

85% of Canadians are online, using their desktop and/or mobile device. While 6% of Canadians are using mobile devices exclusively.



Total Digital
Population

30.5 MM

Canadians can be
found online



Desktop Audience

28.2 MM

Canadians are
reached online from
their desktop
(including those
who watch video)



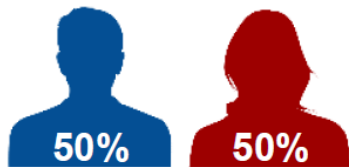
Mobile Audience

18.0 MM

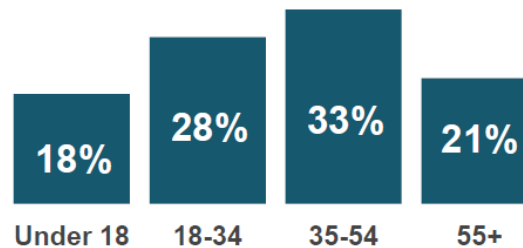
Canadians are
reached online via
Mobile smartphones
and tablets (**2.3 MM**
are **Exclusive Mobile**
Unique Visitors)

Demographics of the Canadian total digital population

GENDER



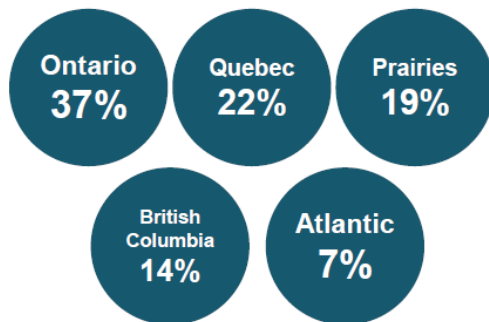
AGE



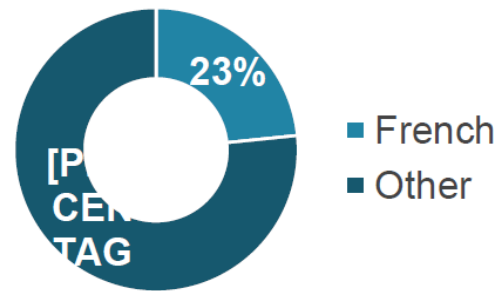
INSIGHT

Canadian online demographics show nearly half of the population is under age 35, majority living in Ontario, and 1/4 speaking French.

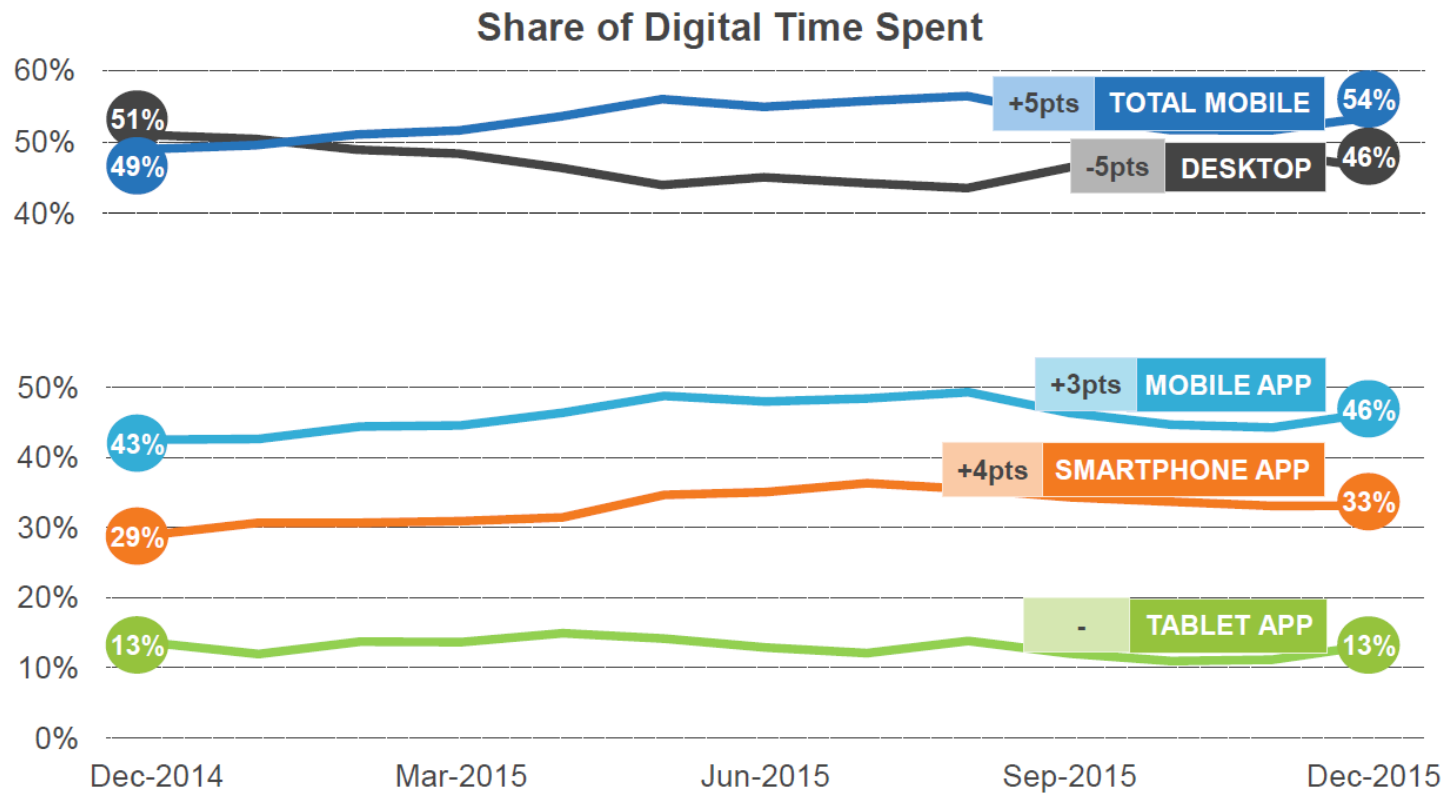
REGION



LANGUAGE



Time spent on digital media continues to grow. It is being driven entirely by mobile – particularly on smartphone devices.



INSIGHT

Desktop time is decreasing and losing share to mobile – which now accounts for 54% of digital media time spent.

Mobile apps now drive the majority of digital time spent at 46%, and smartphone apps alone look to account for a 1/3 of digital media consumption in 2016.

More Canadians are going exclusively mobile



Mobile Audience

18.0 MM

Canadians are reached
online via smartphones
and tablets

15.9 MM
via Smartphone



8.9 MM
via Tablet

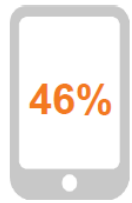


2.3 MM are exclusive mobile Unique Visitors* **+54% YoY**



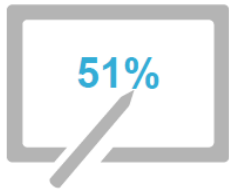
48% of adult Canadian mobile users watch videos on their device.

Watch Videos On Mobile Devices



46%

of Smartphone Owners

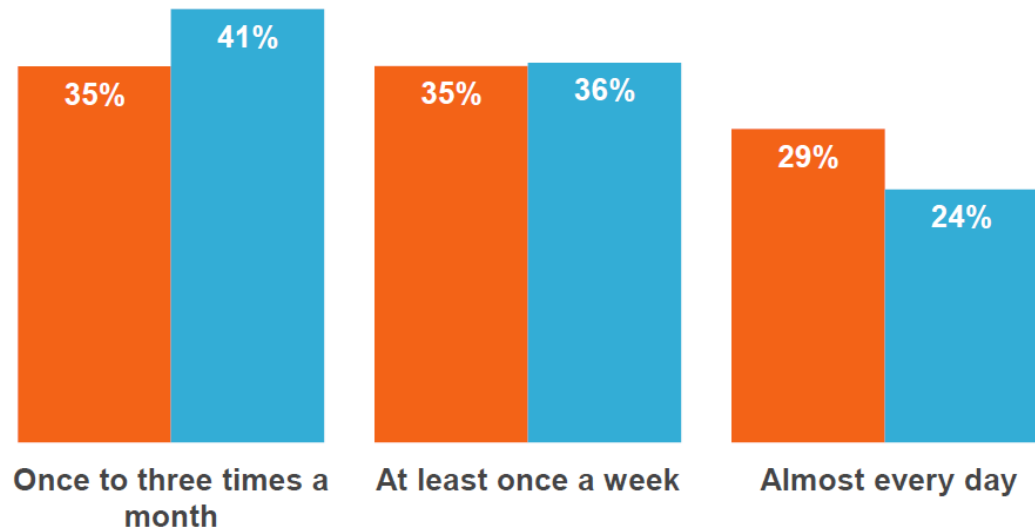


51%

of Tablet Owners

Frequency of Video Consumption*

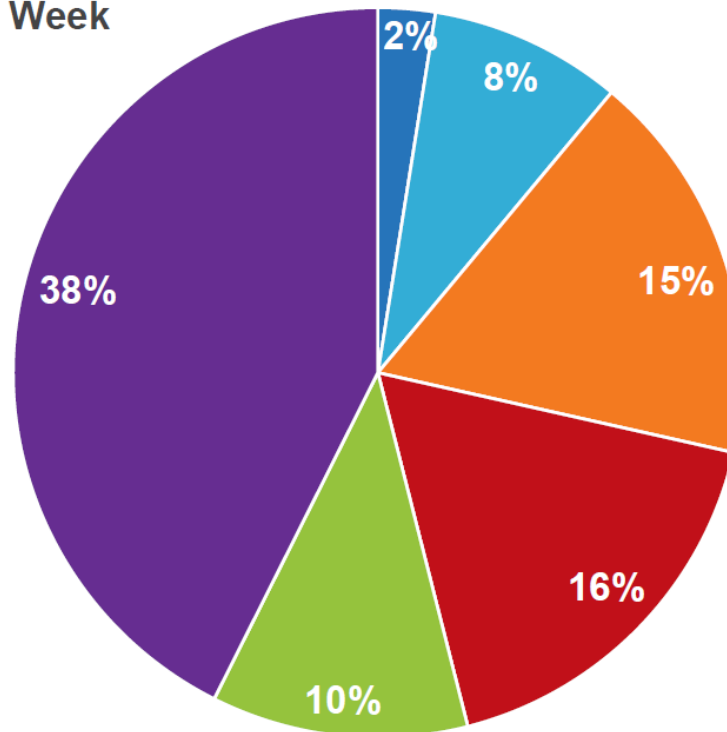
Smartphone Owners Tablet Owners



Canadian mobile users are heavy consumers of traditional television.

Time Spent Watching TV per Week

- Less than 2 (hrs per week)
- 2-5 (hrs per week)
- 6-10 (hrs per week)
- 11-15 (hrs per week)
- 16-19 (hrs per week)
- 20 or more (hrs per week)



INSIGHT

Mobile users 18+ remain heavy consumers of Traditional TV content, with close to 40% spending 20 hours or more watching TV programming each week.