

Winter | Spring 2021 TV Viewing Landscape

In March 2020, television productions and sports programming stopped on a dime in reaction to COVID-19. A full year later, Canada was experiencing a third wave as restrictions and lockdowns were once again implemented even as vaccine distribution increased at a rapid pace. As the pandemic tirelessly wore on and a new normal emerged, the 20-21 TV season was very different from previous years. Programs launched later than traditionally seen throughout the Fall and professional sports returned on a delayed schedule. TV reached weekly 85% A2+ in English Canada in Winter/Spring 2021, maintaining its reach from Fall 2020. With fresh content readily available, English Canada spent an average of 22.8 hours per week with TV during this period.

TV continued to reach 25,462,000

Canadians each week in English Canada



On Average TV Reached Weekly:

76% A18-34 **79%** A18-49 **81%** A25-54

Maintaining 96% reach when compared to last Winter/Spring

Source: Numeris TV Meter, English Canada, Wks 18-41, 2019-20/2020-21, Mo-Su 2a-2a, AvWklyRch(000), AvWklyRch %

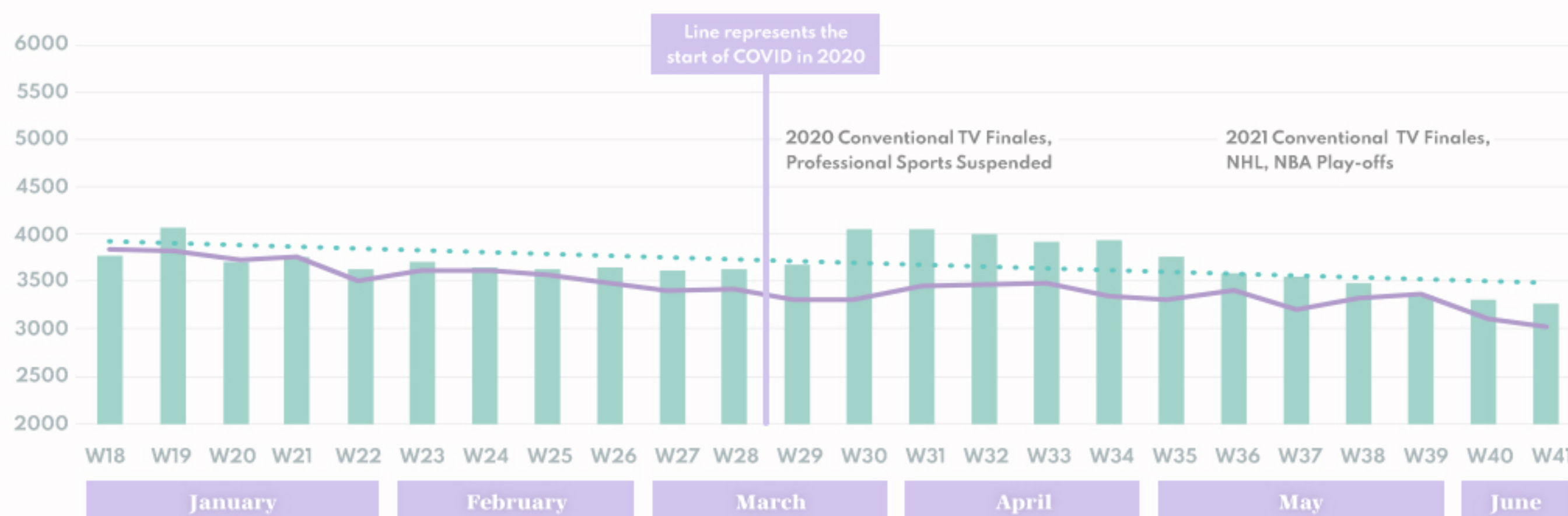
A More Regular Schedule Returned in Spring 2021



We saw a return to the more traditional season finale period in May with some spill over into June. Viewing patterns in 2021 followed a similar trend to pre-pandemic levels in 2019. Modified professional sports schedules returned throughout the Winter with both NHL and NBA entering playoffs this Spring. Canadian Conventional and Specialty English stations maintained 94% of their A2+ audience versus previous year. When compared to Fall 2020, Canadian Conventional English viewing was flat while Canadian Specialty English viewing increased 5%.

A2+ Total TV English Canada

●●● Total TV ENG - Trend Line (2019) ● Total TV ENG (2020) — Total TV ENG (2021)



Source: Numeris TV Meter, English Canada, Wks 18-41, 2018-19/2019-20/2020-21, A2+, Mo-Su 2a-2a, AMA(000)

Primetime Viewing

As the COVID-19 pandemic continued to evolve, viewing varied across demographics

Adults 18-34

A18-34 maintained 87% of their audience from same period last year, spending 5.0 hours per week in primetime. Calgary was stable with an average of 4.2 hours per week, driven by Canadian Specialty English.

Adults 18-49

A18-49 maintained 91% of their audience from same period last year, spending 5.9 hours per week in primetime. Toronto/Hamilton saw an increase of 2% in average hours per week, driven by both Canadian Conventional and Specialty English.

Adults 25-54

A25-54 maintained 93% of their primetime audience from same period last year, spending 6.7 hours per week in primetime. Toronto/Hamilton saw an increase of 3% in average hours per week, driven by both Canadian Conventional and Specialty English.

Source: Numeris TV Meter, English Canada, Wks 18-41 2019-20/2020-21, Mo-Su 7p-11p, AMA(000), AvHrsWk(viewed)