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

<table>
<thead>
<tr>
<th>Total Digital Population</th>
<th>Desktop Audience</th>
<th>Mobile Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>30.5 MM</strong></td>
<td><strong>28.2 MM</strong></td>
<td><strong>18.0 MM</strong></td>
</tr>
</tbody>
</table>

Canadians can be found online

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

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

Source: comScore, Inc., Media Metrix Multi-Platform, CA, Total Audience, Monthly Q4 Avg. 2015
Demographics of the Canadian total digital population

**GENDER**
- 50% Male
- 50% Female

**AGE**
- 18% Under 18
- 28% 18-34
- 33% 35-54
- 21% 55+

**REGION**
- Ontario 37%
- Quebec 22%
- Prairies 19%
- British Columbia 14%
- Atlantic 7%

**LANGUAGE**
- 23% French
- Other

Canadian online demographics show nearly half of the population is under age 35, majority living in Ontario, and ¼ speaking French.

Source: comScore Inc. Media Metrix Multi-Platform, CA, Total Audience, Monthly Q4 Avg. 2015

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

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

**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*


*Exclusive Mobile Unique Visitors = Smartphone and Tablet visitors not visiting on Desktop
48% of adult Canadian mobile users watch videos on their device.

**Frequency of Video Consumption**

- **Once to three times a month**
  - Smartphone Owners: 35%
  - Tablet Owners: 41%

- **At least once a week**
  - Smartphone Owners: 35%
  - Tablet Owners: 36%

- **Almost every day**
  - Smartphone Owners: 29%
  - Tablet Owners: 24%

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*Based out of watching videos on a device ever in a month*
Canadian mobile users are heavy consumers of traditional television.

Time Spent Watching TV per Week

- Less than 2 (hrs per week) 38%
- 2-5 (hrs per week) 15%
- 6-10 (hrs per week) 16%
- 11-15 (hrs per week) 10%
- 16-19 (hrs per week) 8%
- 20 or more (hrs per week) 2%

NOTE: Mobile users includes both mobile phone and tablet users

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.