

Social Media Video Platform Usage across Canada



Numeris' VAM dataset continues to uncover groundbreaking information on the Cross-Platform Video behaviours of viewers in Ontario and Quebec Franco.

With the deployment of our Single Source Panel, we're beginning to observe nationwide directional trends and preferences emerging from the initial analysis of the raw unweighted data*.

In our first sneak peek at the data, we compared popular streaming platforms. In our next analysis, we take a look at TikTok, Facebook Video and Instagram Reels; what findings reveal themselves from the **Atlantic** panel with **Montreal Anglo CM**, and the **Western** panel, and how do they compare to the current VAM panels of **Ontario** and **Quebec Franco**?



Analysis of raw, unweighted viewing minutes* reveals that TikTok is the frontrunner in social media engagement across all groups, outperforming Facebook Video and Instagram Reels.

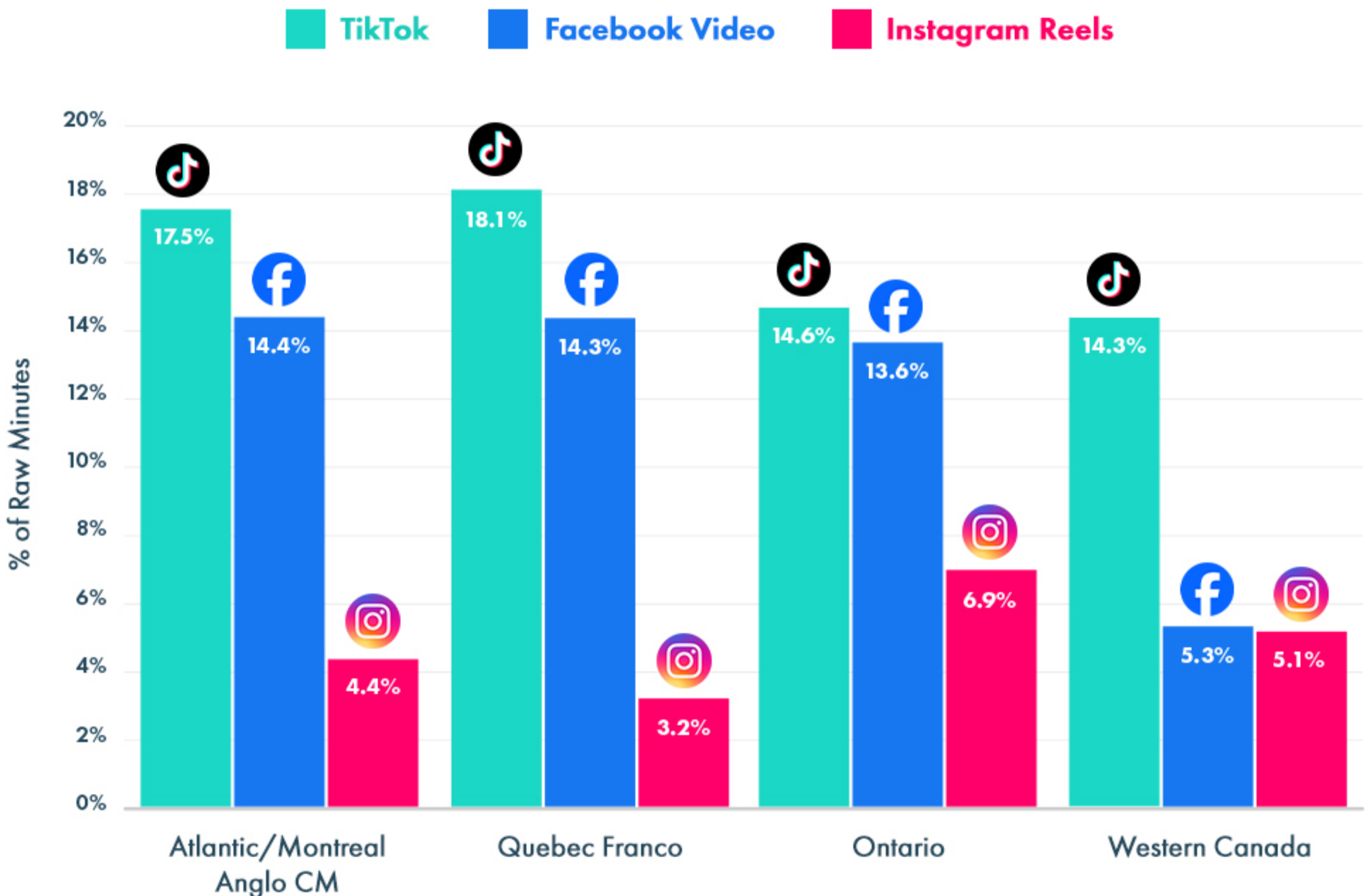
Regionally, TikTok excels in Quebec Franco and Atlantic/Montreal Anglo CM, whereas Facebook Video sees less use in Western Canada. Ontario shows a preference for Instagram Reels.

It's noteworthy that YouTube remains the principal Pure Play service across every market, outpacing TikTok, Netflix, and Amazon Prime Video in regional popularity. The subdued use of Facebook Video and Instagram Reels in Western Canada is compensated for by YouTube's pronounced lead there.

*Raw unweighted data is data that has come directly in its raw form from the panel and has not been adjusted or projected to be fully representative of the Canadian population. There could be some differences in the final calibrated data due to skews in the unweighted data. Raw unweighted data should be viewed as directional only.



Top Social Media Video Platforms Proportion of Raw Streaming Minutes by Region - Summer 2024



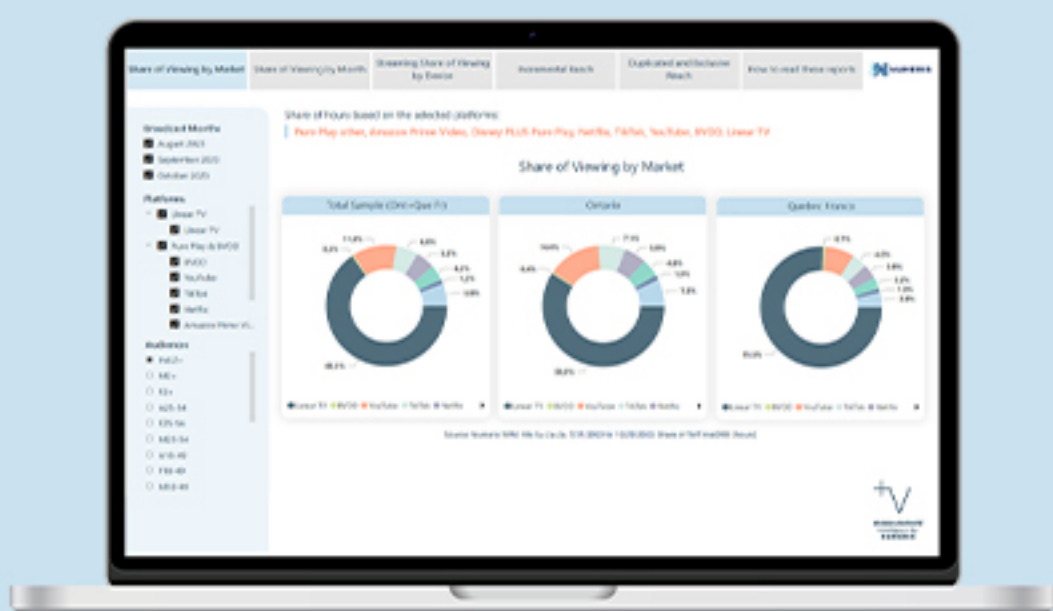
Source: Numeris National Cross-Platform Video, 7/23/2024 to 8/13/2024, Share (%) of Raw, Unweighted Streaming Minutes.
VAM Panels: Quebec Franco and Ontario; Single Source Panels: Atlantic/Montreal Anglo CM and Western Canada.

Our National Cross-Platform Video solution is coming!
Stay tuned for more insights and trends as they organically reveal themselves during the development process.

If you have any questions, contact Numeris Client Solutions.

[I Have Questions!](#)

Access VAM Data in the Cross-Platform Video Insights Tool on the Numeris Client Site Now!



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

