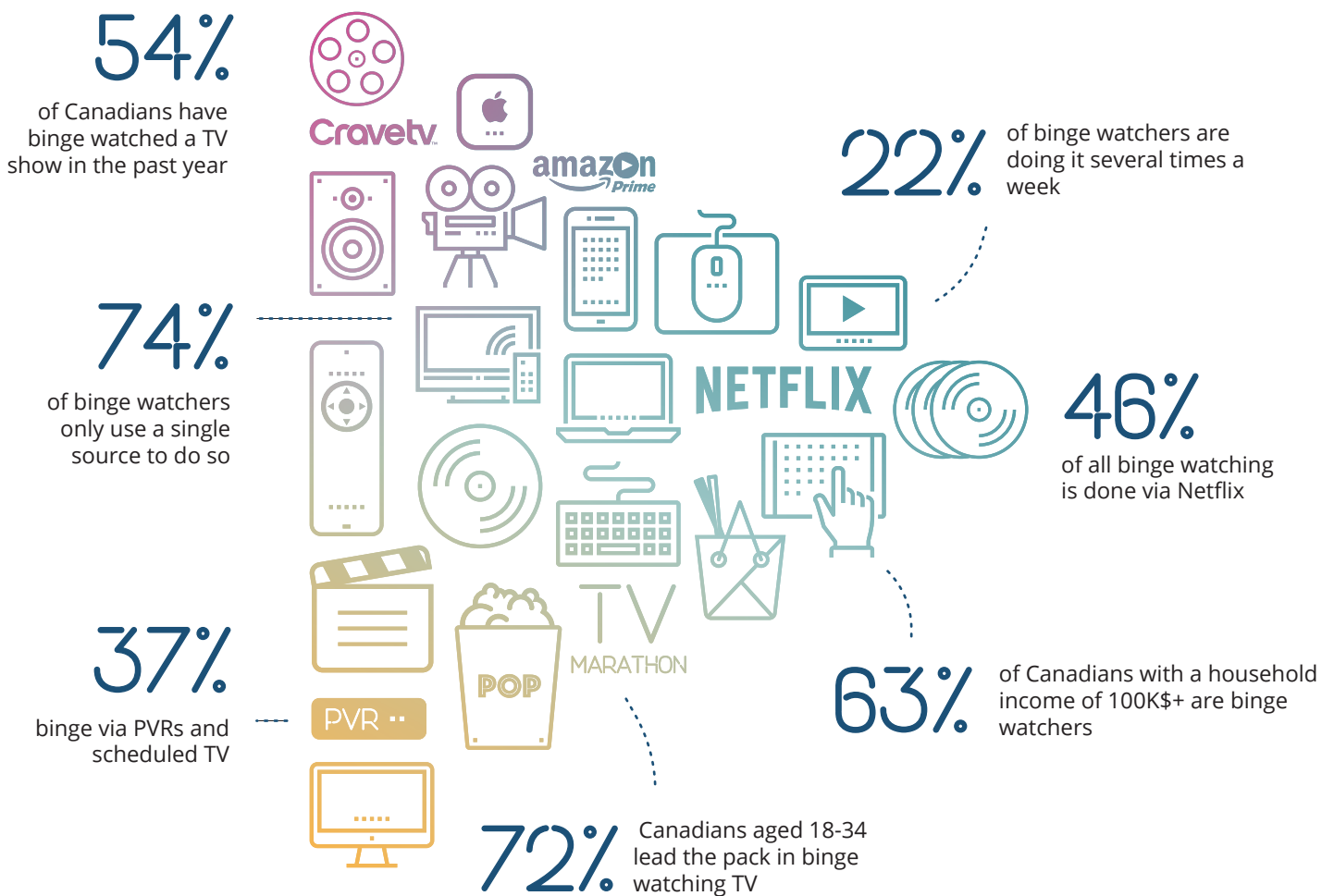


BINGE WATCHING

MASS TV CONSUMPTION IN A MODERN AGE

We live in the golden age of television, with more quality content available on more platforms than ever before. Through the use of OTT platforms like Netflix, PVRs and other sources, it's incredibly easy to watch a lot of TV in a single sitting. Here are 10 key stats on Canadians and their binge watching* habits, from our 2015/2016 survey.



Canada's youngest aren't the only ones binge viewing. Among Canadians 35-49,

58% are binge watchers, along with

48% of those aged 50-64 and

29% of those aged 65+

*defined as watching 3 or more episodes of the same show in a single sitting, within the past year