

TV Viewing

Hours Tuned

Portable People Meters (PPMs) are the current system in place for measuring national television audiences. PPM data shows that the average weekly per capita hours tuned for persons 2+ is 28.1 hours (BBM Canada InfoSys, 2009/2010).

TV's Influence in Our Lives

The 2008 Consumer Mapping Study of media habits by the Council for Research Excellence reveals television's key influence in viewers' lives. Data was gathered by observing participants going about their day and recording their actual media habits, thereby avoiding self-reporting error. The study found that:

- Live TV dominates in terms of daily reach (94%) and time devoted to (5 hrs) for all adults
- 99% of three-screen time remains devoted to TV
- Even among 18-24s, TV represented more than 98% of video exposure
- The majority of TV viewing is done in "sole medium" mode without competition from other media
- TV remains when other media are added
- TV users are exposed to one hour of ads and promos per day
- Rising adoption of HDTVs is fuelling the increase in time spent watching TV

TV Compared to Other Media

According to data from BBM Analytics RTS Spring 2010, Canadians spend more time with television than any other medium. Adults 18+ spend 24.3 hours weekly watching TV, compared to 18.3 hours listening to the radio, 15.9 hours online, 2.5 hours with newspapers, and 0.4 hours with community newspapers.

Internet Isn't Stealing Time Away from TV

An analysis of media habits of internet users indicates that time spent with the internet does not come at the expense of time spent with television. In fact, television use among internet users, light through heavy, is almost identical to that of the general population, and the results of a BBM Analytics omniVU survey indicates that one-third of consumers engage in some simultaneous use of television and the internet.