



How do *Connected TV users stream video content?

VAM continues to advance – providing us the opportunity to delve deeper into the data and identify unique behavioral trends across Ontario and Quebec Franco.



This month, we take a closer look at *Connected TVs (CTV) and how audiences use them to consume video content. While consumption varies by month, we know that *CTV streaming represents, on average, 6-8% of Total Video viewing hours. In relation to the population, while A35-49s are not the largest demographic in either region, they are the ones with the most viewing via *CTV.

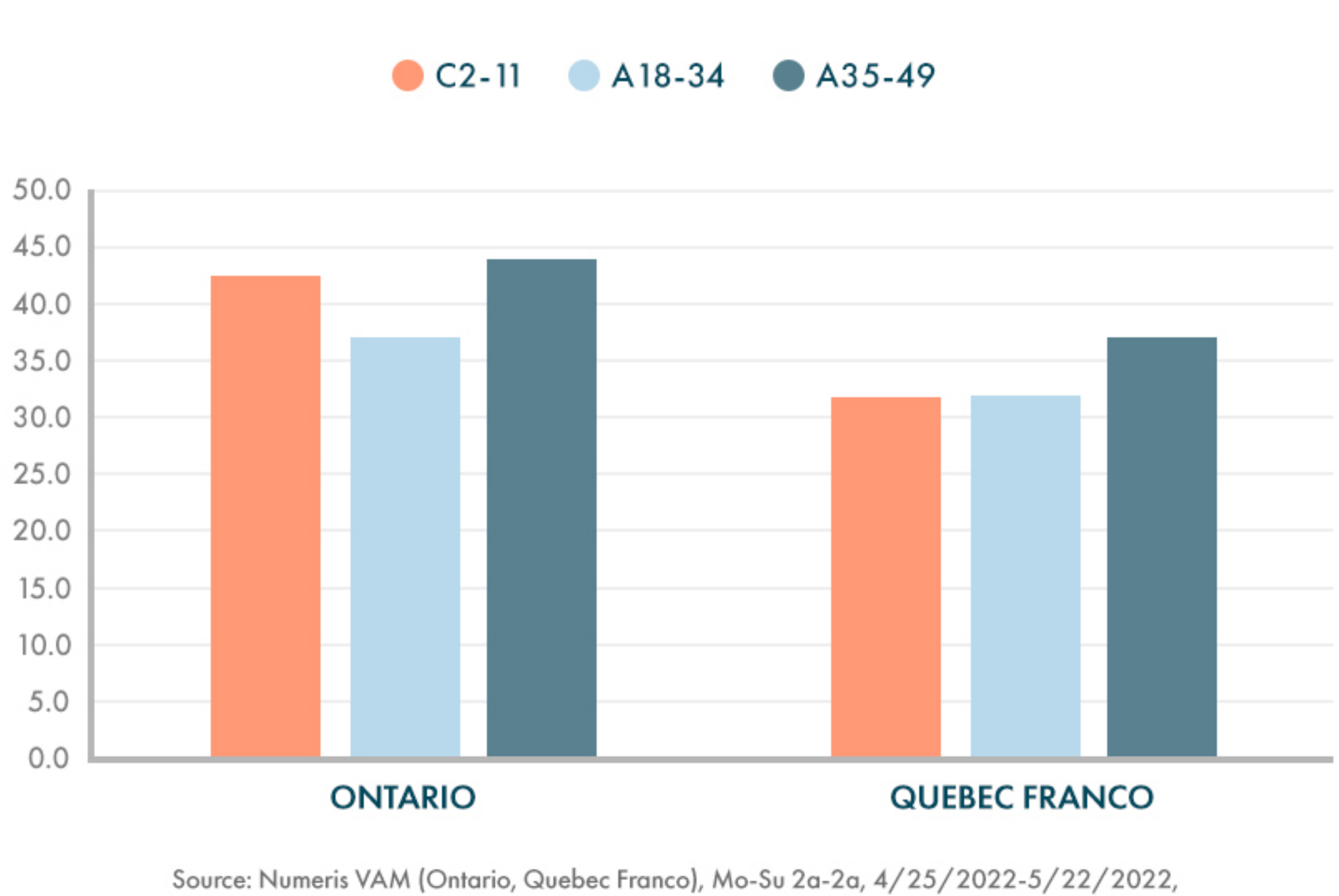
*Connected TV viewing includes all viewing via Smart TVs and Connected TV devices.



Reach of *CTV streaming

While weekly reach is higher in Ontario than Quebec Franco, it is the A35-49s that have the highest reach in both regions. In Ontario, this is followed by C2-11 whereas in Quebec Franco, it is both A18-34s and C2-11 that follow the A35-49s.

AVERAGE WEEKLY REACH BY DEMOGRAPHIC

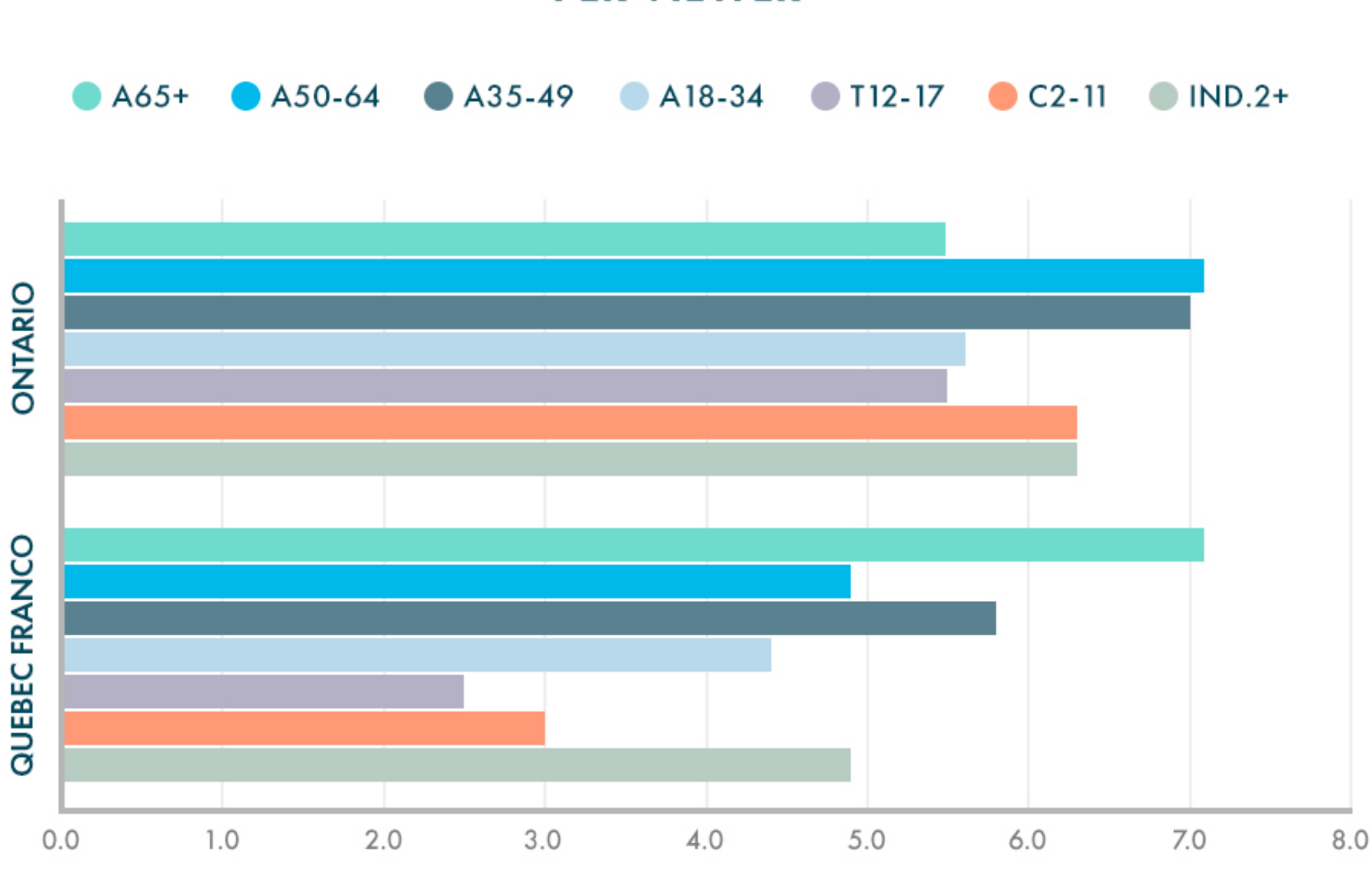


Source: Numeris VAM (Ontario, Quebec Franco), Mo-Su 2a-2a, 4/25/2022-5/22/2022, Total Video Streaming, Smart/Connected TV devices, AvWkRch%.

How much time is being spent with *CTVs?

Now that we know who is streaming via *CTV devices, let's take a closer look at how much time they are spending with them. The average viewer (2+) of *CTVs in Quebec Franco spends 4.9 hours a week with the service compared to 6.3 hours a week in Ontario. Though older adults have lower weekly reach with *CTV streaming in Quebec Franco, they are the heaviest viewing cohort with 7.1 average weekly hours per viewer. In Ontario, it is the slightly younger groups that are the heaviest viewers to *Connected TVs with A50-64 spending 7.1 average weekly hours per viewer followed closely by A35-49 at 7.0 hours. In both regions, Teens 12-17 spend the least amount of time with *CTV.

AVERAGE WEEKLY HOURS PER VIEWER



Source: Numeris VAM (Ontario, Quebec Franco), Mo-Su 2a-2a, 4/25/2022-5/22/2022, Total Video Streaming, Smart TV/Connected TV devices, AvHrsWk[View] by mutually exclusive demos.

When are audiences streaming video on *CTV?



We can dig even further to identify the day of week and time of day that streaming via *CTVs occurs. Looking at the heaviest user group of A35-49, the primetime hour of 9pm is the peak viewing time in Quebec Franco while in Ontario, peak viewing fluctuates between 7:30pm and 9:30pm. Quebecers in this demographic group stream the most video via *CTVs on Sundays and Wednesdays while in Ontario, Sunday is the preferred day of the week followed by Saturday.

Specifically, in Quebec Franco, where young adults 18-34 are not especially heavy viewers, an early morning spike can be seen as well as a later surge at 10:30PM. While viewing is fairly consistent each day, Thursday, Saturday and Sunday see a small uptick in consumption over the rest of the week.

In Ontario, an increase can be seen among C2-11 in the early morning while peak viewing occurs at 5:30pm. Saturday is the favoured day to stream video on *CTVs followed by Sunday for children.

*Connected TV viewing includes all viewing via Smart TVs and Connected TV devices. Source: Numeris VAM (Ontario, Quebec Franco), Mo-Su 2a-2a, 4/25/2022-5/22/2022, Total Video Streaming, Smart TV/Connected TV devices, Rtg%.

Keep an eye on your inbox for our next VAM insight where we analyze and explore the data showcasing all that it can offer!



Check out our **Glossary** for all cross-platform, cross-media terms and definitions.



If you have any questions about VAM, contact **Client Services**. For any software related queries, please contact **NLogic**.