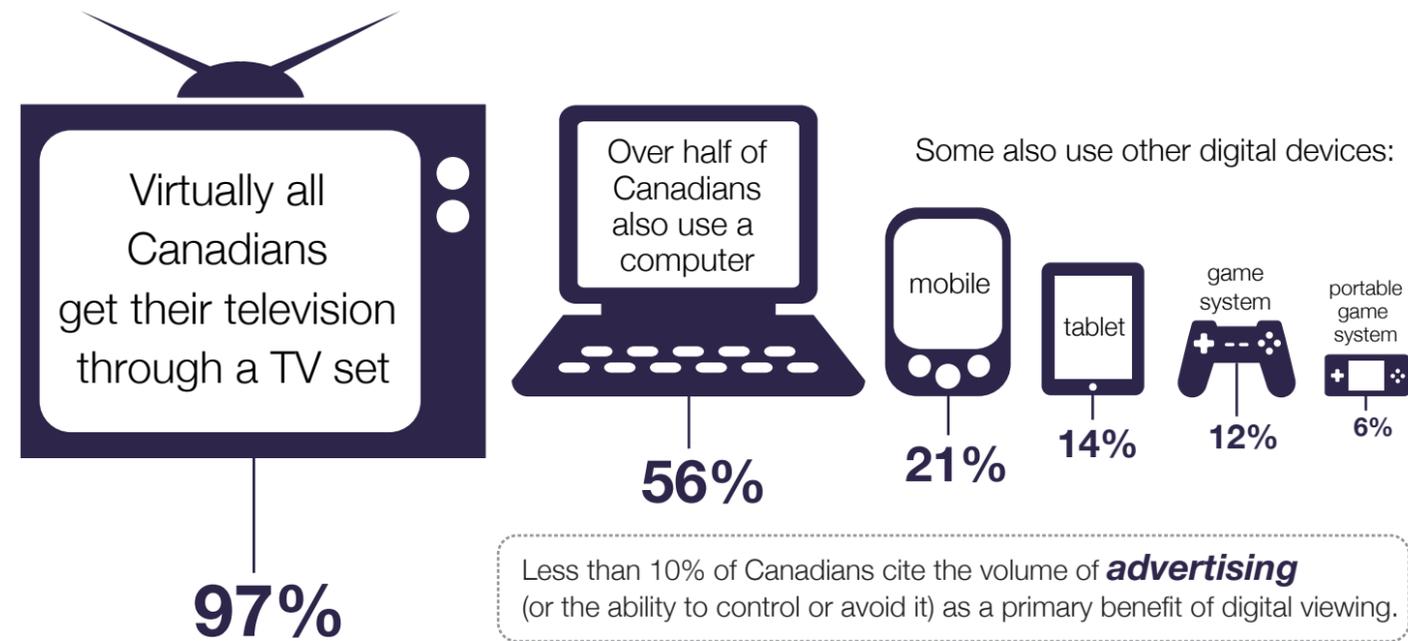


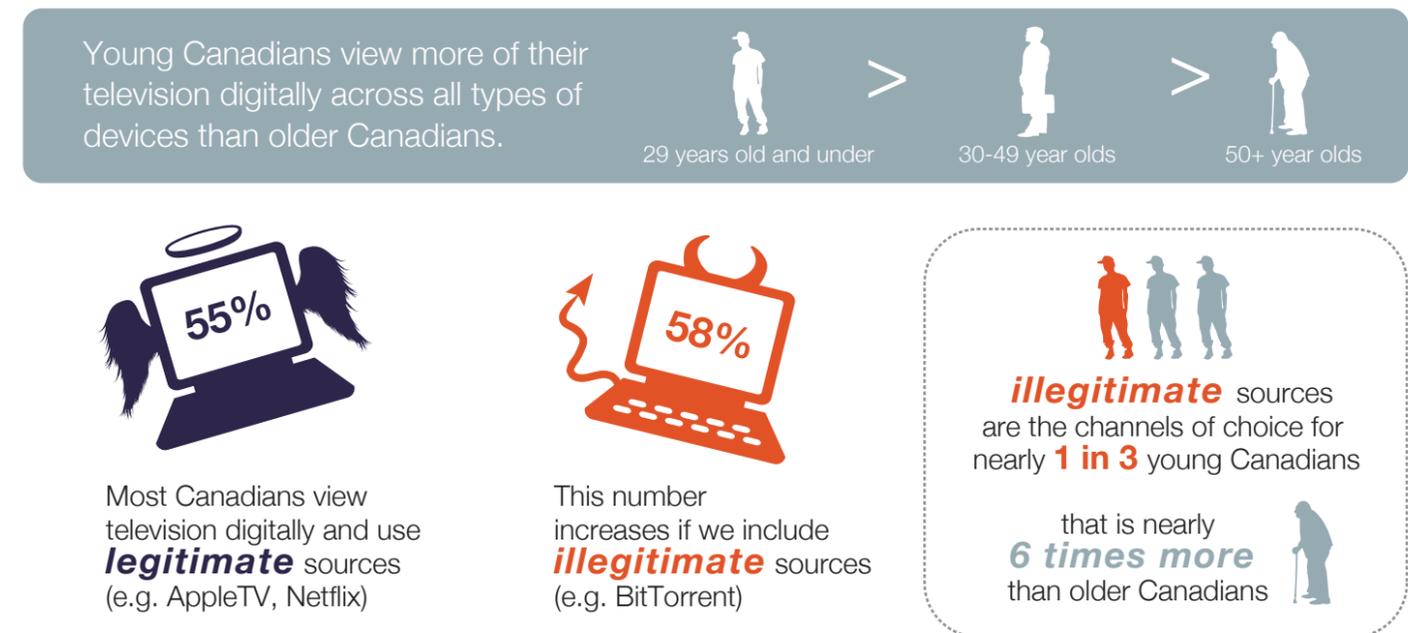
TV BY THE NUMBERS

With nine in 10 Canadians watching network TV, but viewership declining the younger they get, *strategy* asked Delvinia and its AskingCanadians online panel to find out how TV consumption habits are changing. Between May 25 and 29, 1,000 people across Canada were surveyed, and here's what they had to say. *Infographic by Sandra Tavares.*

WHERE VIEWERS WATCH TELEVISION



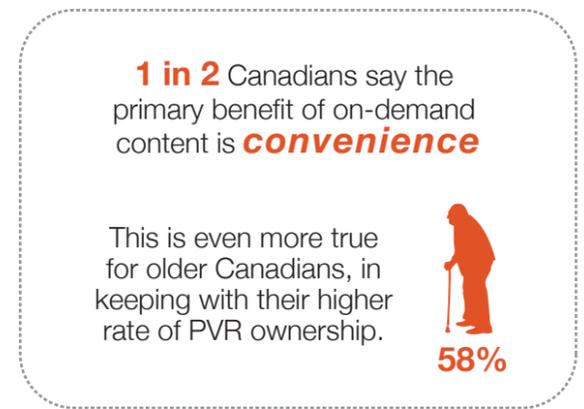
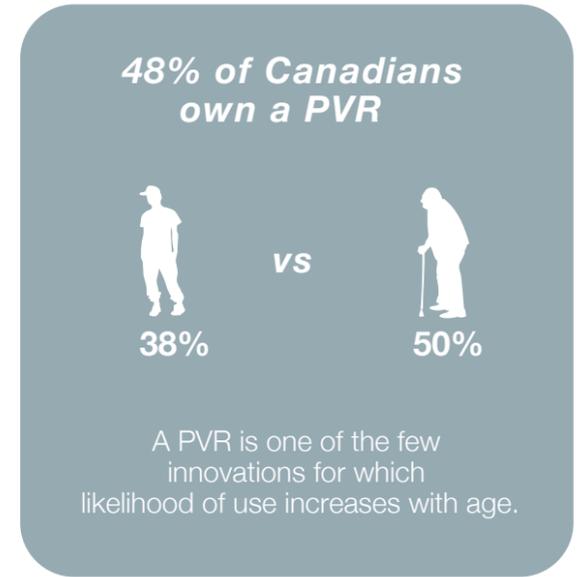
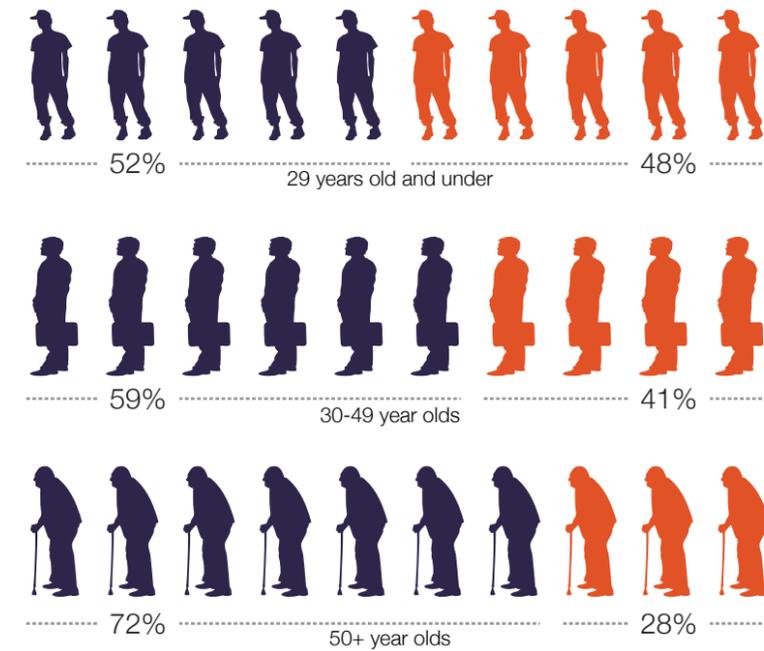
WHO VIEWS TELEVISION DIGITALLY AND WHERE THE CONTENT COMES FROM



WHEN VIEWERS WATCH TELEVISION



live views vs on-demand views by age:



WHAT VIEWERS WANT FROM THE FUTURE OF TELEVISION

Viewers are most motivated by innovation that produces rewards for their behaviour.

The following would **enhance the viewing experience**:



All of these viewing enhancements are significantly more appealing to younger than older Canadians