

# A Second Pandemic Fall



After a very long and unpredictable 18 months, Fall 2021 provided a return to more traditional times. In person learning was back in schools, social restrictions were lifted and COVID-19 case counts were dropping - all signs pointing towards better days ahead. Unlike last Fall, television content was available on regular schedules and professional sports all returned as planned. A federal election was abruptly called in Canada while the political turmoil seen last year out of the US was alleviated by a new administration. The Fall season ended on a less hopeful note as Canadians once again faced varying restrictions and lockdowns due to the aggressive Omicron variant, derailing holiday plans.



TV reached



**83%**

(24,908,000)

of Canadians each week in English Canada

**91%**

(6,773,000)

of Quebecers each week in Quebec Franco

Including:

**78% | 76% | 74%**

A25-54 | A18-49 | A18-34

Including:

**88% | 86% | 83%**

A25-54 | A18-49 | A18-34

Maintaining 96% of both A25-54 and A18-49 and 97% of A18-34 reach compared to last Fall

Source: Numeris TV Meter, Total TV EN, English Canada, Wks1-17, 2020-21, 2021-22, A2+, M-Su 2a-2a, AvWklyRch %, AvWklyRch(000)

Maintaining 99% of A25-54, 98% of A18-49 and 96% of A18-34 reach compared to last Fall

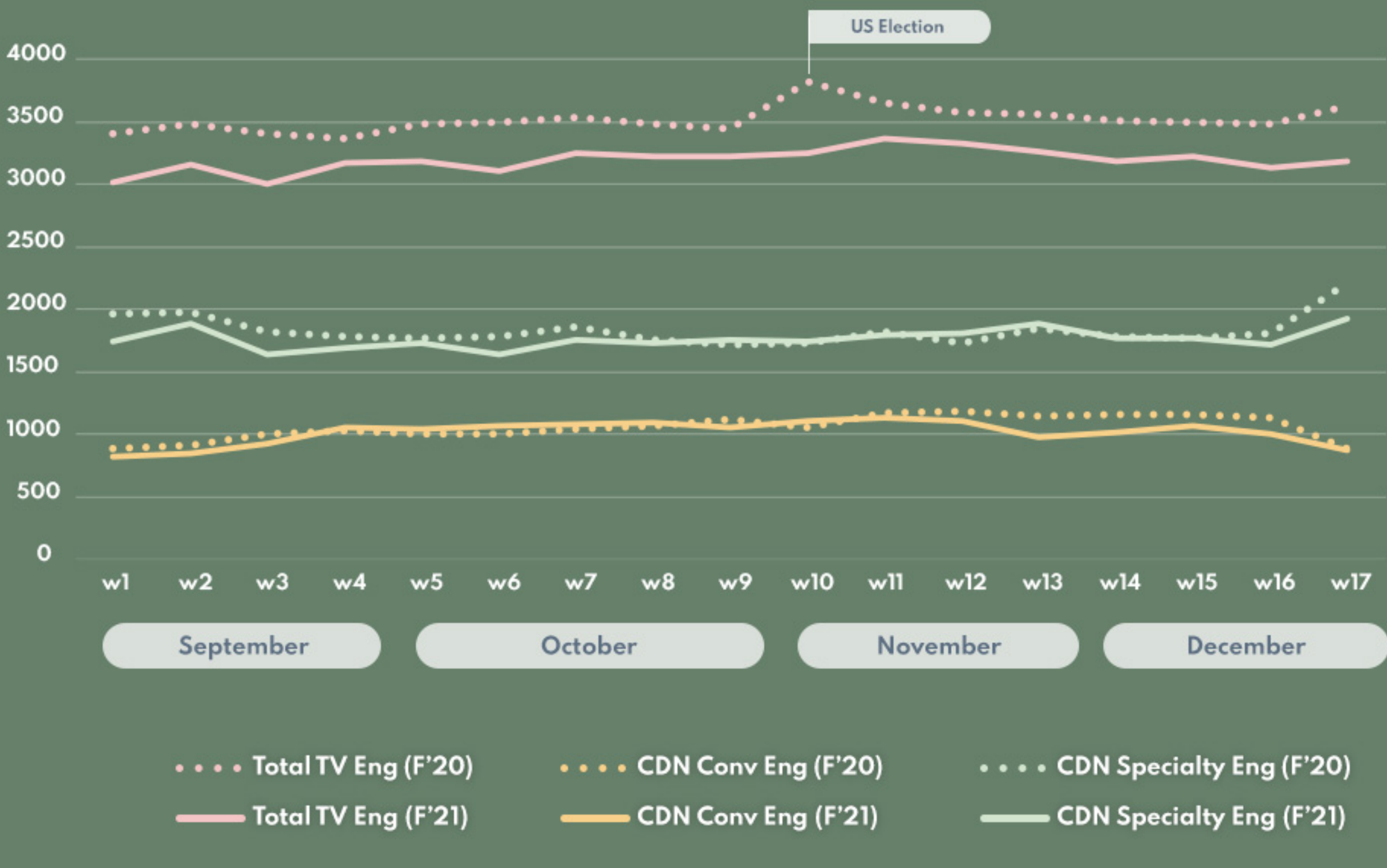
Source: Numeris TV Meter, Total TV FR, Quebec Franco, Wks1-17, 2020-21, 2021-22, A2+, M-Su 2a-2a, AvWklyRch %, AvWklyRch(000)

# Traditional Fall Content is Back



In English Canada, new content arrived mid to late September in cadence with pre-pandemic Fall seasons while professional sports either ended or began their seasons in a more typical timeframe than previous year. A2+ AMA indexed at 91 over previous Fall, driven by a decline in US Specialty tuning, the result of a highly polarizing and captivating US Presidential election in November 2020.

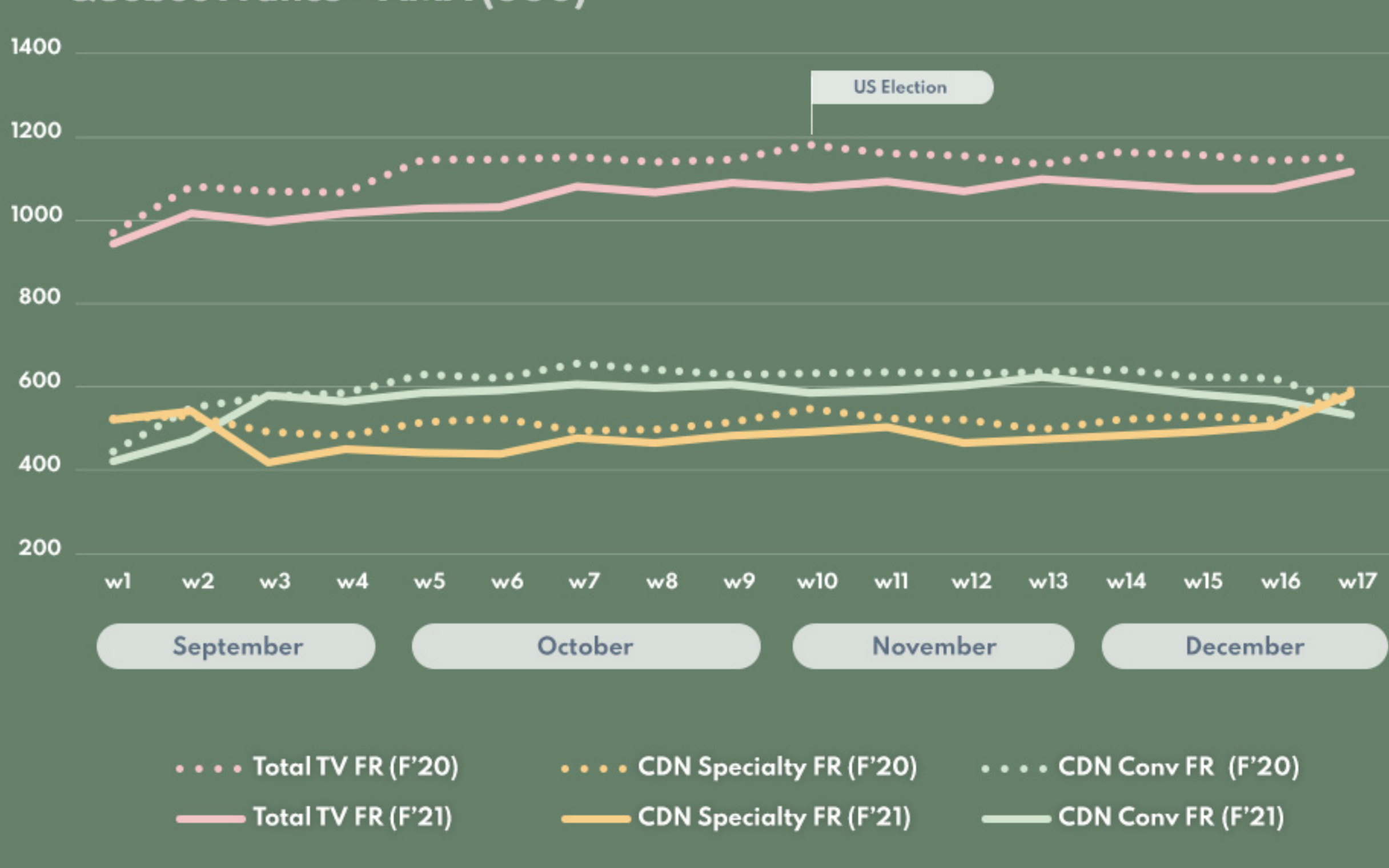
## English Canada - AMA (000)



Source: Numeris TV Meter, Total TV EN, English Canada, Wks1-17, 2020-21, 2021-22, A2+, M-Su 2a-2a, AMA (000)

Quebec Franco tuned into Conventional stations as popular locally produced content returned in mid-September. Audiences peaked in week 17, driven by Specialty tuning, in conjunction with new lockdowns and holiday content. Overall Conventional and Specialty tuning is down versus last year, driven in part by news in the absence of a heated US Election and weekly local COVID-19 news briefings.

## Quebec Franco - AMA (000)



Source: Numeris TV Meter, Total TV FR, Quebec Franco, Wks1-17, 2020-21, 2021-22, A2+, M-Su 2a-2a, AMA (000)

# Primetime Viewing Year over Year

Adults 25-54	Adults 18-49	Adults 18-34
English  Canada		
<b>89%</b> of audience maintained	<b>90%</b> of audience maintained	<b>93%</b> of audience maintained
+	+	+
Canadian Conventional English viewing indexing between 94 in Calgary and 108 in Montreal Anglo	Canadian Conventional English viewing increased in Montreal Anglo (11%), Edmonton (9%) and Vancouver/Victoria (3%)	Canadian Conventional English viewing flat or up in all markets except Calgary, between 22% in Edmonton to 52% in Montreal Anglo
Quebec  Franco		
<b>97%</b> of audience maintained	<b>96%</b> of audience maintained	<b>86%</b> of audience maintained
+	+	+
Conventional tuning decreased 3% and Specialty tuning decreased 4%	Conventional and Specialty tuning decreased 4%	Conventional tuning decreased 16% and Specialty tuning decreased 10%

Source: Numeris TV Meter, Total TV EN, English Canada, Wks1-17, 2020-21, 2021-22, M-Su 7p-11p, AMA (000)  
Source: Numeris TV Meter, Total TV FR, Quebec Franco, Wks1-17, 2020-21, 2021-22, M-Su 6p-11p, AMA(000)