



Amazon Ads Joins Numeris' National Video Measurement (VAM) Solution

Press Release

Toronto, Canada — November 19, 2025

Numeris is pleased to announce that it has signed a deal with Amazon Ads, meaning Prime Video is now available within its National Video Audience Measurement (VAM) solution.

Prime Video is the first digital streaming service to be available within the solution, enabling advertisers to accurately capture and analyze viewership, alongside linear TV providers.



“We are excited to welcome Prime Video as the first digital streamer on our National VAM platform. This partnership is a pivotal step toward a truly unified view of Canadian audiences across all platforms, and we look forward to working together to drive innovation in audience measurement.”

Sue Haas,
Chief Growth Officer of Numeris

National VAM data covers 95% of Canada's linear, streaming, and digital platforms, giving media professionals, advertisers, and broadcasters the most complete view of video audiences by platform, by device, and by market. This breadth enables advertisers to make informed decisions based on consistent measurement, helping them to navigate a rapidly evolving media landscape.



“We are pleased to have integrated into Numeris' National Video Audience Measurement (VAM) solution, giving advertisers a new way to measure the performance of Prime Video alongside linear TV. With Prime Video reaching an average monthly ad-supported audience of more than 12 million customers in Canada, and being home to some of the country's favourite movies and series, including The Lord of the Rings: The Rings of Power, Fallout, The Boys, and live sports like Prime Monday Night Hockey and PWHL, I am excited for this integration to further evidence how we're helping brands connect with unique audiences and drive meaningful results.”

Uri Gorodzinsky,
Managing Director, Amazon Ads Canada and Mexico



“This is a major step forward for the Canadian media industry. Having a leading streaming service join Numeris' National VAM reinforces the importance of independent measurement in building a future where media is valued fairly, consistently, and credibly.”

Kevin Johnson
CEO of WPP Media Canada, President of WPP Canada

This collaboration lays the groundwork for future industry-wide advancements, supporting a media landscape that is adaptable, accountable, and responsive to the needs of audiences and stakeholders alike.

About Numeris

Numeris is a leading audience data company curating data and insights that make sense of media behaviours in a cross-platform, cross-media world. As a not-for-profit Joint Industry Committee (JIC), and by and for the Canadian media industry, Numeris leads the development and delivery of transparent and standardized audience data solutions that answer local needs while being aligned to global standards. www.numeris.ca.

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