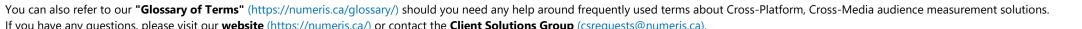
VAM Release Note: What You Need to Know for the January 2025 data release.

We have prepared additional material to assist you and your teams:







| MONTHLY RELEASE | JANUARY 2025 | DECEMBER 2024 | NOVEMBER 2024 |
|------------------|--|---------------------------------------|--------------------------------------|
| ATE RANGE | December 30, 2024 - January 26, 2025 | November 25, 2024 - December 29, 2024 | October 28, 2024 - November 24, 2024 |
| IARKETS | Ontario, Quebec Franco, Toronto EM, Montreal Franco EM | | |
| DDED | A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the "Reported Platforms" (https://numeris.ca/vam/resources/). | | |
| PLATFORMS | Facebook Video and Instagram Reels are reported platforms effective as of July 31, 2023. | | |
| | Pluto TV is effective December 26, 2022. | | |
| | CBS News, Discovery Plus and ET Online US are effective October 31, 2022. | | |
| | TikTok, FuboTV and Paramount Plus are effective August 29, 2022. | | |
| | Samsung TV Plus is effective March 17, 2022. | | |
| | Club Illico and Roku Channel are effective December 27, 2021. | | |
| | TubiTV is effective November 6, 2021. | | |
| | CrunchyRoll, DAZN, PopcornFlix are effective November 1, 2021. | | |
| | YouTube is effective September 10, 2021. | | |
| DELETED | Effective May 29, 2023, PopcornFlix is no longer available in Canada due to geo-fencing. | | |
| PLATFORMS | | | |
| DATA | For some stations/programming where streaming viewing is low, data should be used with caution. | | |
| CONSIDERATIONS | PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up. | | |
| ADDITIONAL NOTES | NEW - Effective January 14, 2025, internal technical issue with CTVNews . | | |
| | NEW - Effective January 2, 2025, internal technical issue with CityTV & FX Now . | | |
| | Effective October 2, 2024, internal technical issue with CP24. | | |
| | Effective July 10, 2024, internal technical issue with BNN Bloomberg . | | |
| | Effective with the August 2024 release, there is a technical problem prevents the publication of certain data for Radio-Canada . | | |
| | UNTAGGED PURE PLAY Due to the absence of census data for untagged pure plays, more variability in audience data may be seen. | | |
| | CBC Gem & CBC Gem Premium are reported under CBC station(s). | | |
| | ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s). | | |
| | PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended. | | |
| | Digital platforms, Streaming Services and Pure Play URLs are updated regularly to reflect changes such as new applications, revised urls, new services, etc. and may cause fluctuations in the data. | | |
| | PROGRAM DATA | | |
| | 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". | | |
| | 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). | | |
| | BROADCASTER LIVE STREAM PPM encoded broadcaster live stream content is double-counted. This will be eliminated with National Video Measurement that will utilizes a single source panel. | | |
| | PLUS suffix added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations. | | |
| | PURE PLAY suffix added to Pure Play services with the same names as broadcasters/stations. | | |
| | LINEAR TV PLAYBACK Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month. | | |
| | CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset. | | |