

## VAM Release Note: What You Need to Know for the July 2024 data release.



We have prepared additional material to assist you and your teams:

Feel free to watch our **"How to read VAM Data: Video"** or read our **"How to Read VAM Data: Reference Guide"** document for additional information in our **VAM Resources** (<https://numeris.ca/vam/resources/>).

You can also refer to our **"Glossary of Terms"** (<https://numeris.ca/glossary/>) should you need any help around frequently used terms about Cross-Platform, Cross-Media audience measurement solutions.

If you have any questions, please visit our **website** (<https://numeris.ca/>) or contact the **Client Solutions Group** ([csrequests@numeris.ca](mailto:csrequests@numeris.ca)).

| MONTHLY RELEASE     | JULY 2024  | JUNE 2024                    | MAY 2024                      |
|---------------------|--|------------------------------|-------------------------------|
| DATE RANGE          | July 1, 2024 - July 28, 2024   | May 27, 2024 - June 30, 2024 | April 29, 2024 - May 26, 2024 |
| MARKETS             | Ontario, Quebec Franco, Toronto EM, Montreal Franco EM   |                              |                               |
| ADDED PLATFORMS     | <p>A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the <b>"Reported Platforms"</b> (<a href="https://numeris.ca/vam/resources/">https://numeris.ca/vam/resources/</a>).</p> <p><b>Facebook Video</b> and <b>Instagram Reels</b> are reported platforms effective as of July 31, 2023.</p> <p><b>Pluto TV</b> is effective December 26, 2022.</p> <p><b>CBS News, Discovery Plus</b> and <b>ET Online US</b> are effective October 31, 2022.</p> <p><b>TikTok, FuboTV</b> and <b>Paramount Plus</b> are effective August 29, 2022.</p> <p><b>Samsung TV Plus</b> is effective March 17, 2022.</p> <p><b>Club Illico</b> and <b>Roku Channel</b> are effective December 27, 2021.</p> <p><b>TubiTV</b> is effective November 6, 2021.</p> <p><b>CrunchyRoll, DAZN, PopcornFlix</b> are effective November 1, 2021.</p> <p><b>YouTube</b> is effective September 10, 2021.</p>  |                              |                               |
| DELETED PLATFORMS   | Effective May 29, 2023, <b>PopcornFlix</b> is no longer available in Canada due to geo-fencing.  |                              |                               |
| DATA CONSIDERATIONS | For some stations/programming where streaming viewing is low, data should be used with caution.  |                              |                               |
| ADDITIONAL NOTES    | <p><b>PROGRAM LINE UP</b> VAM linear line up uses Overnight line up not Weekly confirmed line up.</p> <p><b>NEW - Paris 2024 Summer Olympics</b> from Friday July 26 - Sunday August 11, 2024.</p> <p><b>Edmonton Oilers vs. Florida Panthers 2024 Stanley Cup Final</b> from June 8 - June 24, 2024.</p> <p><b>UEFA Euro 2024</b> from June 14 - July 14, 2024.</p> <p><b>Copa America USA 2024</b> from June 20 - July 14, 2024.</p> <p><b>UNTAGGED PURE PLAY</b> Due to the absence of census data for untagged pure plays, more variability in audience data may be seen.</p> <p><b>CBC Gem &amp; CBC Gem Premium</b> are reported under CBC station(s).</p> <p><b>ICI TOU.TV EXTRA &amp; ICI TOU.TV</b> are reported under Radio Canada station(s).</p> <p><b>PURE PLAY</b> when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended.</p> <p><b>PROGRAM DATA</b></p> <p>999999 = season and episode tags not provided.</p> <p>888888 = episode number tags not provided.</p> <p>777777 = season number tags not provided.</p> <p>BVOD missing program names are identified as "Not Available".</p> <p><b>LINEAR TV DATA</b> Due to the additional weighting criteria in VAM (i.e. high-speed internet access requirement), minor differences may be observed when comparing linear TV data in TAM vs VAM. The currency remains TAM (PPM).</p> <p><b>BROADCASTER LIVE STREAM</b> PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilize a single source panel.</p> <p><b>PLUS SUFFIX</b> added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations.</p> <p><b>PURE PLAY SUFFIX</b> added to Pure Play services with the same names as broadcasters/stations.</p> <p><b>LINEAR TV PLAYBACK</b> Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month.</p> <p><b>CABLE VOD (i.e. ODM)</b> services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.</p> |                              |                               |