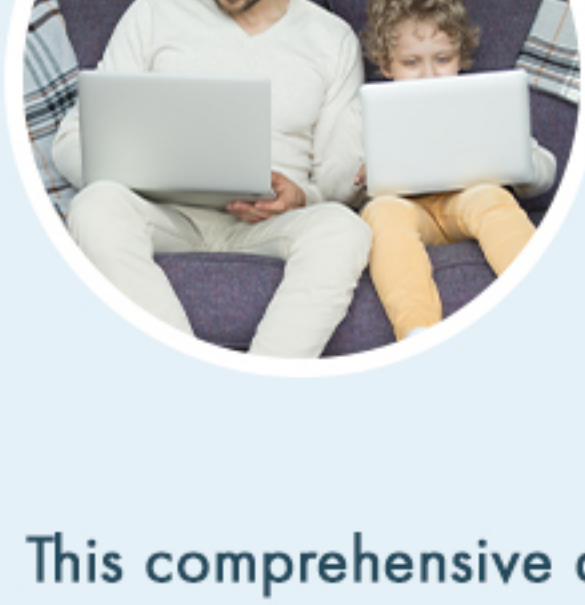




# Diving Deep into Winter Video Viewing Habits



With Numeris' VAM data, we can delve deep into the world of video consumption behaviours in Canada, gaining valuable insights across all devices and platforms.

This comprehensive dataset allows us to track the ever-evolving trends in both linear and digital viewing, providing a holistic understanding of consumer habits. By leveraging this unique data, we can truly understand how Canadians engaged with video this Winter.

The Winter 2023-24 season marked the return of fresh US content after a long and exhausting labour disruption. Meanwhile, the Quebec Franco market remained largely insulated from the strikes, thanks to their robust and esteemed local content productions. From a high-level perspective, viewers in VAM Ontario and Quebec Franco dedicated 27.8 average hours per week to watching video. How do these hours break out? Is there any difference by market? Let's have a closer look.

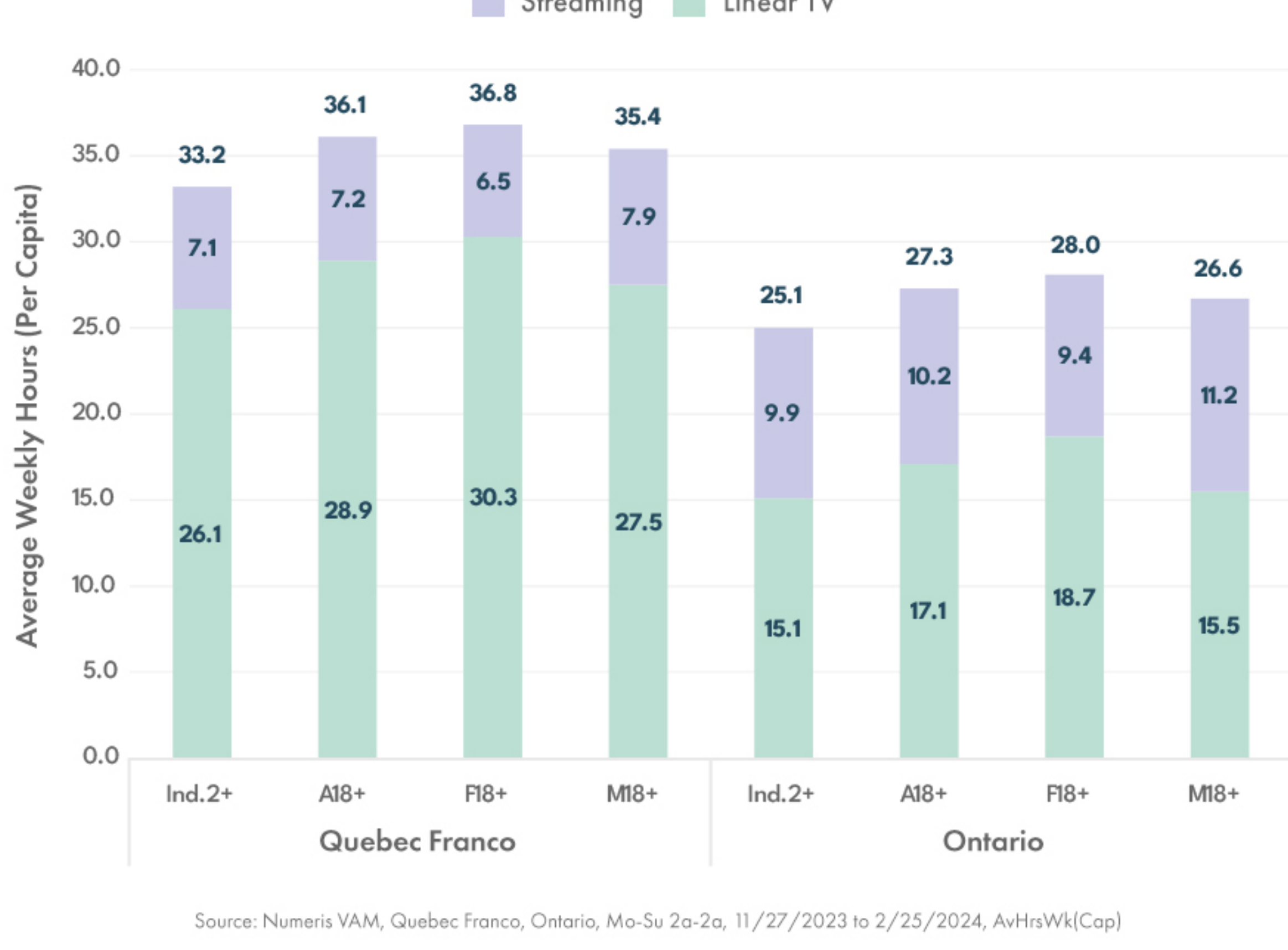
## Market Level Consumption

While Ontario maintained stability compared to Fall 2023, Quebec Franco experienced a slight uptick in hours spent with video content. Adults 18+ in Quebec Franco dedicated just over 36 average hours per week consuming video, while their Ontario counterpart spent 27.3.

While Broadcast television (Linear TV) holds the largest share of the tuning hours, it is worth noting that streaming was more preferred in Ontario; adults 18+ streamed 10.2 hours per week, as opposed to 7.2 hours in Quebec Franco.



### Average Weekly Hours (Per Capita) by Major Sales Demographics – Winter 2023-24



Source: Numeris VAM, Quebec Franco, Ontario, Mo-Su 2a-2a, 11/27/2023 to 2/25/2024, AvHrsWk(Cap)

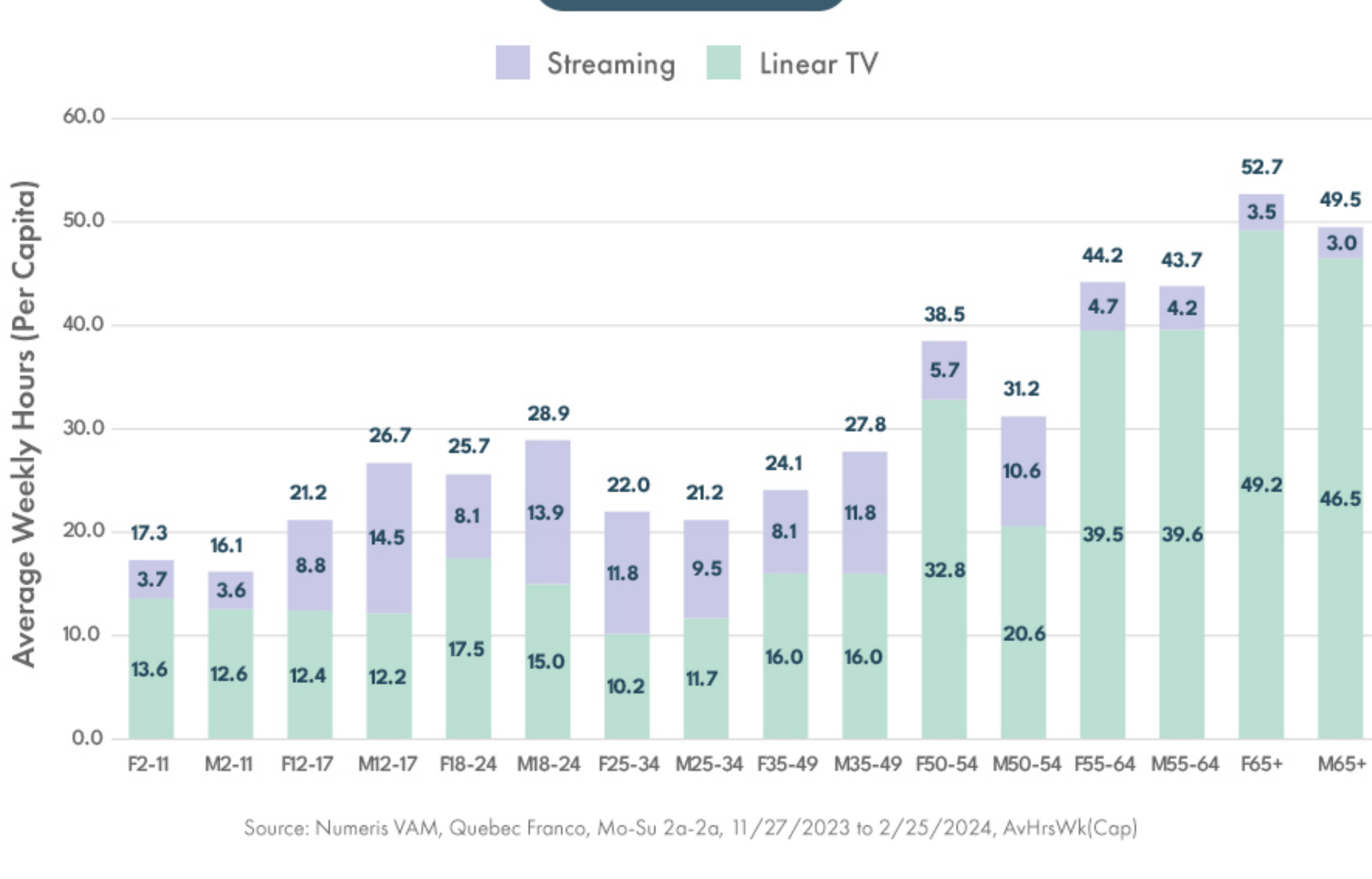
## Demographic Breakdown

VAM allows us to analyze complete video consumption habits within distinct age groups by sex. While an expected result might be that viewership increases with age, this was not always the case in Quebec Franco this past Winter. VAM shows that individuals aged 25-34 tended to watch less video content compared to their younger and older counterparts. We can also see that age plays a more significant role in determining viewing habits than sex.

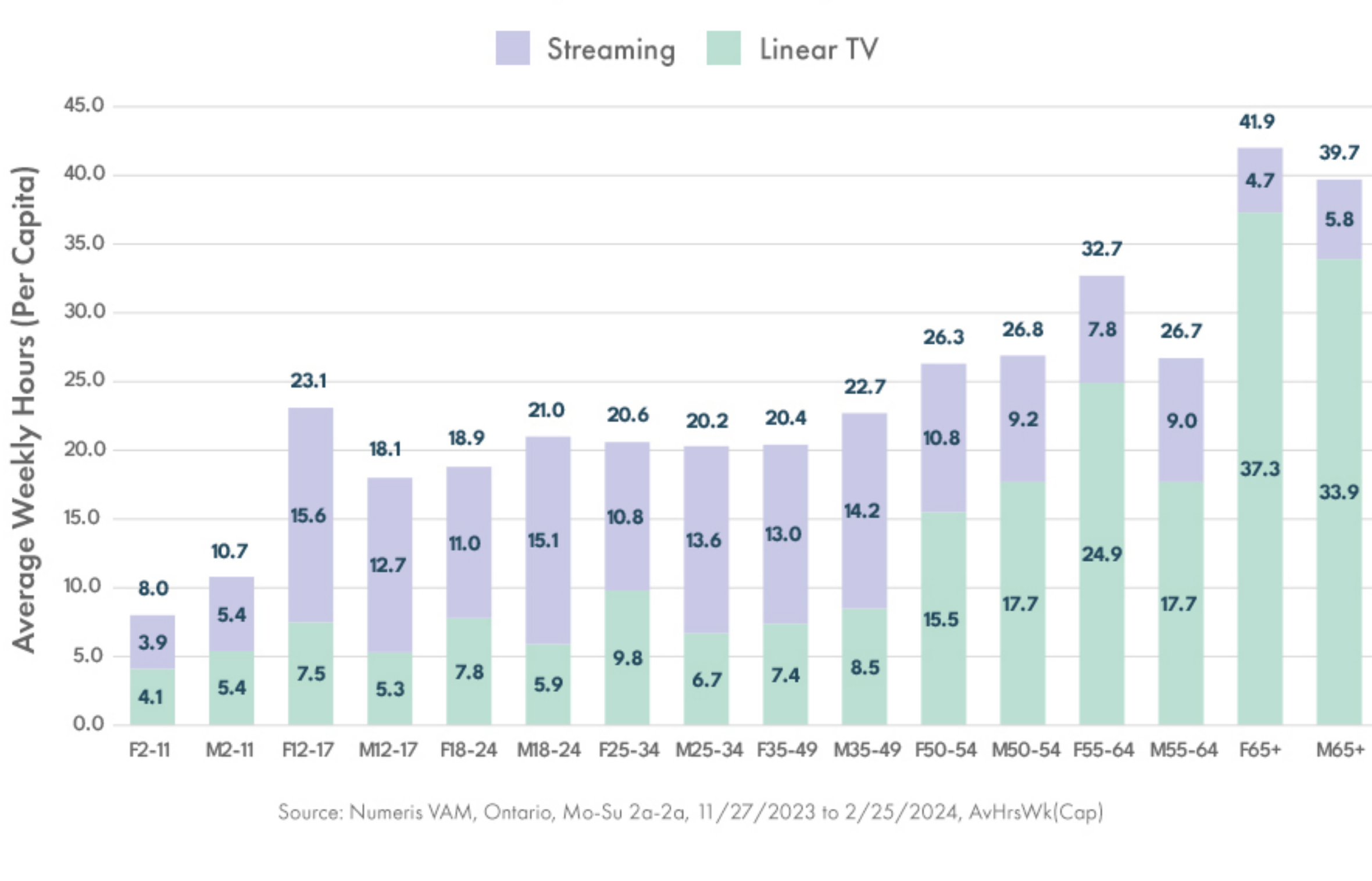
Quebec Franco viewers spent more time with Video in the Winter than Ontario viewers, and Linear TV dominated amongst most demographics. In most cases, the weekly hours spent by sex was similar, however for the 50-54 demographic, Females spent 12.2 more hours each week than Males – 32.8 vs 20.6.

It may not come as a surprise that the Teen 12-17 demographic opted to consume their video content via streaming more than any other group. However, in Quebec Franco, it was the Males who streamed most with 14.5 hours per week, while in Ontario it was Females who led the charge at 15.6 hours.

### Average Weekly Hours (Per Capita) by Age/Sex Demographics - Winter 2023-24



Source: Numeris VAM, Quebec Franco, Mo-Su 2a-2a, 11/27/2023 to 2/25/2024, AvHrsWk(Cap)



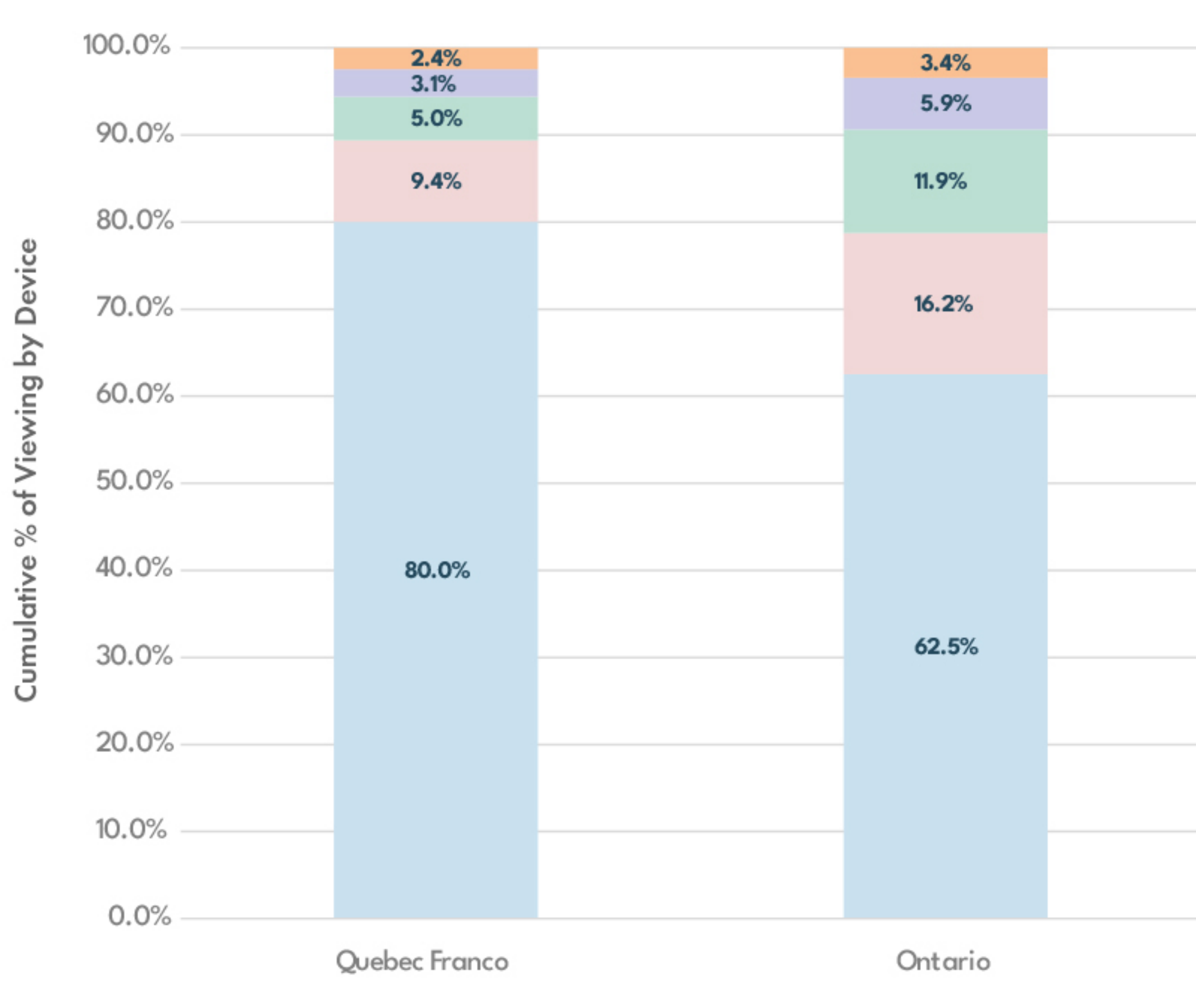
Source: Numeris VAM, Ontario, Mo-Su 2a-2a, 11/27/2023 to 2/25/2024, AvHrsWk(Cap)



## Devices of Choice

The dominance of the big screen experience prevailed in both markets, where the preference for viewing devices remained consistent, yet the proportion varied across both markets. The traditional Television set emerged as the top choice for consumption, exhibiting a higher share of viewing in Quebec Franco at 80% compared to 62.5% in Ontario. Following closely behind was the Smart/Connected TV, showing a higher proportion in Ontario at 16.2% versus 9.4% in Quebec Franco.

### Proportion of Viewing by Device Type Winter 2023-24 - Adults 18+



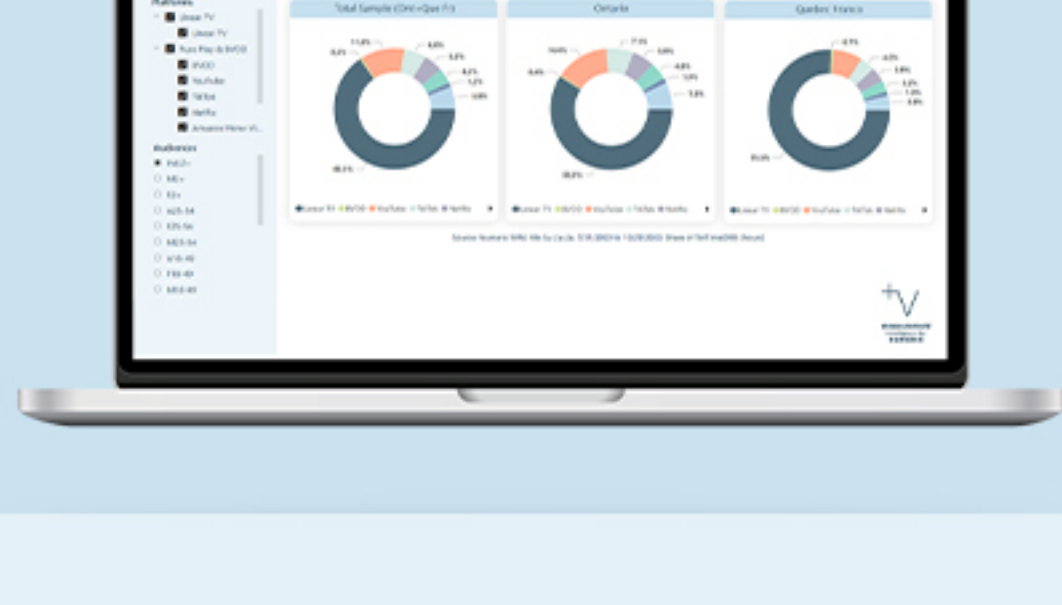
Source: Numeris VAM, Quebec Franco, Ontario, A18+, Mo-Su 2a-2a, 11/27/2023 to 2/25/2024, Share (%) of TotTime[000] [hours] by Device

A new way to analyze VAM is coming soon to the Cross-Platform Video Insights Tool! Stay tuned for more details!

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.

