



Video Reach Breakdown



Video is a powerful medium with extensive reach, but have you ever wondered how this reach is built and what it reveals about video consumption and behaviours?

Numeris' VAM dataset is the most complete, holistic view of Canadian video consumption available today, empowering us to delve deeper into this subject.

Analyzing the growth of reach throughout the week, including weekends, provides valuable insights into the impact of video content on different age demographics and the varying usage of viewing devices throughout the day. Despite the seemingly smaller viewership in the morning and afternoon, there is a substantial increase in reach during these time frames. Interestingly, a significant portion of the population engages with video content as early as mid-morning, highlighting the importance of understanding viewing habits across different times of the day.

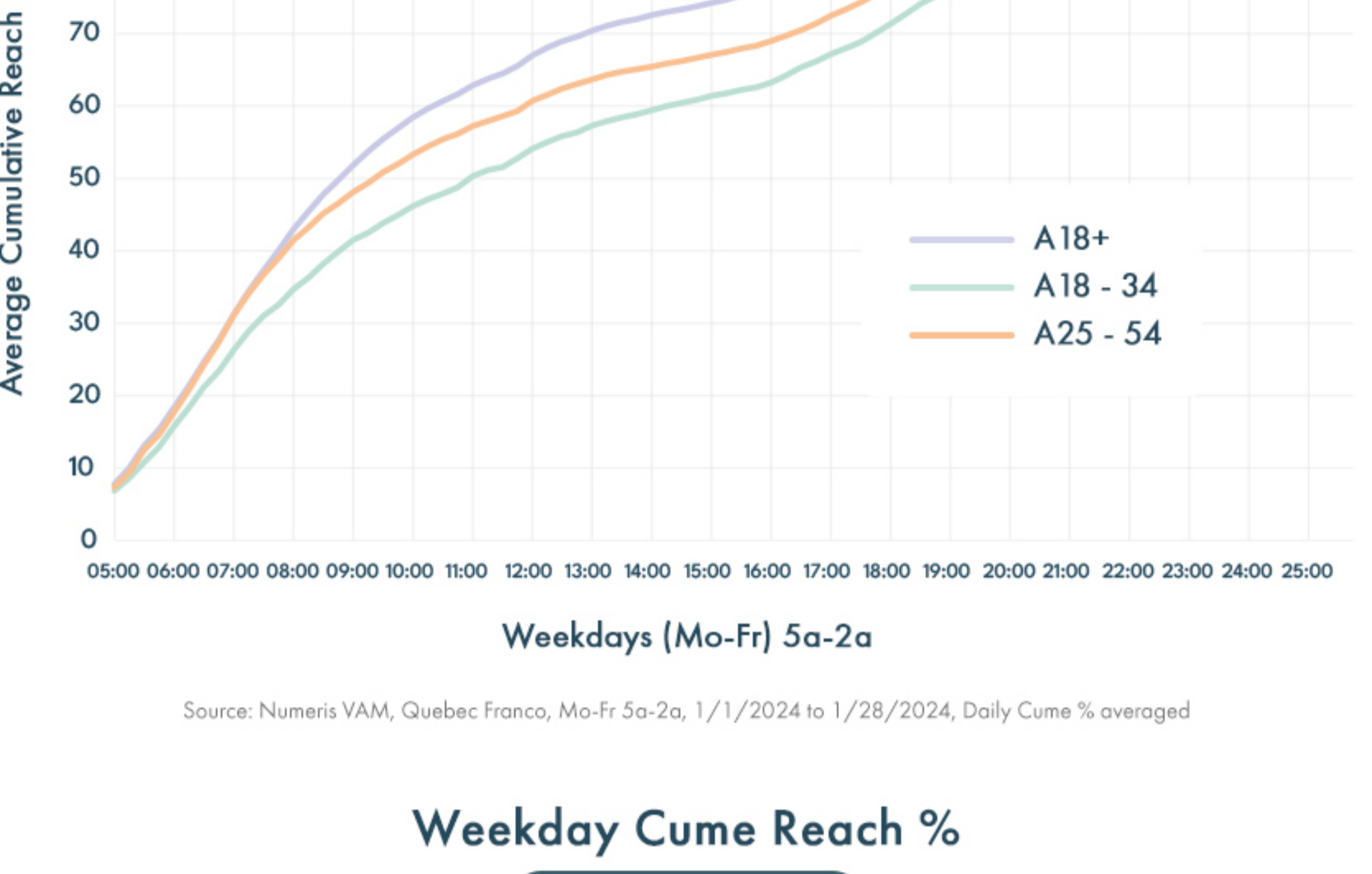
Weekday Reach

Cumulative reach curves show how quickly the total reach is achieved - they continuously grow, boosted by each new video viewer.

By 9am, in both Ontario and Quebec Franco, over half of adults 18+ have already watched video on an average weekday meaning most people who watch video on a regular weekday have already started by 9:15 AM.

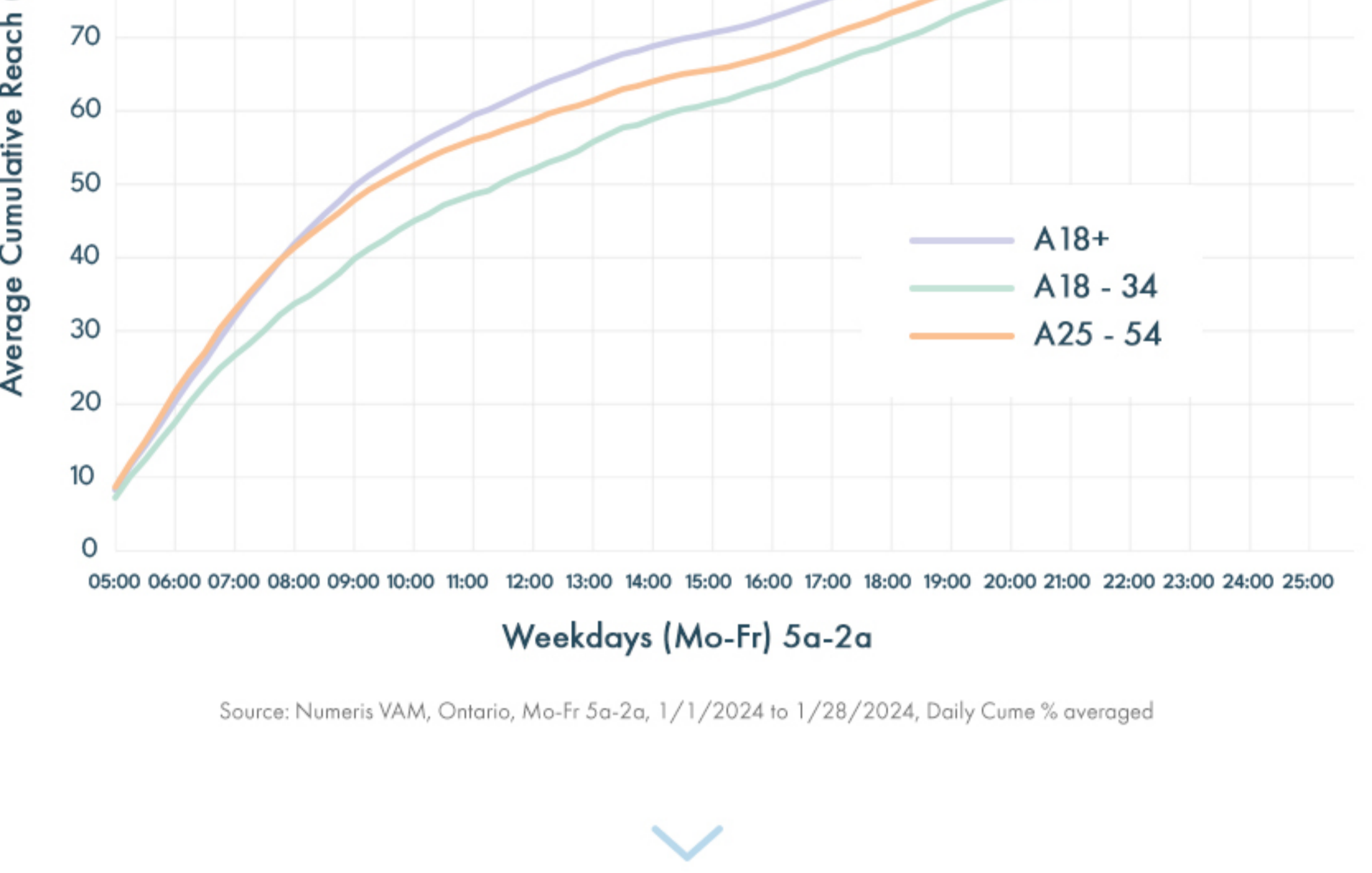
While the heaviest viewing levels take place in the mid to late evening, the growth of reach in those hours is very small. People who watch after 8PM have already watched earlier in the day.

Weekday Cume Reach % Quebec Franco by Demo



Source: Numeris VAM, Quebec Franco, Mo-Fr 5a-2a, 1/1/2024 to 1/28/2024, Daily Cume % averaged

Weekday Cume Reach % Ontario by Demo

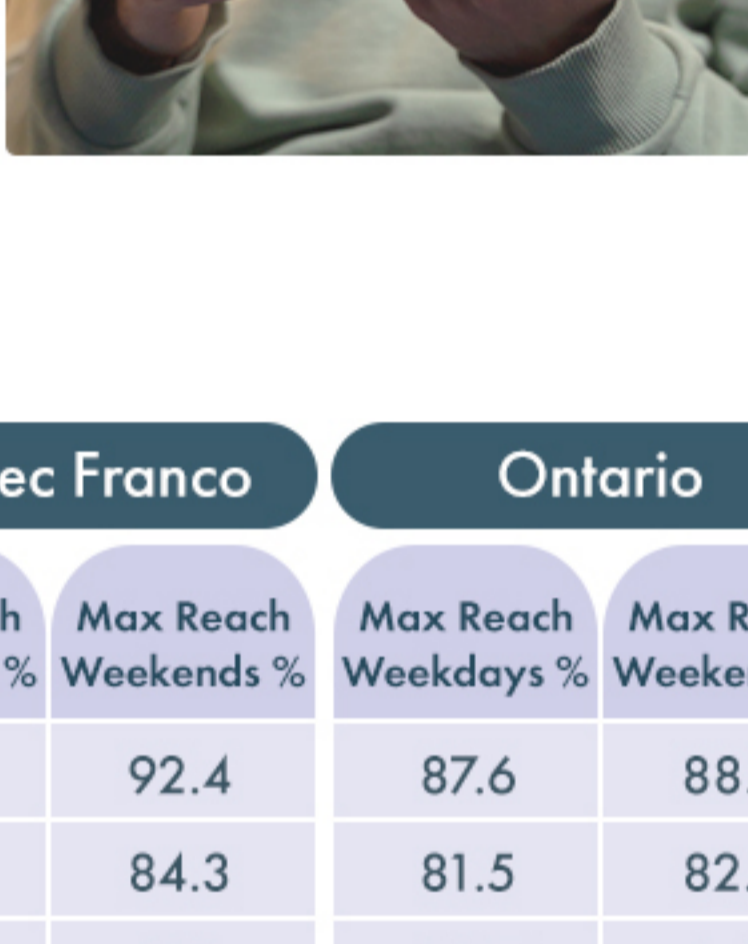


Source: Numeris VAM, Ontario, Mo-Fr 5a-2a, 1/1/2024 to 1/28/2024, Daily Cume % averaged

Weekdays vs. Weekends

As for when 50% reach is achieved on weekdays versus weekends, there are significant variations among demographics and provinces.

Typically, weekdays reach the 50% mark faster than weekends. Quebec Franco reaches the 50% mark before Ontario, and older populations reach the level sooner than younger populations.



Total Video

	Quebec Franco		Ontario		Quebec Franco		Ontario	
	50% Reach Weekdays	50% Reach Weekends	50% Reach Weekdays	50% Reach Weekends	Max Reach Weekdays %	Max Reach Weekends %	Max Reach Weekdays %	Max Reach Weekends %
18+	09:00	09:00	09:15	09:45	92.1	92.4	87.6	88.0
18-34	11:00	11:15	11:30	11:00	83.8	84.3	81.5	82.0
18-49	10:00	09:45	10:00	10:15	86.6	87.1	83.7	84.8
25-54	09:30	09:30	09:30	10:00	88.2	89.4	84.7	85.5
2+	09:00	09:00	09:30	10:00	90.4	91.1	84.6	86.1
2-11	11:45	10:00	17:45	14:15	81.0	82.9	62.4	72.4
12-17	10:00	09:45	10:00	09:45	85.5	88.1	80.4	83.4
18-24	11:30	11:45	11:15	11:00	85.0	83.2	81.2	82.7
25-34	11:00	11:00	11:45	11:15	83.1	84.9	81.7	81.6
35-49	09:15	09:15	08:30	09:30	89.6	90.1	86.3	88.0
50-54	08:30	08:30	09:00	09:15	94.2	96.3	87.2	86.4
55-64	08:00	08:15	08:15	09:00	97.5	97.4	89.7	89.5
65-74	08:45	08:45	08:30	09:00	96.7	96.4	94.6	93.9
75+	08:15	08:00	09:15	09:15	98.9	98.6	96.4	95.9

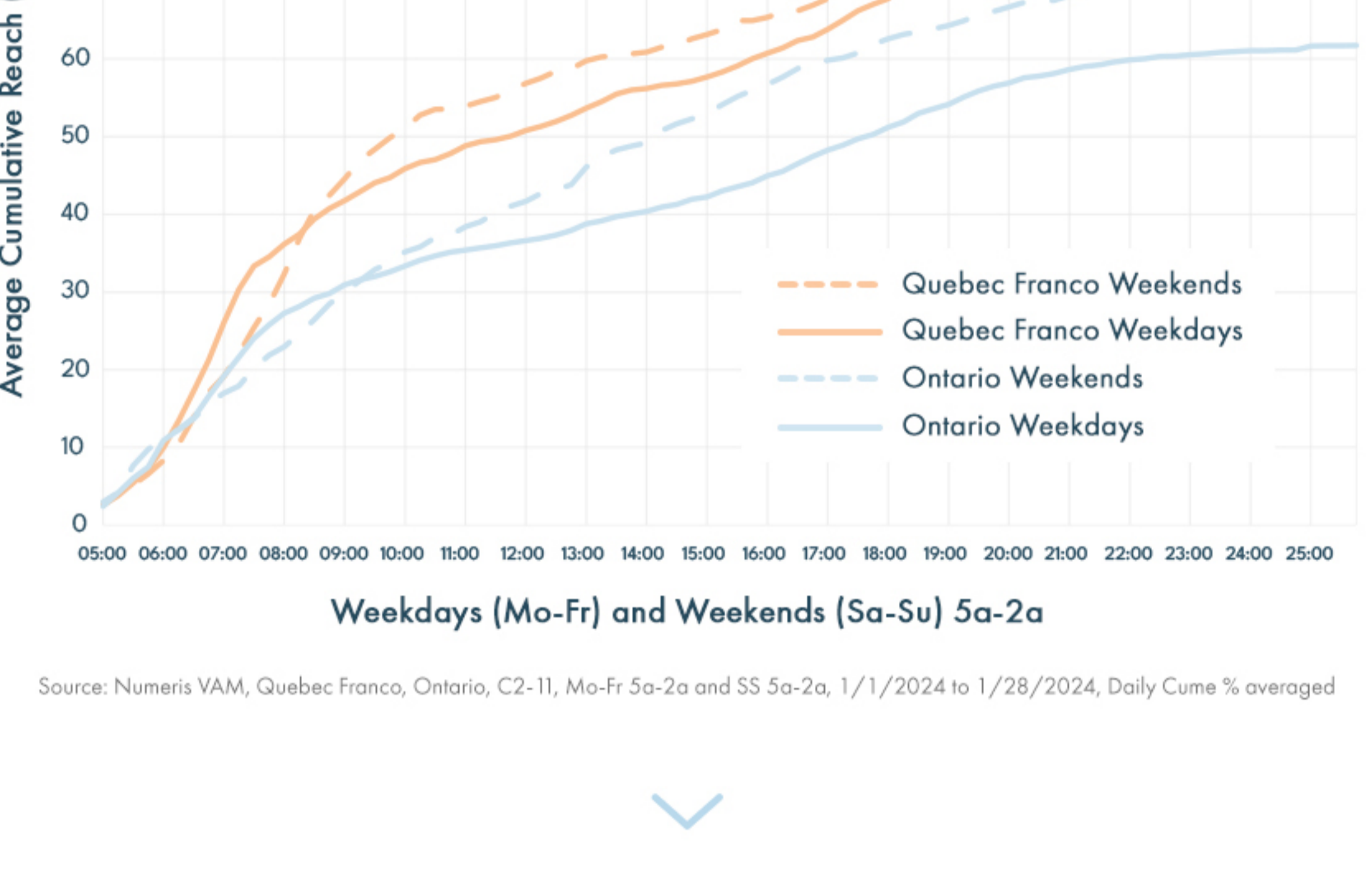
Source: Numeris VAM, Quebec Franco, Ontario, Mo-Fr 5a-2a and S5 5a-2a, 1/1/2024 to 1/28/2024, Daily Cume % averaged



What about Children?

The most significant differences in behaviour are seen among children aged 2-11 years based on province and age group. In Quebec Franco, kids have a strong start to the day, although they don't reach 50% until 11:45 AM. Ontario children watch video at a lower rate on weekdays, but they do catch up somewhat on weekends.

Total Video Cumulative Reach % Weekdays vs. Weekends



Source: Numeris VAM, Quebec Franco, Ontario, C2-11, Mo-Fr 5a-2a and S5 5a-2a, 1/1/2024 to 1/28/2024, Daily Cume % averaged

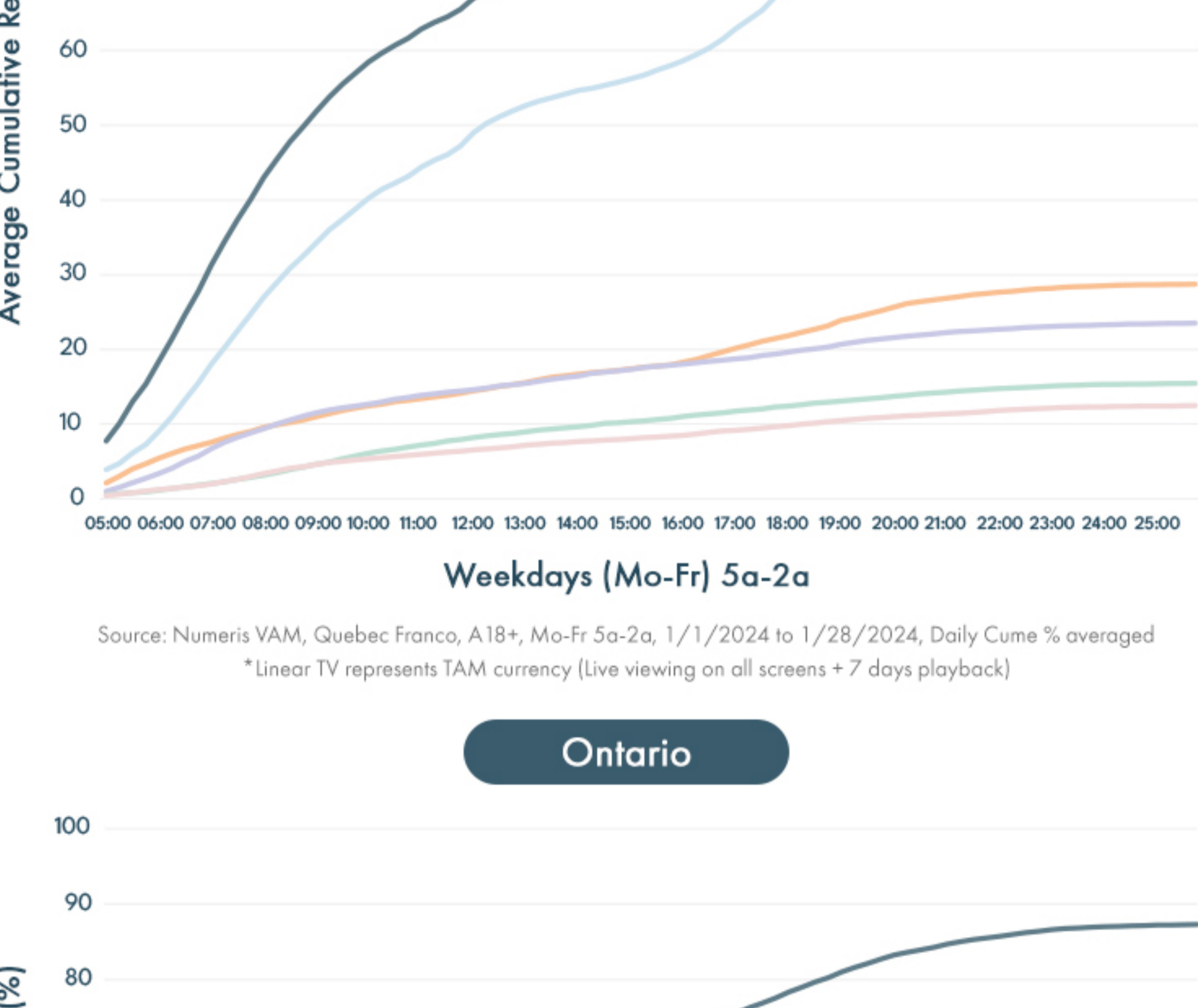
Linear Television Maintains Broadest Reach

Breaking it down to a device level, traditional television dominates in terms of reach. In both Ontario and Quebec Franco, video reach is primarily driven by linear television consumption, followed by Smart/Connected TVs.

Weekday Cumulative Reach by Device - A18+

- All Devices
- Linear TV*
- Smart/Connected TV
- Mobile
- PC/MAC
- Tablet

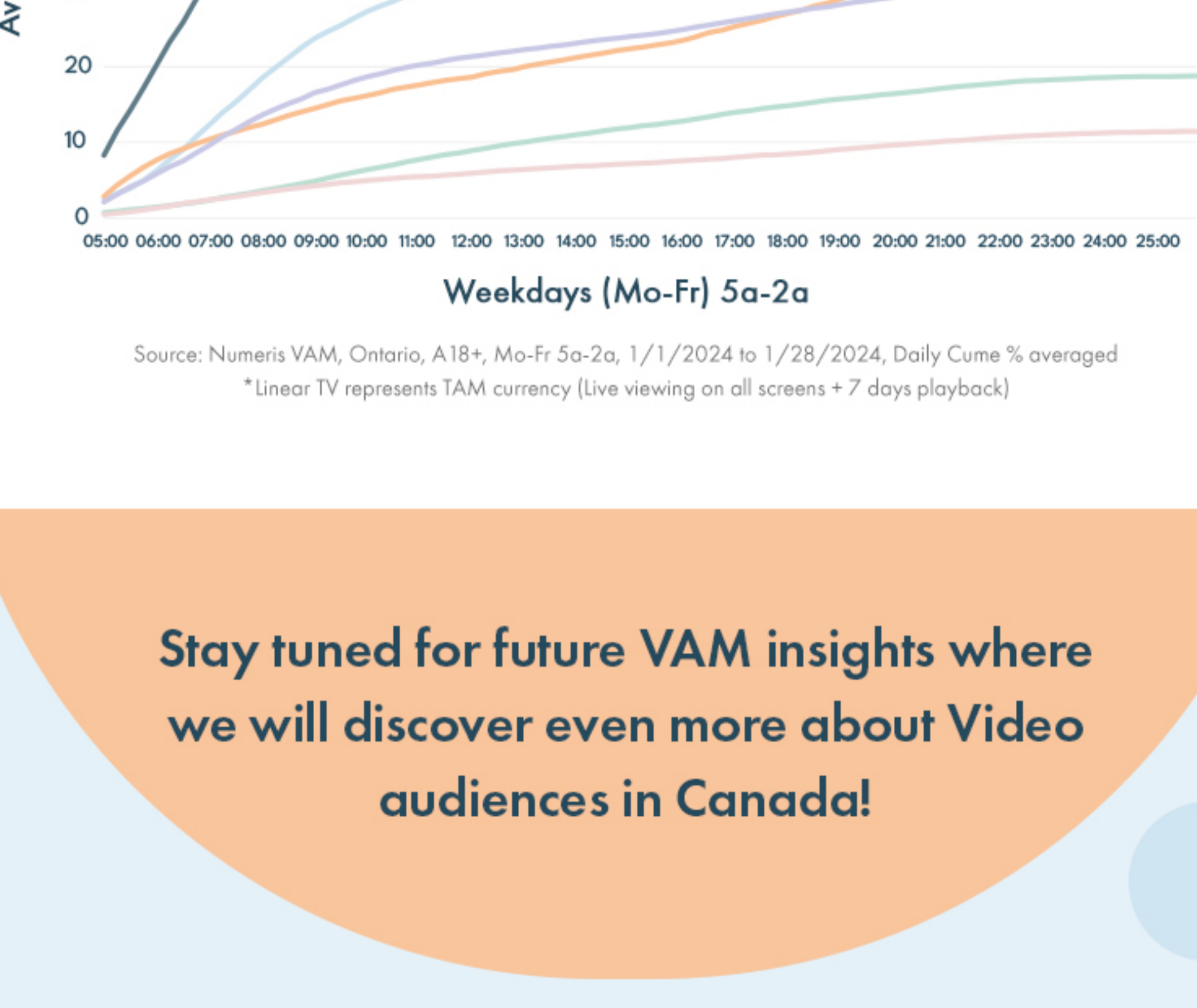
Quebec Franco



Source: Numeris VAM, Quebec Franco, A18+, Mo-Fr 5a-2a, 1/1/2024 to 1/28/2024, Daily Cume % averaged

*Linear TV represents TAM currency (Live viewing on all screens + 7 days playback)

Ontario



Source: Numeris VAM, Ontario, A18+, Mo-Fr 5a-2a, 1/1/2024 to 1/28/2024, Daily Cume % averaged

*Linear TV represents TAM currency (Live viewing on all screens + 7 days playback)

Stay tuned for future VAM insights where we will discover even more about Video audiences in Canada!

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.

