

# VAM

## A Case for Passive Measurement



After political tensions stirred patriotic feelings in recent months, Canadians faced an interesting dilemma: should they keep supporting American video streaming services, or should they fully embrace alternative options? For many, the decision to choose local products like food and beverages felt natural. But did this same sense of patriotism carry over to video streaming? With insights from Numeris' passive cross-platform video measurement solution, VAM, we can dive into how these events truly impacted Canadian viewing habits and preferences.

### Passive Measurement: Fact vs. Fiction

Passive measurement, in this instance VAM, allows us to observe actual video behaviours that may differ from what they stated or originally intended. Unlike recall measurement, which relies on individuals to remember and report on their viewing habits, passive measurement captures data automatically and continuously. It provides a precise and objective record of viewing habits and trends, offering a more accurate and reliable picture of audience behaviour. So, what does passive measurement reveal about Canadian's use of American video streaming services?



### Consistent Reach Amidst Political Turmoil

Canadians, known for their friendly and reserved nature, voiced very strong feelings after Trump continuously referred to Canada as the future 51st state. At first, and as reported in various surveys released since February, many voiced their intent to cancel or boycott American streaming services in favour of other alternatives. However, as emotions settled and people sought comfort in their favourite video content, the data reveals that sometimes our actions don't always match our initial intentions.

When aggregated, the cumulative weekly reach of the top three American video-on-demand services, Netflix, Prime Video and Disney+, remained essentially consistent among adults aged 18+ in Ontario, hovering around the 53% range, through the end of April. This pattern was mirrored across different age cohorts: 18-34, 35-54, and 55+. Consistent reach indicates that subscription rates have remained stable, implying the number of people consuming these platforms is the same now as it was before.

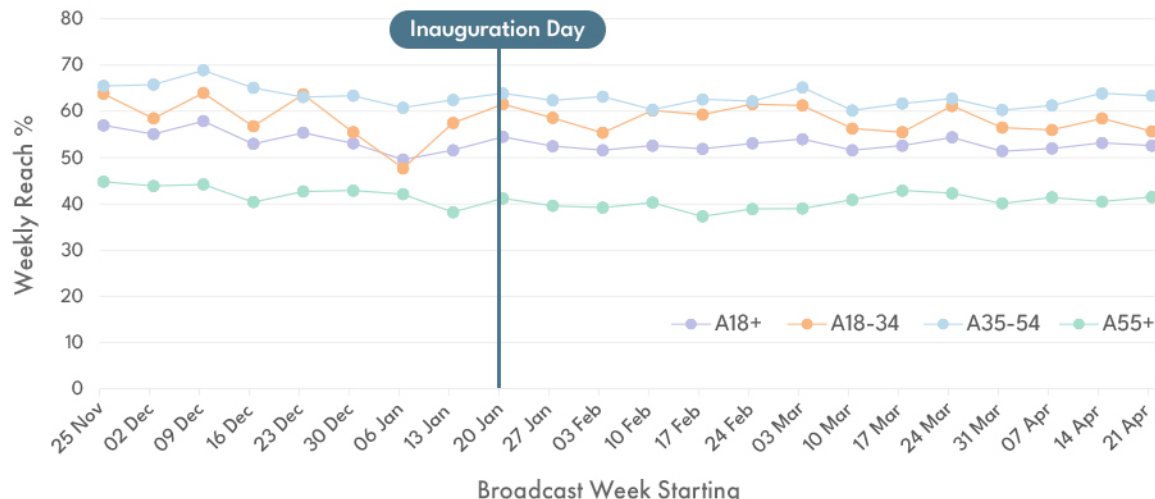
#### Weekly Reach %

NETFLIX + prime video + Disney+

Aggregated

Intelligence by  
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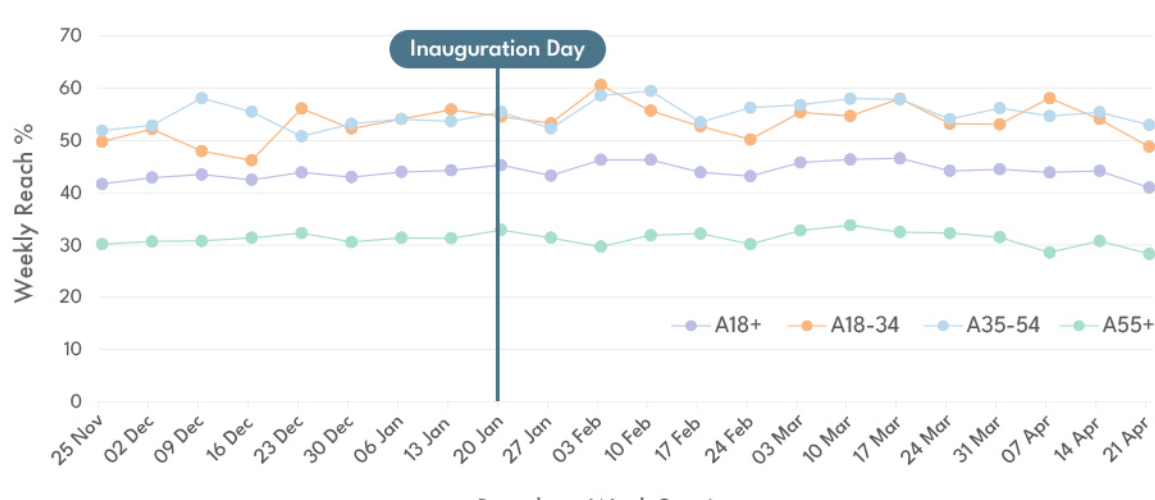
Ontario



It was a similar story in Quebec Franco, where the general pattern of weekly reach was sustained, albeit at a lower reach than in Ontario.

Quebec Franco

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### What the data reveals:

While patriotic impulses were high, actual viewing behaviour remained largely unchanged.

When it comes to boycotting American products and services, so far Canadians are reluctant to give up their video streaming platforms. At the end of the day, the entertainment and escape these services provide seem more important than making a political point. It shows just how much video plays a key role in helping people get through challenging times.

With the political landscape not stabilizing anytime soon, are these behaviours a long-term trend or will we see Canadians put their money where their mouth is regarding streaming platform usage? Stay tuned as we monitor these trends and more across Canada when National VAM arrives this Fall!



Looking for more insights into the video behaviours of Canadians?

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