



Coast to Coast Streaming Trends

Numeris' VAM dataset has been consistently revealing unprecedented insights into the Cross-Platform Video habits of audiences in Ontario and Quebec Franco. As we continue to build our Single Source Panel, we are starting to see national insights based on the raw data, which give us a preliminary glimpse of preferences and trends across the country.



To better understand video consumption behaviours nationally, we can examine data from the Atlantic panel with Montreal Anglo CM, and the Western panel, as well as the current VAM panels of Ontario and Quebec Franco. How do the three most popular streaming platforms compare in each?

A quick look at the raw, unweighted viewing minutes reported by households for Spring 2024 shows that viewing trends are very similar across all regions.

Netflix is more popular than **Amazon Prime Video** among Quebec Franco; in English Canada, the opposite is true.

Disney+ comes in third, but does better in Western Canada with almost three times the proportion compared to Atlantic/Montreal Anglo CM.

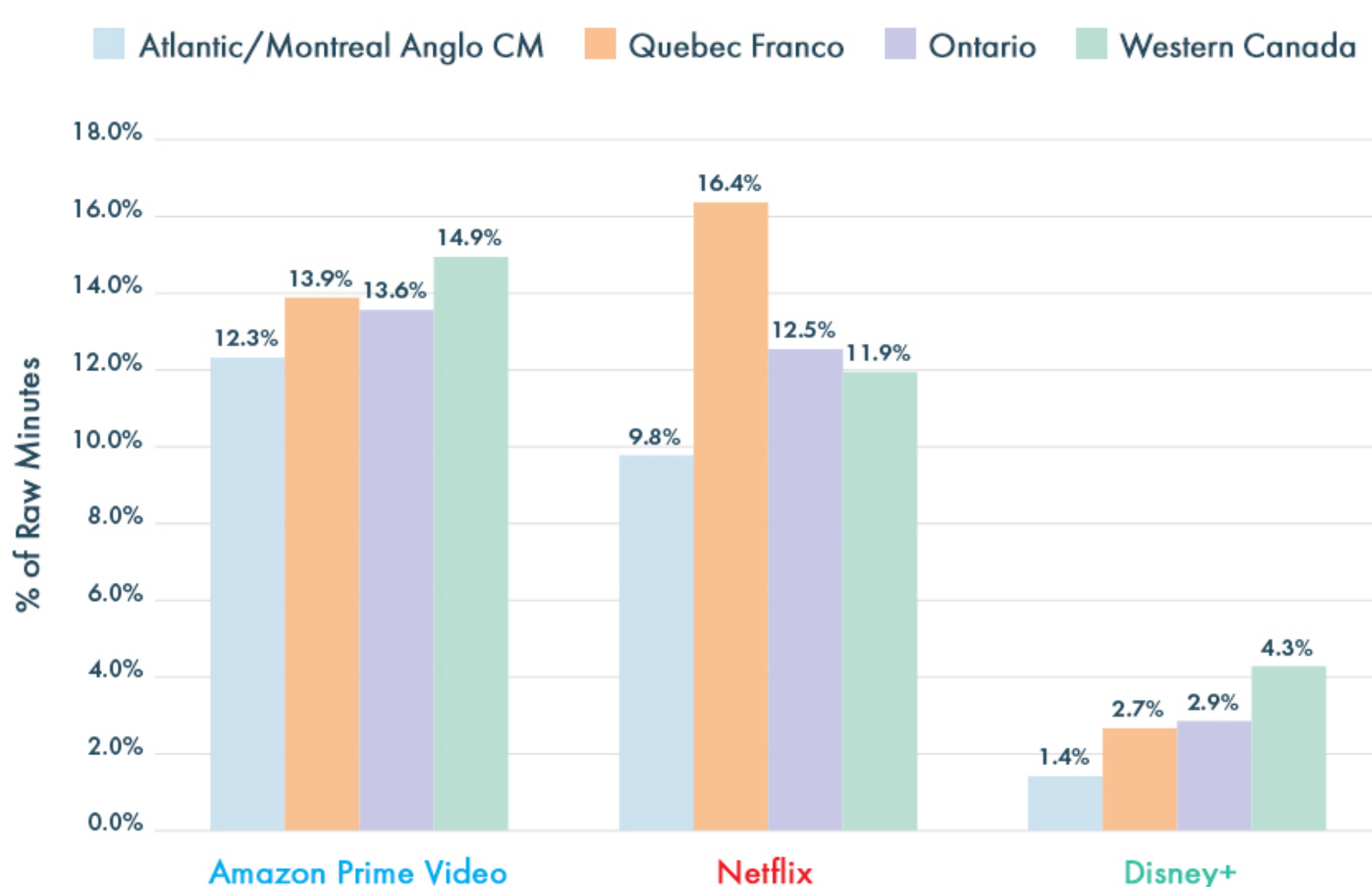
Interestingly, Quebec Franco has a higher proportion of BVOD viewing than the other three regions, with 4.4% of the raw viewing minutes.

While other streaming platforms lag a bit behind, **Paramount Plus** stands out as particularly popular in the Atlantic/Montreal Anglo CM panel, capturing 1.1% of raw viewing minutes in that region.



Top Streaming Platforms

Proportion of Raw Streaming Minutes by Region - Spring 2024



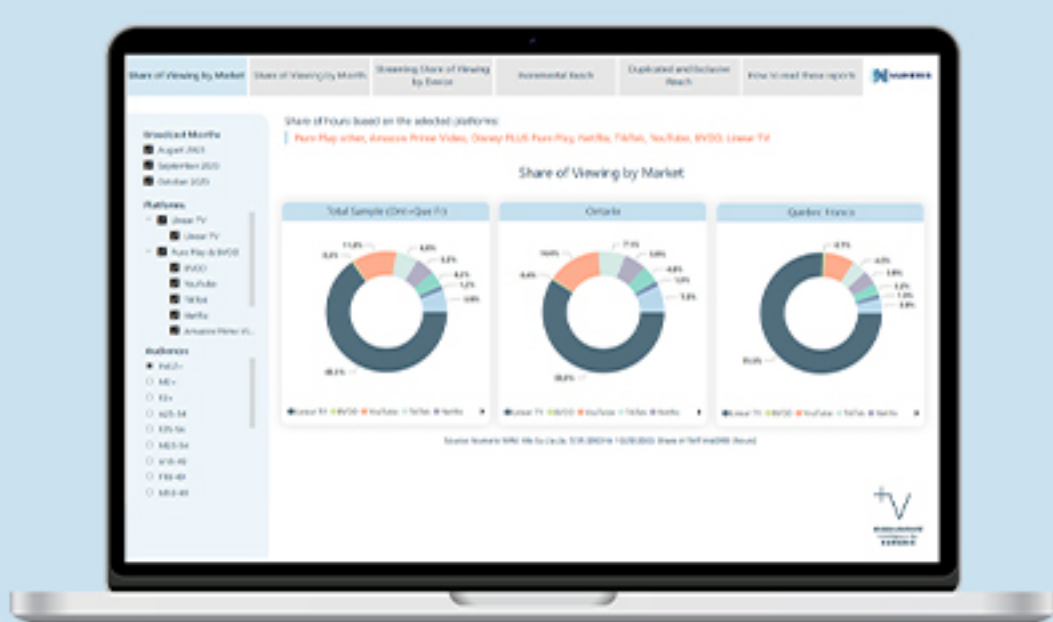
Source: Numeris National Cross-Platform Video, 4/1/2024 to 6/8/2024, Share (%) of Raw, Unweighted Streaming Minutes

Our National Single Source Cross-Platform solution is coming! Stay tuned for more insights and trends as they organically reveal themselves during the development process.

If you have any questions, contact Numeris Client Solutions.

I Have Questions!

Access VAM Data in the Cross-Platform Video Insights Tool on the Numeris Client Site Now!



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

