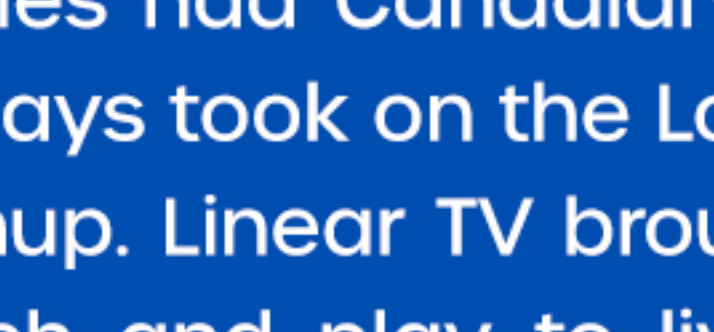
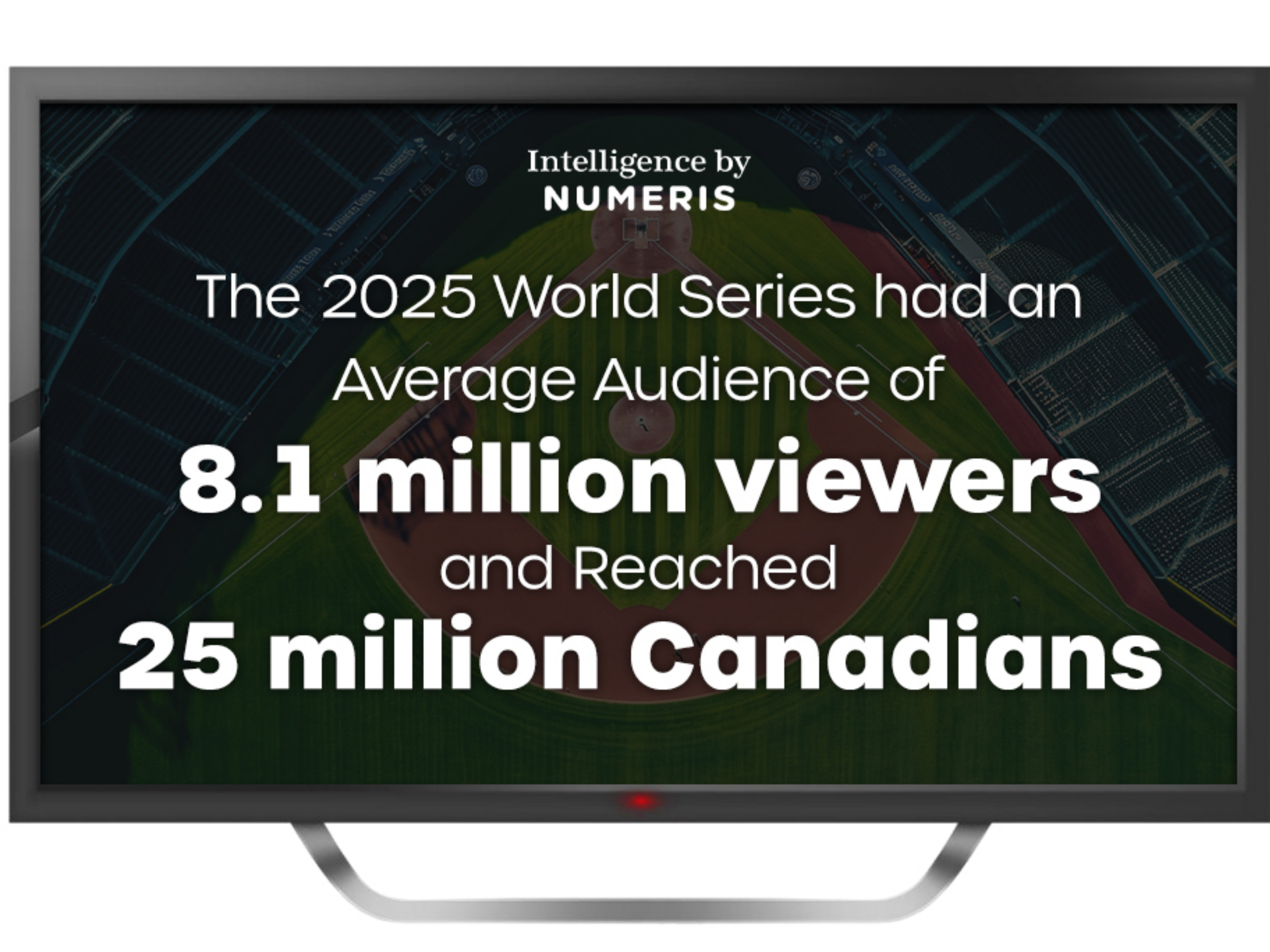




A Historical Moment for Canadians



The 2025 World Series had Canadians glued to their screens as the Toronto Blue Jays took on the Los Angeles Dodgers in an unforgettable matchup. Linear TV brought the nation together, delivering every pitch and play to living rooms and viewing parties across the country. Radio also played an important role, keeping fans connected while at work and on the go. These trusted platforms continue to be central to how Canadians experience major cultural and sporting events from coast to coast.



Blue Jays Boost Audience Numbers Across TV and Toronto Radio

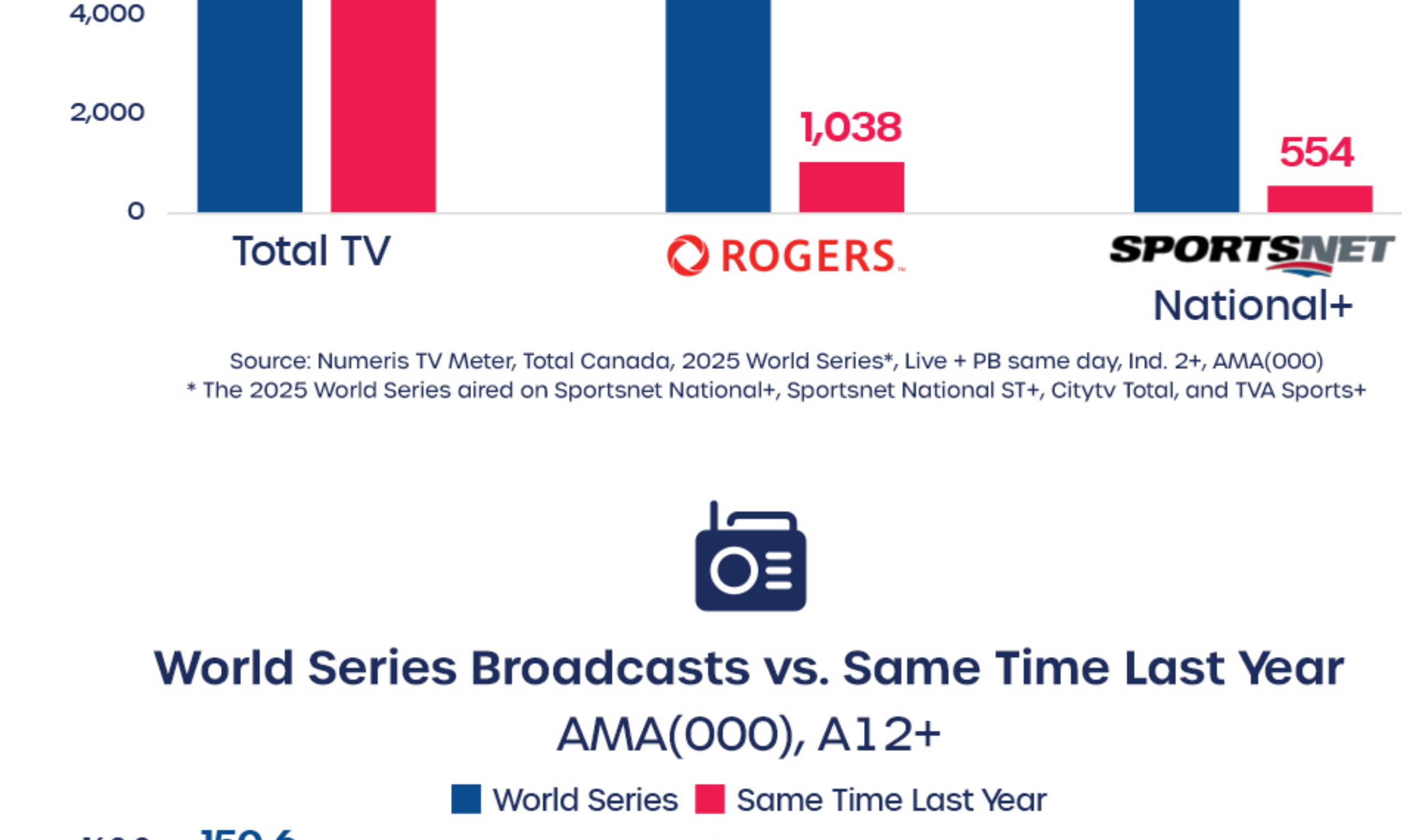
The World Series has sparked major audience growth, driving strong TV viewership across Canada and boosting radio listenership, particularly in Toronto. As seen in the charts below, both media are showing significant increases compared to the same time last year. Whether watching the games on the big screen or listening on the go, Canadians are showing their passion for baseball, making this year's series a true audience win.



World Series Broadcasts vs. Same Time Last Year

AMA(000), Ind. 2+

■ World Series ■ Same Time Last Year



World Series Broadcasts vs. Same Time Last Year

AMA(000), A12+

■ World Series ■ Same Time Last Year



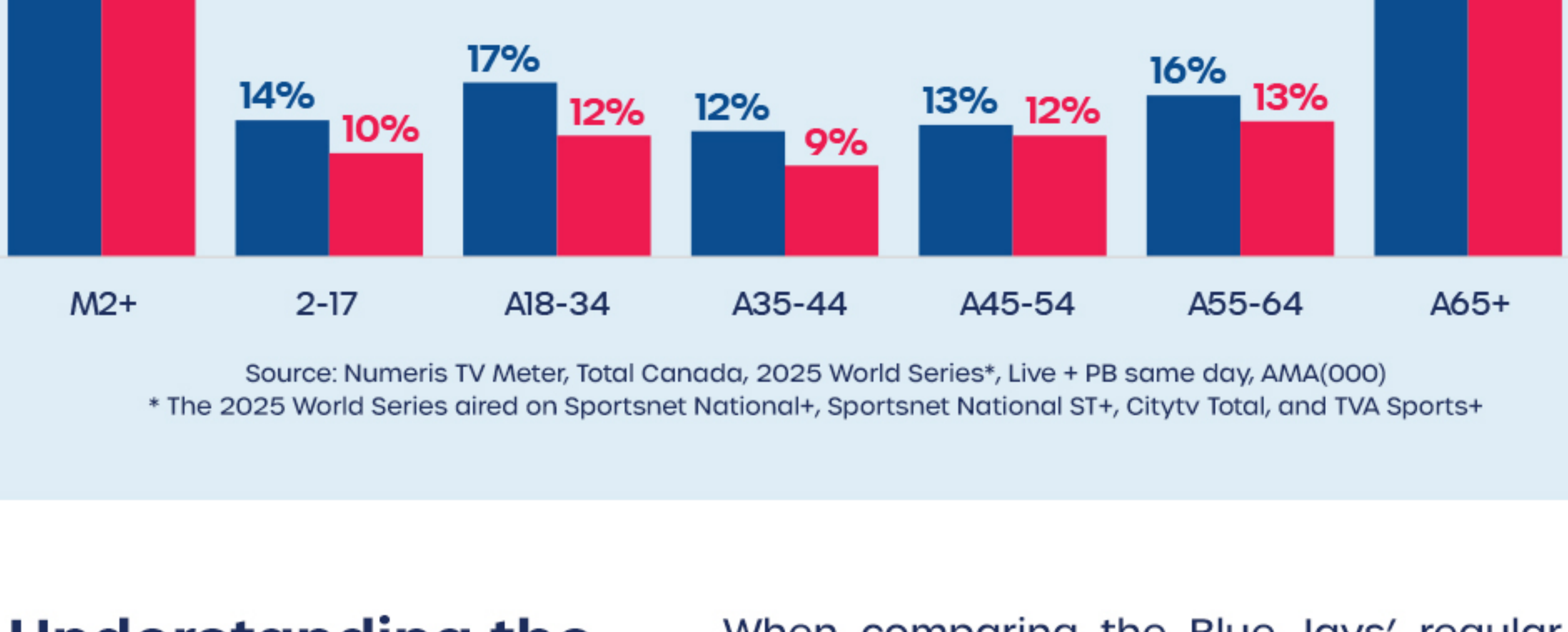
World Series Brings in Younger Viewers

The World Series attracted a nearly even split between male and female viewers, with 53% male, highlighting its broad appeal. When examining mutually exclusive demographics, audiences across all groups saw a lift compared to regular season games. While audiences aged 65+ saw an increase in regular viewership, their overall share declined during the World Series as younger demographics accounted for a larger proportion of viewing. Adults 65+ accounted for 28% of the audience, followed by adults 18-34 at 17%, demonstrating that the World Series resonated across both younger and older fans alike.

World Series vs. Blue Jays Regular Season Proportion of Viewing by Demo

■ World Series ■ Regular Season

Intelligence by NUMERIS



Understanding the Typical World Series TV Viewer



When comparing the Blue Jays' regular season audience to the World Series, some clear differences stand out. The World Series tends to attract a broader mix of viewers, with more women and younger fans tuning in compared to the regular season. There's also a noticeable increase in families watching together, as more viewers with kids are engaged during the World Series.

The typical World Series viewer also skews slightly more educated, with more holding university degrees, working in senior management or executive roles, and earning over \$100,000 a year. Many of these viewers live in single detached homes in established, urban family neighborhoods.

Overall, while regular season games draw in a core baseball crowd, the World Series brings in a wider, more diverse group of viewers drawn by the excitement and significance of the event.

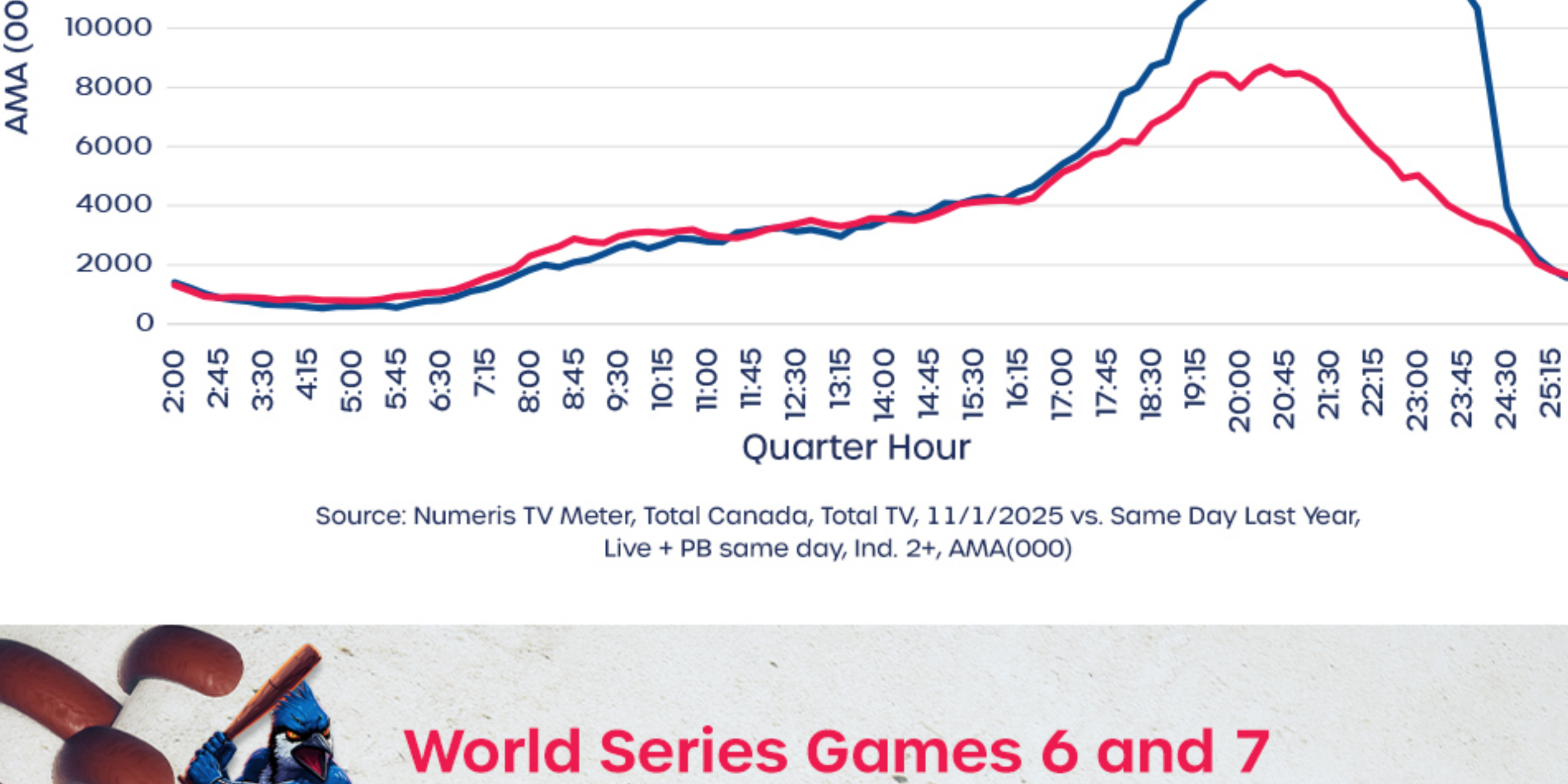


Hour-by-Hour Breakdown: Game 7 of World Series vs. Same Day Last Year

Game 7 of the World Series drew remarkable viewership with an average audience of 11.6 million viewers and reaching 45% of the nation. We can also see that this game delivered a clear boost to Total TV audiences compared to the same day last year. Impressively, almost 80% of Total TV viewing was attributed to the final game, highlighting the excitement and anticipation surrounding the World Series.

Total TV, AMA(000), Ind. 2+

■ Game 7 of World Series ■ Same Day Last Year



World Series Games 6 and 7 Break Viewership Records, Surpass 2025 Super Bowl

Games 6 and 7 of the 2025 World Series broke audience records, drawing massive viewership and even surpassing the 2025 Super Bowl, which had long been considered the top TV event of the year. Millions of fans tuned in to watch the thrilling conclusion of the series, filled with unforgettable plays and nail-biting moments that kept viewers on the edge of their seats. These huge ratings showed just how much excitement and energy baseball brought to fans this year, making these two games not only historic on the field but also a major milestone in sports broadcasting.

Games 6 + 7 of the World Series vs. Superbowl 2025 Average Minute Audience (000)

■ Ind. 2+ ■ A25-54

Intelligence by NUMERIS



Even though the Blue Jays ultimately fell short in the World Series, it's clear that the team brought Canadians together in a powerful way. From coast to coast, fans united to cheer them on, filling living rooms, bars, and public viewing spaces with excitement and pride. The surge in viewership across diverse audiences shows just how deeply the Blue Jays captured the nation's attention. Win or lose, the World Series became more than just a championship run, it was a moment of shared national spirit and celebration of Canada's love for the game.