

VAM Release Note: What You Need to Know for the June 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).

| MONTHLY RELEASE | JUNE 2024 | MAY 2024 | APRIL 2024 |
|---------------------|---|-------------------------------|--------------------------------|
| DATE RANGE | May 27, 2024 - June 30, 2024 | April 29, 2024 - May 26, 2024 | April 1, 2024 - April 28, 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 "Reported Platforms" (https://numeris.ca/vam/resources/).</p> <p>Facebook Video and Instagram Reels are reported platforms effective as of July 31, 2023.</p> <p>Pluto TV is effective December 26, 2022.</p> <p>CBS News, Discovery Plus and ET Online US are effective October 31, 2022.</p> <p>TikTok, FuboTV and Paramount Plus are effective August 29, 2022.</p> <p>Samsung TV Plus is effective March 17, 2022.</p> <p>Club Illico and Roku Channel are effective December 27, 2021.</p> <p>TubiTV is effective November 6, 2021.</p> <p>CrunchyRoll, DAZN, PopcornFlix are effective November 1, 2021.</p> <p>YouTube is effective September 10, 2021.</p> | | |
| DELETED PLATFORMS | Effective May 29, 2023, PopcornFlix 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>PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up.</p> <p>NEW - Edmonton Oilers vs. Florida Panthers 2024 Stanley Cup Final from June 8 - June 24, 2024.</p> <p>NEW - UEFA Euro 2024 from June 14 - July 14, 2024.</p> <p>NEW - Copa America USA 2024 from June 20 - July 14, 2024.</p> <p>UNTAGGED PURE PLAY Due to the absence of census data for untagged pure plays, more variability in audience data may be seen.</p> <p>CBC Gem & CBC Gem Premium are reported under CBC station(s).</p> <p>ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s).</p> <p>PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended.</p> <p>PROGRAM DATA</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>LINEAR TV DATA 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>BROADCASTER LIVE STREAM 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>PLUS SUFFIX added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations.</p> <p>PURE PLAY SUFFIX added to Pure Play services with the same names as broadcasters/stations.</p> <p>LINEAR TV PLAYBACK Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month.</p> <p>CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.</p> | | |