

BNOC 2016-225 CMPA APPENDIX B: EVENING AUDIENCES (CMRI/NUMERIS)

Table 4

Average Audience in Prime Time 7-11 vs. Whole Day

Market: Total Canada

Households: Total

Measure: AA (000s)

2013-14 Broadcast Year

Broadcasters	24 Hrs	Prime Time	%	Broadcasters	24 Hrs	Prime Time	%
	AA (000s)	AA (000s)			AA (000s)	AA (000s)	
Canadian Conventional TV	2148	5372	150				
Pay & Specialty				Pay & Specialty (con't)			
Book TV	1	5	400	Headline News	19	36	89
Leafs TV+	4	16	300	Bravo+	64	121	89
RDS+	77	279	262	A&E+	80	151	89
Bold SD	1	3	200	MovieTime	22	41	86
Rewind	1	3	200	Game Show Network	12	22	83
NHL Network	1	3	200	Lifetime+	23	42	83
Sportsnet National+	103	300	191	Space+	65	118	82
Movie Central 1+	9	26	189	Movie Central 3+	5	9	80
Sportsnet360+	29	79	172	Cosmo TV+	5	9	80
TV5	21	57	171	Canal Vie+	39	70	79
Super Ecran 1+	15	40	167	Investigation Discovery+	19	34	79
Vision+	30	79	163	W Movies+	9	16	78
Series+	44	114	159	Super Ecran 2+	9	16	78
M (TMN1)+	19	48	153	Super Ecran 3+	9	16	78
Documentary+	2	5	150	Teletoon Fr	31	55	77
TLC+	64	158	147	Comedy+	52	92	77
APTN+	7	17	143	Super Ecran 4+	4	7	75
TSN Total	171	402	135	Teletoon Eng+	56	97	73
Discovery+	79	185	134	addikTV+	18	31	72
Bite+	3	7	133	Turner Classic Movies	32	55	72
RDS2+	6	14	133	TMN Encore 2+	7	12	71
MOI&cie+	3	7	133	IFC	7	12	71
M3+	18	41	128	Showcase+	65	110	69
History+	87	197	126	TMN Encore+	13	22	69
bio+	4	9	125	YTV+	80	135	69
Discovery Science+	9	20	122	DejaView	12	20	67
Game TV+	9	20	122	Teletoon Retro Fr+	3	5	67
AMC+	34	75	121	Zeste+	6	10	67
Slice+	35	77	120	Casa+	11	18	64
Canal Evasion HD	5	11	120	CNN+	45	73	62
DTour+	21	46	119	Prise2+	21	34	62
Z+	23	50	117	Action+	22	35	59
Love Nature+	6	13	117	MSNBC	8	12	50
OLN+	26	56	115	Military Channel	6	9	50
Travel + Escape	7	15	114	FYI++	4	6	50
TSN2+	22	47	114	G4	2	3	50
Historia+	23	49	113	Family+	72	99	38
MusiquePlus+	8	17	113	Golf+	8	11	38
Investigation+	8	17	113	VRAK+	23	31	35
W Network+	73	155	112	ARTV+	21	28	33
EI+	17	36	112	RDS Info+	3	4	33
OWN+	17	36	112	Teletoon Retro Eng+	16	21	31
Evasion+	9	19	111	Comedy Gold	7	9	29
TVA Sports+	9	19	111	RDI+	40	51	28
BBC Canada	10	21	110	Treehouse+	61	74	21
Canal D+	40	84	110	CTV News Channel+	34	41	21
Animal Planet	11	23	109	Nickelodeon+	6	7	17
M Excess (TMN3)+	13	26	100	Yoop+	8	9	13
M Fest (TMN5)+	4	8	100	Disney Junior Eng+	40	40	0
M Fun (TMN4)+	10	20	100	Speed+	0	0	0
CNBC	4	8	100	WGN+	1	1	0
Fox News US+	4	8	100	AUX	0	1	0
Ami-tv+	3	6	100	BBC Kids	0	1	0
diy network+	11	22	100	Drive In	0	0	0
Smithsonian	3	6	100	Dusk+	0	0	0
Fight+	1	2	100	ESPN Classic Canada	0	1	0
OUT TV	1	2	100	Fashion TV	0	1	0
Juicebox	1	2	100	Fox Sports Canada	0	0	0
NBA TV Canada+	2	4	100	Gol TV+	0	0	0
radX	2	4	100	Grace TV	1	1	0
Silver Screen Classics	2	4	100	Ichannel	0	1	0
Sundance Channel	1	2	100	MTV2+	1	1	0
HIFI	2	4	100	MuchLoud	0	0	0
Canal Evasion SD	4	8	100	MuchMoreRetro	0	0	0
MusiMax+	4	8	100	MuchVibe	0	0	0
Explora+	4	8	100	One:Body, Mind, Spirit	1	1	0
HGTV+	69	134	94	Sex TV	0	0	0
CBC News Network+	64	123	92	WFN (Fishing)	0	0	0
Food Network+	59	113	92	MeteoMedia+	8	8	0
H2+	11	21	91	Argent+	0	0	0
National Geographic+	33	63	91	LCN+	42	41	-2
Cinepop+	11	21	91	Disney Junior Fr+	12	11	-8
TVO+	50	95	90	BNN Business News Networ	7	6	-14
CMT+	29	55	90	Crime + Investigation+	20	17	-15

Source: Numeris (BBM Canada)