

VAM Release Note: What You Need to Know for the December 2024 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).



MONTHLY RELEASE	DECEMBER 2024	NOVEMBER 2024	OCTOBER 2024
DATE RANGE	November 25, 2024 - December 29, 2024	October 28, 2024 - November 24, 2024	September 30, 2024 - October 27, 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" (https://numeris.ca/vam/resources/).</p> <p>Facebook Video and Instagram Reels are reported platforms effective as of July 31, 2023.</p> <p>Pluto TV is effective December 26, 2022.</p> <p>CBS News, Discovery Plus and ET Online US are effective October 31, 2022.</p> <p>TikTok, FuboTV and Paramount Plus are effective August 29, 2022.</p> <p>Samsung TV Plus is effective March 17, 2022.</p> <p>Club Illico and Roku Channel are effective December 27, 2021.</p> <p>TubiTV is effective November 6, 2021.</p> <p>CrunchyRoll, DAZN, PopcornFlix are effective November 1, 2021.</p> <p>YouTube is effective September 10, 2021.</p>		
DELETED PLATFORMS	Effective May 29, 2023, PopcornFlix 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.		
ADDITIONAL NOTES	<p>PROGRAM LINE UP VAM linear line up uses Overnight line up not Weekly confirmed line up.</p> <p>Effective October 2, 2024, internal technical issue with CP24.</p> <p>Effective July 10, 2024, internal technical issue with BNN Bloomberg.</p> <p>Effective with the August 2024 release, there is a technical problem prevents the publication of certain data for Radio-Canada.</p> <p>UNTAGGED PURE PLAY Due to the absence of census data for untagged pure plays, more variability in audience data may be seen.</p> <p>CBC Gem & CBC Gem Premium are reported under CBC station(s).</p> <p>ICI TOU.TV EXTRA & ICI TOU.TV are reported under Radio Canada station(s).</p> <p>PURE PLAY when completing analysis on Pure Plays, the LIVE + 7 Day Playback + BVOD default is recommended.</p> <p>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.</p> <p>PROGRAM DATA</p> <p>999999 = season and episode tags not provided.</p> <p>888888 = episode number tags not provided.</p> <p>777777 = season number tags not provided.</p> <p>BVOD missing program names are identified as "Not Available".</p> <p>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.</p> <p>The currency remains TAM (PPM).</p> <p>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.</p> <p>PLUS suffix added to Pure Play services with a "+" in their name when the same name is shared with broadcasters/stations.</p> <p>PURE PLAY suffix added to Pure Play services with the same names as broadcasters/stations.</p> <p>LINEAR TV PLAYBACK Effective with the December release, monthly playback reporting no longer requires the inclusion of the first week of the subsequent month.</p> <p>CABLE VOD (i.e. ODM) services that require a cable/satellite or other paid subscriptions, are not tagged or included in the dataset.</p>		