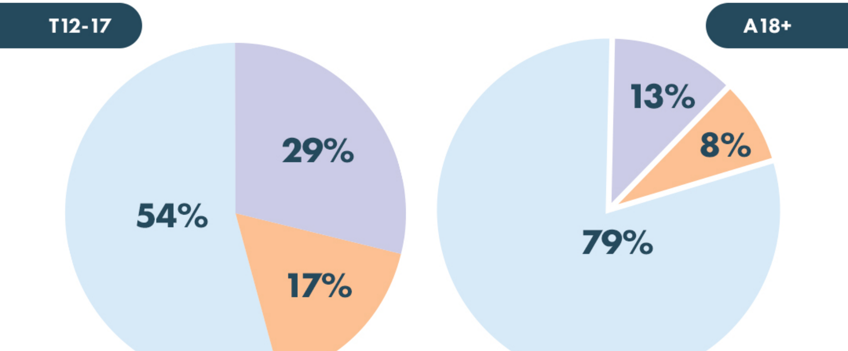
How Teens 12-17 consumed video content?

Anyone that has spent any time with a teenager can tell you they are unique. Not quite an adult but not quite a child either. It can be hard to understand them at this important stage in life, but with Numeris' cross-platform dataset, VAM, we can now shed a little light on how, and when they are consuming video content.

In June, for example, Teens consumed on average 14.0 hours of video each week compared to 26.7 hours for Adults. As most would expect, while Linear TV dominates their viewing hours, Teens consume 46% of both AVOD* and SVOD compared to Adults 18+ at 21%.

Total Video Consumption – June 2022

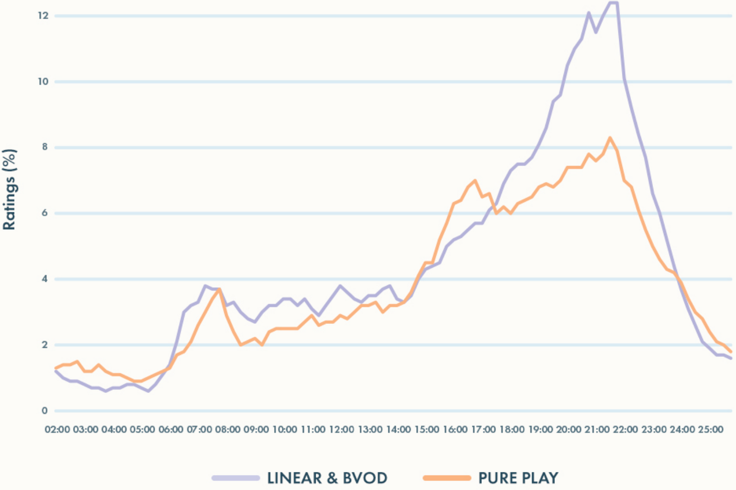


Source: Numeris VAM (Ontario/Quebec Franco), T12-17, A18+, Mo-Su 2a-2a, 5/30/2022 to 6/26/2022, Share (%) of Total Video, TotalTime(000) [hours].
*AVOD includes BVOD catch-up viewing.

How does Teen Linear consumption compare to Pure Play consumption?

While Teens follow a more traditional viewing pattern when it comes to Linear TV, Pure Play varies slightly with an after-school lift around 4pm, levelling off around dinner time and then peaking at 10pm.

Viewing by Hour
Rtg(%) – Teens 12-17



Source: Numeris VAM (Ontario/Quebec Franco),
T12-17, Mo-Su 2a-2a, 5/30/2022 to 6/26/2022, Rtg%

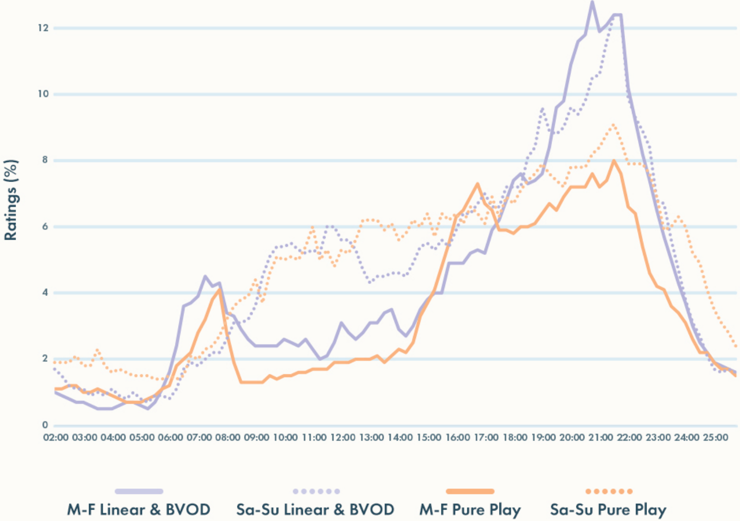
METRICS TIP:

When comparing two distinct and differing populations or baselines, Rating is a good metric to use because it demonstrates behaviour proportionally, allowing for more accurate and reflective analyses.

When weekdays and weekends are isolated, significant weekend consumption of Linear Television and Pure Plays emerges in daytime - when school doesn't get in the way of viewing.

Linear Television grows a little later in primetime, however, Pure Play streaming remains well above weekday viewing through primetime.

Weekday (Mon-Fri) & Weekend (Sa-Su) Viewing by Hour – Rtg(%) – Teens 12-17



Source: Numeris VAM (Ontario/Quebec Franco),
T12-17, Mo-Fr 2a-2a and Sa-Su 2a-2a, 5/30/2022 to 6/26/2022, Rtg%

What is their preferred device to watch video?

While 91% of Teens 12-17 consume video weekly on any device, the use of devices

and their proportion of use varies greatly with the patterns of Adults 18+.

Adults have marginally lower video use of personal electronic devices and their overwhelming volume of viewing remains on Television.

Almost 43% of Teens 12-17 consume video weekly on their mobile phone, compared to 37% for Adults 18+.

And while almost the same proportion of Teens and Adults uses a Tablet, Teens devote a much larger share of their weekly video viewing to Tablet than Adults.

Teens 12-17	All Devices	Linear TV	Smart TV or TV Connected Devices	Mobile	PC/MAC	Tablet
AvWkRch%	**91.2%**	**72.5%**	**45.4%**	**42.5%**	**28.8%**	**21.4%**
Share of Viewing	**100%**	**53%**	**16%**	**9%**	**9%**	**13%**
Adults 18+						
AvWkRch%	**96.2%**	**85.5%**	**39.6%**	**36.5%**	**27.9%**	**17.0%**
Share of Viewing	**100%**	**79%**	**10%**	**4%**	**5%**	**2%**

Source: Numeris VAM (Ontario/Quebec Franco), T12-17, A18+,
Mo-Su 2a-2a, 5/30/2022 to 6/26/2022, AvWkRch%, Share (%) of TotalTime(000) [hours] by Device

How do

Teens consume Pure Play content?

Unsurprisingly, Pure Play video weekly reach in Teens is higher than Adults 18+. YouTube is the top choice for Teens when streaming Pure Play content with almost 58% weekly reach followed by Netflix and Amazon Prime Video at 34% and 33%, respectively. As for time spent with Pure Play content, while both Ontario demos spend more time than their Quebec Franco counterparts, Adults 18+ in the Quebec Franco region spend a bit more time than Teens.

Pure Play Consumption by Demo and Region

	QUEBEC FRANCO	ONTARIO
Teens 12-17		
AvWkRch%	65.4	68.5
AvHrsWk (Per Capita)	3.4	7.9
Adults 18+		
AvWkRch%	54.5	63.5
AvHrsWk (Per Capita)	4.1	6.1

Source: Numeris VAM (Ontario, Quebec Franco), T12-17, A18+,
Mo-Su 2a-2a, 5/30/2022 to 6/26/2022, AvWkRch%, AvHrsWk(Cap)

Interested in learning more about Canadians video behaviours? Stay tuned for more VAM insights or reach out to us!

Visit our Glossary for all cross-platform, cross-media terms and definitions.

Glossary

If you have any questions about VAM, contact Numeris Client Services

I Have Questions!

For any software-related queries, please contact Nlogic.