

How does viewing in Ontario compare to Quebec Franco?



With the release of VAM, the first iteration of our cross-platform video solution, Numeris has provided a unique view into video consumption across Ontario and Quebec Franco collectively.

The dataset continues to evolve and the latest enhancement now provides the ability to analyze and compare video consumption in Ontario with that in Quebec Franco. This enhancement has been retroactively applied to January 2022 data onwards. The new dataset will be available to our video clients later today, but let's take a sneak peek at how video consumption in both regions is similar and where it differs.

While Quebec Franco audiences spend more time with Linear TV than Ontario, when we compare Pure Play services Ontario surpasses Quebec Franco in terms of Average Weekly Hours per Viewer. These trends are the same when looking at all core demos such as A18+ and A25-54 as well as children and teens.



Average Weekly Hours Per Viewer – A18+

	ONTARIO	QUEBEC FRANCO
Linear TV	26.0	34.3
Pure Play	8.2	6.7

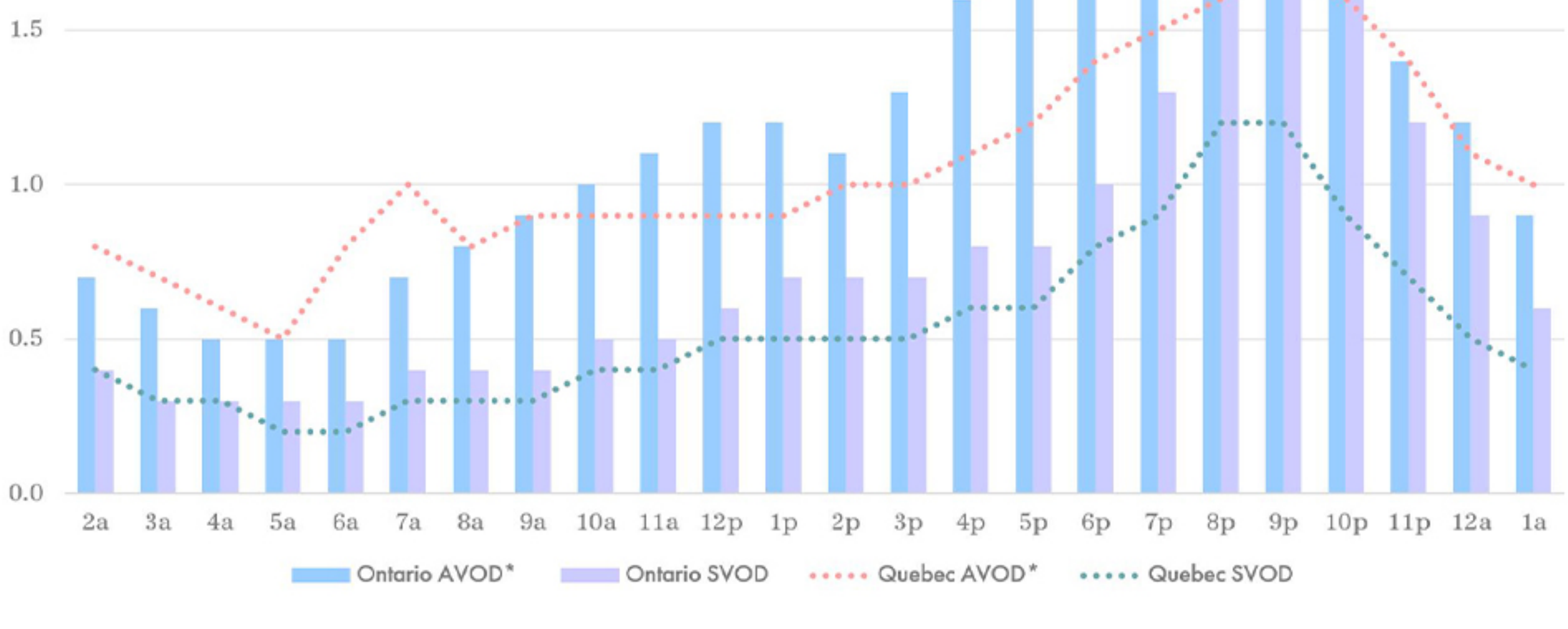
Source: Numeris VAM (Ontario, Quebec Franco), A18+, Mo-Su 2a-2a, 12/27/2021-4/24/2022, AvHrsWk(View)

Do digital platform types command different types of behaviours?

The pattern of streaming video use differs by region and type of service. Proportionally, more AVOD* is consumed in Quebec Franco in the early hours of weekdays than in Ontario. In the afternoon hours and early evenings, Ontarians view at higher levels while the two regions show a very similar pattern from 9PM onwards. SVOD viewing is more prevalent in Ontario than Quebec Franco throughout the day.



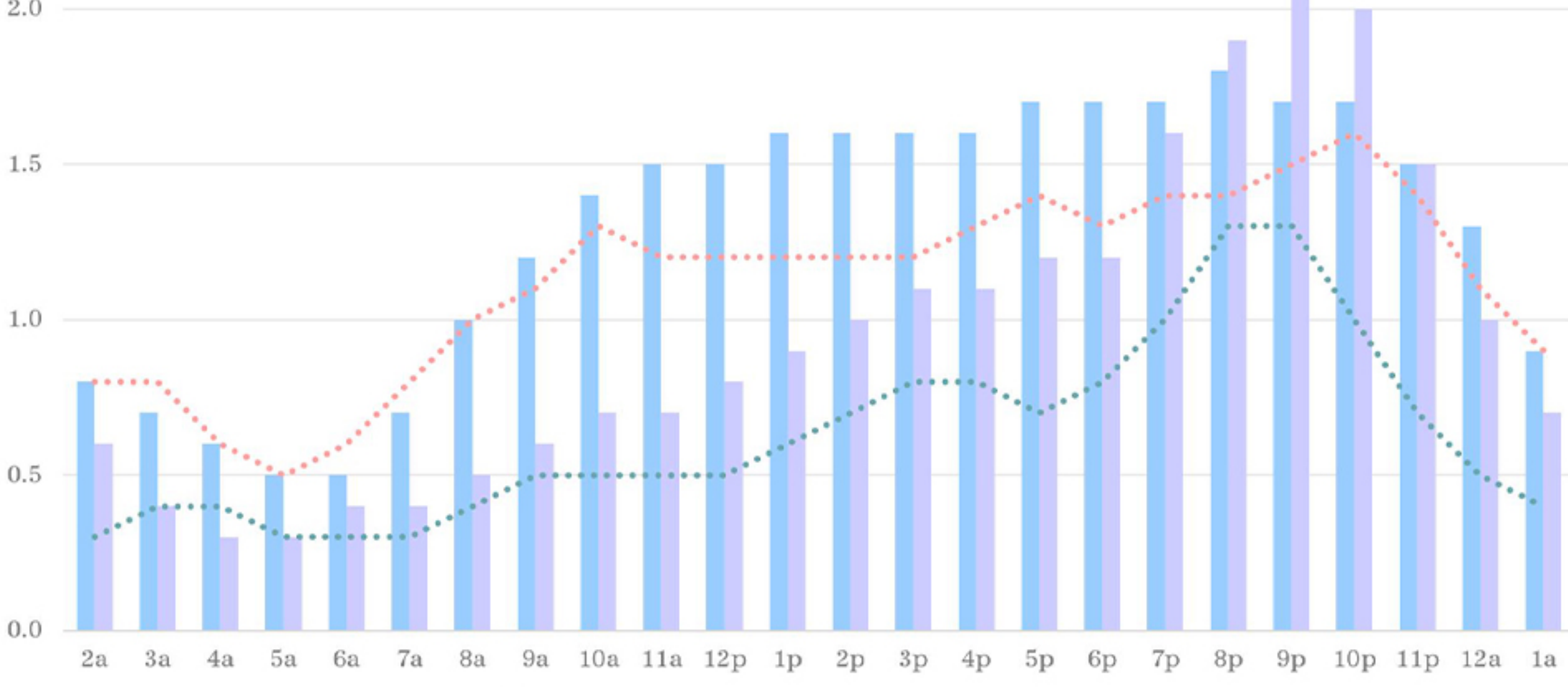
Weekday (Mon-Fri) Viewing by Hour (Ratings) – A18+



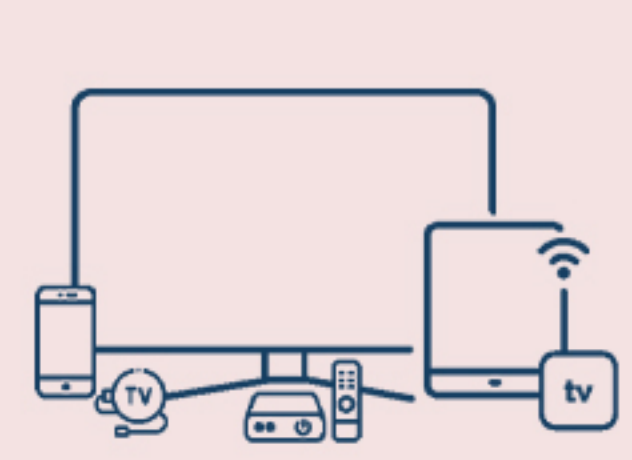
METRICS TIP:

When comparing two distinct and differing populations or baselines, Ratings are a good metric to use because they demonstrate behaviour proportionally, allowing for more accurate and reflective analyses.

Weekend (Sa-Su) Viewing by Hour (Ratings) – A18+



Source: Numeris VAM (Ontario, Quebec Franco), A18+, Mo-Fr 2a-2a and Sa-Su 2a-2a, 12/27/2021-4/24/2022, Rtg%
 *AVOD includes BVOD catch-up viewing.
 Note: Only BVOD captures in-home and out-of-home, AVOD and SVOD are in-home only.



What devices are used to consume digital video content?

The preferred device for SVOD is the same in both regions with Smart/Connected TVs leading the way, followed by PC/MACs. When it comes to AVOD*, Ontarians prefer Smart/Connected TVs whereas Quebecers choose PC/MACs.



ONTARIO

QUEBEC FRANCO

	ONTARIO		QUEBEC FRANCO	
	AVOD*	SVOD	AVOD*	SVOD
Smart TV or TV Connected Devices	44%	70%	31%	71%
PC/MAC	21%	21%	36%	13%
Tablet	9%	3%	17%	12%
Mobile	26%	6%	16%	4%

Source: Numeris VAM (Ontario, Quebec Franco), A18+, Mo-Su 2a-2a, 12/27/2021-4/24/2022, Share (%) of TotalTime(000) [hours] by Device
 *AVOD includes BVOD catch-up viewing.
 Note: Only BVOD captures in-home and out-of-home, AVOD and SVOD are in-home only.

Stay tuned for our next VAM insight as we continue to explore all that VAM has to offer!



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.