

JULY 20, 1969 – APOLLO 11 MOON LANDING – NEIL ARMSTRONG – FIRST MAN ON THE MOON

WHERE WERE YOU WATCHING?

THE ASTRONAUTS LANDED ON JULY 20, BUT WAITED 6 HOURS AND 39 MINUTES TO STEP ON THE LUNAR SURFACE

74%

TRADITIONAL TV IS JUST AS POPULAR AS OVER A DECADE AGO. ABOUT 3 IN 4 CANADIANS SUBSCRIBE TO A PAID TV SERVICE TODAY.

72%

TRADITIONAL TV CONTENT REMAINS LARGELY POPULAR AMONG OTT SUBSCRIBERS. NEARLY THREE QUARTER OF OTT SUBSCRIBERS ALSO HAVE A PAID TV SERVICE.

10.8 HRS

OTT SUBSCRIBERS REPORT SPENDING MORE TIME WATCHING TRADITIONAL TV (10.8 HOURS) THAN ONLINE TV (4.5 HOURS).

60%

THE MAJORITY SHARE OF VIEWING IS STILL TO TRADITIONAL TV. OTHER FORMS LIKE ONLINE VIDEO AND OTT SERVICES HAVE ALSO GROWN IN THE PAST COUPLE OF YEARS.

80%

MORE THAN FOUR IN FIVE CHILDREN AGED 2-11 WATCH TV CONTENT IN A TYPICAL WEEK. TV IS MORE POPULAR IN THIS AGE GROUP THAN NETFLIX AND YOUTUBE.

75%

WHILE CANADIAN TEENS ARE HEAVY YOUTUBE USERS, NEARLY THREE-QUARTERS OF TEENS SAY THEY WATCH TV WEEKLY.

**LIFE WOULDN'T BE THE SAME WITHOUT IT!
HAPPY WORLD TV DAY!**

