

Total Video Consumption: Connecting the Dots



While the video landscape continues to evolve and fragment, Numeris' VAM data provides a more complete and inclusive picture of total video consumption.

Capturing viewing on all devices across multi-platforms, the convergence of Linear TV and Digital viewing (in Ontario and Quebec Franco) on a seasonal basis, can now be easily analyzed and compared.

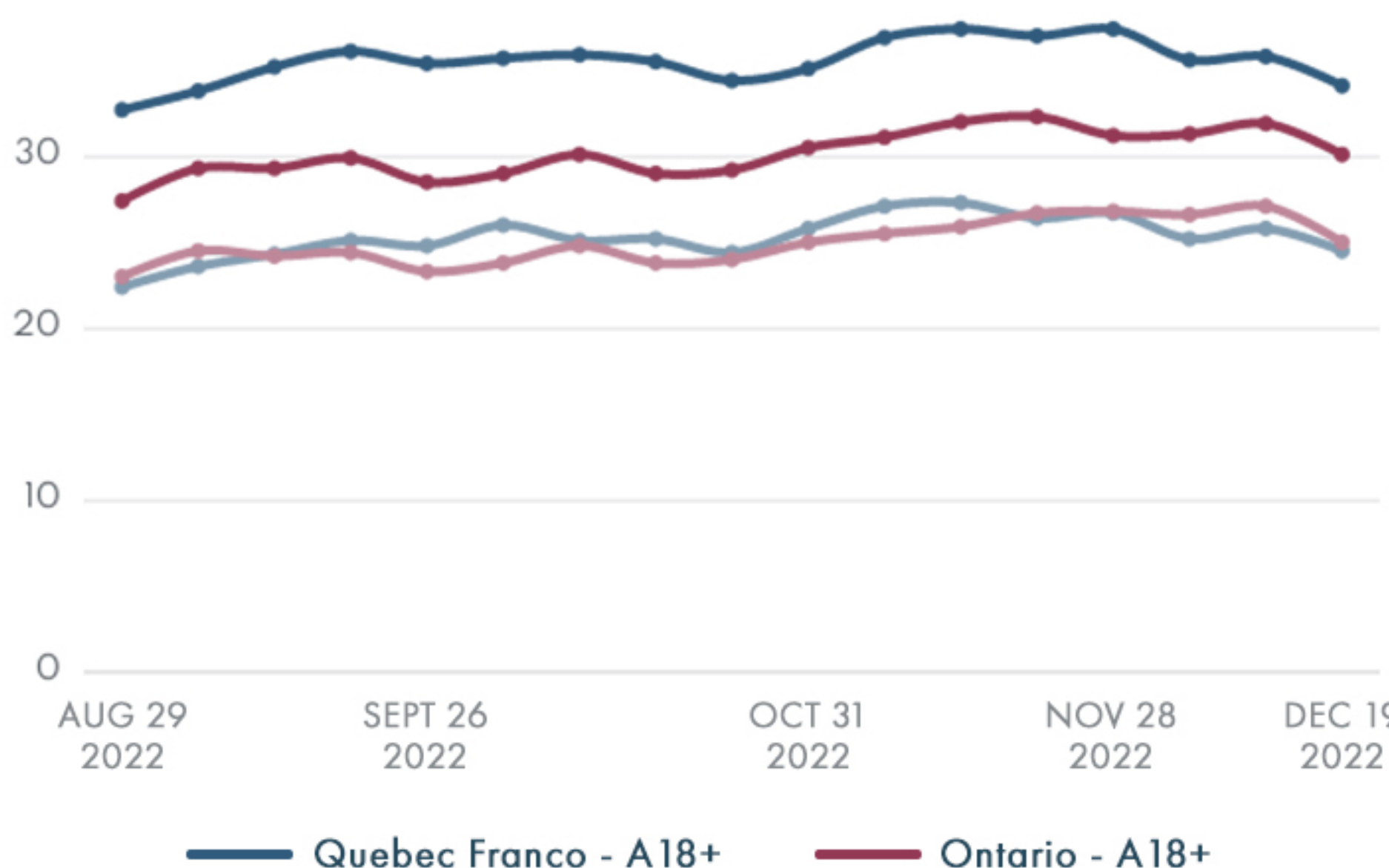
As the Summer winds down and days get shorter, the Fall season typically brings a high volume of fresh content to premiere. Whether it be our favourite shows returning for another season, the launch of a much-anticipated series, or the ample sports content available to choose from, Canadians take to their various devices to consume comforting video content.

What are the key takeaways from the Fall 2022 video season?

Let's dive right in!

It's not much of a surprise when looking at A18+, that Quebec Franco audiences spend more time with Total Video per capita each week than in Ontario - this encompasses Live Linear, 7-Day playback and streaming content. The story changes however when we look at A25-54; hours per capita are much more aligned, with Ontario even slightly surpassing Quebec Franco at the beginning of the season and again towards the end. Total Video Hours peaked in November for both regions amongst A18+, as did A25-54 in Quebec Franco, while their Ontario counterparts consumed the most hours in December.

Total Hours by Week (Per Capita) A18+ and A25-54



Source: Numeris VAM, Quebec Franco, Ontario, AvHrsWk(Cap), A18+, A25-54, 8/29/2022-12/25/2022

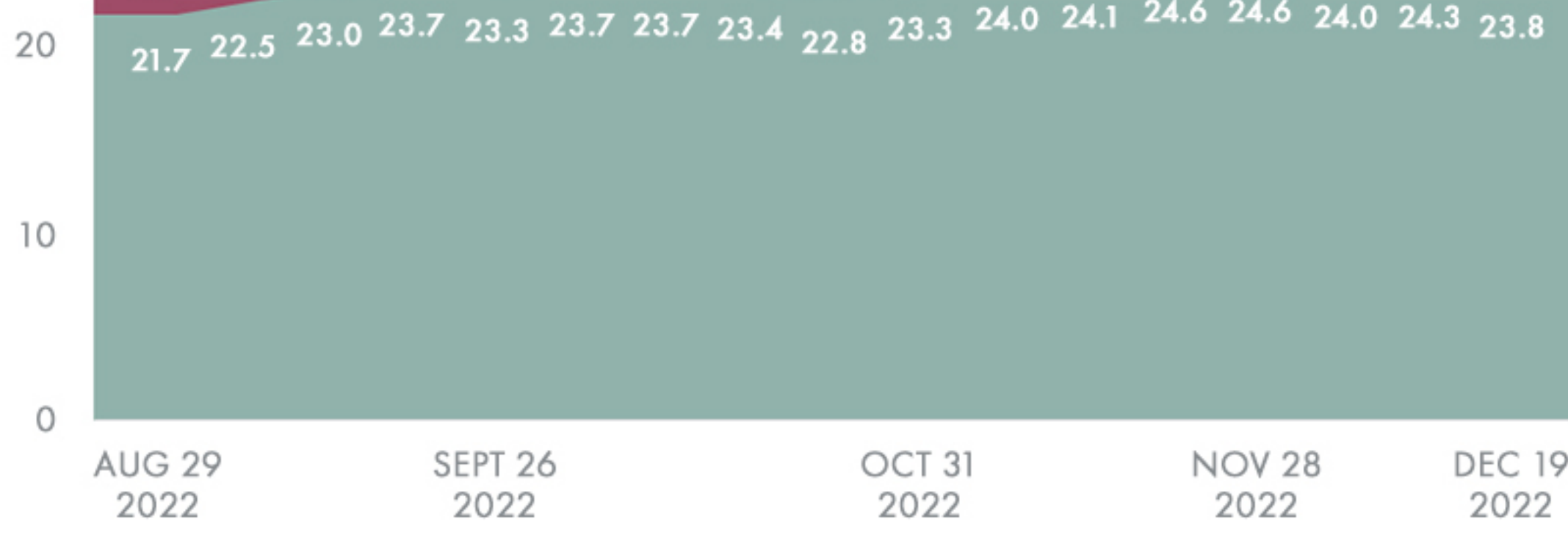
Let's break that down further and see how those video hours are being consumed by activity. Live content continues to be king amongst A18+ in both Ontario and Quebec Franco. While this is the same behaviour seen for A25-54 in Quebec Franco, it's streaming that takes the lead for this group in Ontario.

Across both age groups, Quebec Franco audiences consume more than double the amount of 7 Day Playback than those in Ontario.

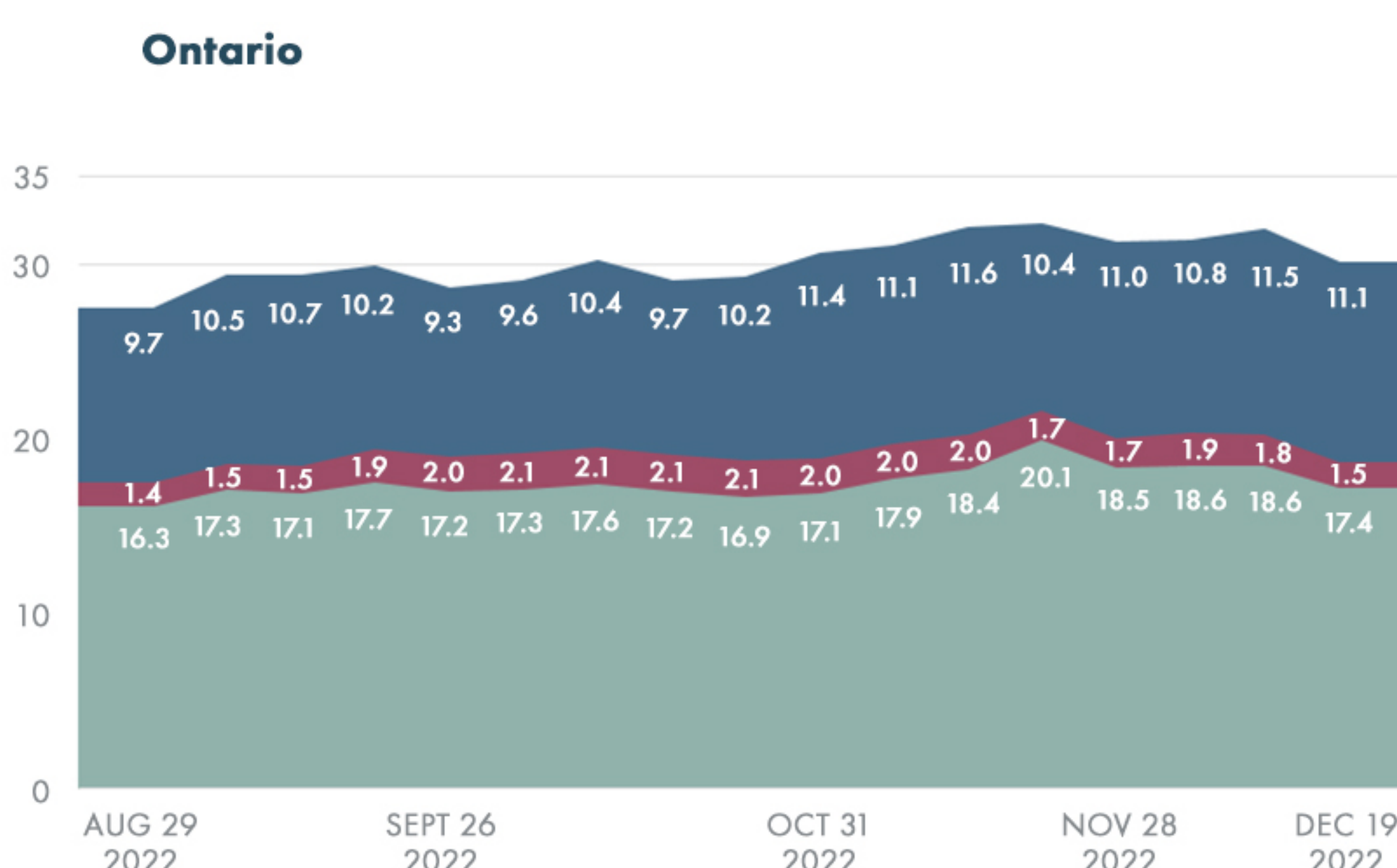
Overall, viewing in Quebec Franco trended upwards in the first four weeks of Fall while in Ontario, viewing levels fluctuated more irregularly. There is however a notable increase in Ontario Live viewing in Week 13 (Nov 21-27) that may be attributed to Canada's participation in the World Cup. No similar spike is evident in Quebec Franco.

Total Weekly Hours by Viewing Activity (Per Capita) - A18+

Quebec Franco



Ontario



Source: Numeris VAM, Quebec Franco, Ontario, AvHrsWk(Cap), A18+, 8/29/2022-12/25/2022, by Activities

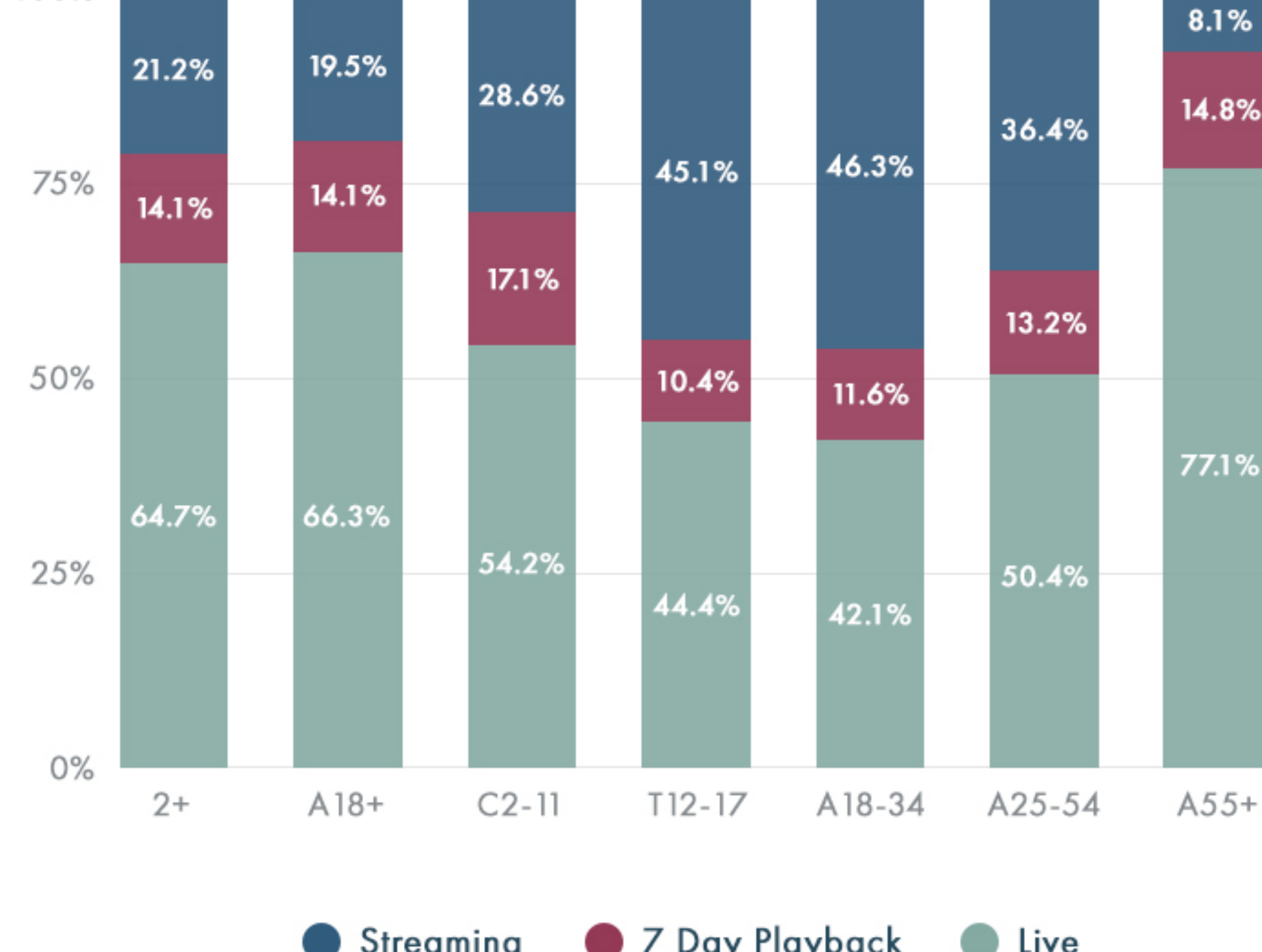
How does viewing activity vary per demographic group?

This past Fall, while live viewing was the dominant choice of viewing among adults in Quebec Franco and Ontario, the proportion of viewing by activity varies greatly with age: In Quebec Franco, younger adults allocated most of their viewing to Streaming at 46.3%, while in Ontario, teens surpassed the A18-34 with 69%. Adults 55+ are the ones that attributed the biggest proportion of their viewing to Live viewing in both regions while the biggest proportion of Playback viewing was consumed by kids in Quebec Franco and A55+ in Ontario.

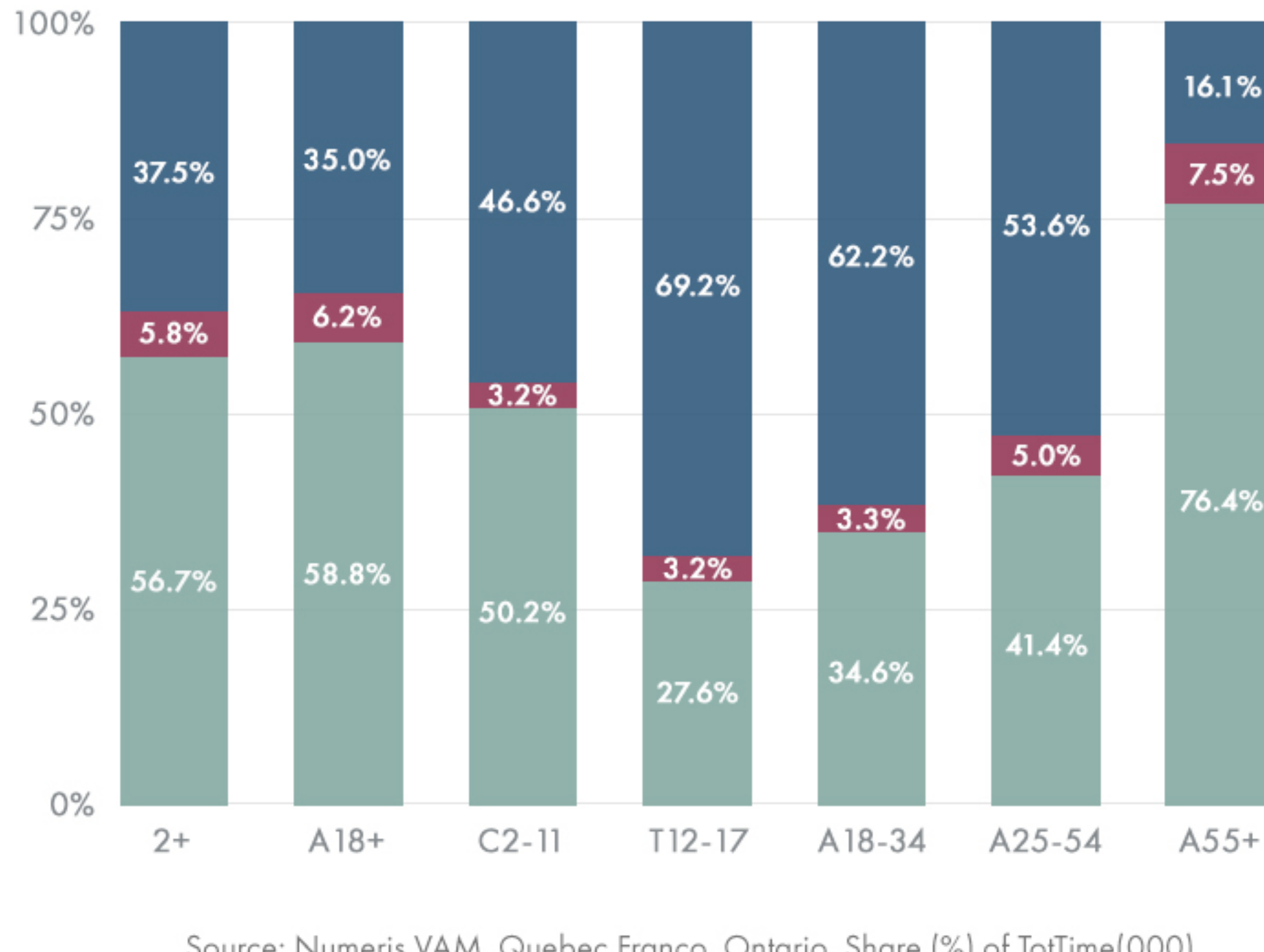


Proportion of Viewing Activity by Age Groups

Quebec Franco - Fall 2022



Ontario - Fall 2022



Source: Numeris VAM, Quebec Franco, Ontario, Share (%) of ToTime(000), by Demos, 8/29/2022-12/25/2022, by Activities

This is just the start of the many insights from Fall 2022, including taking a closer look at Digital only viewing and a full breakdown of Linear TV consumption. Stay tuned for all this and more coming soon!



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



If you have any questions, contact Numeris Client Services.

[I Have Questions!](#)



Looking for an easy way to explore VAM and pull out more insights yourself? Reach out to NLogic for details and access to their new Cross-Platform Video Insights Tool.

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