

The Canadian Video Streaming Audience

2020



Survey of the Canadian Consumer:



36,000+

Canadians Surveyed Annually



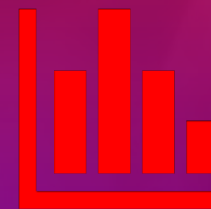
40+

Urban Markets



4,000+

Consumer & Media Brands



60,000+

Variables

Survey of the Canadian Consumer:

A Complete Picture of Canadians:



Demographics



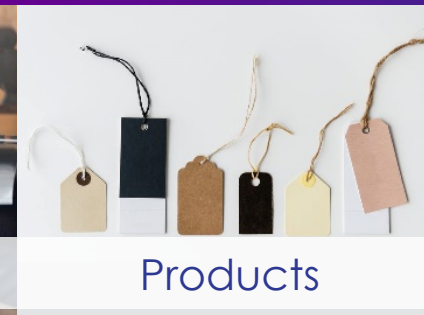
Psychographics



Life Events



Retail



Products



Leisure Activities

A Complete Media Profile:



Internet & Social



TV & Streaming



Radio & Streaming



Newspapers



Magazines



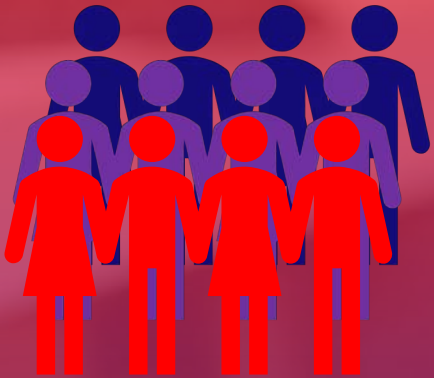
Out of Home



metrica by vividata

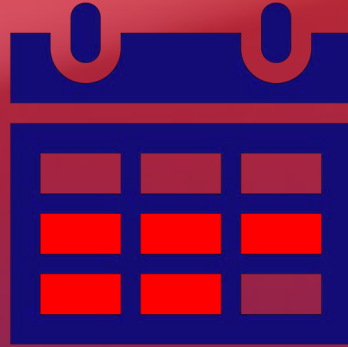
Real life measured

Panel to Date



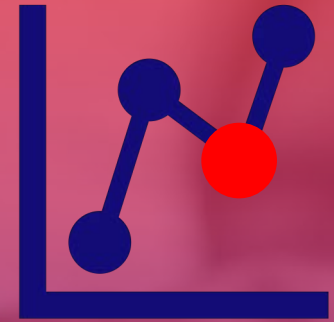
1,700+

Total Panelists



250+

Days in
Measurement



48 Million+

Data Points

Streaming



Shopping



Websites



Apps



of Canadians Watching TV Online in an Average Month

15 Million

**Spring
2017**

+43% in
3 years.

23 Million
**Spring
2020**



of Canadians **watched any form of video** content online on any device in an average month.



of Canadians answered '**yes**' to **personally streaming TV/video** online in an average month.



of Canadians report watching TV or video through **SVOD** services.



% SVOD Penetration by Region

Anglophones: 56% Penetration

Francophones: 41% Penetration

British
Columbia

56%

Prairies

54%

Ontario

57%

Québec

41%

55%

Atlantic

HH Status of Streaming Service Users

46%

Index **(120)**



HH With Kid(s)

16%

Index (75)



Couples No Kid(s)

37%

Index **(129)**



Single Adults

8%

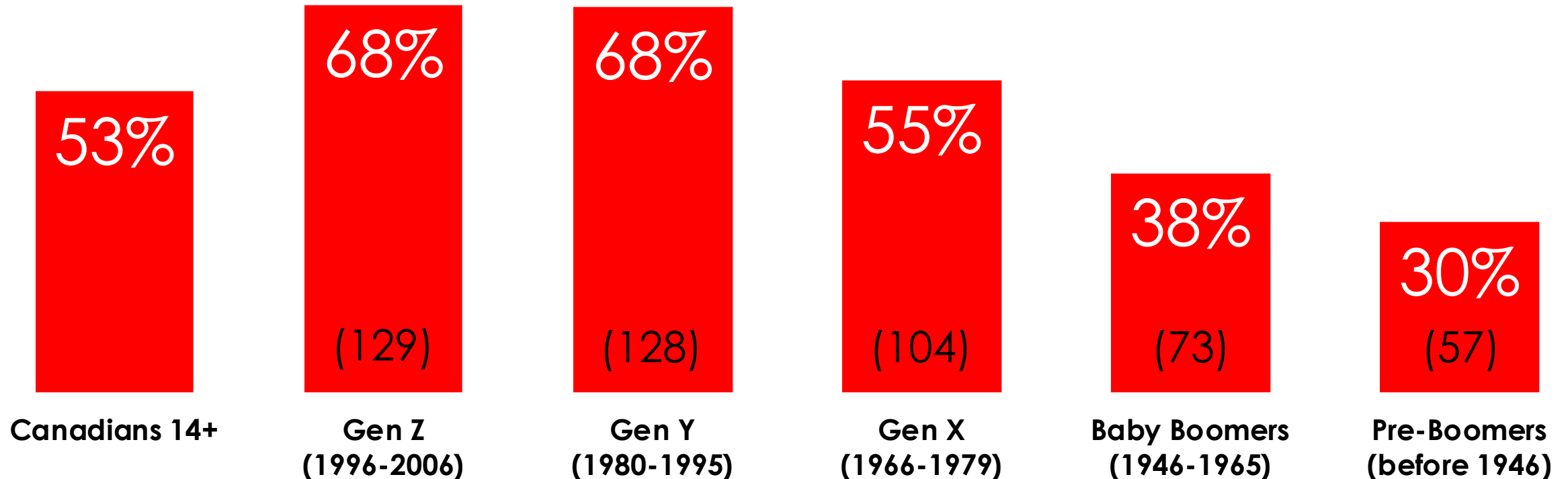
Index (55)



Empty Nesters

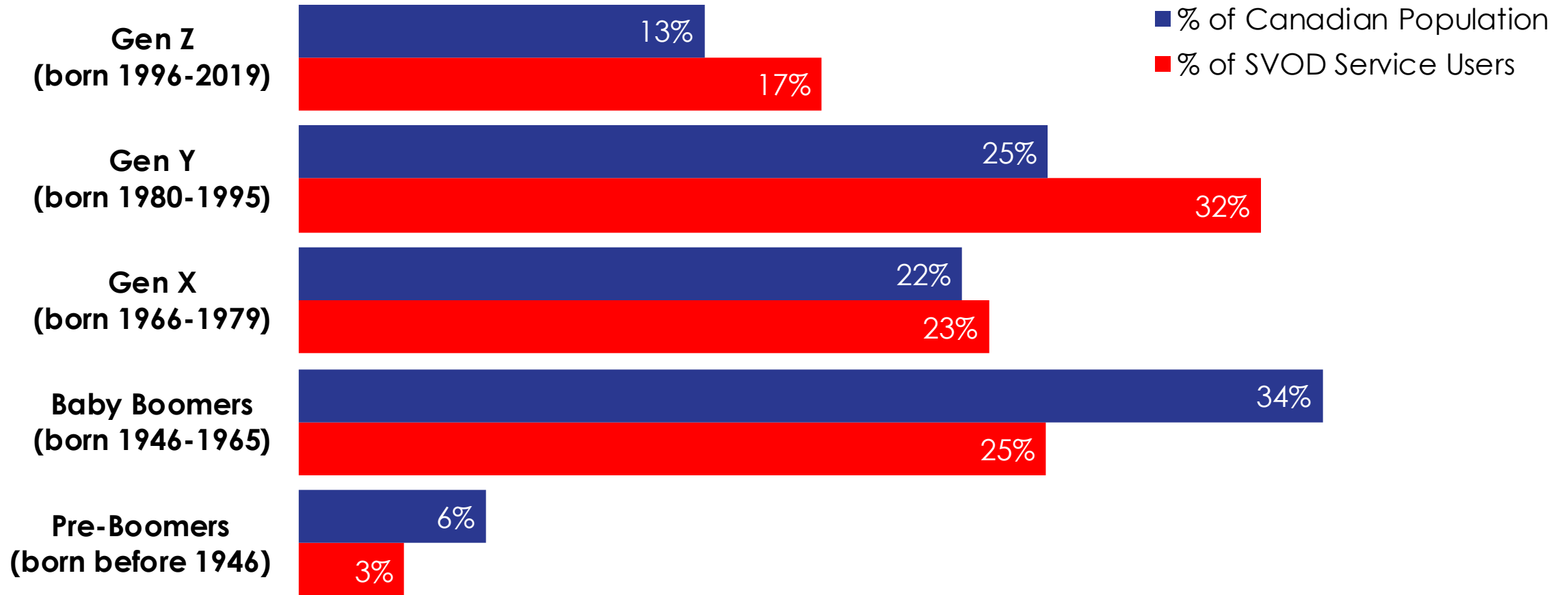
SVOD Penetration by Generation

% Reach by Generation



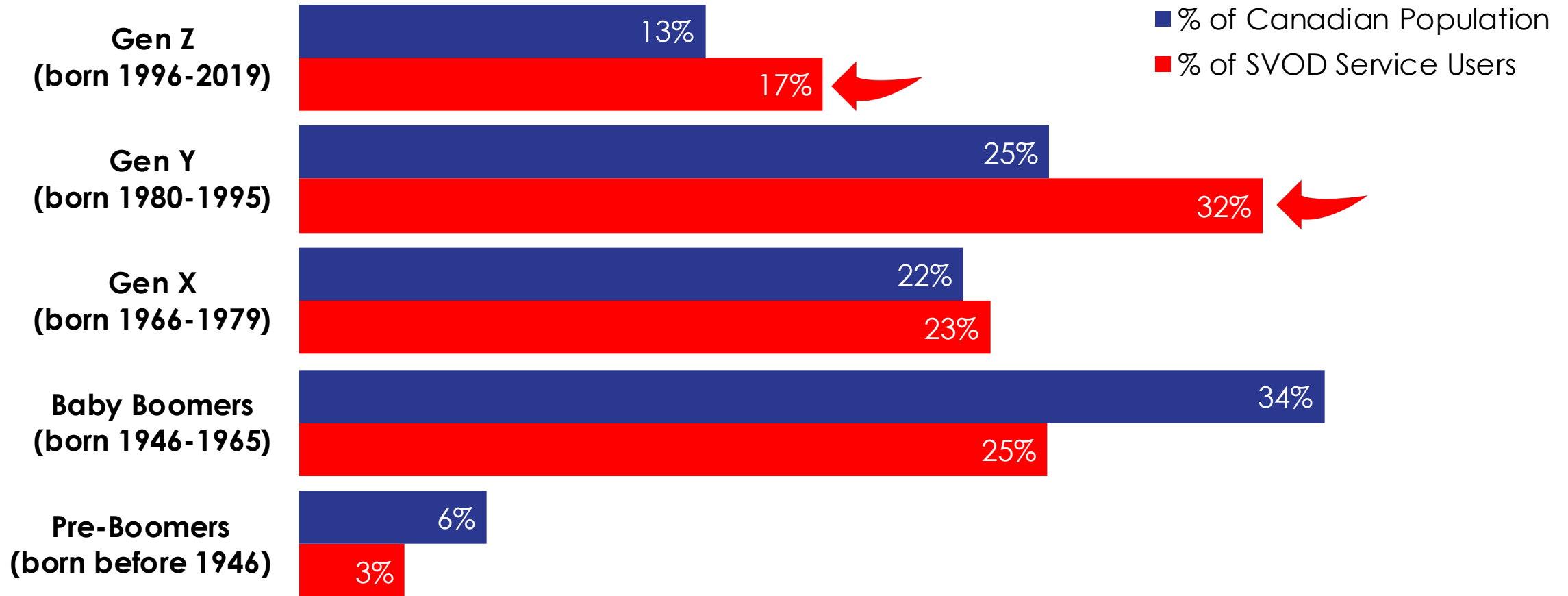
SVOD Penetration by Generation

% Composition by Generation



SVOD Penetration by Generation

% Composition by Generation



“Online TV
streaming
services have
changed the
way
I watch
television.”

	% Agree:	Index:
Canadians 14+	43%	100
Gen Z (1996-2006)	59%	138
Gen Y (1980-1995)	57%	132
Gen X (1966-1979)	45%	105
Baby Boomers (1946-1965)	29%	67
Pre-Boomers (born before 1946)	20%	48

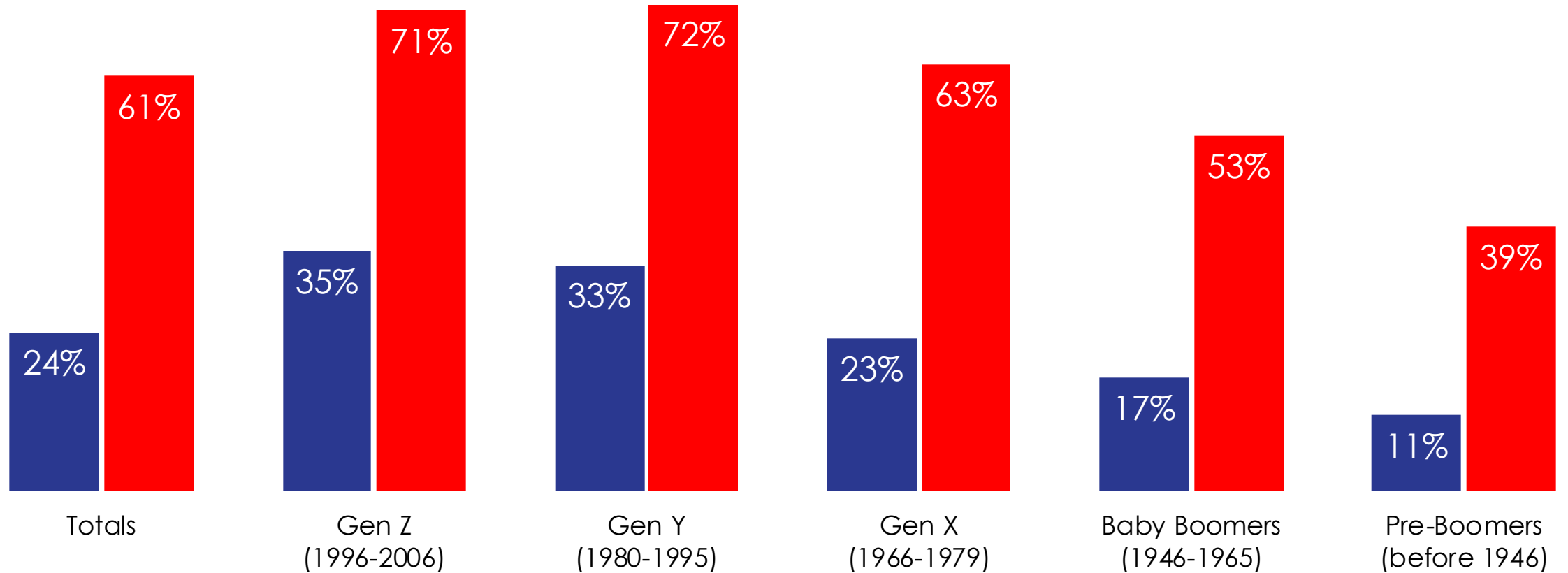
Reported Time Spent **Streaming Video** in an Average Week by Generation

Canadians 14+	Gen Z (1996-2006)	Gen Y (1980-1995)	Gen X (1966-1979)	Baby Boomers (1946-1965)	Pre-Boomers (before 1946)
4h 55m	5h 39m	5h 26m	4h 37m	4h 16m	4h 20m

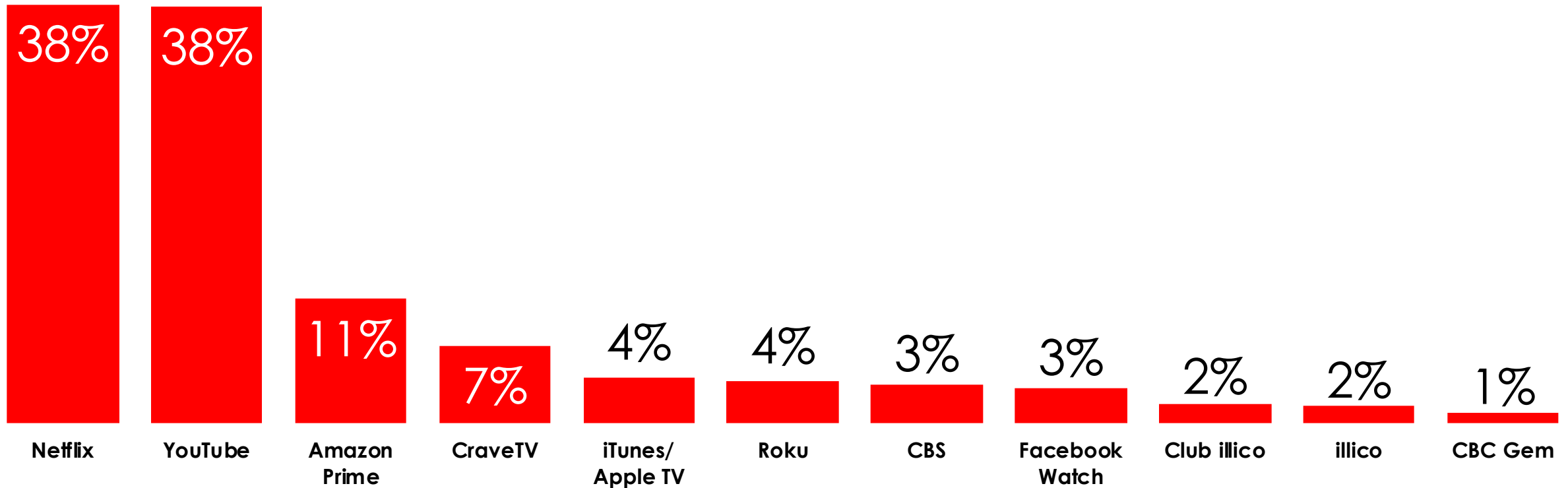
Binge Watching by Generation

■ Binge Watch at Least Once a Week

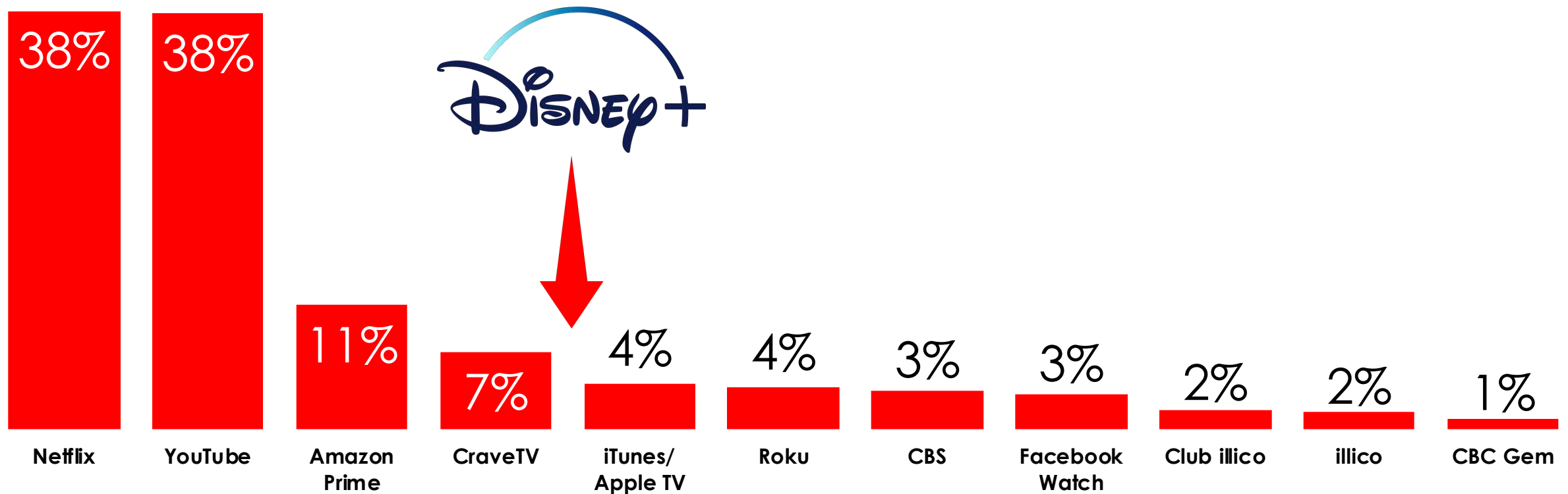
■ Binge Watch at Least Once a Month



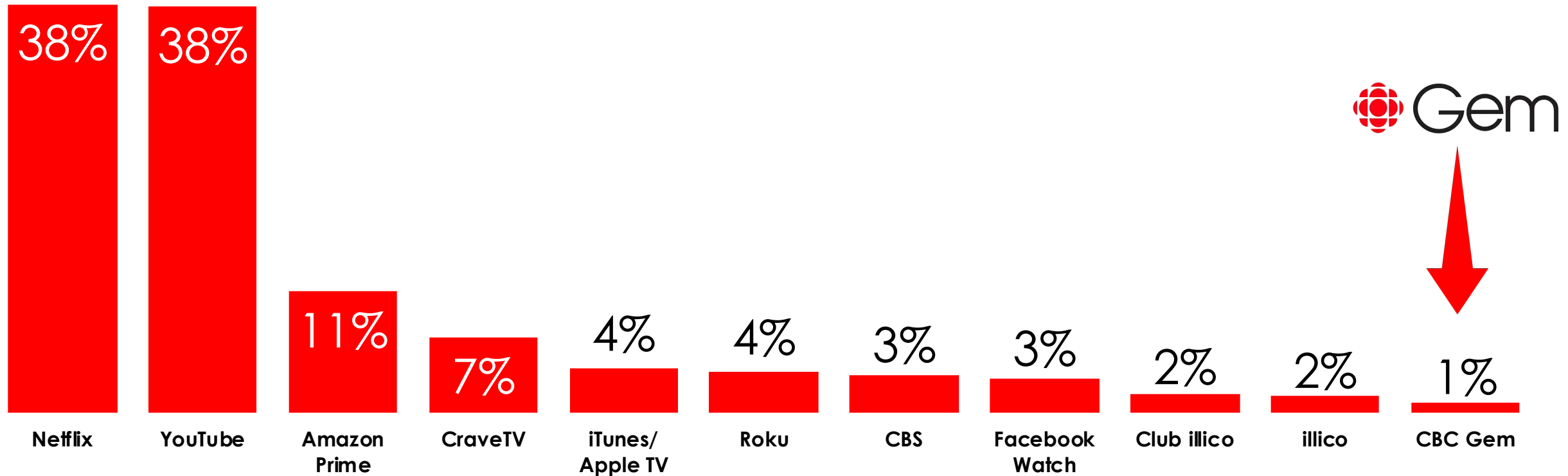
VOD Services Used in an **Average Week**



VOD Services Used in an **Average Week**

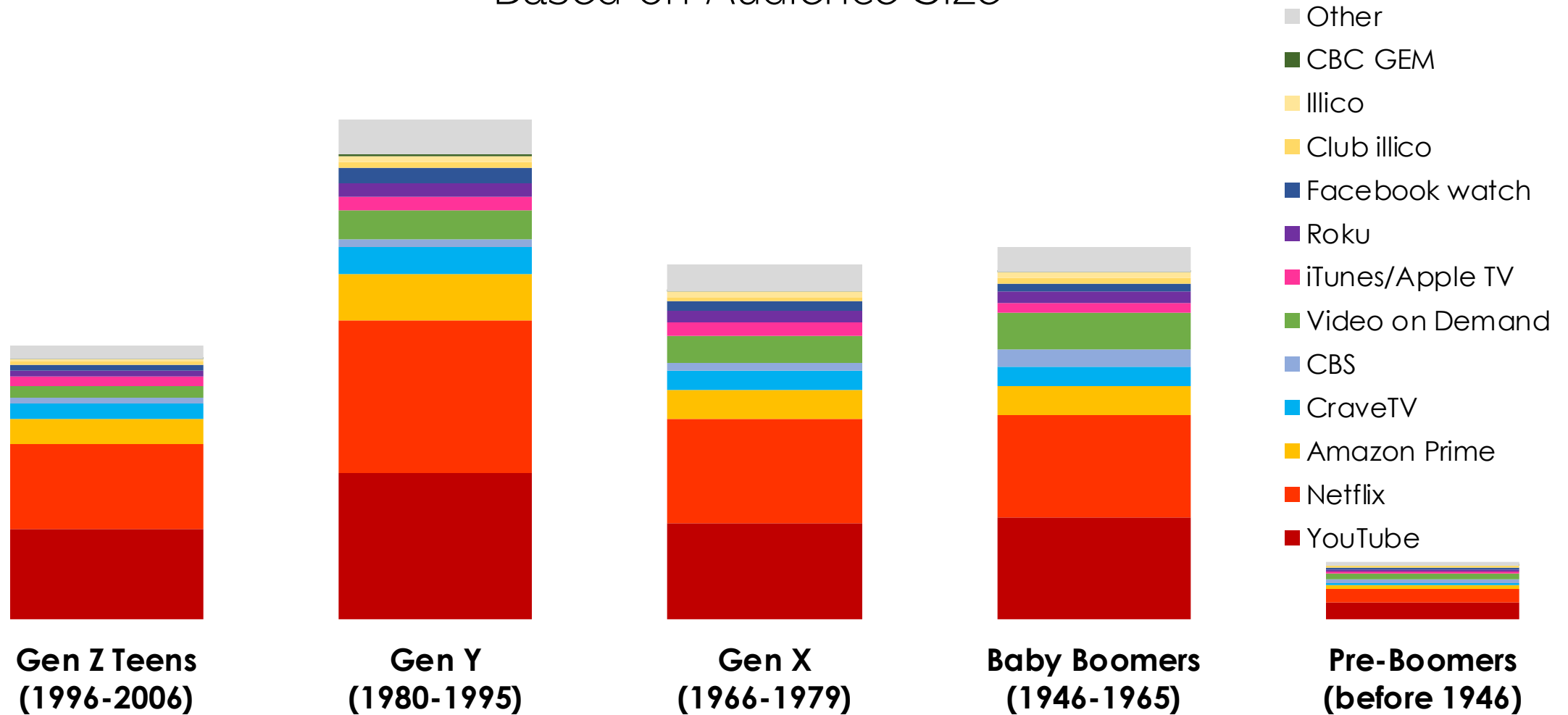


VOD Services Used in an **Average Week**



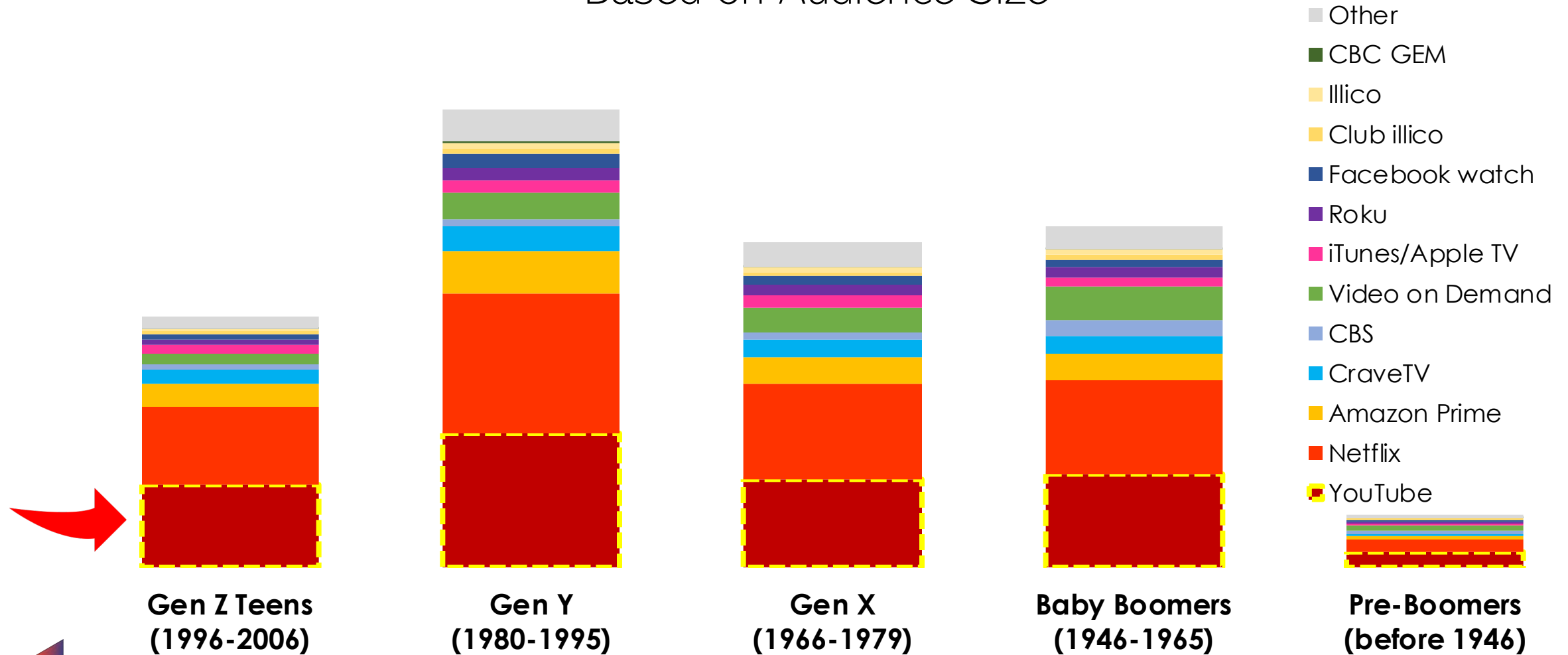
Share of General VOD Viewing by Generation

Based on Audience Size



Share of General VOD Viewing by Generation

Based on Audience Size



Gen Z Teens
(1996-2006)

Gen Y
(1980-1995)

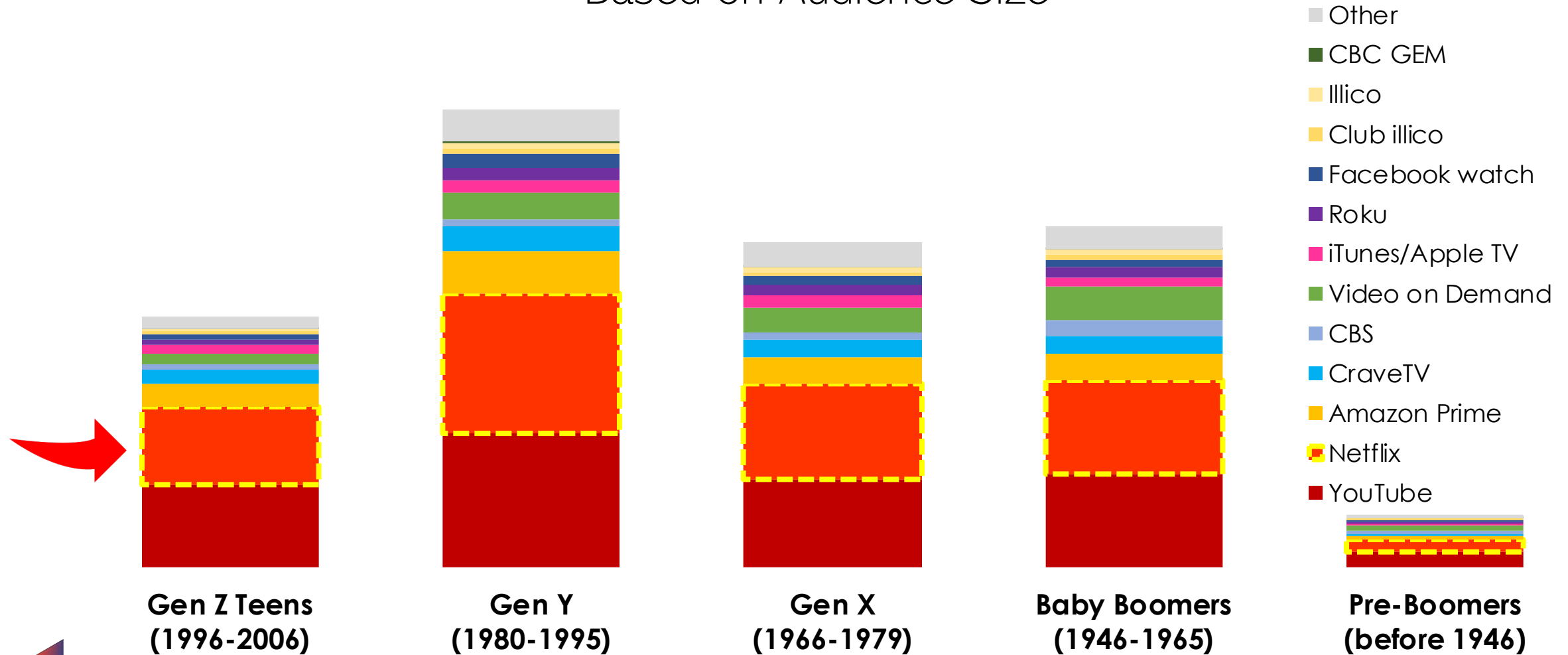
Gen X
(1966-1979)

Baby Boomers
(1946-1965)

Pre-Boomers
(before 1946)

Share of General VOD Viewing by Generation

Based on Audience Size



Gen Z Teens
(1996-2006)

Gen Y
(1980-1995)

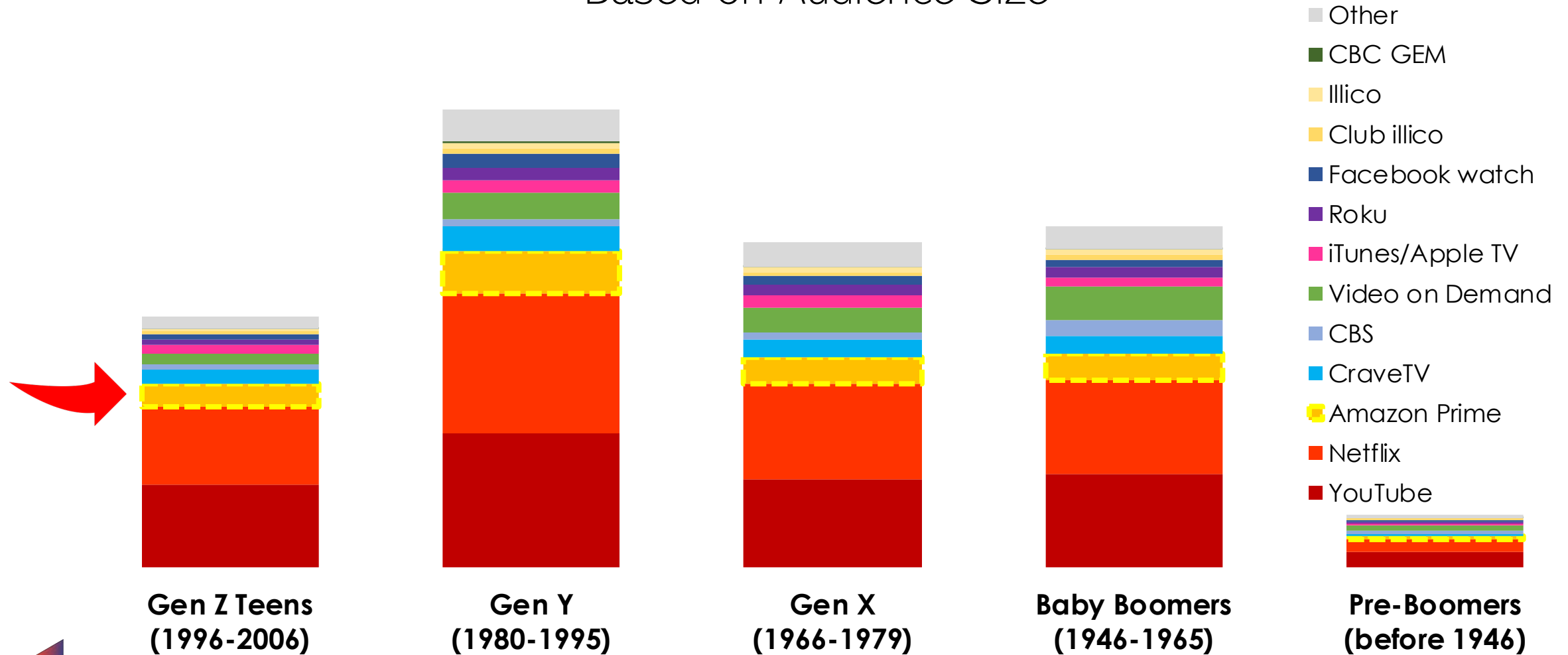
Gen X
(1966-1979)

Baby Boomers
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(before 1946)

Share of General VOD Viewing by Generation

Based on Audience Size



Gen Z Teens
(1996-2006)

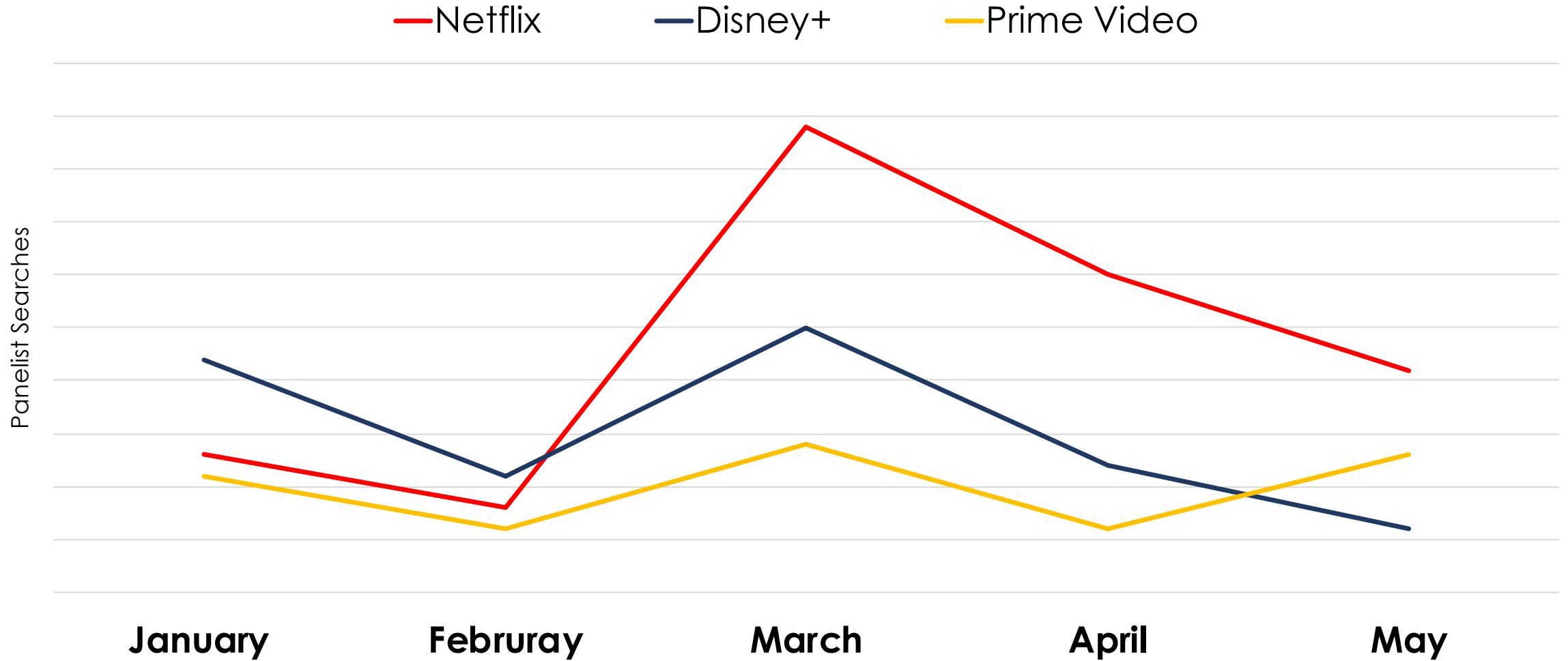
Gen Y
(1980-1995)

Gen X
(1966-1979)

Baby Boomers
(1946-1965)

Pre-Boomers
(before 1946)

SVOD Related Searches Among Panelists



Top VOD Services Among Panelists



Websites:

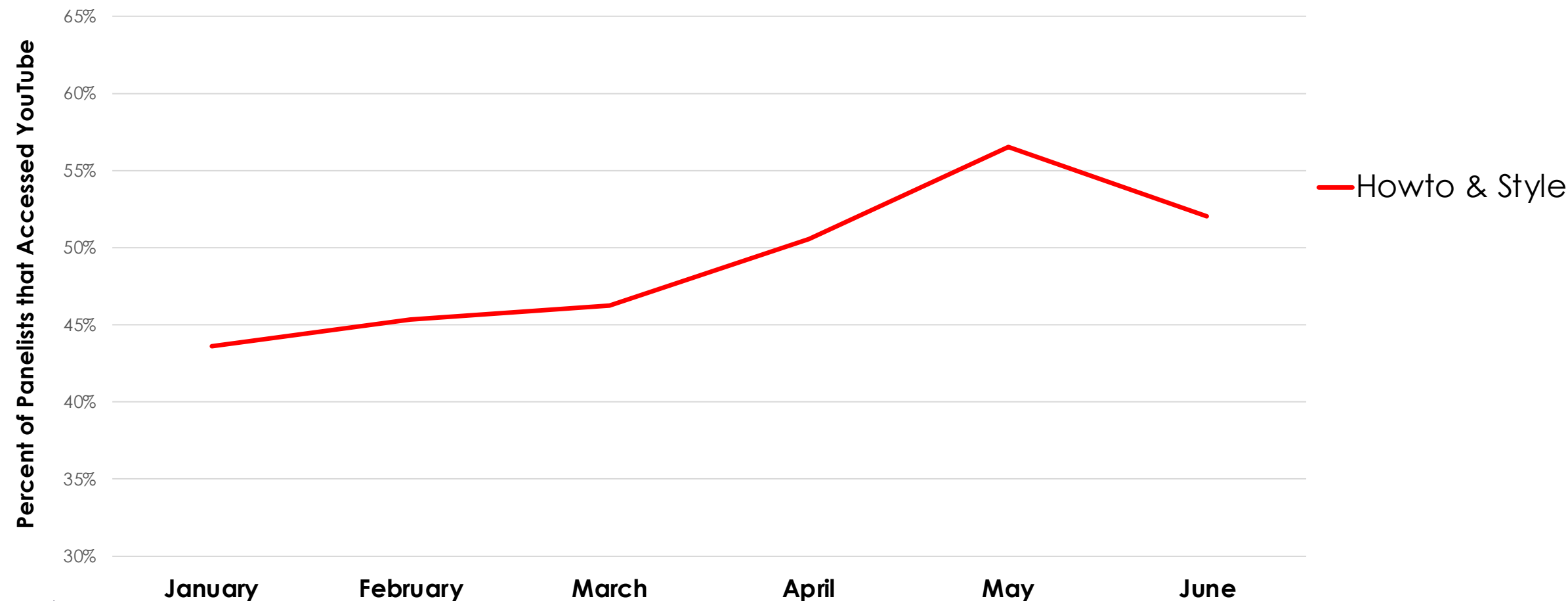
- 1  YouTube
- 2 **NETFLIX**
- 3  prime video
- 4 **CRaVE**
- 5  Disney+



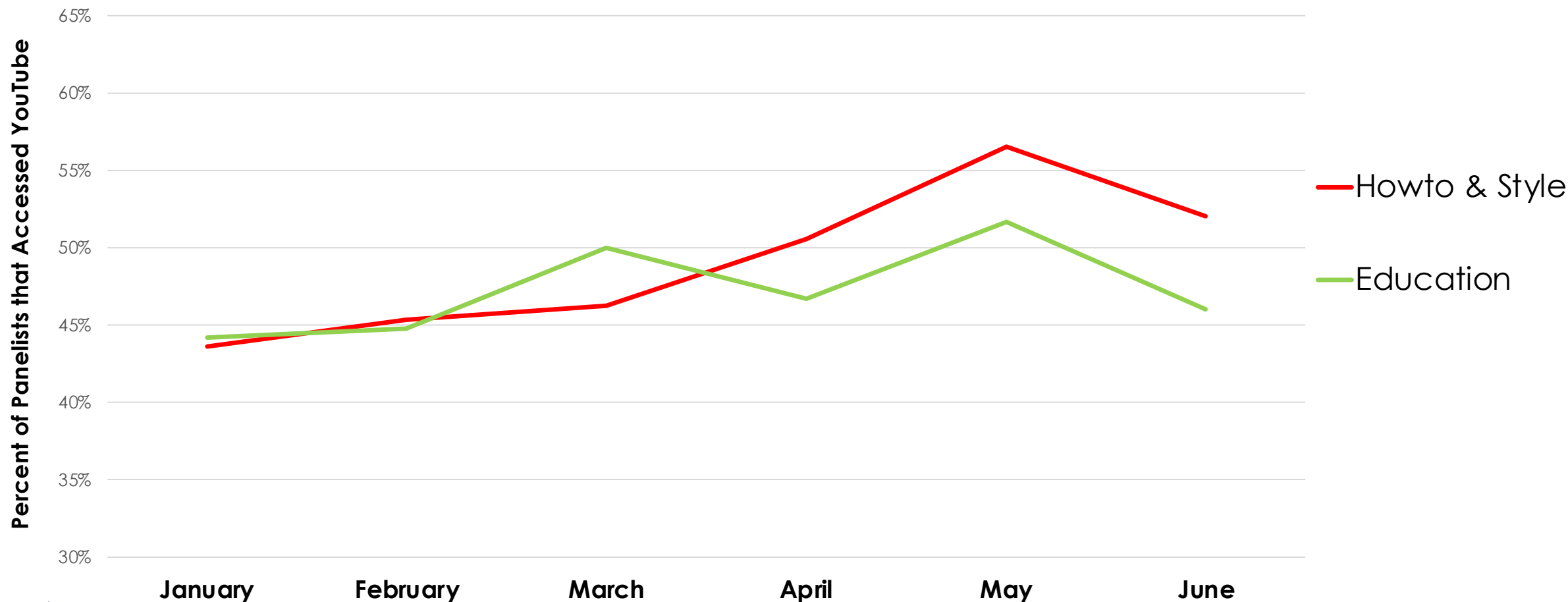
Apps:

- 1  YouTube
- 2 **NETFLIX**
- 3  prime video
- 4  tv
- 5 **CRaVE**

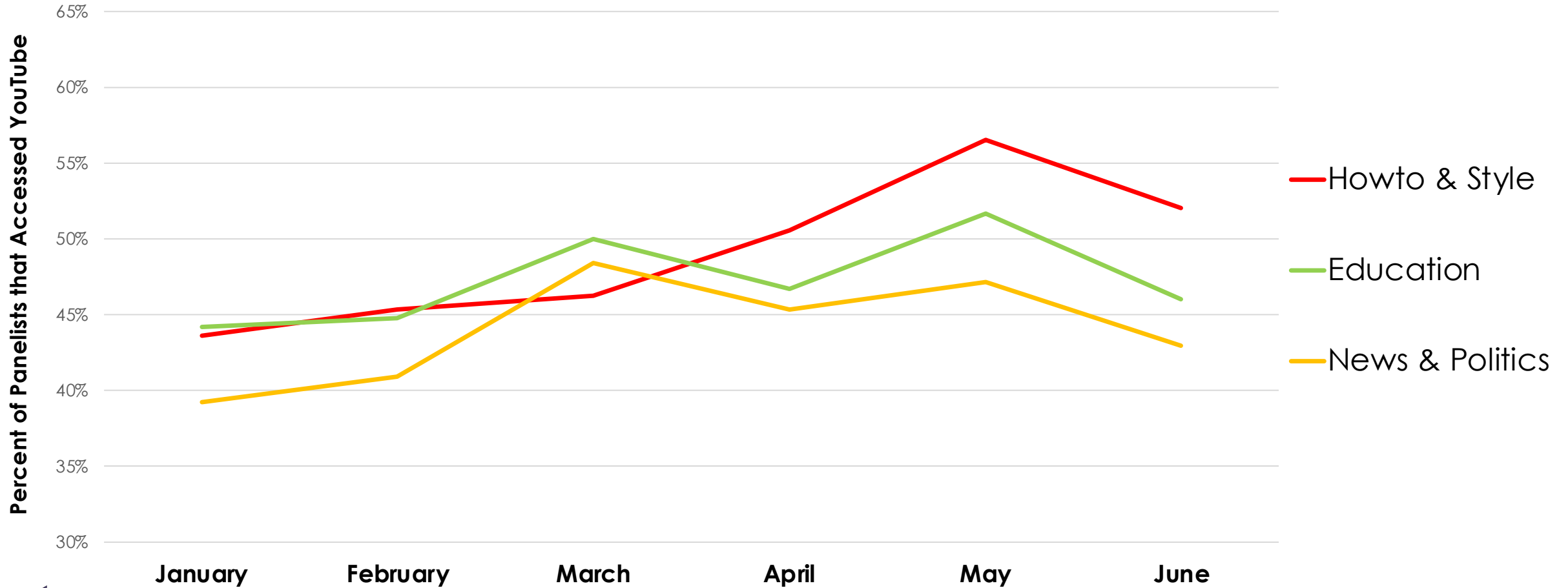
YouTube Monthly Trend by Content Type



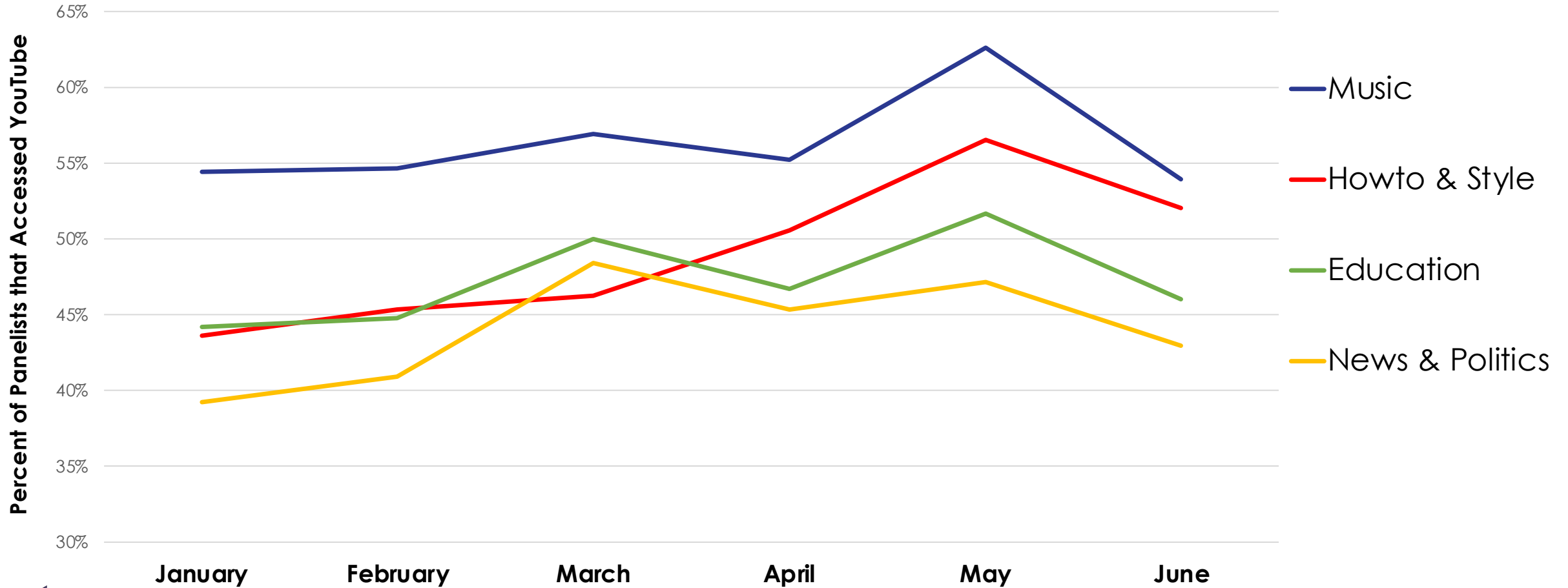
YouTube Monthly Trend by Content Type



YouTube Monthly Trend by Content Type



YouTube Monthly Trend by Content Type



% Change in Daily Use of **SVOD** Services Pre COVID-19 to During COVID-19



Websites:





Apps:



+78%

+32%

Captured Sessions & Time Spent with **Netflix.com**

	 Average Sessions Per Month	 Average Minutes Per Session
January	20	38
February	21	37
March	20	39
April	23	49
May	25	44

Captured Sessions & Time Spent with **YouTube.com**

	 Average Sessions Per Month	 Average Minutes Per Session
January	13	133
February	13	152
March	10	123
April	19	115
May	18	151
June	15	128

Long/Short Form Video Streaming



% of Canadians that watch **Short Form Videos** (under 21 minutes) in an average month.

76%

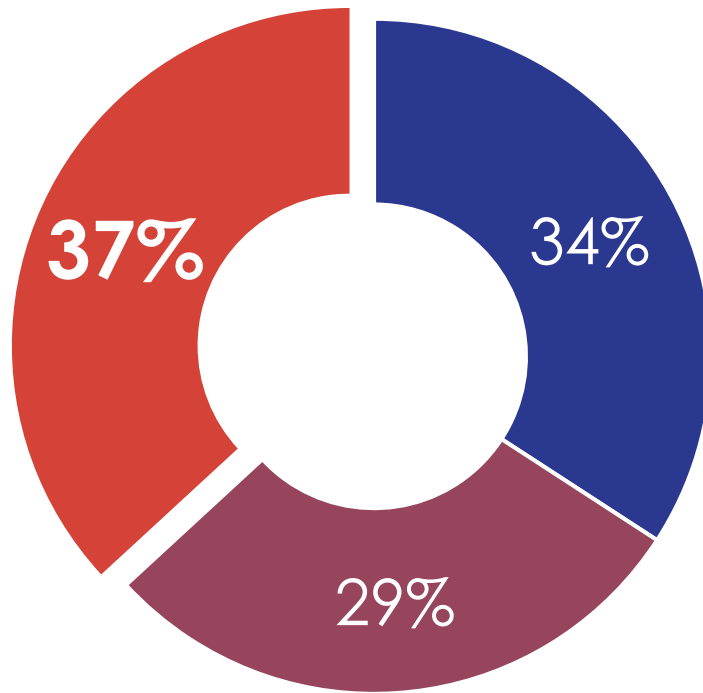


% of Canadians that watch **Long Form Videos** (over 21 minutes) in an average month.

65%

Long/Short Form **Streaming** by Device

Devices used to watch
SHORT FORM videos:



Computer Only

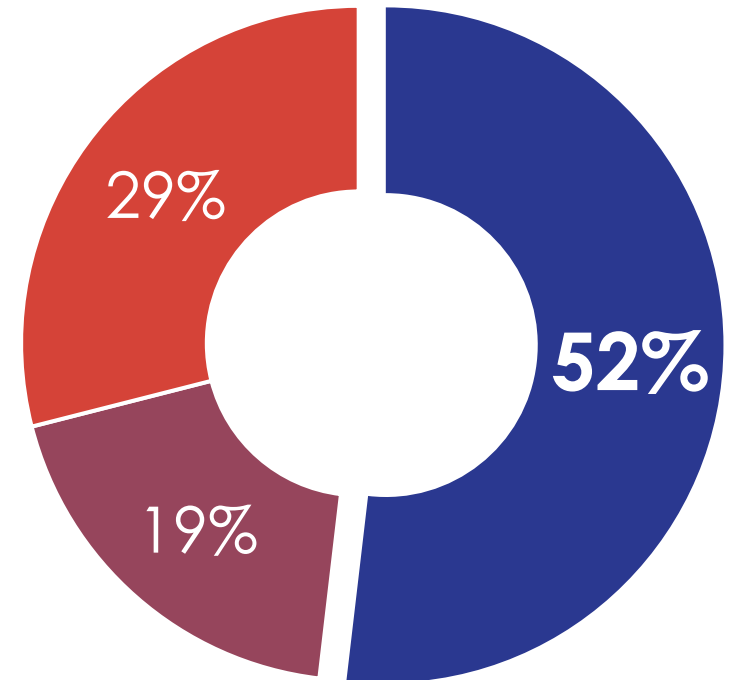


Both Computer
+ Mobile

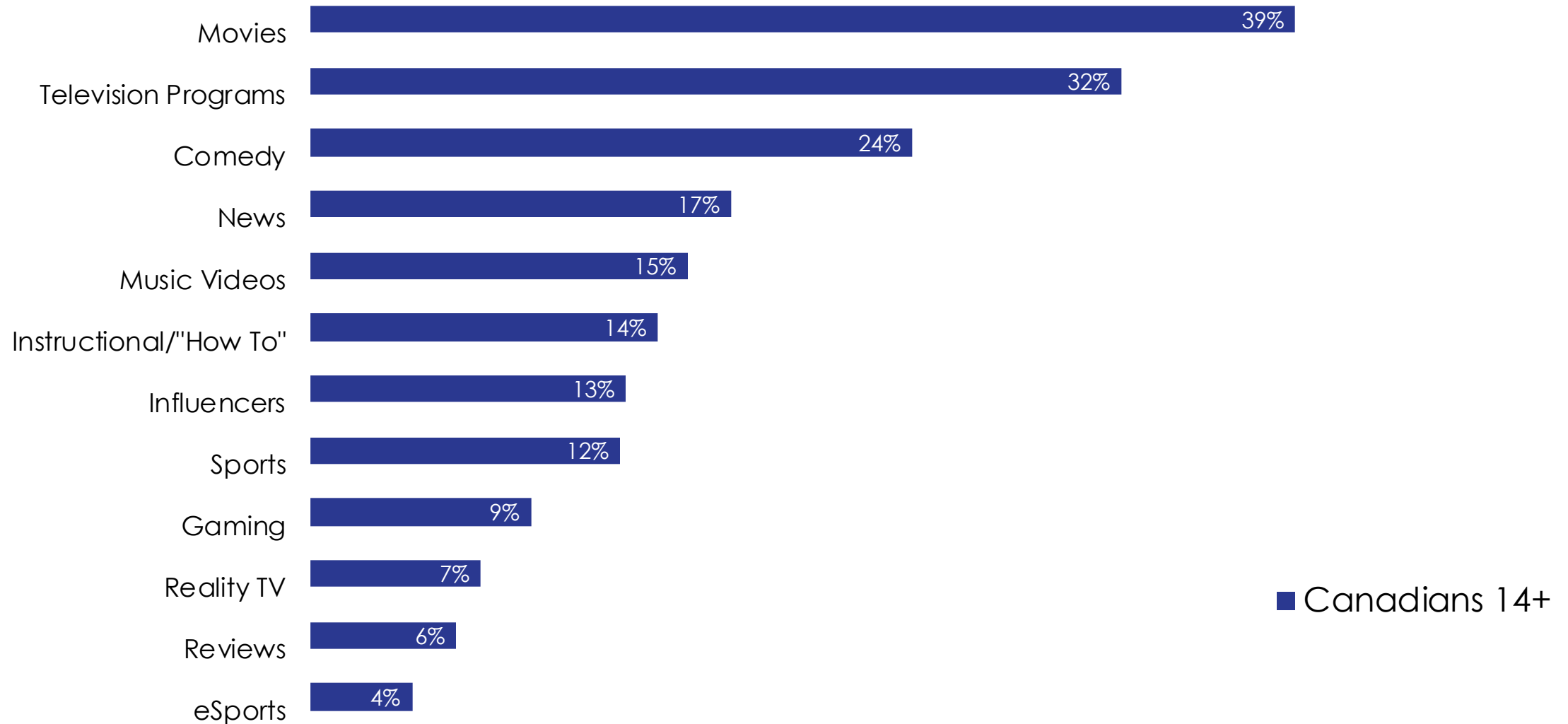


Mobile Devices
Only

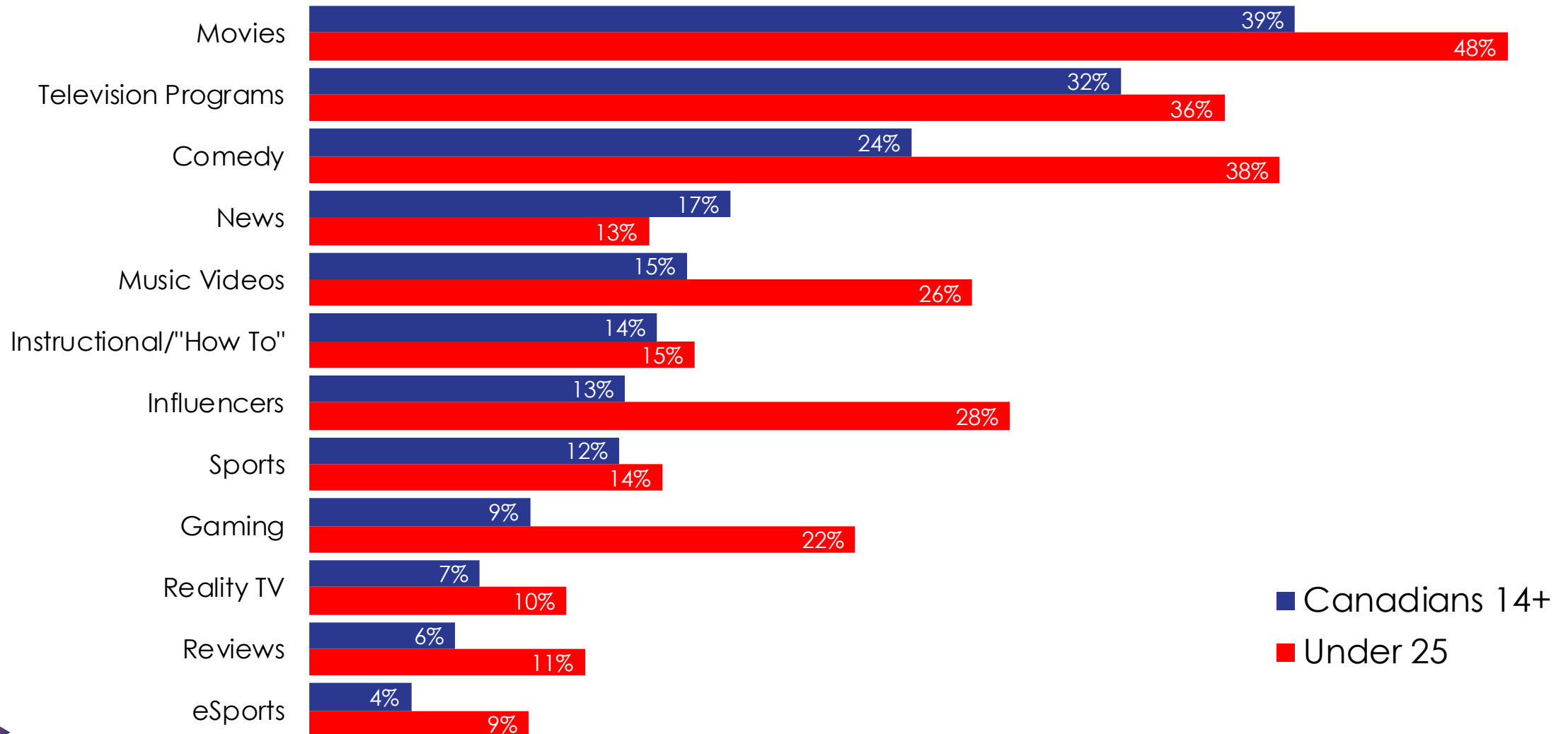
Devices used to watch
LONG FORM videos:



Types of Content Typically Watch Online



Types of Content Typically Watch Online



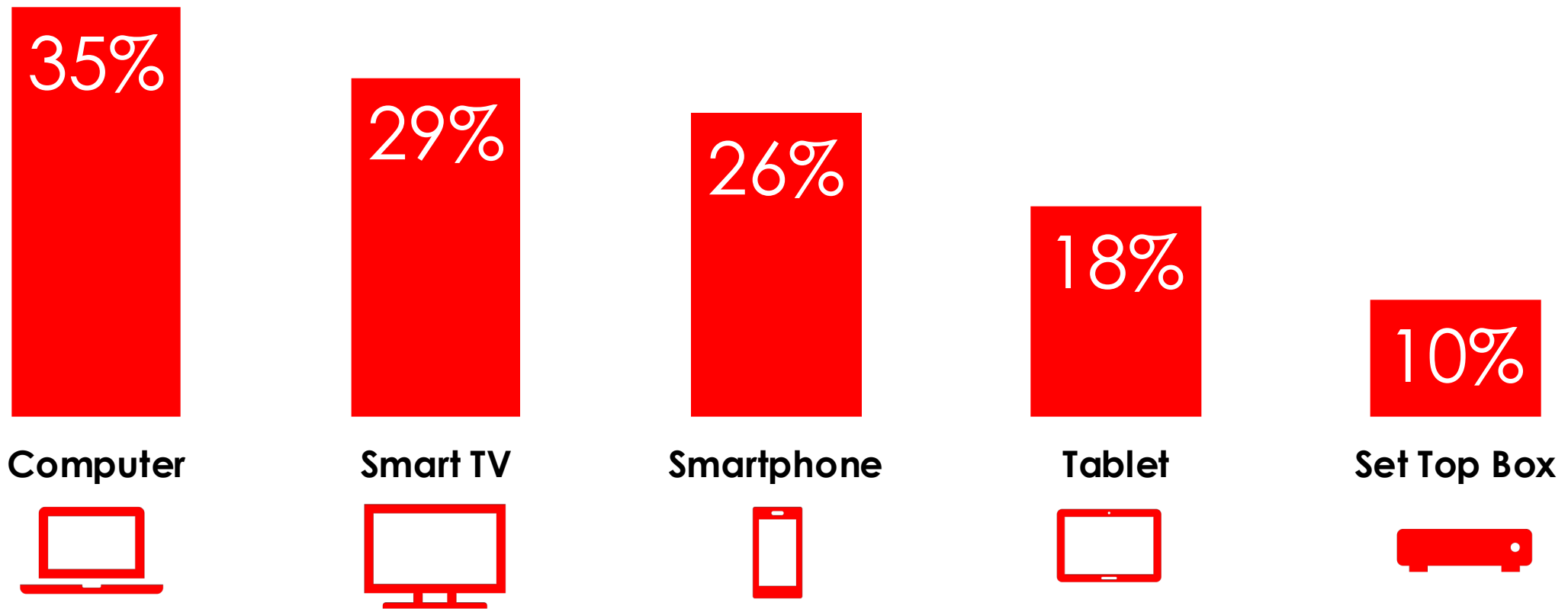
■ Canadians 14+
■ Under 25



28%

of streaming service
users own a **Smart TV**.
(Index 115)

Devices Used to Watch Videos Online in an Average Week



“Because of
online TV
streaming I now
watch more
television than
I used to.”

	% agree:	Index:
Canadians 14+	23%	100
Gen Z (1996-2006)	34%	144
Gen Y (1980-1995)	32%	139
Gen X (1966-1979)	22%	95
Baby Boomers (1946-1965)	15%	66
Pre-Boomers (born before 1946)	12%	51



Trusted

Intelligent

Timely

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