



Numeris Launches National VAM — Canada’s First Truly Cross-Platform Video Audience Measurement Solution

Press Release

Toronto, Canada — October 6, 2025

Numeris today announced the availability of National VAM (Video Audience Measurement), a groundbreaking video analytics measurement solution that brings together linear TV and digital video viewing into a single, unified database. National VAM is now live, offering marketers, publishers, and media planners across Canada unprecedented insight into how audiences consume video across platforms, devices, and formats.

Reporting over 95% of video platforms available in Canada including Amazon Prime Video, Crave, CBC Gem, Disney+, Illico, Netflix, Pluto, TikTok, YouTube, and many more, National VAM brings clarity into Canada’s everchanging and fragmented video ecosystem. For the first time, you can compare broadcast TV audiences with streaming audiences—or even compare streaming platforms to each other—to get a full picture of how Canadians watch video.

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“National VAM enables us to plan and measure campaigns holistically across screens, across all of Canada. Tracking duplicated and unduplicated reach, combined with demographic and qualitative data, means we can deliver smarter targeting and more accountable media strategies for our clients. It’s an exciting step forward for the Canadian media ecosystem.”

Kevin Johnson

Vice Chair, Numeris Board of Directors, CEO of WPP Media Canada, President of WPP Canada

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NUMERIS
“As Canadians embrace a rapidly evolving media landscape, the need for truly comprehensive video measurement has never been greater. National VAM is the answer. This transformative dataset seamlessly connects every screen and platform, providing Canada’s media industry with a singular, reliable source for understanding video audiences.”

Alicia Olson-Keating

President & CEO of Numeris

With National VAM, the media industry now has access to a consistent, trusted set of standardized metrics that enable true apples-to-apples comparisons across video platforms and services. This makes it easier to see what’s working, understand audience behavior, and make smarter decisions about content strategy, media planning, and consumer segmentation.

About Numeris

Numeris is a leading audience data company curating data and insights that makes sense of media behaviours in a cross-platform, cross-media world. Fully compliant with Canadian privacy and data protection laws, Numeris uses sophisticated data tracking and measurement technologies to holistically measure linear and digital consumption. 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. Learn more at www.numeris.ca.

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