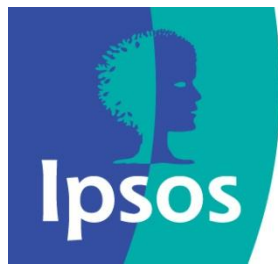


Commercial Sources Still Dominate Video Viewing in Canada

Among Screens Used for Viewing, the Big Screen (TV) Remains King

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Toronto, ON – Commercial video sources (e.g., live TV, PVR, Video-on-Demand, TV Network websites, video streaming apps provided by cable/satellite/IPTV providers) remain the primary vehicle through which Canadians are viewing video, despite the proliferation of over-the-top (OTT) services, according to a new Ipsos research study conducted on behalf of the Television Bureau of Canada.

Reflecting back to “yesterday”, eight in ten (79%) Canadians aged 18+ spent nearly 7 hours (6.6 hours) engaging with some form of media. Breaking this time down by specific media activities, Canadians on average spent 47% of their time “watching”, compared to 20% of their time “browsing”, 12% of their time “listening”, 9% “reading”, 6% “gaming” and 6% utilizing a “social network” tool. Moreover, the time spent “watching” was dominated by commercial sources - 83%, rather than non-commercial (e.g., video subscription services, online stores for digital content, or premium TV network websites/online subscriptions) - 5%, or “grey zone” sources (e.g., video found on free video-streaming websites, social networking sites, peer-to-peer websites, and those on disc) - 12%. Even among those aged 18 to 34, “watching” (39%) outpaces “browsing” (25%), and among those who watch, commercial television (64%) still dominates non-commercial TV (12%) and the grey zone (25%).

In time figures, among those who watched “yesterday”, viewers spent on average 3 hours and 18 minutes watching via commercial sources, compared to an average of just 12 minutes watching non-commercial sources, and 30 minutes from grey zone. For young adults,

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commercial viewership (2 hours) still outpaced non-commercial (24 minutes) and grey zone (48 minutes).

Not only do commercial sources still dominate, but so too does the traditional television set. Eight in ten (80%) viewers watched on a television set, while 15% viewed on a PC or laptop and even fewer watched on a smartphone (2%), tablet (2%), or a Media Player (1%). A similar pattern exists among young adults, most (69%) of whom continue to watch through a traditional TV set, while 23% watch through a PC, and fewer utilize a smartphone (4%), tablet (3%) or Media Player (1%).

In fact, most (89%) Canadians still have a television, a significantly higher proportion than those who have a smartphone (57%), tablet (28%), or Digital Media Receiver (Apple TV, Google TV, etc.) at 9%. Below outlines various forms of the media that Canadians own or use for personal purposes:

Q: Which, if any, do you own or use for personal purposes?

Television	89%
DVD/Blu-ray Player	72%
Home Phone	71%
Smartphone	57%
Gaming Console	41%
MP3 Player	34%
Tablet	30%
Cellphone	28%
eReader	16%
Handheld Gaming Device	12%
Digital Media Receiver (Apple TV, Google TV, etc.)	9%

Among those with a TV, most (86%) Canadians have a flat panel TV (75% a HD TV, 19% a SD TV, 5% a 3D TV, and 13% a Smart TV that is internet enabled), while 36% of Canadians still utilize a tube TV.



Regarding their motivations for viewing, TV shows and programs play a variety of roles in the lives of Canadians. Chief among them is as a form of escape, acting as a source of entertainment (68%), a way to relax (61%), to unwind (59%), and to take a break from real life (40%). For others it is a companion, something they watch when alone (57%), or to pass time (55%), and provide a distraction (42%) and sense of comfort (41%). For many, viewing provides them with social currency, providing them with something to talk about with friends and family (43%), a way to spend time with them (37%), and a way to connect with them.

At a high level, viewing TV shows/programs is a regular part of their day; a routine activity (54%) or a pastime (51%) and for nearly half (48%), a habit.

To view a topline of **The New TV Landscape** presentation, please visit www.tvb.ca/pages/TV

To view a copy of release provided by TV, please [click here](#)



These findings are based on two phases of research, an online Diary conducted November 26 – December 17, 2013 and an Attitudinal survey conducted in December 2 – December 17, 2013 on behalf of the Television Bureau of Canada (TVB). For this survey a sample of 3,500 Canadians were collected for the Diary and 2,500 Canadians for the Attitudinal research, each from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the polls are accurate to within +/- 1.9 and +/- 2.2 percentage points, respectively speaking, had all Canadians adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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