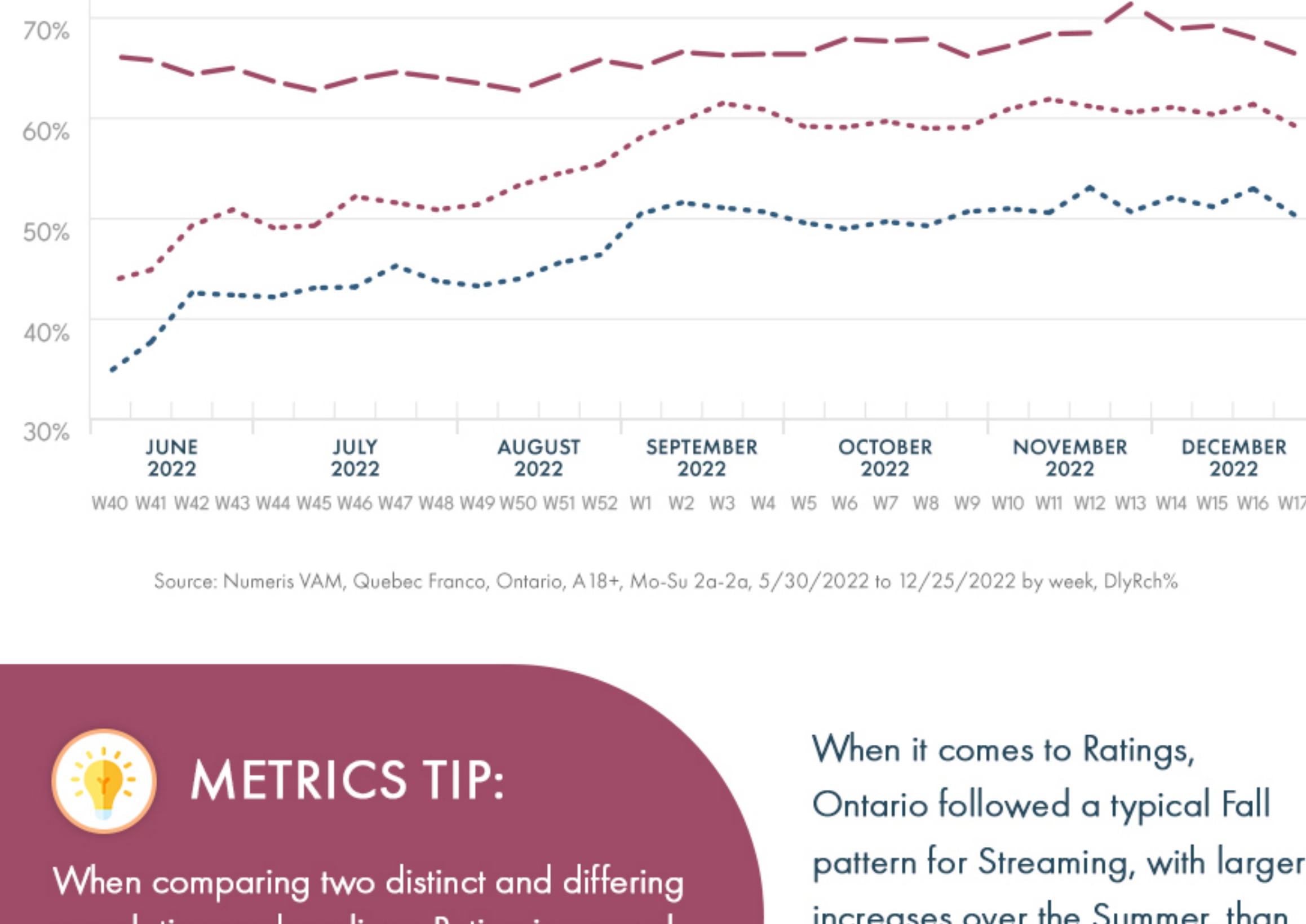


**We already learned that last Fall, Adults 18+ devoted 35.0% of their total viewing hours to streaming in Ontario and 19.5% in Quebec Franco. What else can we discover about the streaming behaviours of Canadians? Let's find out now!**

## What happens when Summer turns to Fall?

Overall, and perhaps not surprisingly, reach increased for both Linear and Streaming when new Fall content arrived. However, Streaming saw greater growth in reach from Summer to Fall than Linear, which delivered more consistent reach across the period. Quebec Franco audiences are heavier Linear consumers while Streaming is more dominant in Ontario.

### Average Daily Reach % – A18+



Source: Numeris VAM, Quebec Franco, Ontario, A18+, Mo-Su 2a-2a, 5/30/2022 to 12/25/2022 by week, DlyRch%

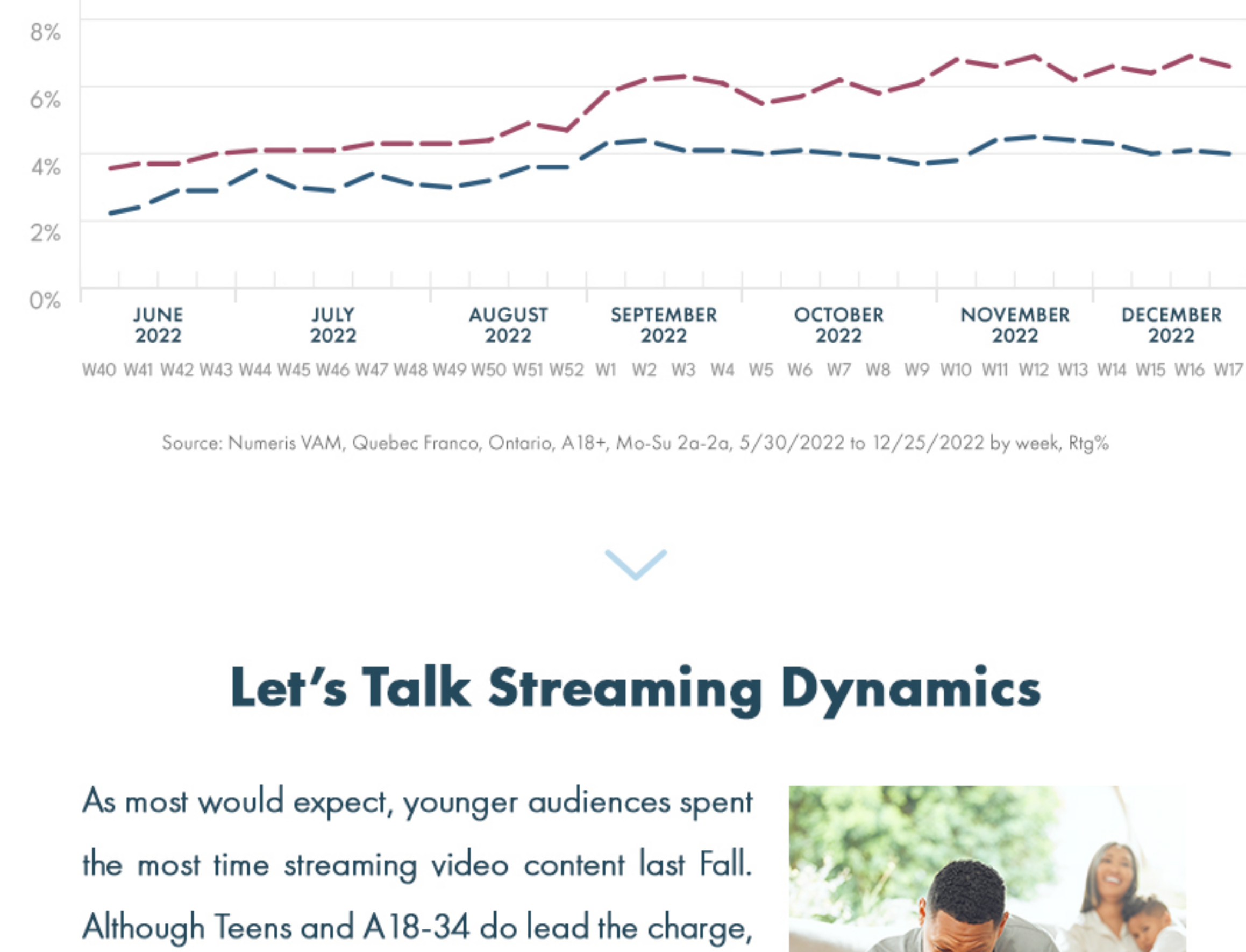


### METRICS TIP:

When comparing two distinct and differing populations or baselines, Rating is a good metric to use because it demonstrates behaviour proportionally, allowing for more accurate and reflective analyses.

When it comes to Ratings, Ontario followed a typical Fall pattern for Streaming, with larger increases over the Summer, than what was seen in Quebec Franco, where the increase in Fall viewing was from Linear.

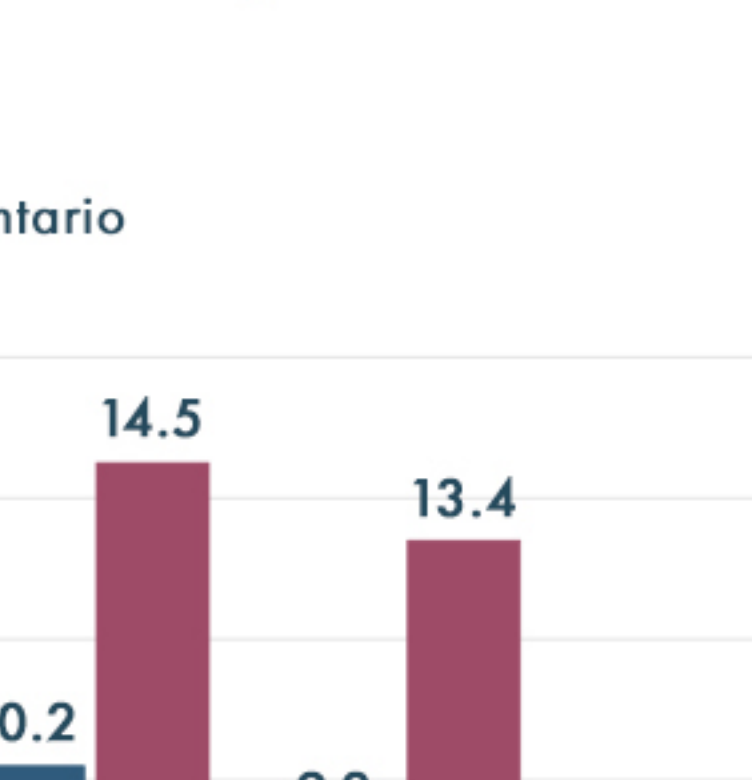
### Average Weekly Rating % – A18+



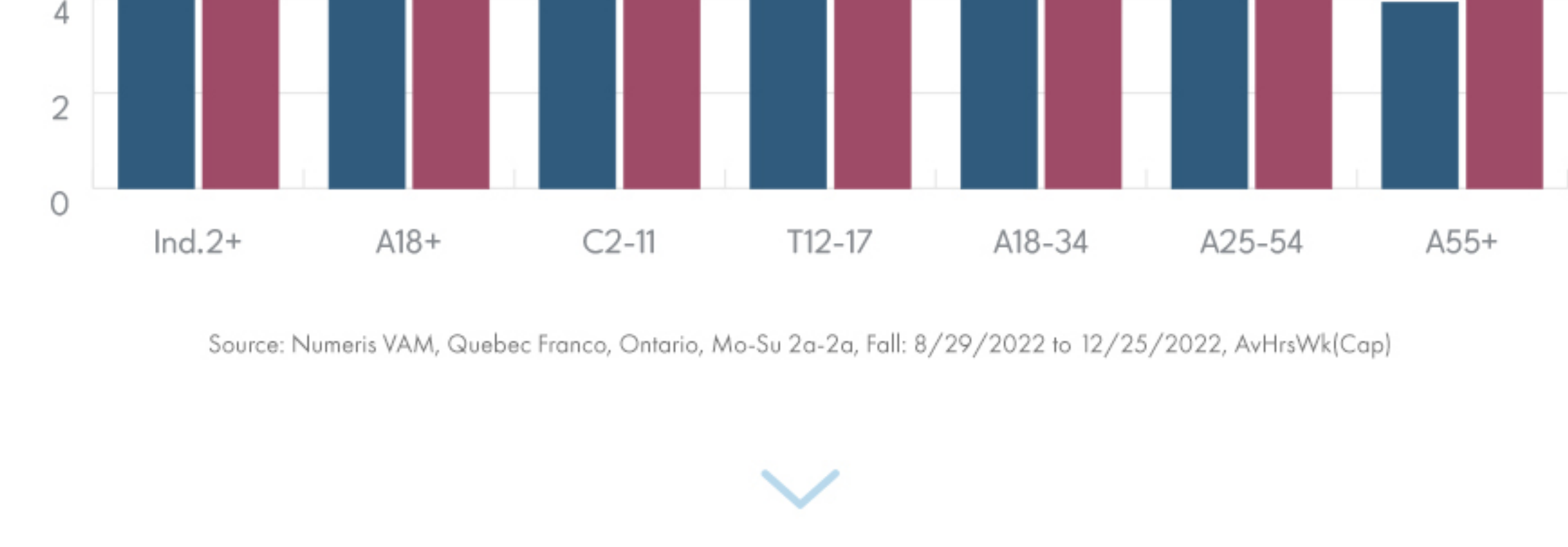
Source: Numeris VAM, Quebec Franco, Ontario, A18+, Mo-Su 2a-2a, 5/30/2022 to 12/25/2022 by week, Rtg%

## Let's Talk Streaming Dynamics

As most would expect, younger audiences spent the most time streaming video content last Fall. Although Teens and A18-34 do lead the charge, A25-54 follow closely behind. From a weekly reach perspective however, the A25-54 demo overtake their younger counterparts when it comes to video streaming with 79.5% in Quebec Franco and 85.8% in Ontario.



### Average Weekly Hours (Per Capita) Streaming



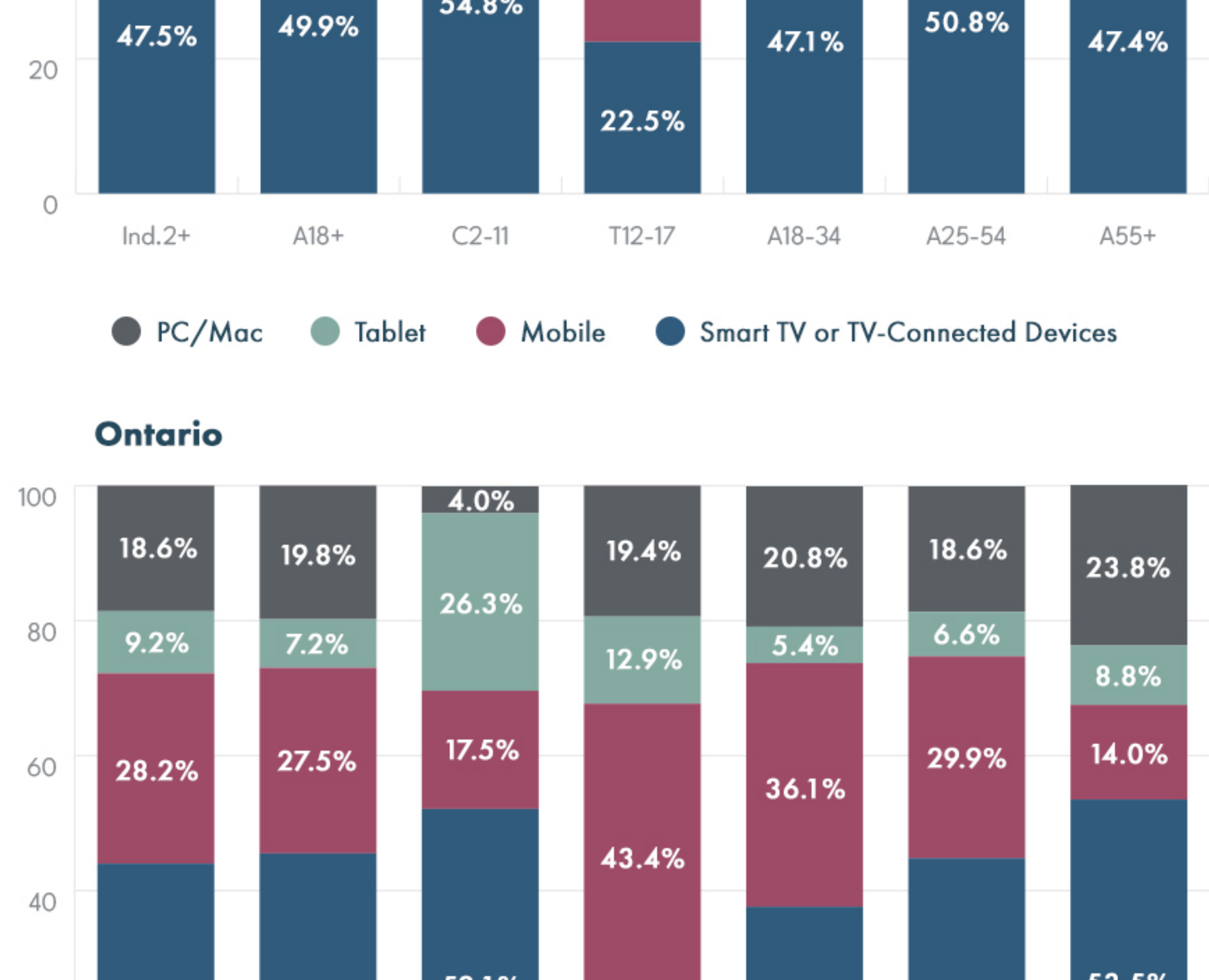
Source: Numeris VAM, Quebec Franco, Ontario, A18+, Mo-Su 2a-2a, Fall: 8/29/2022 to 12/25/2022, AvHrsWk[Cap]

## How are Digital audiences consuming video?

As for preferred Device to stream content, while Mobile was by far the favourite with Teens last Fall, Smart and Connected TV devices was the top choice amongst the other demos in both regions. A55+ were the heaviest users of PC/MACs for Streaming, followed by A18-34 while Tablets were the device of choice for kids.

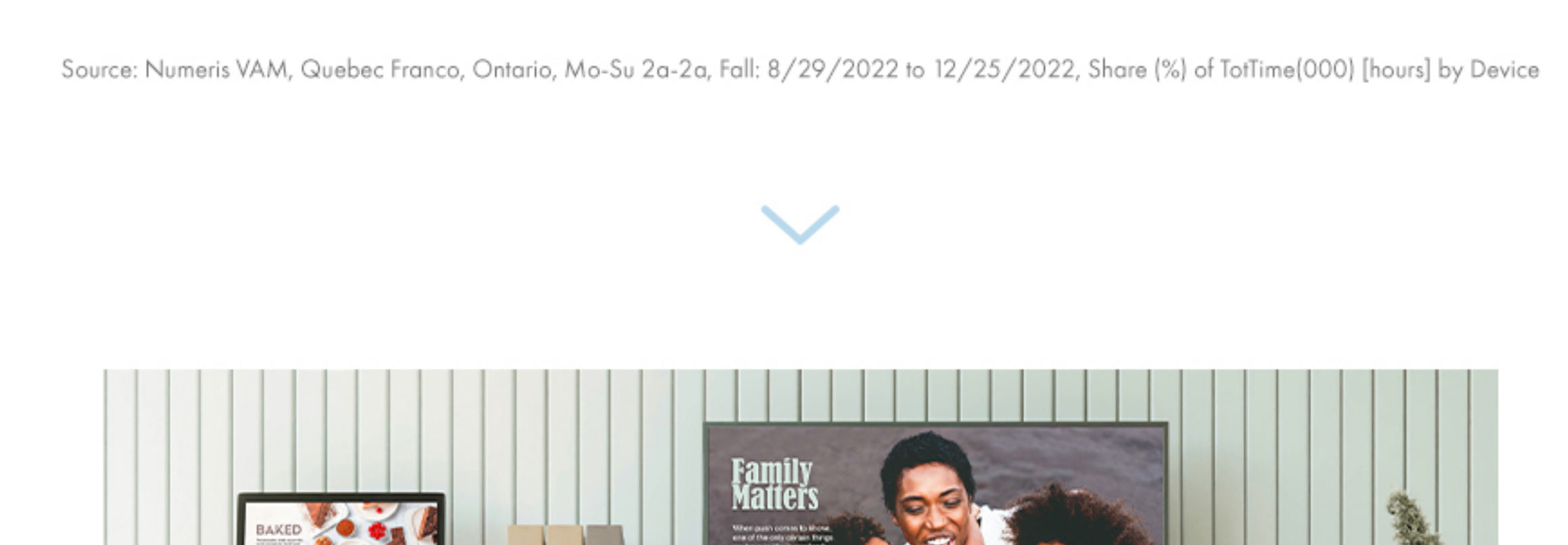
### Volume of Streaming by Device

#### Quebec Franco

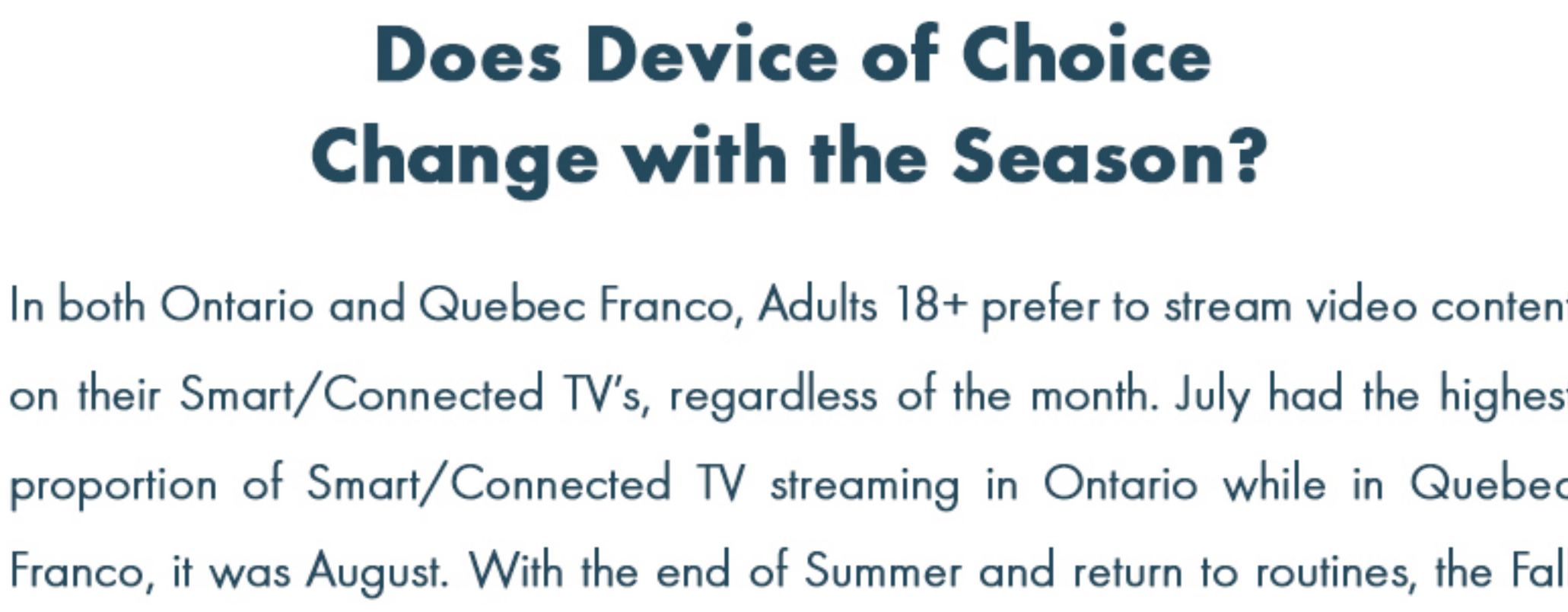


Source: Numeris VAM, Quebec Franco, Ontario, A18+, Mo-Su 2a-2a, Fall: 8/29/2022 to 12/25/2022, Share (%) of TotalTime(000) [hours] by Device

#### Ontario



Source: Numeris VAM, Quebec Franco, Ontario, A18+, Mo-Su 2a-2a, Fall: 8/29/2022 to 12/25/2022, Share (%) of TotalTime(000) [hours] by Device



## Does Device of Choice Change with the Season?

In both Ontario and Quebec Franco, Adults 18+ prefer to stream video content on their Smart/Connected TV's, regardless of the month. July had the highest proportion of Smart/Connected TV streaming in Ontario while in Quebec Franco, it was August. With the end of Summer and return to routines, the Fall season saw higher proportions of streaming via mobile in both regions.

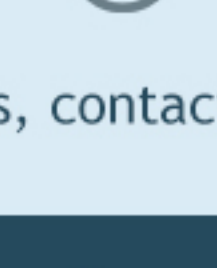
### Total Hours per Week Streaming Proportion of Viewing by Device for A18+



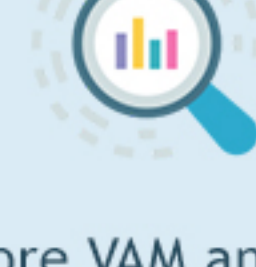
Source: Numeris VAM, Quebec Franco, Ontario, A18+, Mo-Su 2a-2a, Summer: 5/30/2022 to 8/28/2022, Fall: 8/29/2022 to 12/25/2022 by Broadcast Month, Share (%) of TotalTime(000) by Device

**We're not done our deep dive of the Fall 2022 Video season yet.**

**More Linear and Digital insights are coming to your inbox soon!**

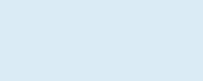


Visit our Glossary for all cross-platform, cross-media terms and definitions.



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**