

## VAM Release Note: What You Need to Know for the January 2025 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	JANUARY 2025	DECEMBER 2024	NOVEMBER 2024
DATE RANGE	December 30, 2024 - January 26, 2025	November 25, 2024 - December 29, 2024	October 28, 2024 - November 24, 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" (<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. <b>PROGRAM LINE UP</b> VAM linear line up uses Overnight line up not Weekly confirmed line up.		
ADDITIONAL NOTES	NEW - Effective January 14, 2025, internal technical issue with <b>CTVNews</b> .		
	NEW - Effective January 2, 2025, internal technical issue with <b>CityTV &amp; FX Now</b> .		
	Effective October 2, 2024, internal technical issue with <b>CP24</b> .		
	Effective July 10, 2024, internal technical issue with <b>BNN Bloomberg</b> .		
	Effective with the August 2024 release, there is a technical problem prevents the publication of certain data for <b>Radio-Canada</b> .		
	<b>UNTAGGED PURE PLAY</b> Due to the absence of census data for untagged pure plays, more variability in audience data may be seen.		
	<b>CBC Gem &amp; CBC Gem Premium</b> are reported under CBC station(s).		
	<b>ICI TOU.TV EXTRA &amp; ICI TOU.TV</b> are reported under Radio Canada station(s).		
	<b>PURE PLAY</b> when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended.		
	<b>Digital platforms, Streaming Services and Pure Play URLs</b> are updated regularly to reflect changes such as new applications, revised urls, new services, etc. and may cause fluctuations in the data.		
	<b>PROGRAM DATA</b>		
	999999 = season and episode tags not provided.		
	888888 = episode number tags not provided.		
777777 = season number tags not provided.			
BVOD missing program names are identified as "Not Available".			
<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).			
<b>BROADCASTER LIVE STREAM</b> PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilizes a single source panel.			
<b>PLUS</b> suffix added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations.			
<b>PURE PLAY</b> suffix added to Pure Play services with the same names as broadcasters/stations.			
<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.			
<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.			