

Quarterly TV Viewing Report

Q2 2026



Highlights for Q2 2026

Streaming reach hit a new peak of ~92% in Feb'26, its highest level since tracking began, while its share of adult 18+ viewing climbed to 38% in Q2'26 — a four-year high — as linear TV slipped to 62%.

Canadian media consumption reveals a clear demographic flip: Linear TV holds remarkably stable reach among the 55+ audience, while seasonality drives the biggest swings among viewers under 35 — linear reach for 25–34s climbs ~4pp during winter and spring tentpole events like the Super Bowl, World Juniors, and Stanley Cup Playoffs, even as streaming continues to outpace linear for this younger cohort.

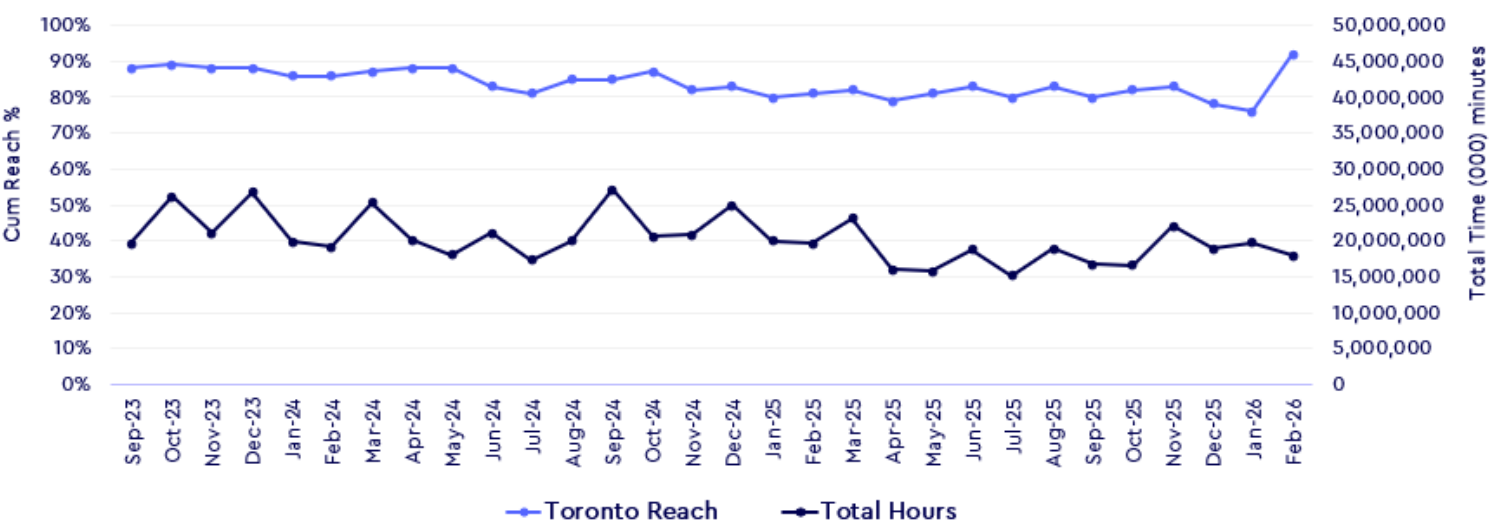
YouTube leads Canadian streaming with a 34% share (Q2'26), while Amazon Prime climbs to 31% (+5pts) to overtake Netflix, which fell to 21% (-7pts) and slid to third, leaving Disney+ (5%) and all other platforms in a top-heavy market.

Quarter-over-quarter viewing habits held remarkably steady, with only a 1% platform shift as Linear TV kept its commanding lead at 62% of total usage and streaming held at 38% — though within streaming the top-three race tightened, as YouTube's lead narrowed to 34% (-4pts) while Amazon Prime rose to 31% (+2pts) and Netflix crept up to 21% (+1pt).

Streaming Reach Hits a New Peak of ~92% in Feb'26, Its Highest Level Since Tracking Began

- After softening to a low of ~78-80% in mid-2024, Toronto's streaming reach made a strong comeback, surging to ~92% by Feb'26, the highest point in the entire Sep'23-Feb'26 period. While Total Hours remained relatively stable at 20-25 million per month throughout, the sharp reach spike signals that more Torontonians are tuning into streaming than ever before.

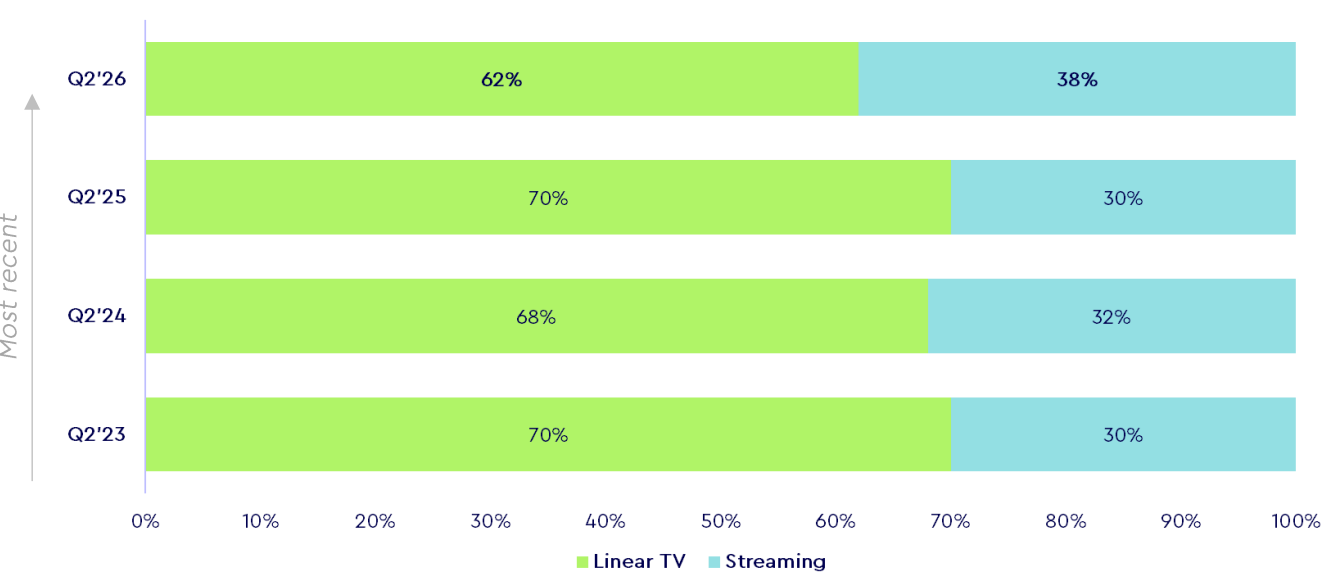
Total Streaming Reach & Hours Viewed per Month
Sep'23 to Feb'26



Streaming Share Among Adults 18+ Jumps to 38% in Q2'26 – Its Highest Level in Four Years

- Linear TV continues to lose ground, dropping to 62% in Q2'26 as viewers increasingly shift toward streaming — marking the biggest year-over-year gain in the entire tracked period.

Share Total Usage (A18+)

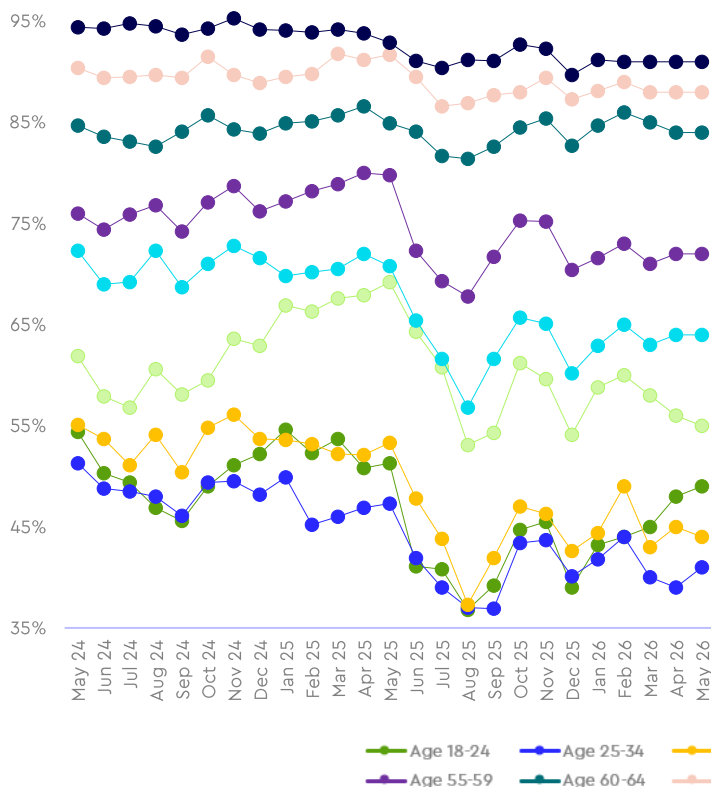


Reaching Canadians: Linear vs. Streaming

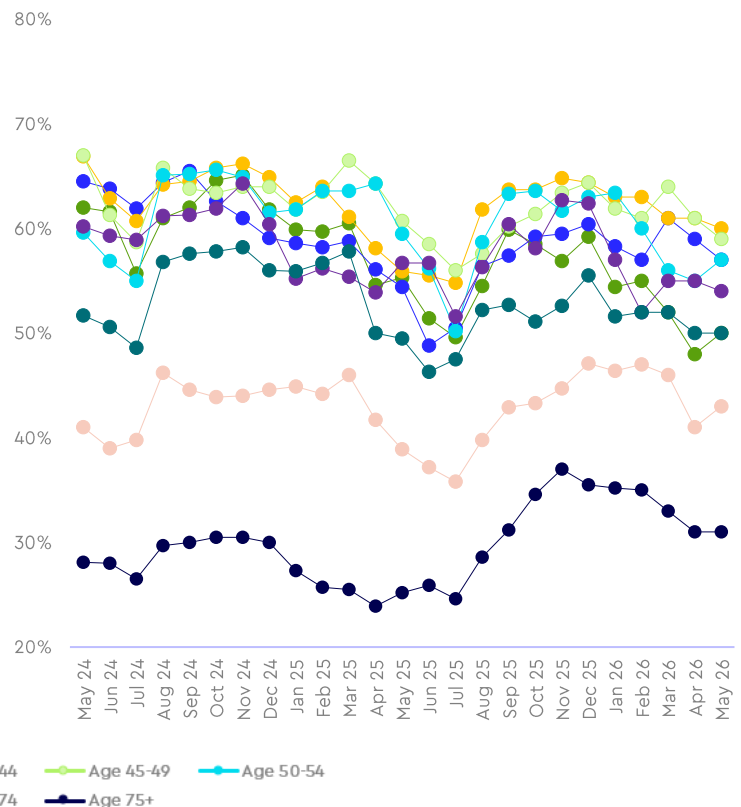
Seasonality and tentpole events

- Seasonality is most pronounced among younger audiences (18-34), while audiences aged 55+ remain stable (typically ~1-2 percentage points).
- Winter (Dec-Feb):** Linear gains among younger audiences (+4.1pp for 25-34: 44.4% → 48.5%) align with holiday viewing, World Juniors, NFL Playoffs/Super Bowl, and Winter Olympics.
- Spring (Apr-May)** shows a similar uplift, with the 25-34 audience increasing from 44.6% to 48.7% (+4.1pp) and the 18-24 audience from 39.4% to 41.2% (+1.8pp), aligning the Stanley Cup and NBA Playoffs

LINEAR TV - DAILY REACH %



STREAMING - DAILY REACH %



HOW TO NAVIGATE THE SEASONAL HIGHS & LOWS BY AGE GROUPS?

55+ Cohort: Own Linear TV

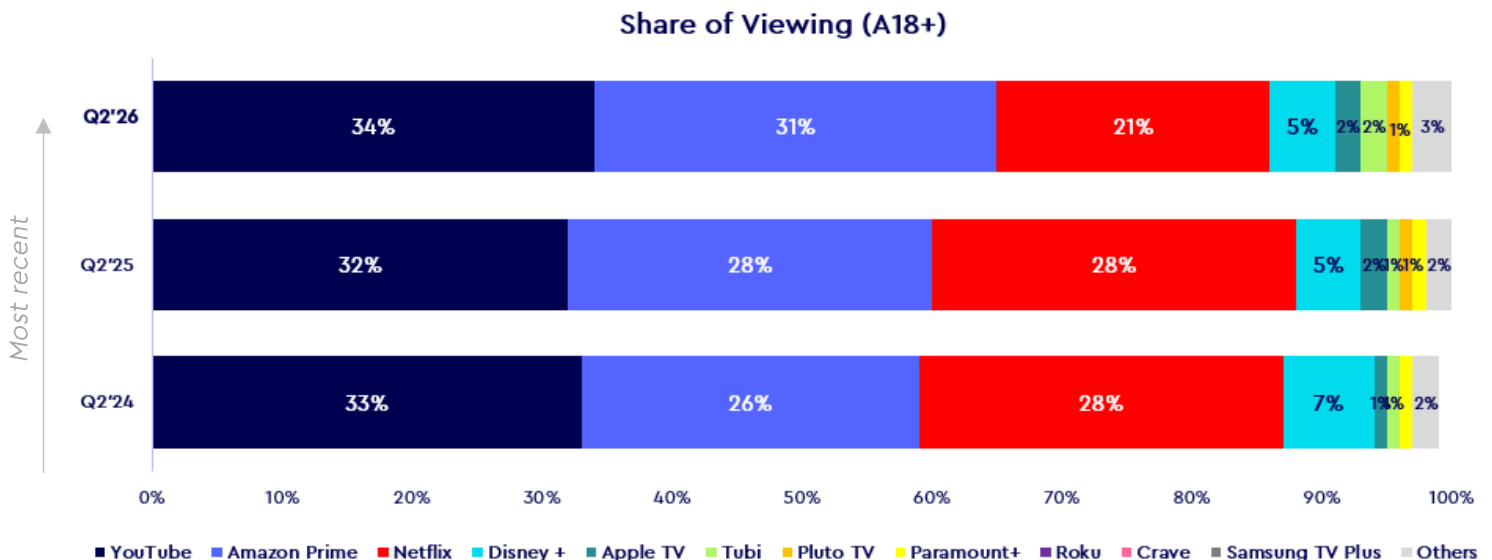
Linear TV maintains exceptionally strong reach among Canadians 55+, with minimal month-to-month variation. Maintain Linear TV as the foundation for campaigns targeting older demographics.

Continue targeting 35-54 audience for both platform since they consume contents in Linear TV and streaming channels.

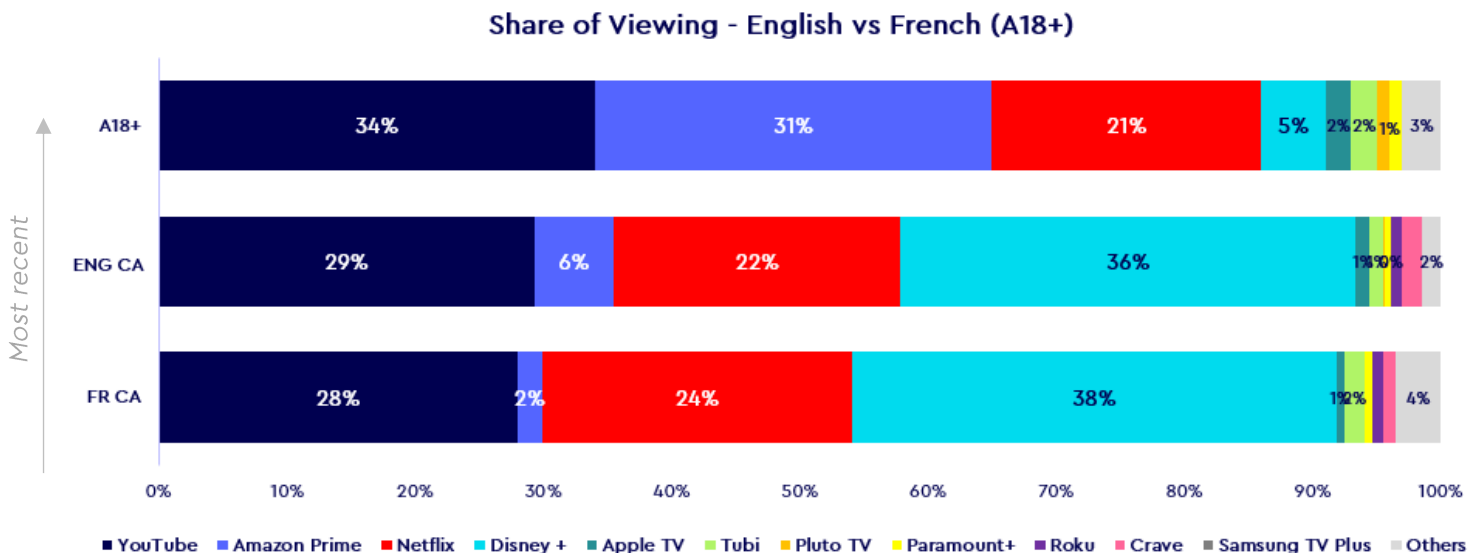
- Winter Trends (December – February):** Increase premium video investment during winter when audiences are spending more time at home. Use streaming to maximize reach among younger audiences and complement Linear TV for middle-aged viewers.
- Spring Trends (March – May):** Overall viewing remain stable heading into spring, with only modest shift across most age groups. Streaming shows slight softening among younger audiences, although it continues to outperform Linear TV for viewers under 35.

YouTube and Amazon Prime Tighten Their Grip, While Netflix Loses Significant Ground

- YouTube (#1) and Amazon Prime (#2) continue to grow, with Amazon Prime surging +5pts from 26% to 31%.
- Netflix is the biggest decliner, plummeting from 28% to 21% (-7pts) over two years — dropping from 2nd to a distant 3rd place.
- Disney+ and all remaining platforms are marginal, with Disney+ slipping to just 5% and every other platform holding 2% or less, highlighting a top-heavy streaming landscape in Canada.

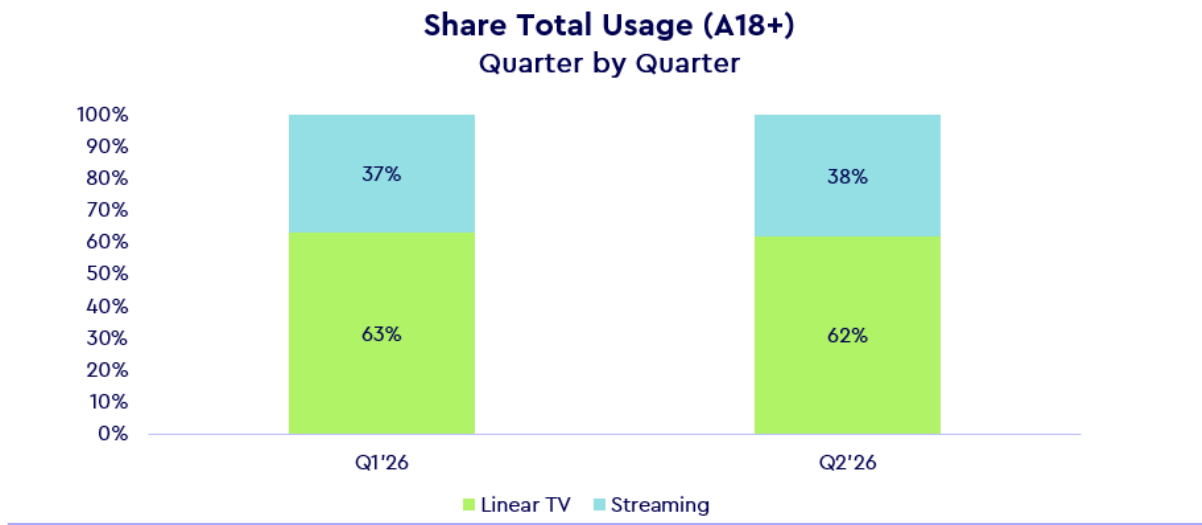


- YouTube dominates both markets almost equally at 29% in English CA and 28% in French CA, confirming it as the undisputed #1 streaming platform regardless of language market.
- French Canada over-indexes on Netflix (24%) and Disney+ (38%) compared to English Canada at 22% and 36% respectively, suggesting French Canadian viewers have a stronger affinity for subscription-based global streaming content.
- Amazon Prime resonates more with English Canadians (6%) vs. French Canadians (2%), a notable 4-point gap that highlights distinct platform preferences between the two language



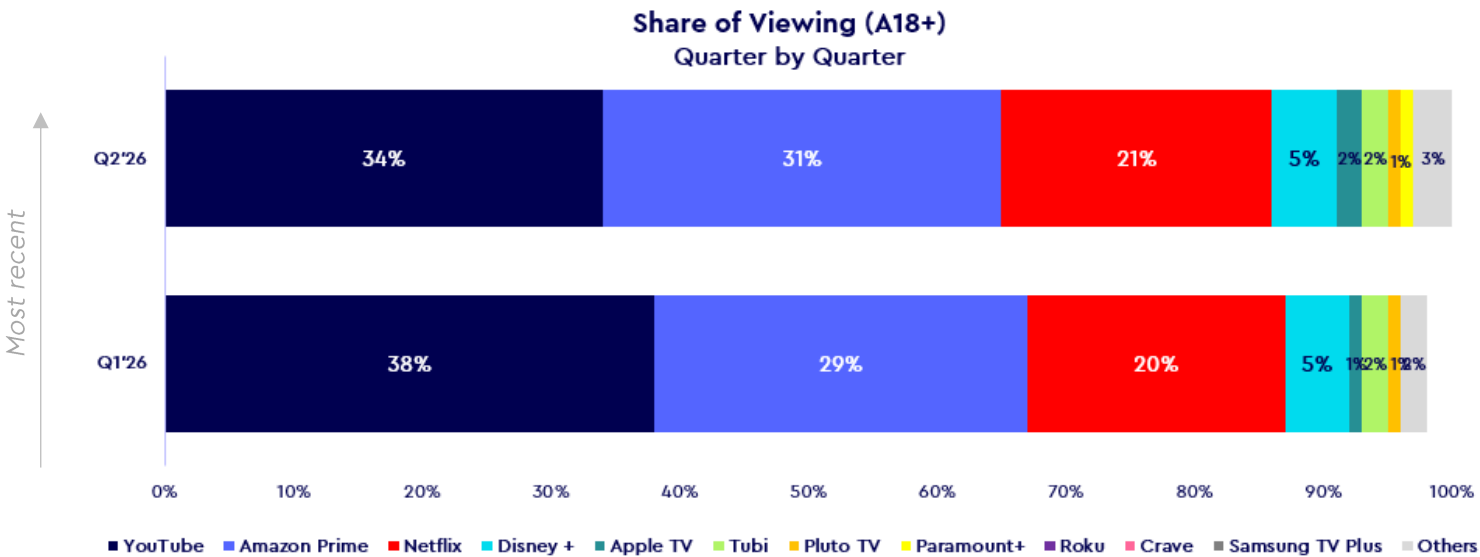
Quarter-by-quarter trends show TV viewing habits remaining highly stable with linear holding a strong lead

- Media consumption habits remained unchanged quarter-over-quarter, with only a marginal 1% shift between platforms.
- Linear TV continues to dominate the viewing landscape, securing nearly two-thirds of total usage (62%) in Q2'26.
- Streaming remains steady in the high-30s, accounting for 38% of total usage and showing no major breakout growth between quarters.



Quarter-by-quarter shifts show YouTube's lead narrowing as Amazon Prime and Netflix capture more share

- From Q1 to Q2, YouTube's leading share fell by 4% (to 34%), while Amazon Prime rose to 31% (+2%) and Netflix crept up to 21% (+1%), tightening the race among the top three.



YouTube Commands Nationally While TVA and SRC Claim the Top 2 Spots in French Canada

- **Total Canada:** YouTube leads streaming at 700 AMA (000s), nearly 2x Amazon Prime (355), while TSN+, TVA Montreal+, and SRC Montreal highlight the enduring power of sports and local content in combined rankings.
- **English Canada:** Top 4 mirrors national trends – YouTube (149), Amazon Prime (85), TikTok (71), Netflix (59) – with CTV Toronto, CBC Toronto, and CityTV Ontario dominating the linear side.
- **French Canada:** TVA Montreal+ (90) and SRC Montreal (88) rank #1 and #2 in combined rankings, surpassing YouTube (50), with 6 of the top 10 being French-language channels – reflecting strong local content loyalty.

Top 20 – Streaming Channels – Q2 2026
Based on Average Minute (000)s – A18+

Rank	Stations	AMA (000)	Rank	Stations	AMA (000)
1	YOUTUBE	700	11	CRAVE	18
2	AMAZON PRIME VIDEO	355	12	SNAPCHAT VIDEO	18
3	TIKTOK	267	13	PLUTO TV	16
4	NETFLIX	220	14	CRUNCHYROLL	13
5	INSTAGRAM REELS	148	15	ET ONLINE US	10
6	DISNEY PLUS	67	16	SRC MONTREAL (CBFT)+	7
7	APPLETV PLUS	37	17	PARAMOUNT PLUS	5
8	FACEBOOK VIDEO	34	18	CBS NEWS	5
9	TWITCH TV	29	19	FUBOTV	3
10	TUBITV	22	20	ROKU CHANNEL	2

Top 20 – Linear & Streaming Channels – Q2 2026
Based on Average Minute (000)s – A18+

Rank	Stations	AMA (000)	Rank	Stations	AMA (000)
1	YOUTUBE	700	11	LCN+	72
2	AMAZON PRIME VIDEO	355	12	W NETWORK+	69
3	TIKTOK	267	13	DISNEY PLUS	67
4	NETFLIX	220	14	CITYTV ONTARIO (CITY)+	66
5	INSTAGRAM REELS	148	15	TSN1+	65
6	TSN+	138	16	CBC TORONTO (CBLT)+	64
7	TVA MONTREAL+	111	17	RDS+	56
8	SRC MONTREAL (CBFT)+	98	18	CBS NEWS NETWORK+	55
9	INDIENET+	86	19	HISTORY+	53
10	CTV TORONTO (CFTO)+	75	20	GLOBAL BC (CHAN/CHBC)+	52

Top 20 – Streaming Channels – Q2 2026
Based on Average Minute (000)s – ENGLISH A18+

Rank	Stations	AMA (000)	Rank	Stations	AMA (000)
1	YOUTUBE	149	11	FACEBOOK VIDEO	5
2	AMAZON PRIME VIDEO	85	12	CRAVE	5
3	TIKTOK	71	13	PLUTO TV	4
4	NETFLIX	59	14	TUBI TV+	3
5	DISNEY PLUS	21	15	PARAMOUNT PLUS	2
6	INSTAGRAM REELS	15	16	CBS NEWS	1
7	TWITCH TV	10	17	PLEX	1
8	ET ONLINE US	10	18	TSN+	1
9	APPLE TV PLUS	10	19	SPORTSNET ONT+	1
10	SNAPCHAT VIDEO	6	20	CRUNCHYROLL	1

Top 20 – Linear & Streaming Channels – Q2 2026
Based on Average Minute (000)s – ENGLISH A18+

Rank	Stations	AMA (000)	Rank	Stations	AMA (000)
1	YOUTUBE	149	11	GLOBAL ONTARIO (CIII)+	28
2	AMAZON PRIME VIDEO	85	12	DISNEY PLUS	21
3	TIKTOK	71	13	CHCH+	21
4	NETFLIX	59	14	W NETWORK+	15
5	CTV TORONTO (CFTO)+	51	15	TSN4+	15
6	CBC TORONTO (CBLT)+	42	16	INSTAGRAM REELS	15
7	CITYTV ONTARIO (CITY)+	38	17	SPORTSNET ONT+	15
8	CP24 ONTARIO+	34	18	CBC NEWS NETWORK+	12
9	TSN+	33	19	TSN1+	11
10	INDIENET+	32	20	CTV COMEDY+	11

Top 20 – Streaming Channels – Q2 2026
Based on Average Minute (000)s – FRENCH A18+

Rank	Stations	AMA (000)	Rank	Stations	AMA (000)
1	YOUTUBE	50	11	DISNEY PLUS	2
2	TIKTOK	25	12	TELE QUEBEC	2
3	AMAZON PRIME VIDEO	24	13	TUBITV	1
4	INSTAGRAM REELS	19	14	SNAPCHAT VIDEO	1
5	NETFLIX	18	15	CRUNCHYROLL	1
6	SRC MONTREAL (CBFT)+	4	16	PARAMOUNT PLUS	1
7	CRAVE	4	17	PLUTO TV	0.4
8	ILLICO+	3	18	DAILY MOTION	0.3
9	FACEBOOK VIDEO	3	19	TWITCH TV	0.3
10	APPLETV PLUS	2	20	NOOVO MONTREAL (CFJP)+	0.3

Top 20 – Linear & Streaming Channels – Q2 2026
Based on Average Minute (000)s – FRENCH A18+

Rank	Stations	AMA (000)	Rank	Stations	AMA (000)
1	TVA MONTREAL+	90	11	NETFLIX	18
2	SRC MONTREAL (CBFT)+	88	12	TQ TOTAL	16
3	YOUTUBE	50	13	ADDIK+	14
4	LCN+	41	14	ELLE FICTIONS+	13
5	RDS+	29	15	CANAL D+	10
6	NOOVO MONTREAL (CFJP)+	26	16	SERIES++	10
7	TIKTOK	25	17	PRISE 2+	9
8	AMAZON PRIME VIDEO	24	18	CANAL VIE+	8
9	RDI+	23	19	TV5+	8
10	INSTAGRAM REELS	19	20	HISTORIA+	7

Top Networks & Platforms (Total Q2 2026)

Top 40 Platforms & Networks Q2 2026 – Based on AMA (000)s

Stations	A18+	A18-24	A25-34	A35-44	A45-49	A50-54	A55-59	A60-64	A65-74	A75+
YOUTUBE	700	91	190	145	46	53	40	49	59	27
PRIME VIDEO PURE PLAY	355	29	61	81	29	30	21	32	52	21
TIKTOK	267	36	72	47	28	23	13	18	19	11
NETFLIX	220	25	42	49	19	27	12	14	24	9
INSTAGRAM REELS	148	14	29	37	11	15	11	11	15	5
TSN+	137	6	14	12	10	13	12	20	29	22
TVA MONTREAL+ (CFTM+CFTM_O)	111	4	4	5	5	7	6	12	39	28
SRC MONTREAL (CBFT)+	98	4	5	8	6	5	6	13	33	19
INDIENET+	86	3	6	4	2	3	6	10	24	29
CTV TORONTO (CFTO)+	75	3	7	4	2	4	4	8	22	21
LCN+	72	5	6	3	2	5	5	9	20	19
W NETWORK+	69	1	3	4	2	6	3	7	23	21
DISNEY PLUS PURE PLAY	67	6	15	16	4	6	5	8	5	1
CITYTV ONTARIO (CITY)+	66	2	4	5	2	2	4	8	17	22
TSN1+	65	3	6	6	5	6	6	10	14	10
CBC TORONTO (CBLT)+	64	2	6	9	3	4	3	8	13	17
RDS+	56	5	6	7	3	5	5	7	11	8
CBC NEWS NETWORK+	55	0	1	2	2	2	4	5	12	27
HISTORY+	53	3	4	1	2	3	5	10	18	8
GLOBAL BC (CHAN/CHBC)+	52	3	2	1	1	3	6	8	15	12
RDI+	48	1	5	3	1	2	3	10	13	12
GLOBAL ONTARIO (CIII)+	47	1	4	3	2	2	3	7	14	13
CTV SCI-FI+	44	3	2	2	3	5	5	7	14	4
USA NETWORK+	41	3	2	1	2	3	3	7	13	6
CP24 ONTARIO+	40	2	3	4	2	2	5	5	6	10
TSN4+	38	2	5	4	2	4	3	5	7	7
CHCH+	38	1	3	1	1	1	3	4	12	11
APPLETV PLUS	37	2	4	11	3	4	3	4	4	2
CTV COMEDY+	37	1	2	4	3	2	3	5	13	4
SHOWCASE+	36	2	2	3	3	3	3	5	12	4
SPORTSNET ONT+	36	3	5	4	2	3	3	5	6	6
GLOBAL EDMONTON (CITV)+	35	2	1	1	1	3	3	3	12	10
FACEBOOK VIDEO	34	1	3	3	2	4	3	4	10	5
GAMETV+	33	0	1	1	0	1	5	3	15	7
TQ TOTAL	33	2	1	3	3	2	2	5	11	5
NOOVO MONTREAL (CFJP)+	31	1	2	3	2	3	2	4	9	3
CBC VANCOUVER (CBUT)+	29	1	1	2	1	3	2	5	9	6
CTV NEWS CHANNEL+	29	0	1	1	1	1	2	2	11	10
TWITCH TV	29	2	23	3	0	1	0	1	0	0
HOME NETWORK+	26	1	5	1	1	3	2	3	7	4

Top Networks & Platforms (Primetime)

Top 40 Primetime Platforms & Networks Q2 2026 – Based on AMA (000)s

Stations	A18+	A18-24	A25-34	A35-44	A45-49	A50-54	A55-59	A60-64	A65-74	A75+
YouTube	977	125	254	212	64	77	54	69	83	39
Prime Video Pure Play	624	54	99	135	53	57	39	58	89	40
Netflix	478	44	86	106	41	59	28	33	58	24
TikTok	401	53	106	73	40	31	22	29	32	15
TSN+	325	18	36	32	25	30	30	44	66	45
TVA Montreal+ (CFTM+CFTM_O)	254	9	11	13	12	17	13	29	93	57
SRC Montreal (CBFT)+	248	7	10	18	13	13	15	34	90	49
Instagram Reels	219	20	40	57	16	23	18	19	19	8
indieNET+	206	9	15	12	5	6	9	20	47	83
RDS+	168	16	17	23	9	16	15	19	31	22
CTV Toronto (CFTO)+	154	6	17	11	6	10	9	17	42	37
TSN1+	141	8	14	13	12	13	14	20	28	20
Disney PLUS Pure Play	122	11	27	32	7	12	8	14	11	2
Citytv Ontario (CITY)+	119	3	10	10	5	4	7	14	34	32
Global Ontario (CIII)+	117	2	7	7	5	5	7	16	35	33
W Network+	112	2	7	7	3	5	5	10	38	36
CBC Toronto (CBLT)+	105	3	9	10	5	6	7	12	24	30
Global BC (CHAN/CHBC)+	102	6	4	4	4	6	11	16	31	21
History+	97	3	7	3	3	4	11	18	35	15
Sportsnet Ont+	96	8	17	11	5	7	8	11	14	15
TSN4+	96	5	14	12	6	9	8	12	17	15
CBC News Network+	89	0	1	4	2	2	4	7	16	53
Noovo Montreal (CFJP)+	83	4	7	10	6	10	6	10	23	8
TQ Total	82	5	3	7	7	5	5	12	24	14
LCN+	78	5	13	5	2	6	7	8	17	17
CTV Sci-Fi+	75	3	3	5	5	10	8	10	24	8
Showcase+	69	2	4	4	5	5	4	11	25	8
USA Network+	68	3	3	2	1	6	5	18	21	9
RDI+	65	1	6	3	1	3	5	12	18	17
CHCH+	63	2	6	2	1	2	3	6	16	25
GameTV+	62	1	1	1	1	1	4	5	24	24
Sportsnet West+	60	8	3	7	4	6	6	5	13	9
CTV Comedy+	60	1	4	7	6	3	5	7	19	8
AppleTV PLUS	60	2	6	15	5	9	7	7	7	3
YES TV Toronto (CITS)+	58	1	7	3	2	2	2	6	13	23
Global Edmonton (CITV)+	58	2	2	1	2	4	4	7	20	15
CBC Vancouver (CBUT)+	58	1	2	3	3	4	3	11	17	13
Sportsnet Pac+	57	5	5	3	3	11	10	3	12	5
ADDIK+	55	4	5	2	1	4	3	10	16	11
CTV2 Barrie/Tor (CKVR)+	54	1	2	4	1	1	4	4	20	18

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