

Linear TV Reigns Supreme



The excitement of tuning in to the big game via Linear TV was simply too much for viewers to resist this week. Canadians from coast to coast came together with friends and family to watch the Edmonton Oilers face off against the Florida Panthers in a thrilling Game 7 of the Stanley Cup Playoffs. While the result may not have been what Oilers fans hoped for, the shared experience of rooting for your team in front of the TV will always be the ultimate viewing spot.

16.7 million Canadians Reached Across a 4-Station* Aggregate with an Average Audience of 8.6 million viewers

43.1%

Canadians Reached
in English Canada

43.6%

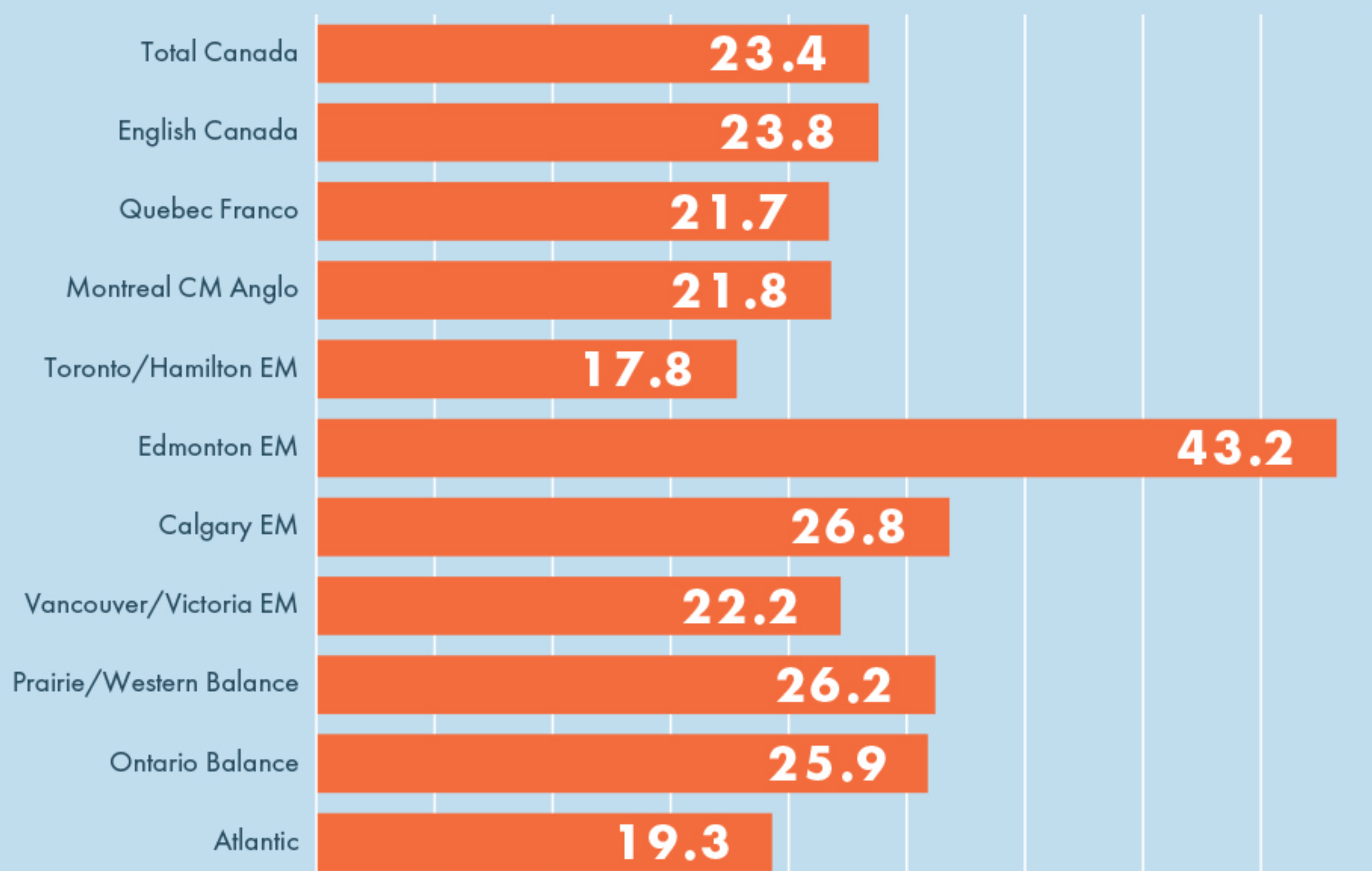
Canadians Reached
in Quebec Franco

Source: Numeris TV Meter, Total Canada/English Canada/Quebec Franco, 6/24/2024, Live + PB same day, Ind. 2+, CumRch(000), CumRch%, AMA(000)
*The Stanley Cup Playoffs aired on Sportsnet National+, CBC Total, Citytv Total, and TVA Sports+

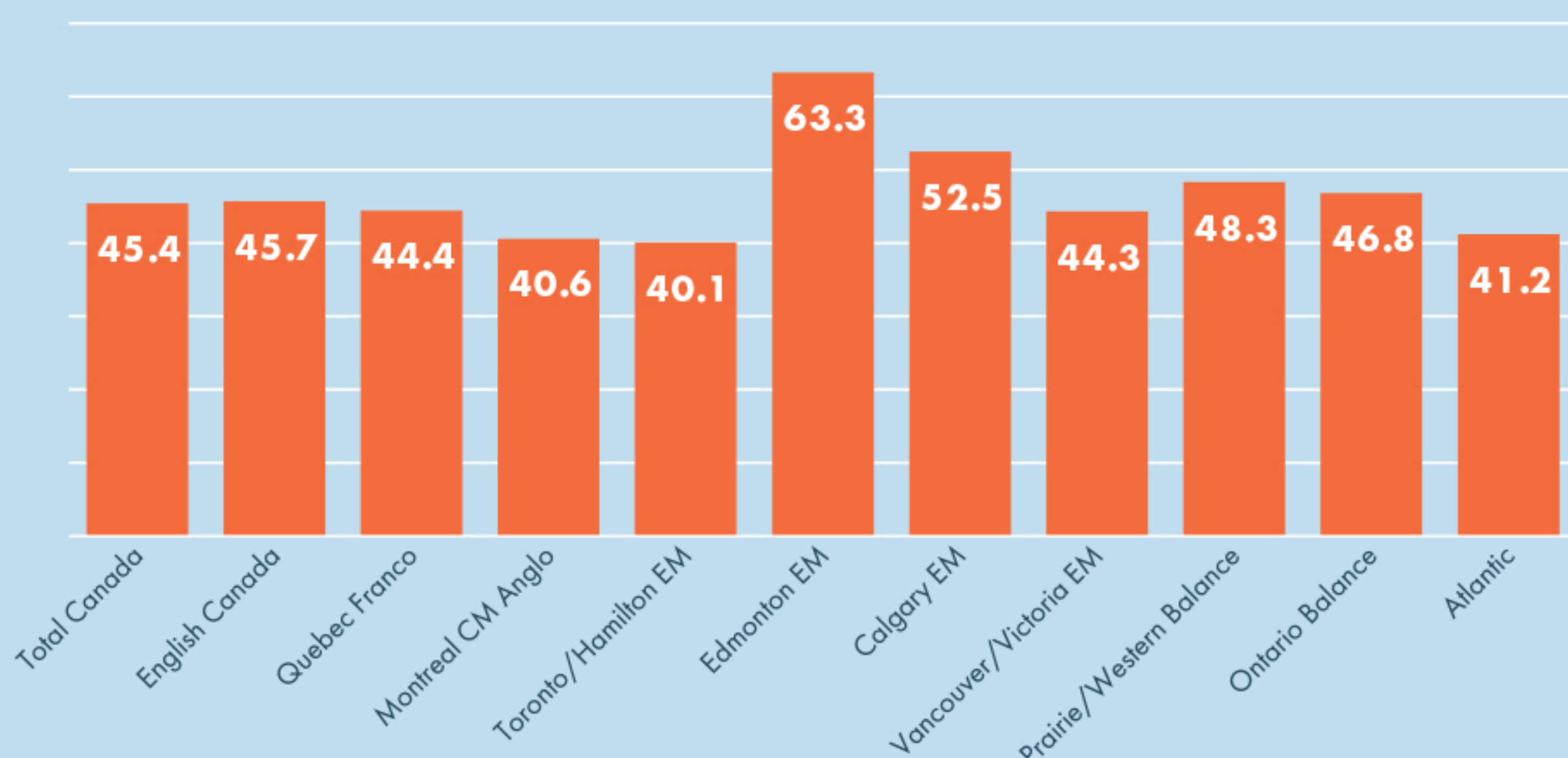
On average, 43.2% of Edmonton's population watched
the entire Stanley Cup Final game with 63.3%
catching some part of the action.

2024 Stanley Cup Finals Game 7 – 4-Station* Aggregate

Ratings by Market – 2+



Daily Reach by Market – 2+



Source: Numeris TV Meter, 6/24/2024, Live + PB same day, Ind. 2+, Monday 8p-11p, Rtg%, DlyRch%, Eastern Time
*The Stanley Cup Playoffs aired on Sportsnet National+, CBC Total, Citytv Total, and TVA Sports+