

VAM Release Note: What You Need to Know for the March 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.

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| MONTHLY RELEASE | MARCH 2025 | FEBRUARY 2025 | JANUARY 2025 |
|-------------------|--|--------------------------------------|--------------------------------------|
| DATE RANGE | February 24, 2025 - March 30, 2025 | January 27, 2025 - February 23, 2025 | December 30, 2024 - January 26, 2025 |
| MARKETS | Ontario, Quebec Franco, Toronto EM, Montreal Franco EM | | |
| ADDED PLATFORMS | A full list of Reported Platforms and Broadcaster Tagging status can be obtained in the "Reported Platforms" (https://numeris.ca/vam/resources/). 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 PLATFORMS | Effective May 29, 2023, PopcornFlix is no longer available in Canada due to geo-fencing. | | |
| 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 March 27, 2025, internal technical issue with CityTV+ . Effective February 7, 2025, internal technical issue with CityNews . Effective January 14, 2025, internal technical issue with CTVNews . 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 . 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. | | |

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| | 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. | | |

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| MONTHLY RELEASE | FEBRUARY 2025 | JANUARY 2025 | DECEMBER 2024 |
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| DATE RANGE | January 27, 2025 - February 23, 2025 | December 30, 2024 - January 26, 2025 | November 25, 2024 - December 29, 2024 |
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| MONTHLY RELEASE | NOVEMBER 2024 | OCTOBER 2024 | SEPTEMBER 2024 |
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| DATE RANGE | October 28, 2024 - November 24, 2024 | September 30, 2024 - October 27, 2024 | August 26, 2024 - September 29, 2024 |
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| ADDITIONAL NOTES | Effective October 2, 2024, internal technical issue with CP24. | | |
| | Effective July 10, 2024, internal technical issue with BNN Bloomberg. | | |
| | Paris 2024 Paralympic Games from Wednesday August 28 - Sunday September 8, 2024. | | |
| | Effective with the August 2024 release, there is a technical problem prevents the publication of certain data for Radio-Canada. | | |
| | Paris 2024 Summer Olympics from Friday July 26 - Sunday August 11, 2024. | | |
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