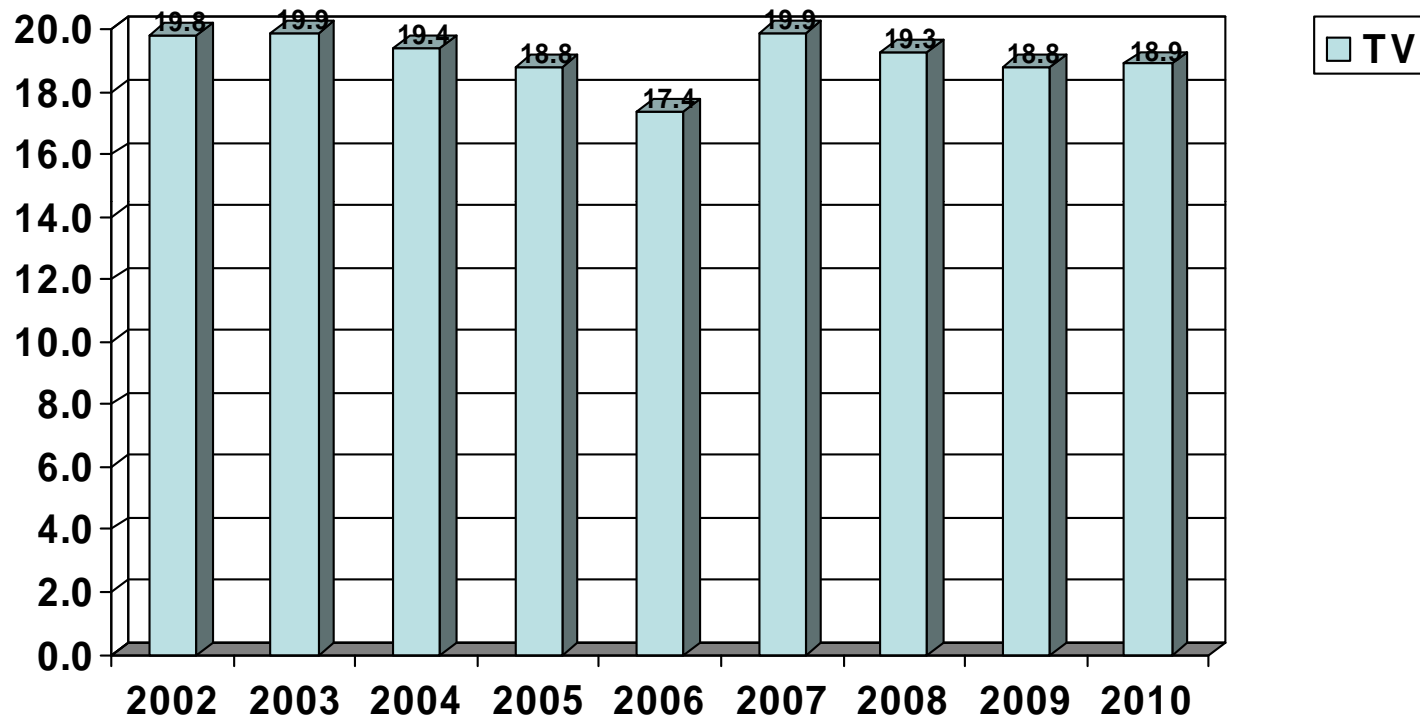




Trends in TV and Internet Use

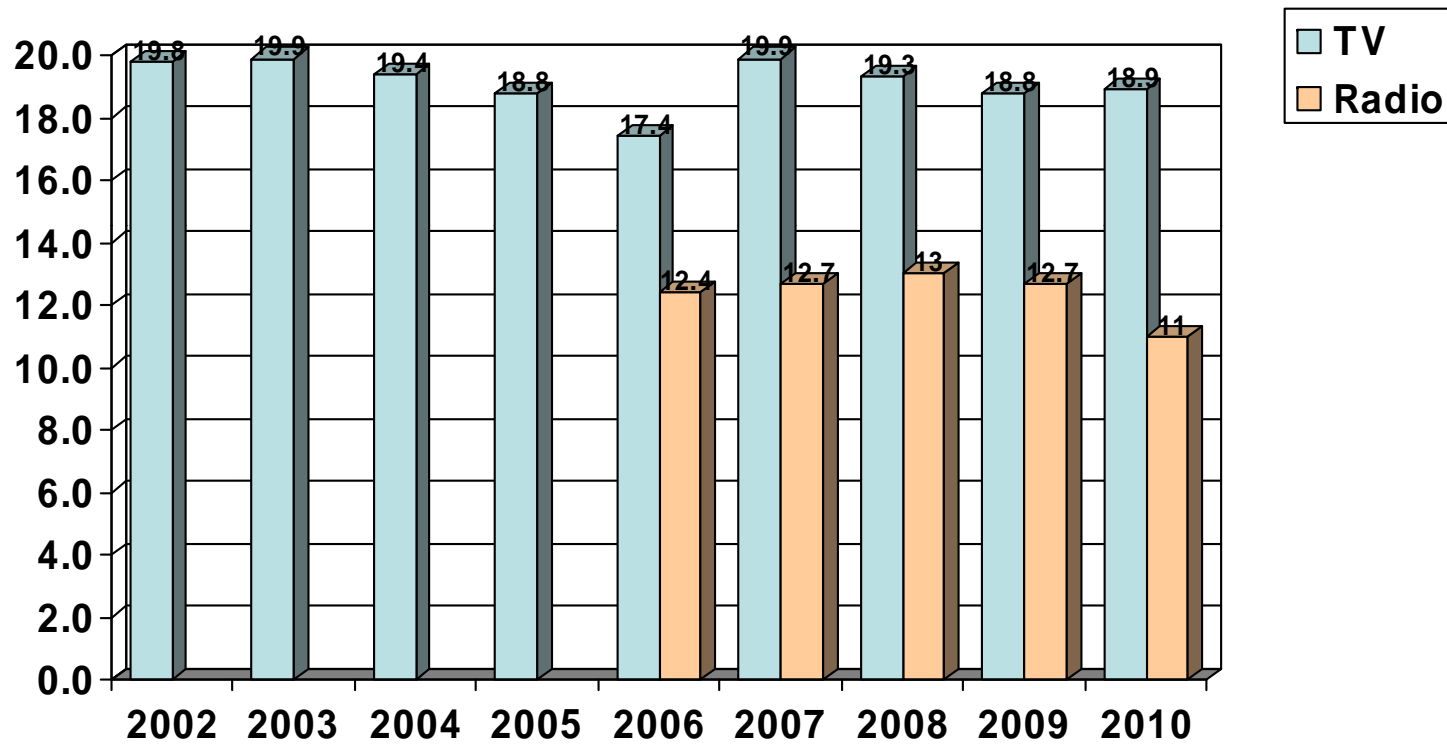
Barry Kiefl,
Canadian Media Research Inc.

Weekly Hours Spent With TV, Radio and the Internet, Anglophones 18-plus, Fall 2002-2010



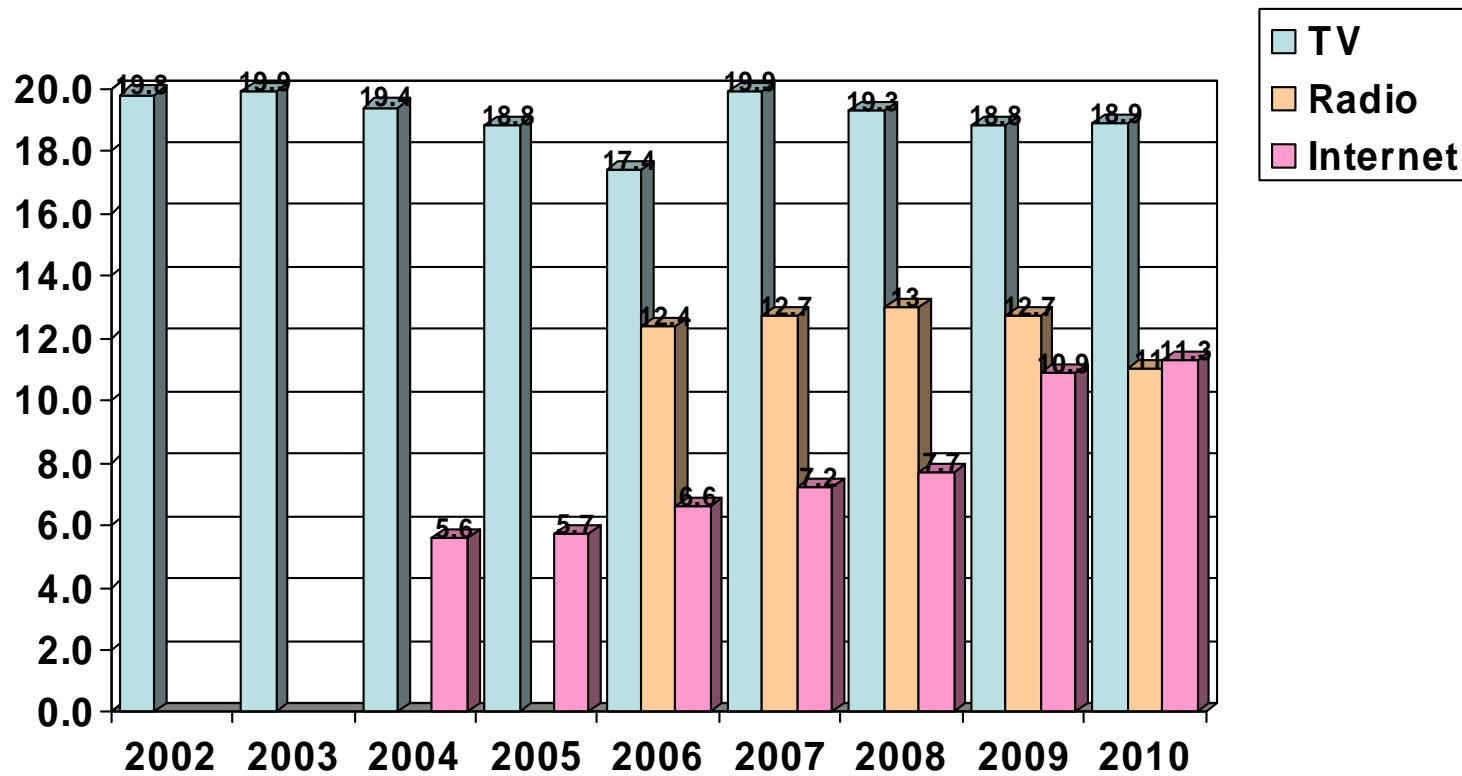
Source: CMRI (TV Trends Survey)

Weekly Hours Spent With TV, Radio and the Internet, Anglophones 18-plus, Fall 2002-2010



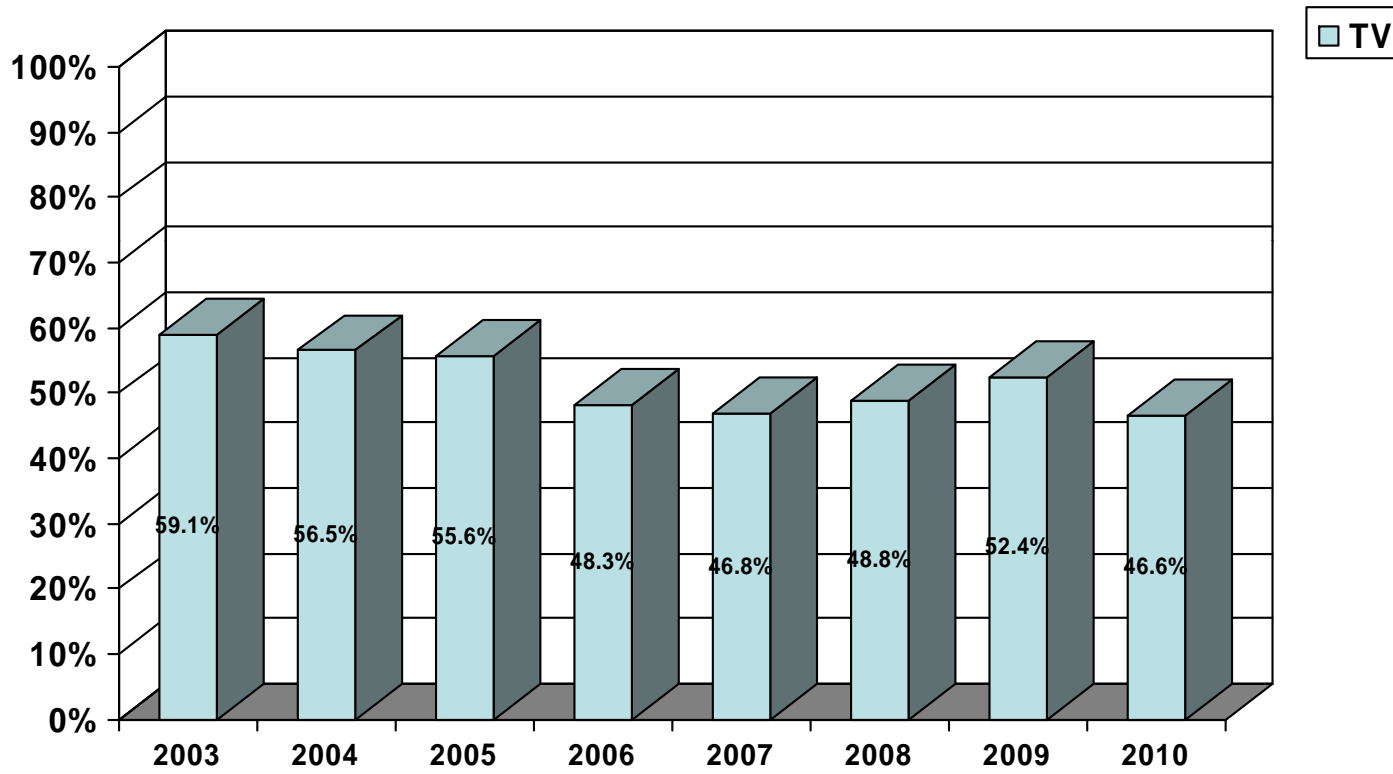
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Weekly Hours Spent With TV, Radio and the Internet, Anglophones 18-plus, Fall 2002-2010



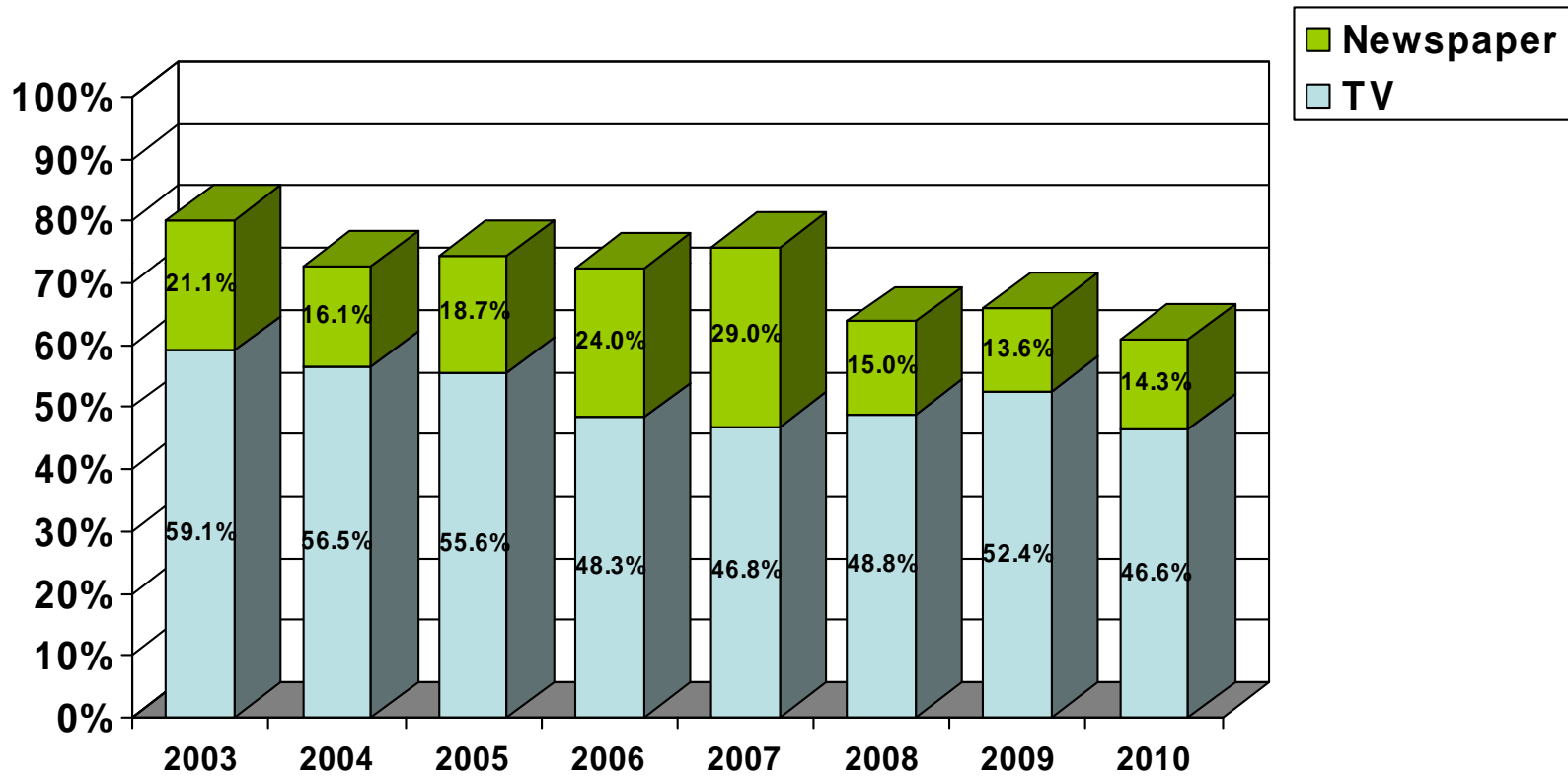
Source: CMRI (TV Trends Survey)

Percentage Who Use TV, Newspaper, etc. as Main Source for News, Anglophones 18-plus, Fall 2003 to Fall 2010



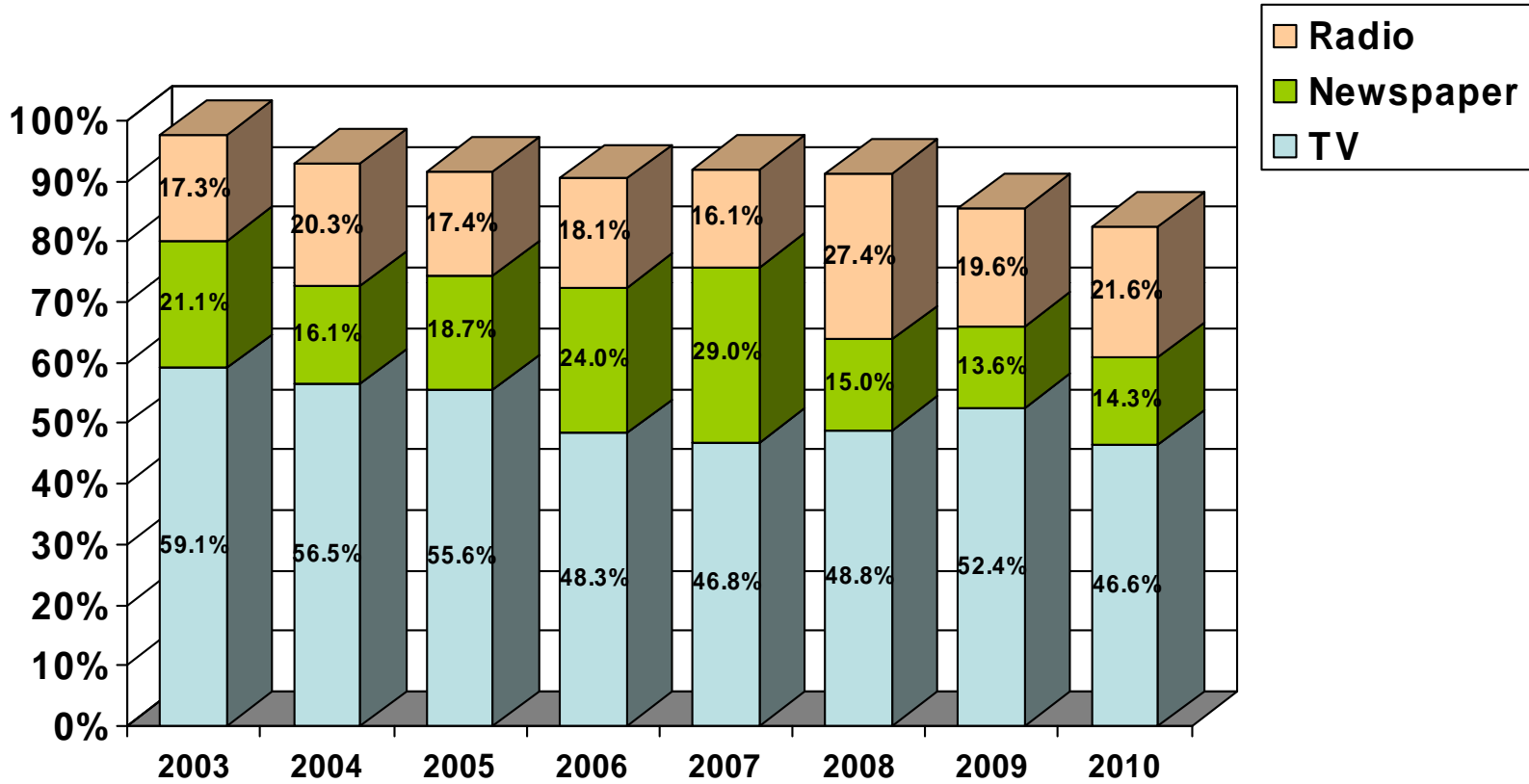
Source: CMRI (TV Trends Survey)

Percentage Who Use TV, Newspaper, etc. as Main Source for News, Anglophones 18-plus, Fall 2003 to Fall 2010



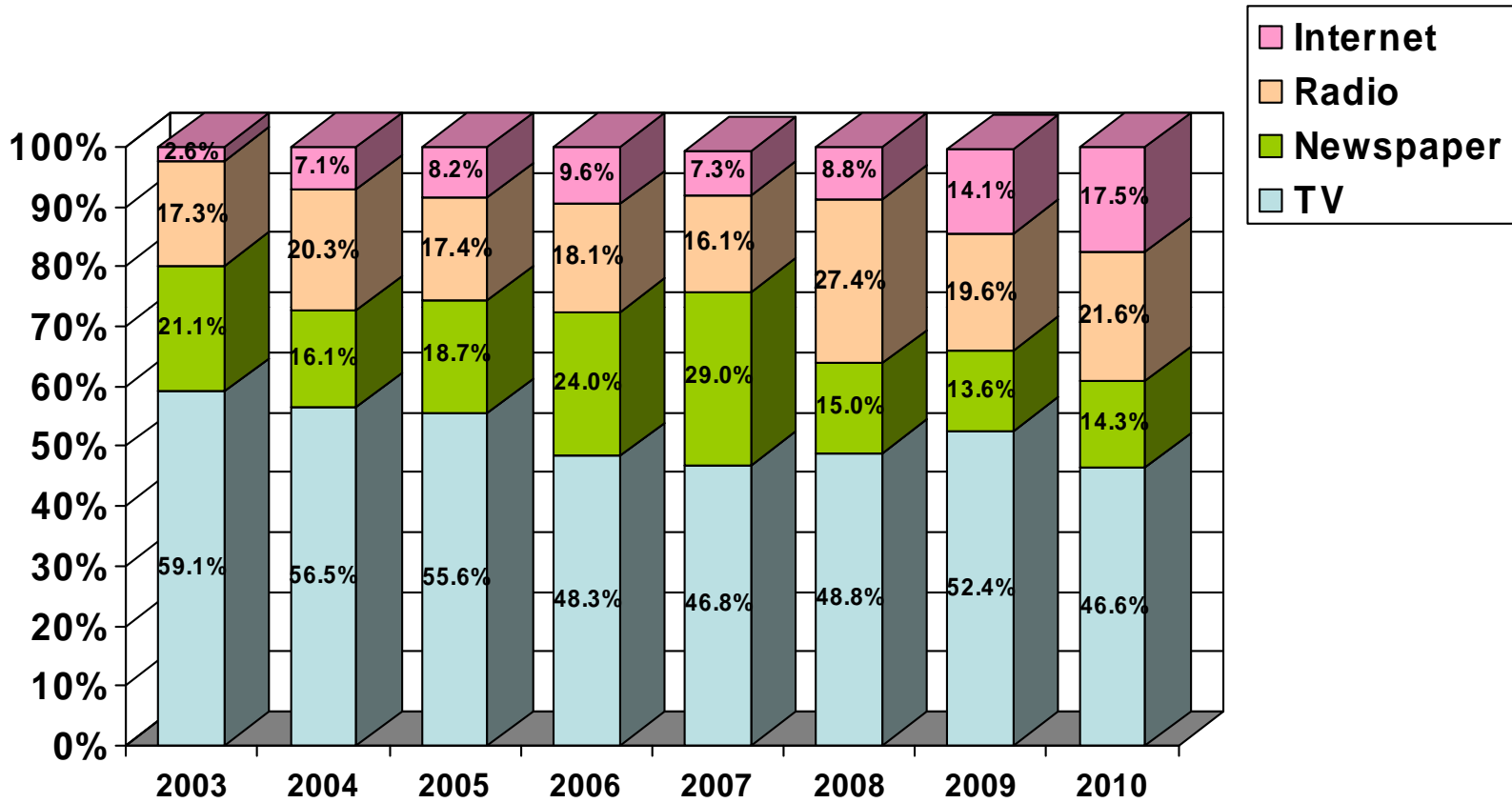
Source: CMRI (TV Trends Survey)

Percentage Who Use TV, Newspaper, etc. as Main Source for News, Anglophones 18-plus, Fall 2003 to Fall 2010



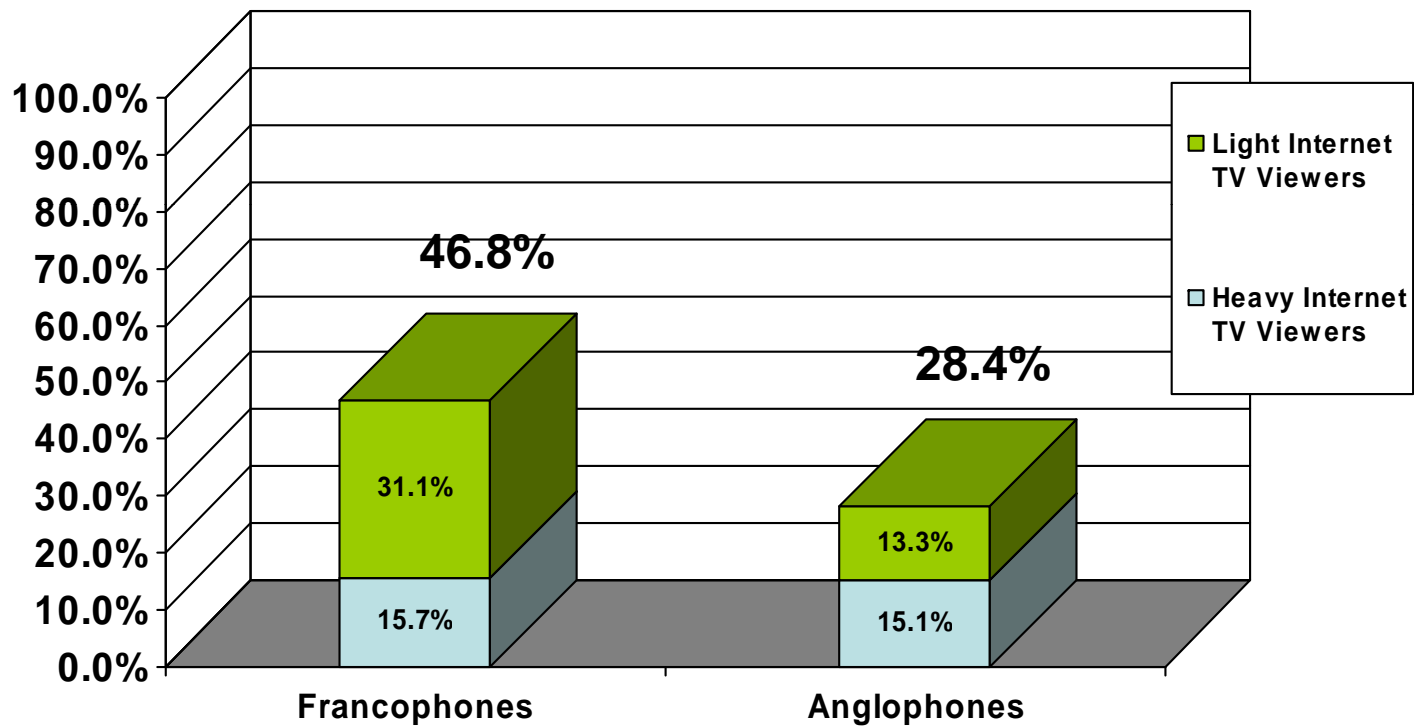
Source: CMRI (TV Trends Survey)

Percentage Who Use TV, Newspaper, etc. as Main Source for News, Anglophones 18-plus, Fall 2003 to Fall 2010



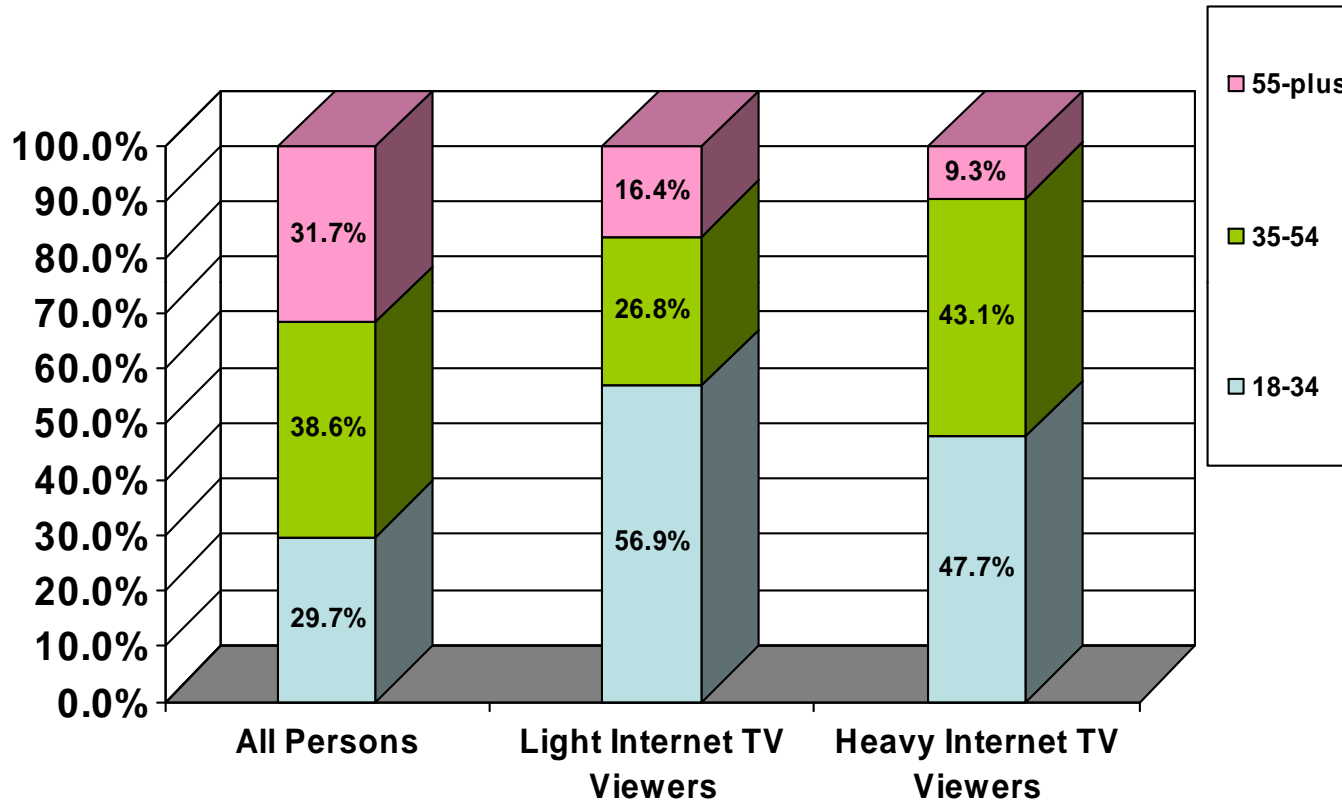
Source: CMRI (TV Trends Survey)

Percentage of People Who Are Internet TV/Video Viewers, Fall 2010, Anglophones and Francophones 18-plus



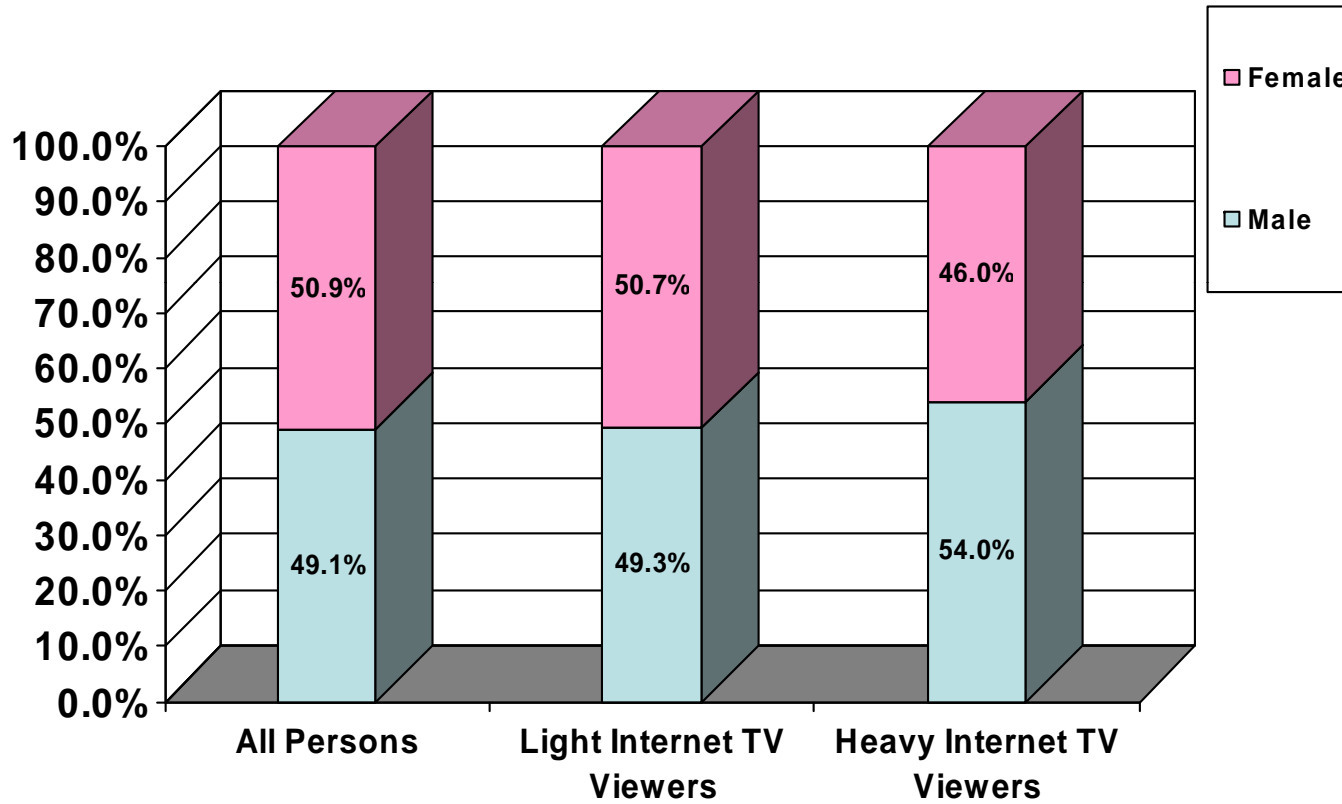
Source: CMRI (TV Trends Survey)

Percentage of Internet TV/Video Viewers By Age Group, Fall 2010, Anglophones 18-plus



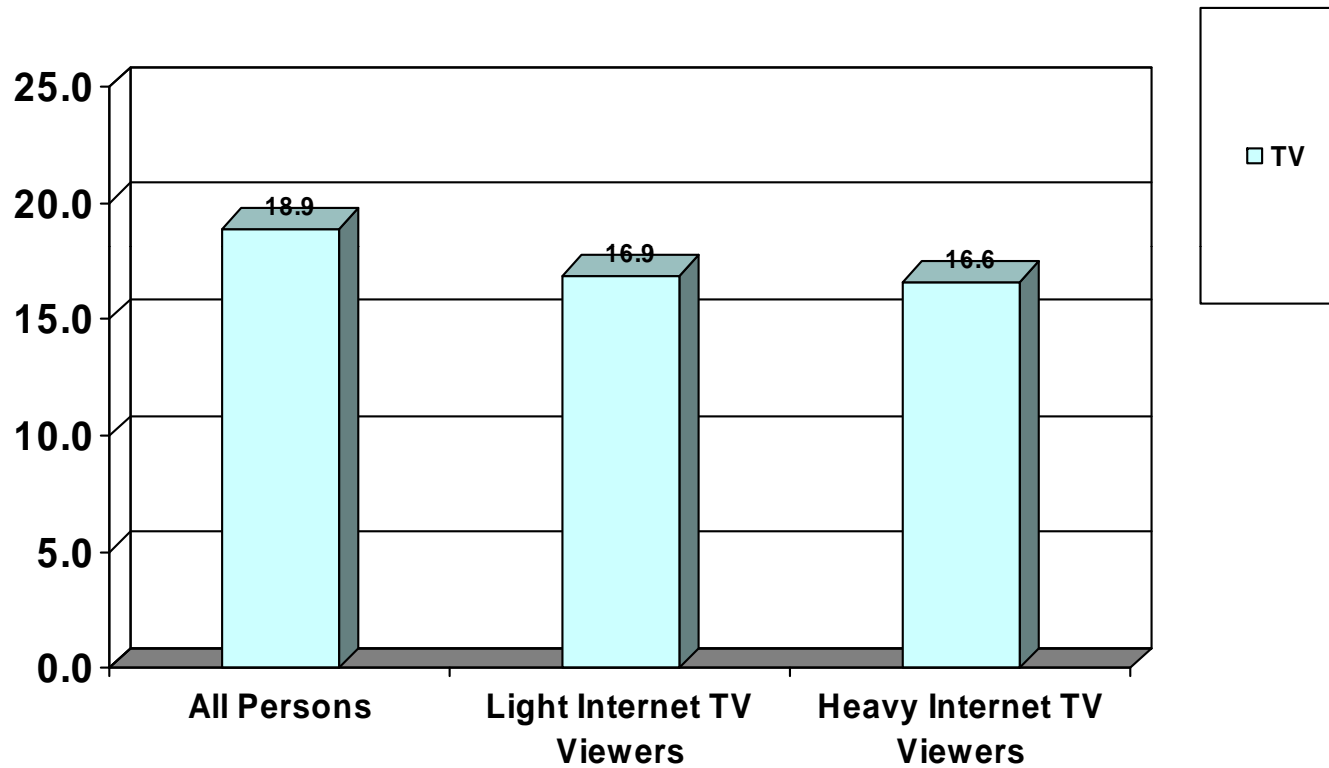
Source: CMRI (TV Trends Survey)

Percentage of Internet TV/Video Viewers By Age Group, Fall 2010, Anglophones 18-plus



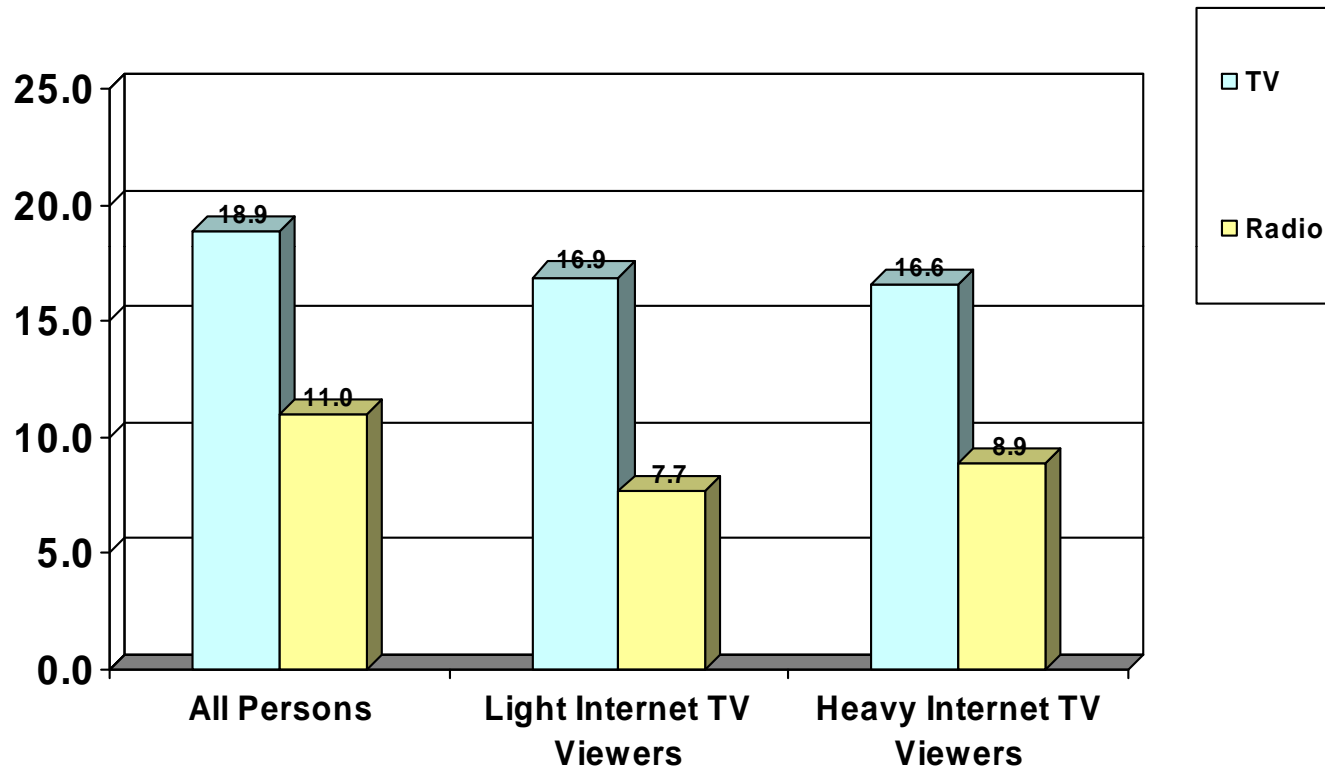
Source: CMRI (TV Trends Survey)

Hours Spent Watching TV, Using the Internet and Listening to the Radio, Internet TV/Video Viewers, Fall 2010, Anglophones 18-plus



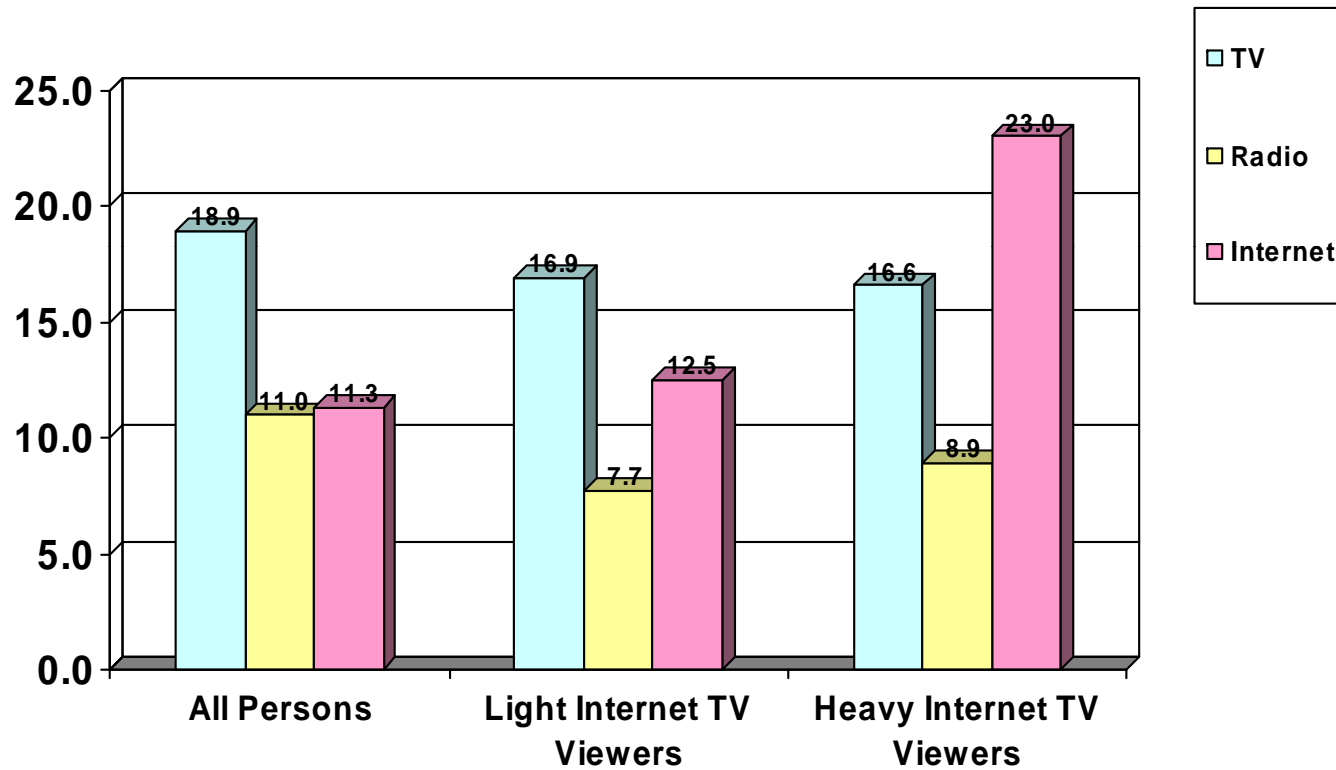
Source: CMRI (TV Trends Survey)

Hours Spent Watching TV, Using the Internet and Listening to the Radio, Internet TV/Video Viewers, Fall 2010, Anglophones 18-plus



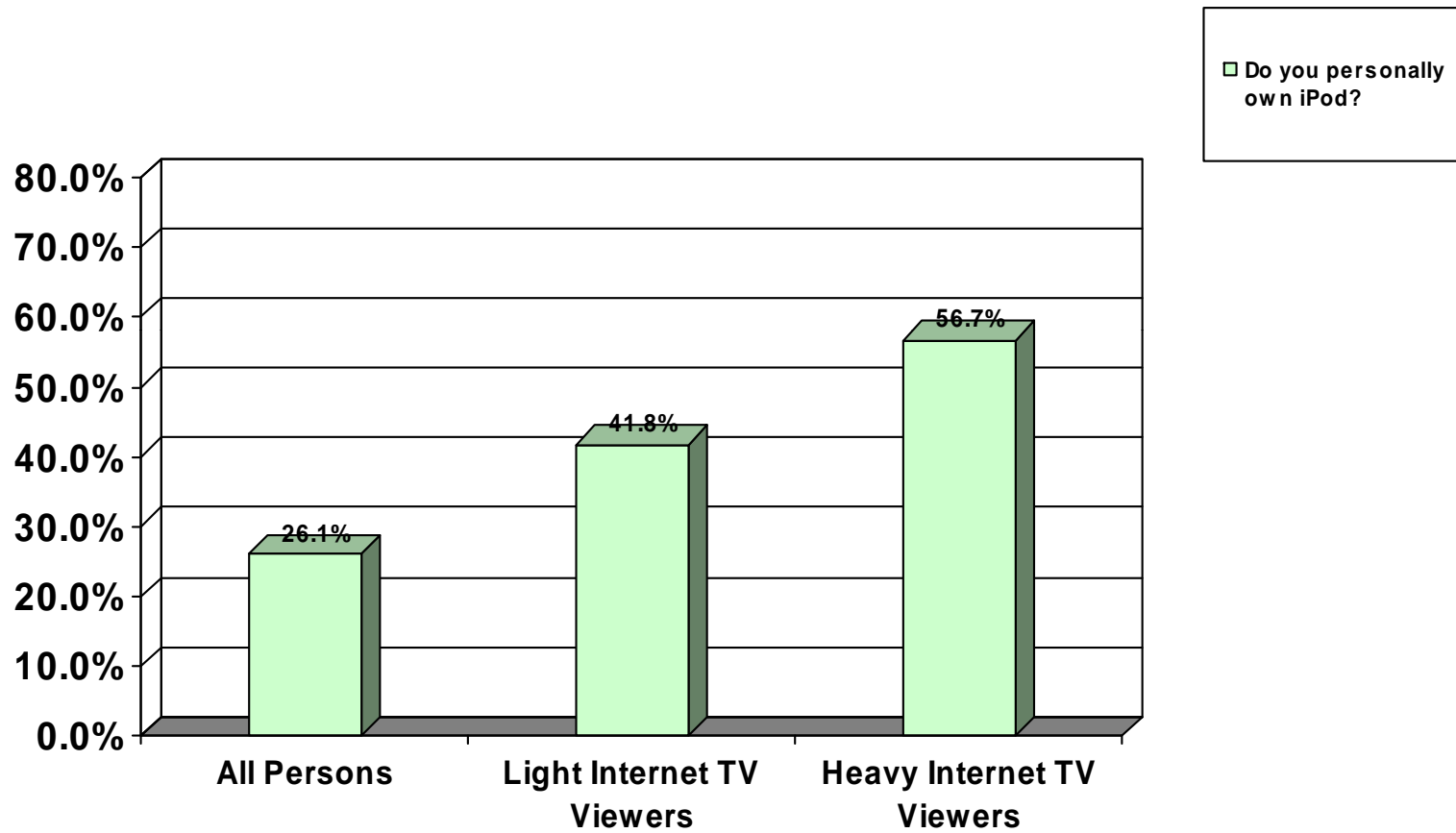
Source: CMRI (TV Trends Survey)

Hours Spent Watching TV, Using the Internet and Listening to the Radio, Internet TV/Video Viewers, Fall 2010, Anglophones 18-plus



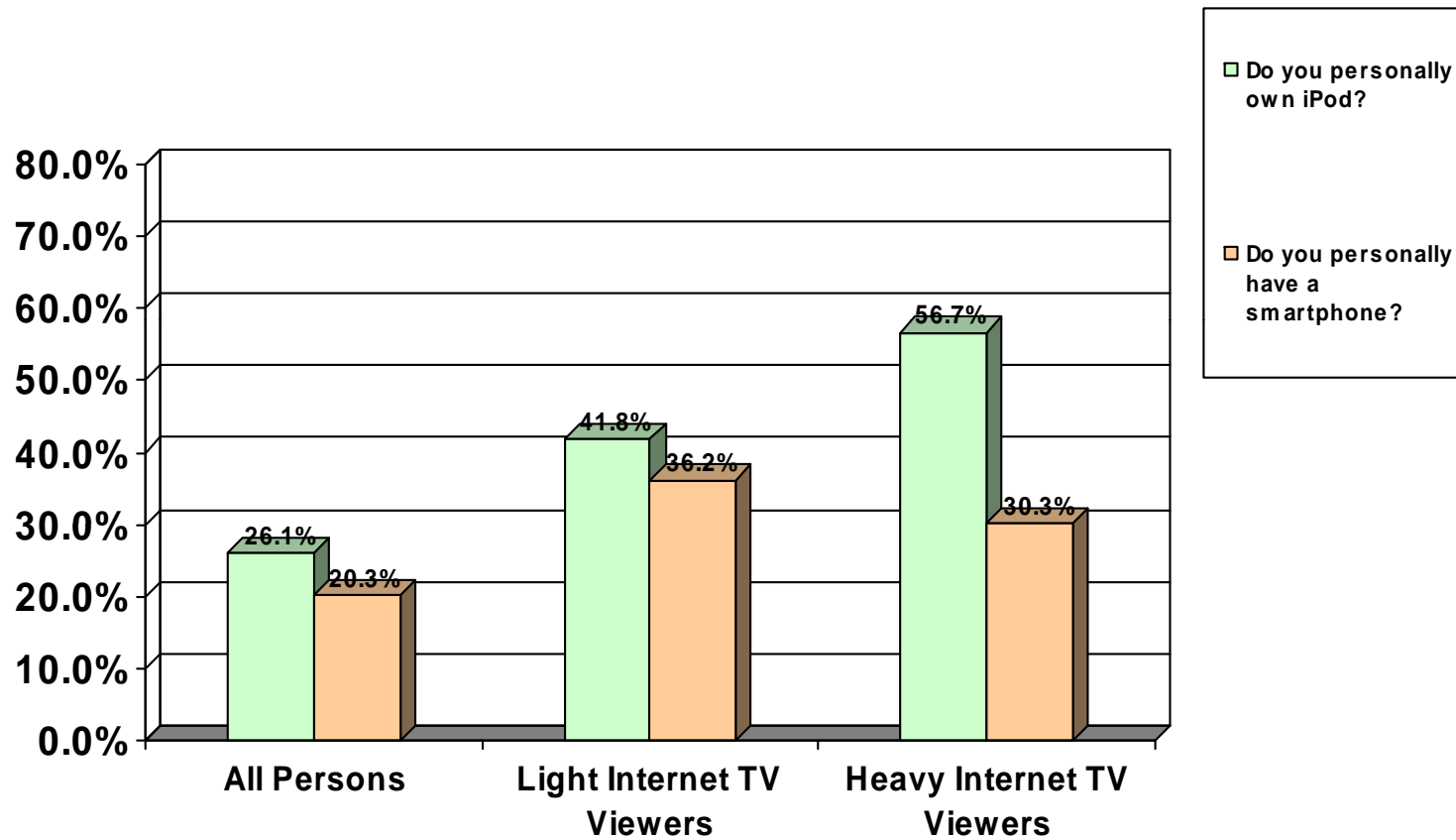
Source: CMRI (TV Trends Survey)

Percentage of Internet TV/Video Viewers Who Own Other New Media Technology, Fall 2010, Anglophones 18-plus



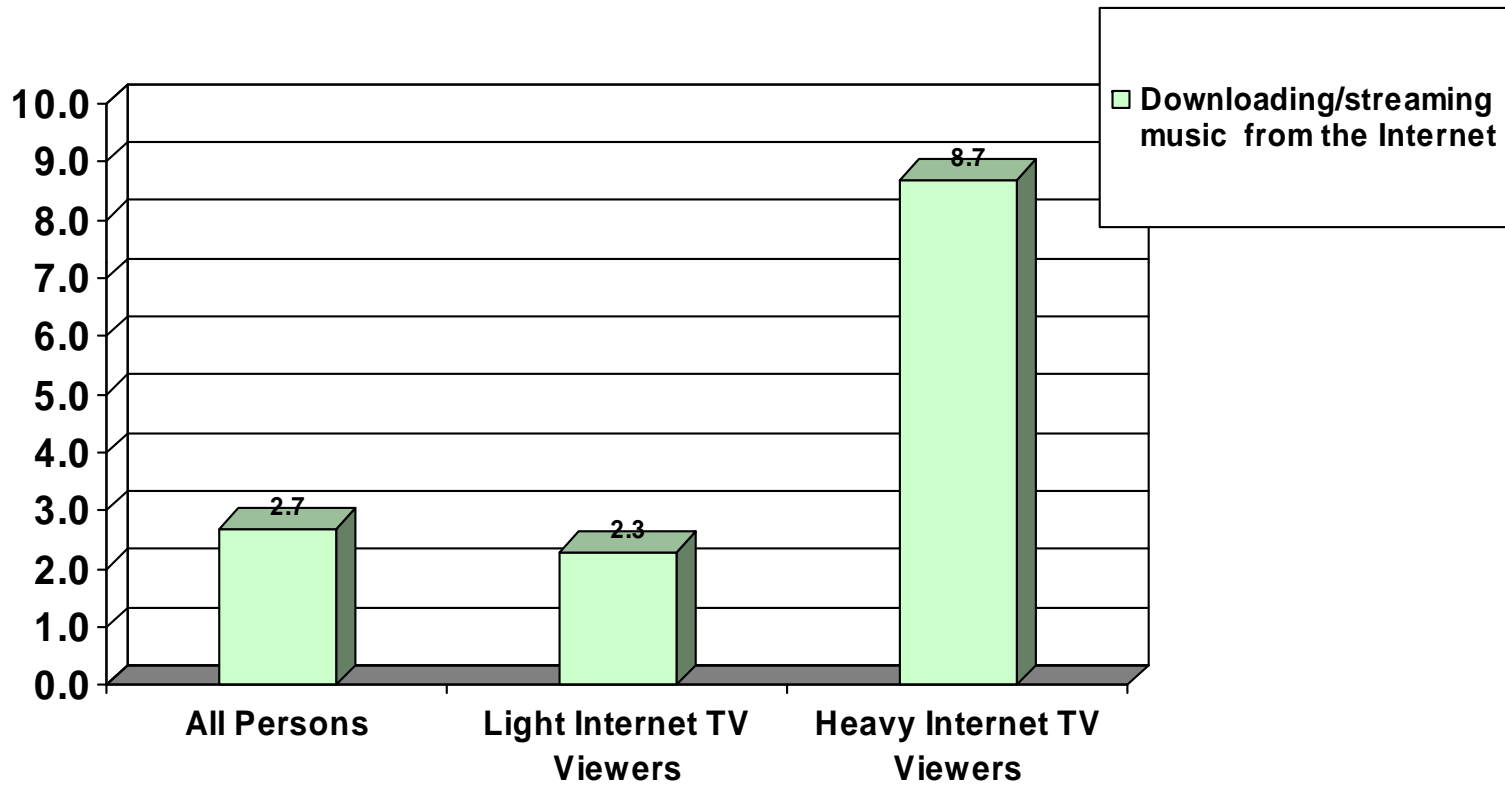
Source: CMRI (TV Trends Survey)

Percentage of Internet TV/Video Viewers Who Own Other New Media Technology, Fall 2010, Anglophones 18-plus



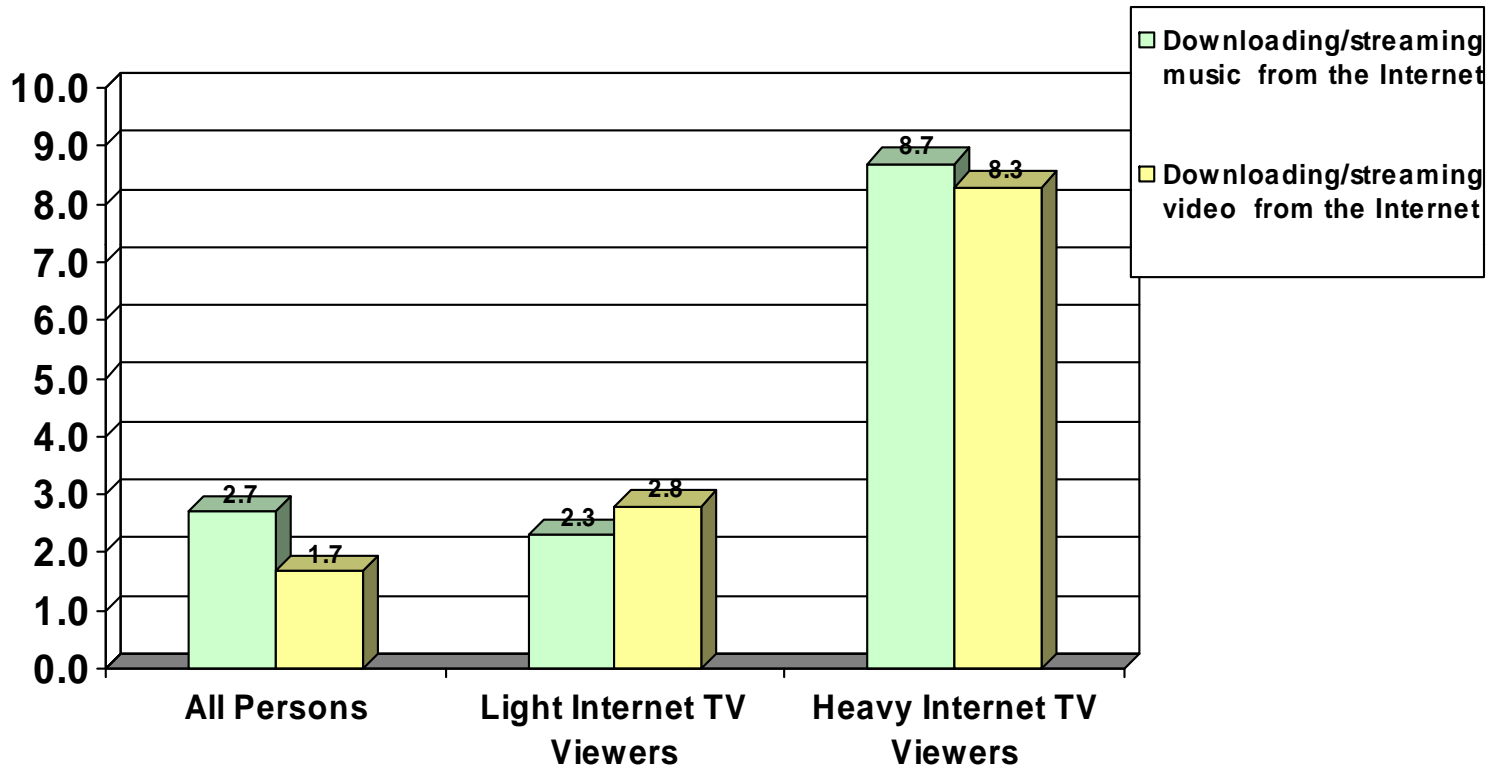
Source: CMRI (TV Trends Survey)

Hours Spent Downloading/Streaming Music and Video from the Internet, Fall 2010, Anglophones 18-plus



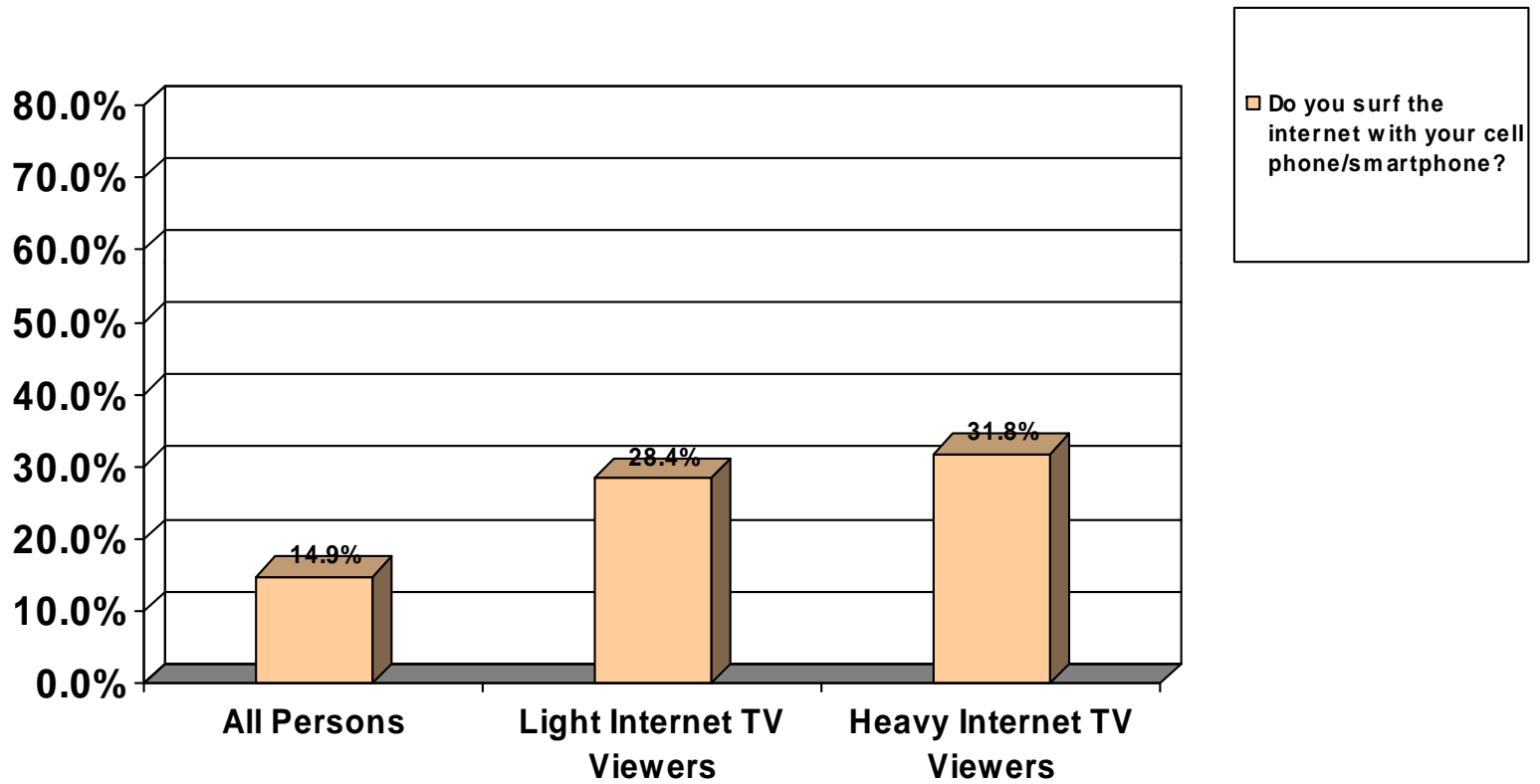
Source: CMRI (TV Trends Survey)

Hours Spent Downloading/Streaming Music and Video from the Internet, Fall 2010, Anglophones 18-plus



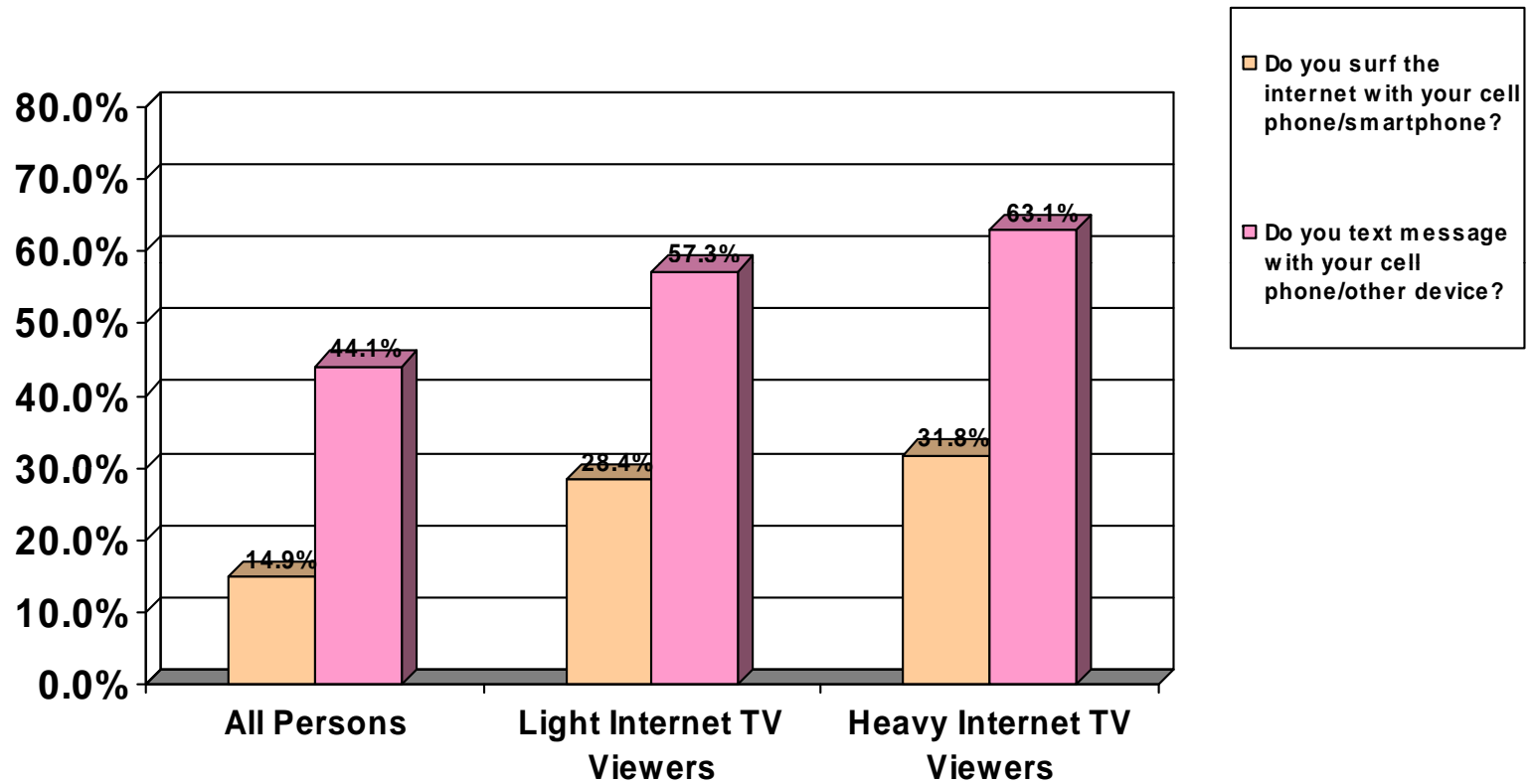
Source: CMRI (TV Trends Survey)

Percentage of Internet TV/Video Viewers Who Use Other New Media Technology, Fall 2010, Anglophones 18-plus



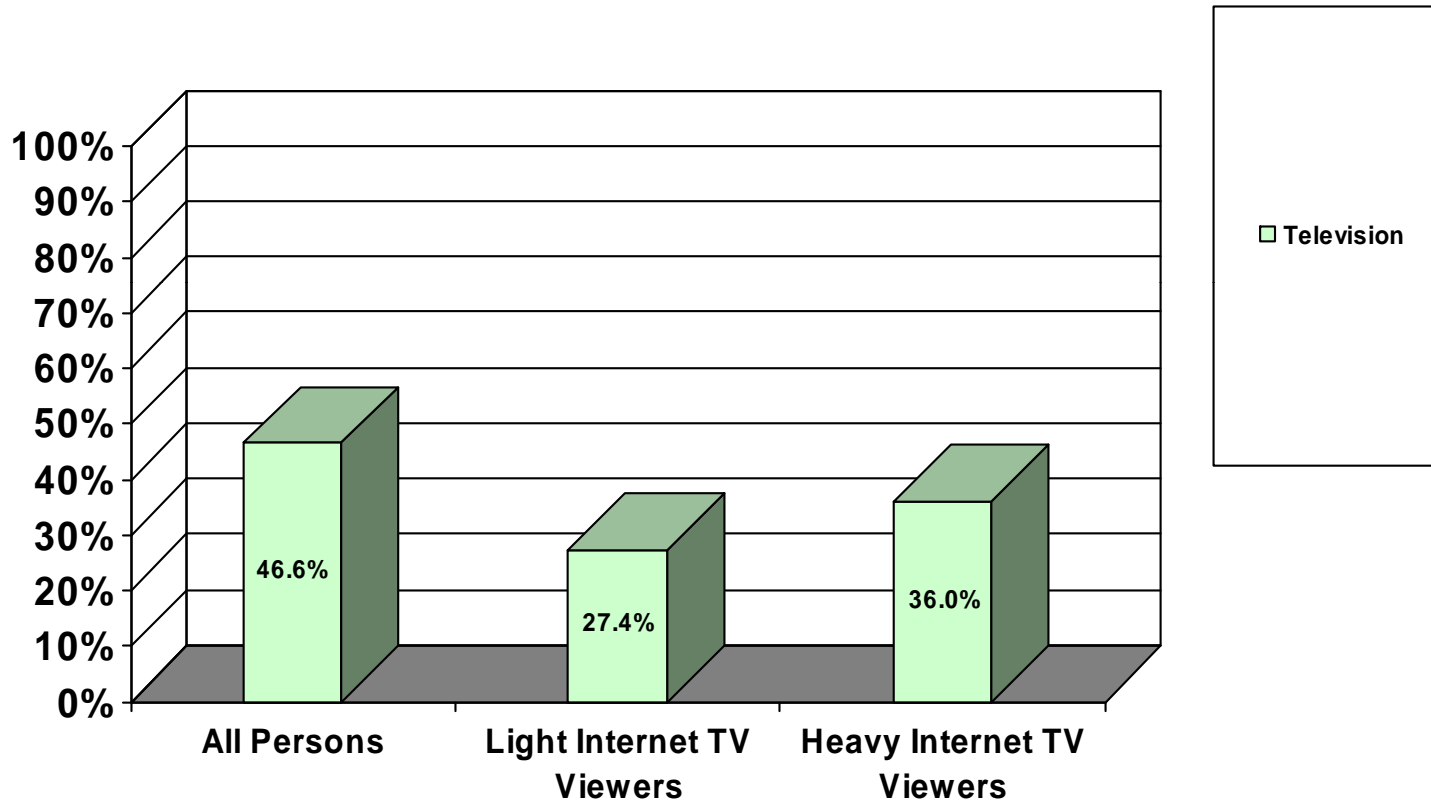
Source: CMRI (TV Trends Survey)

Percentage of Internet TV/Video Viewers Who Use Other New Media Technology, Fall 2010, Anglophones 18-plus



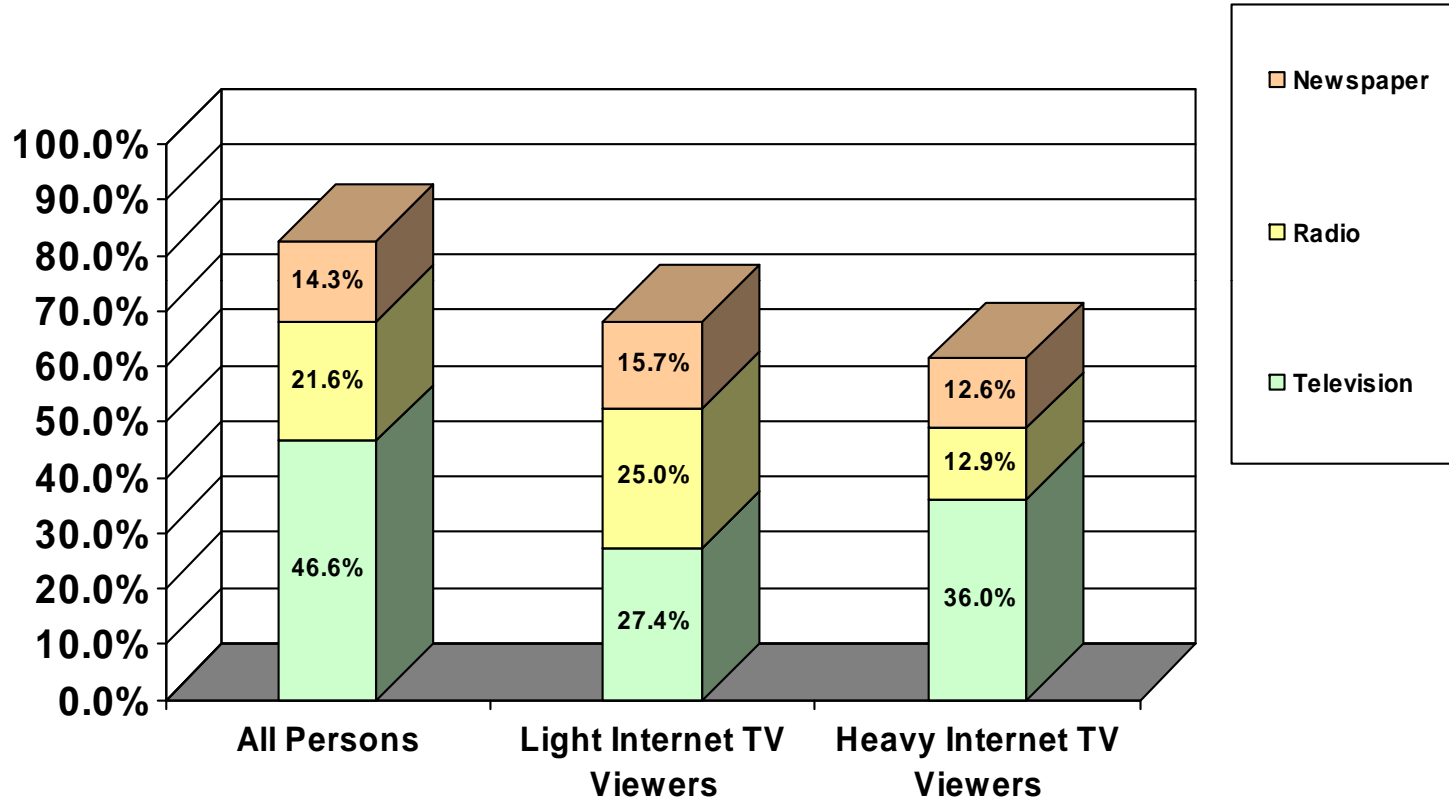
Source: CMRI (TV Trends Survey)

Main Source of News for Internet TV/Video Viewers, Fall 2010, Anglophones 18-plus



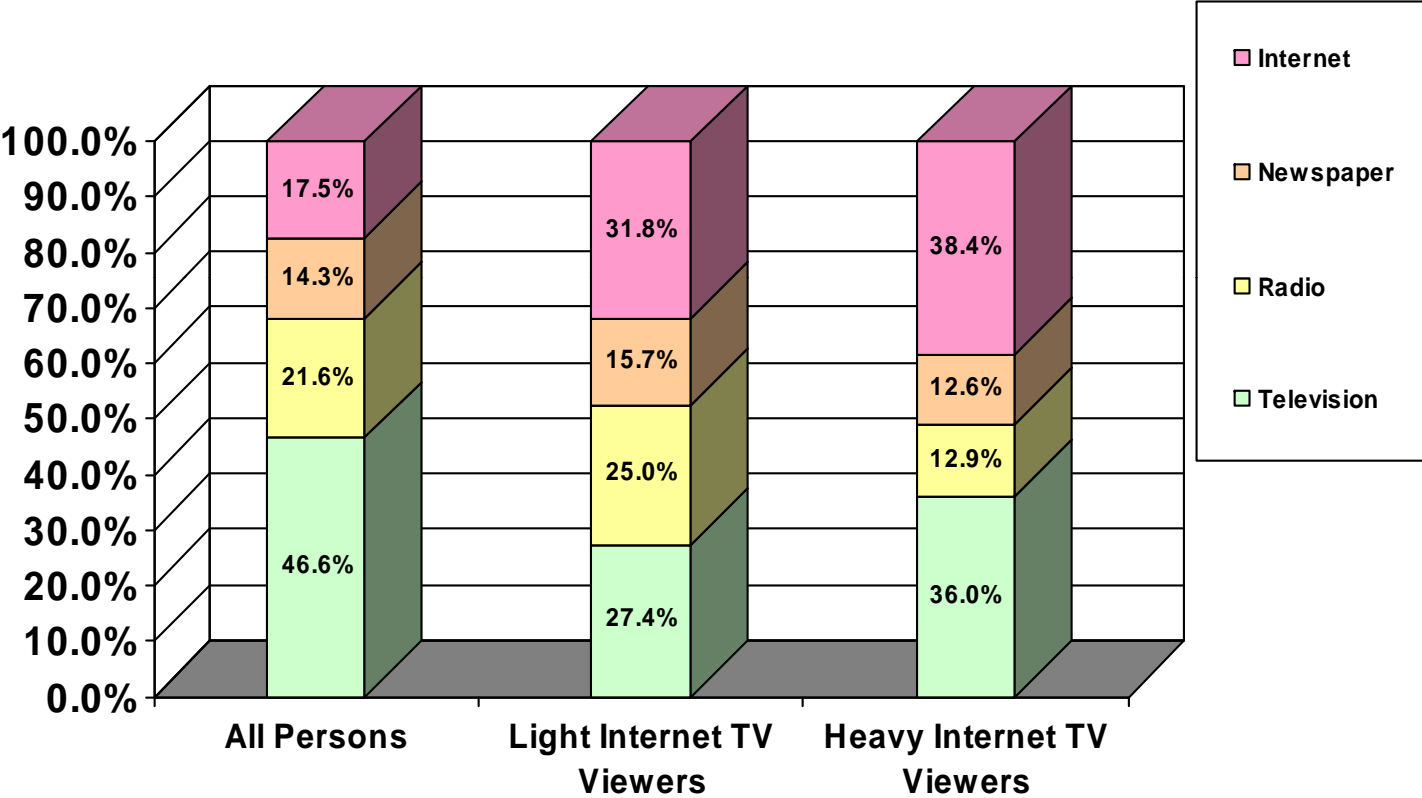
Source: CMRI (TV Trends Survey)

Main Source of News for Internet TV/Video Viewers, Fall 2010, Anglophones 18-plus



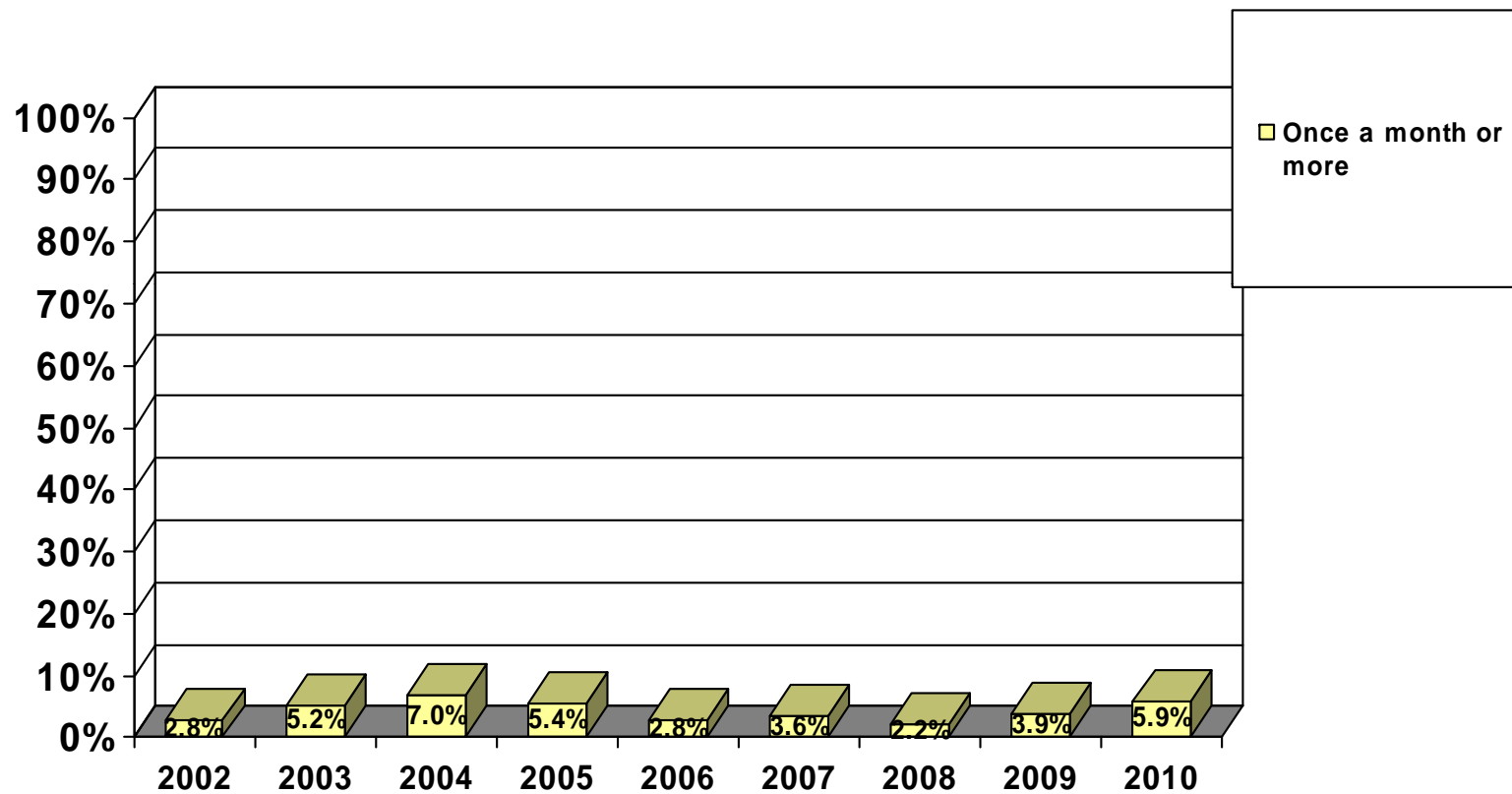
Source: CMRI (TV Trends Survey)

Main Source of News for Internet TV/Video Viewers, Fall 2010, Anglophones 18-plus



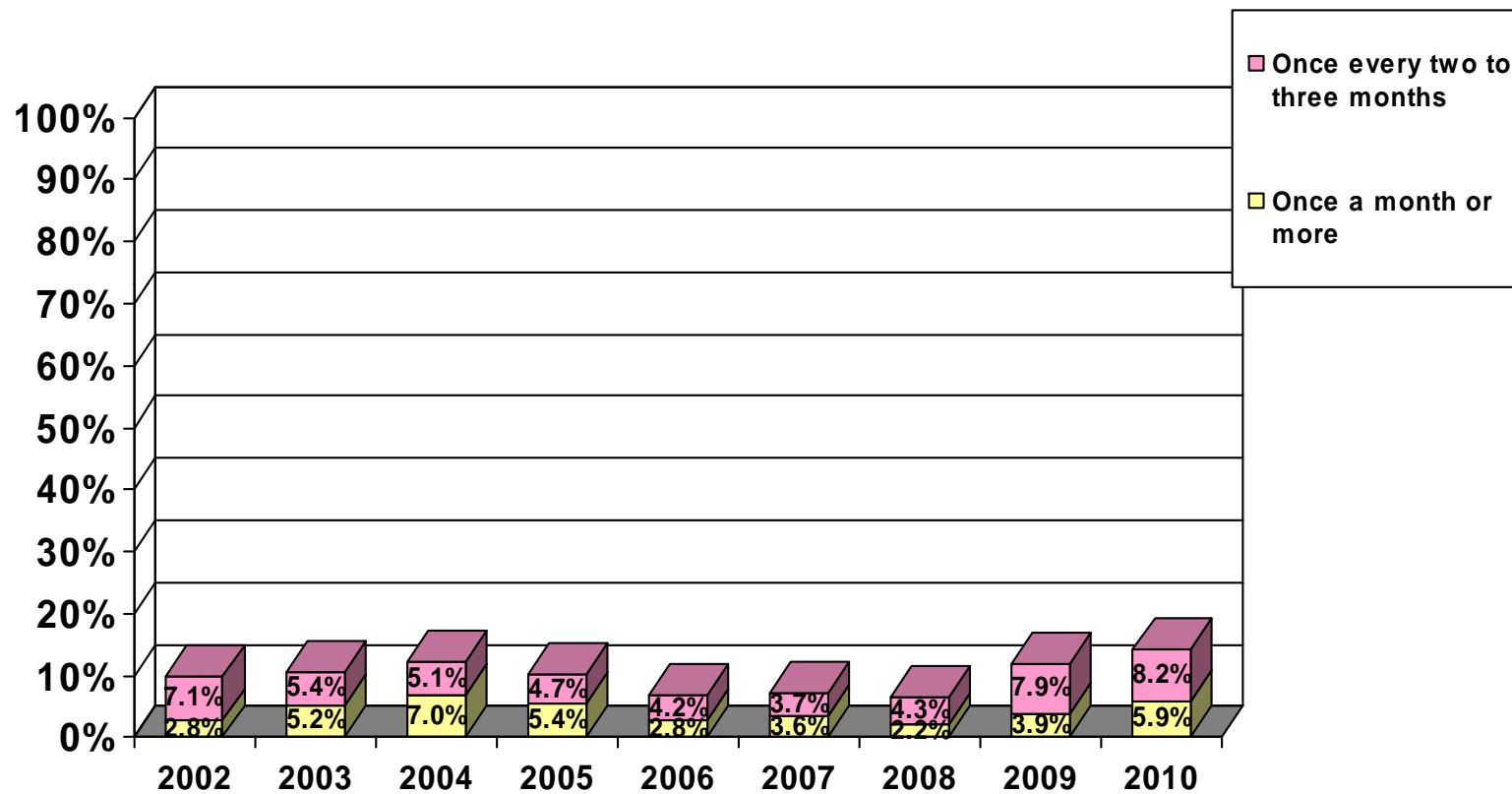
Source: CMRI (TV Trends Survey)

Frequency of Ordering Pay-Per-View Movies or Special Events, Fall 2002 to Fall 2010, Anglophones 18-plus



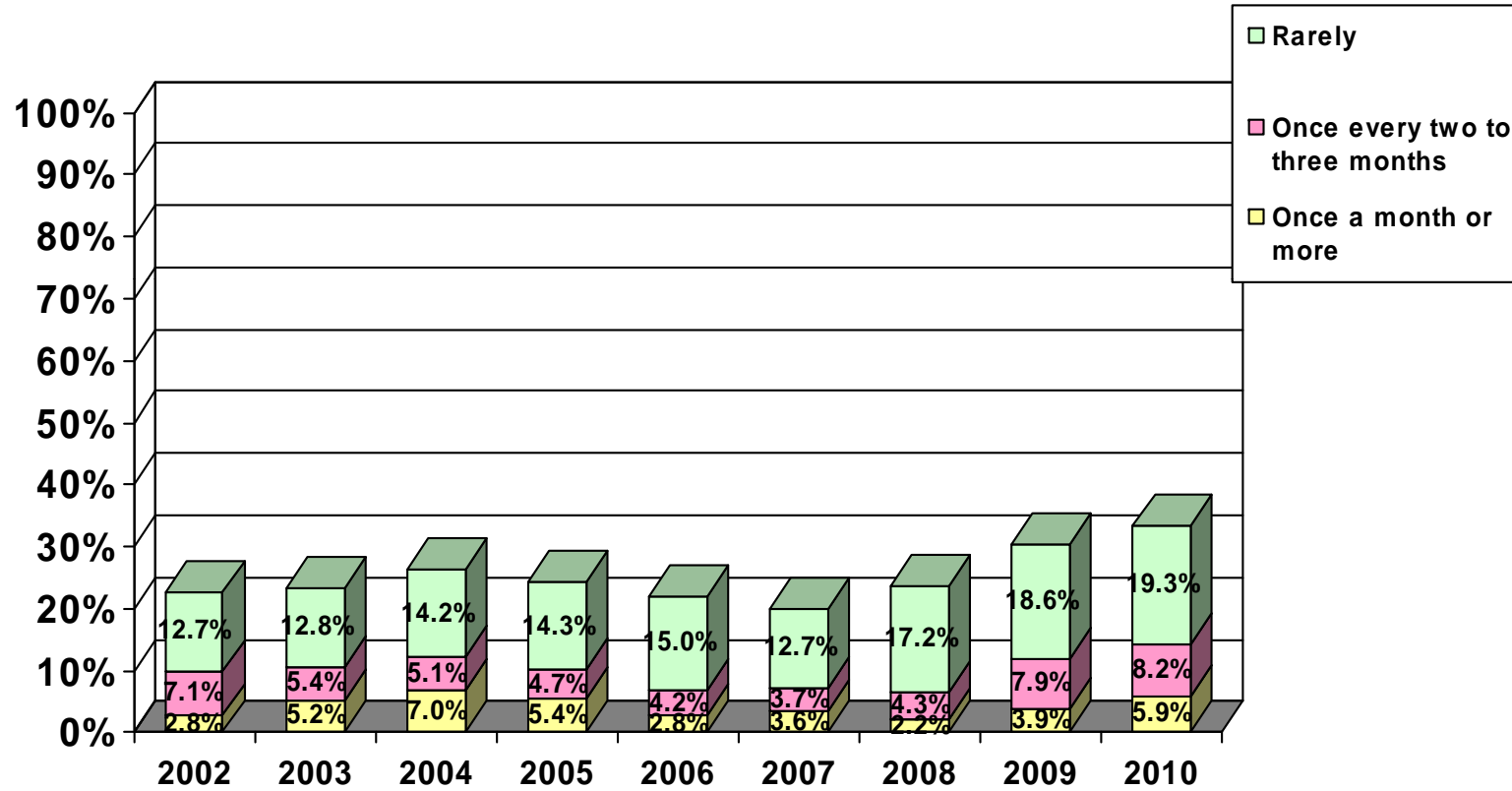
Source: CMRI (TV Trends Survey)

Frequency of Ordering Pay-Per-View Movies or Special Events, Fall 2002 to Fall 2010, Anglophones 18-plus



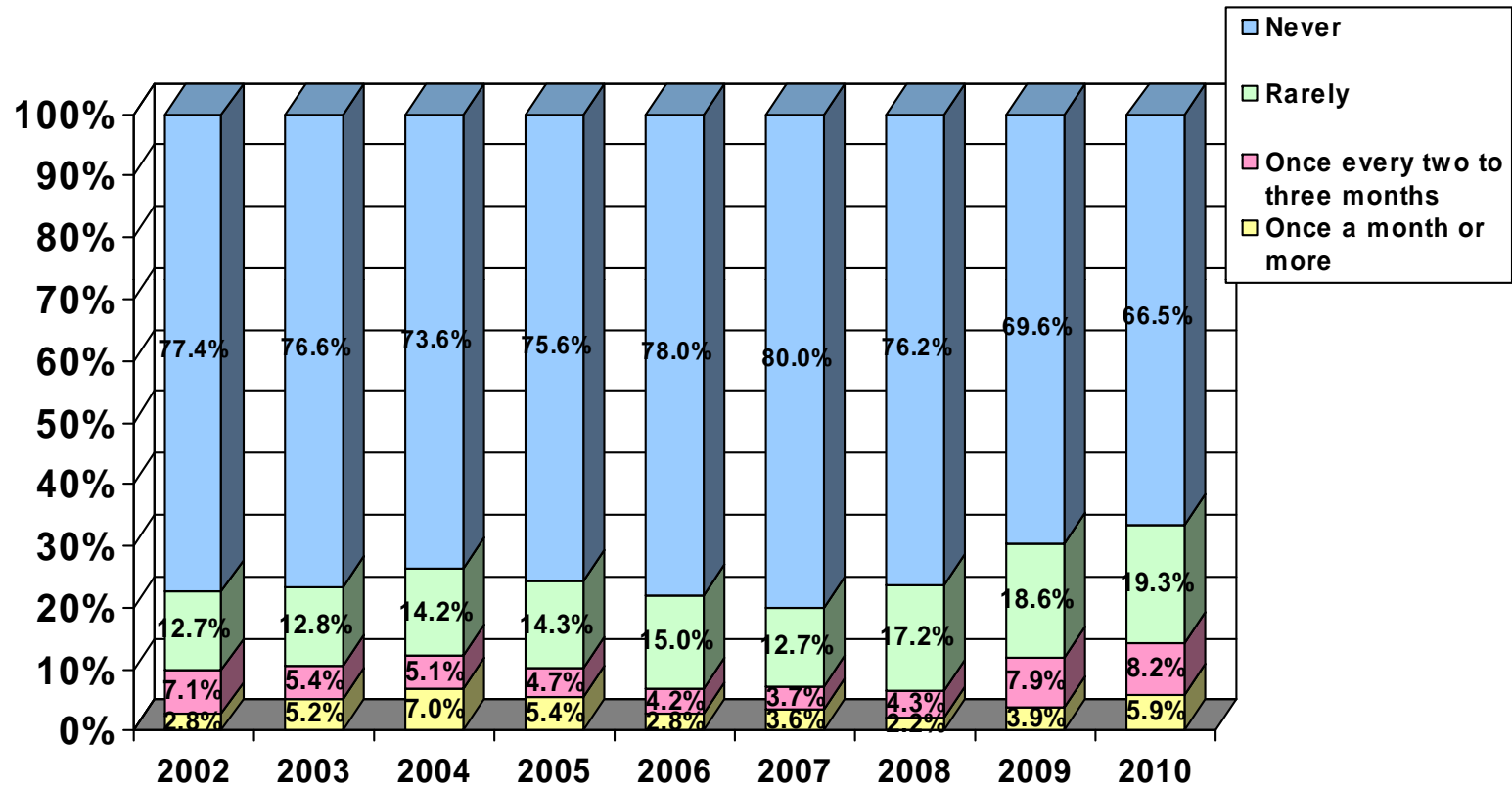
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Frequency of Ordering Pay-Per-View Movies or Special Events, Fall 2002 to Fall 2010, Anglophones 18-plus



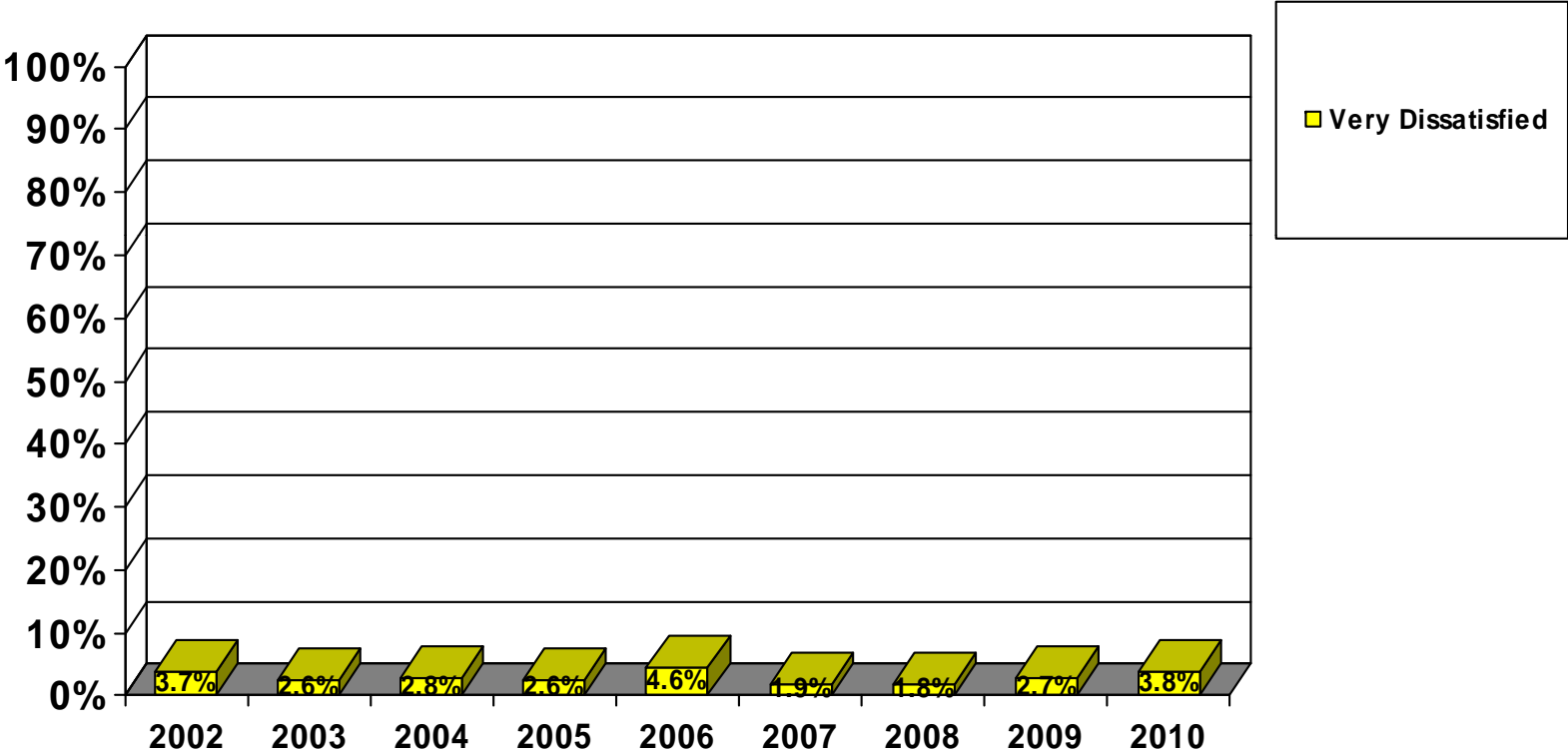
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Frequency of Ordering Pay-Per-View Movies or Special Events, Fall 2002 to Fall 2010, Anglophones 18-plus



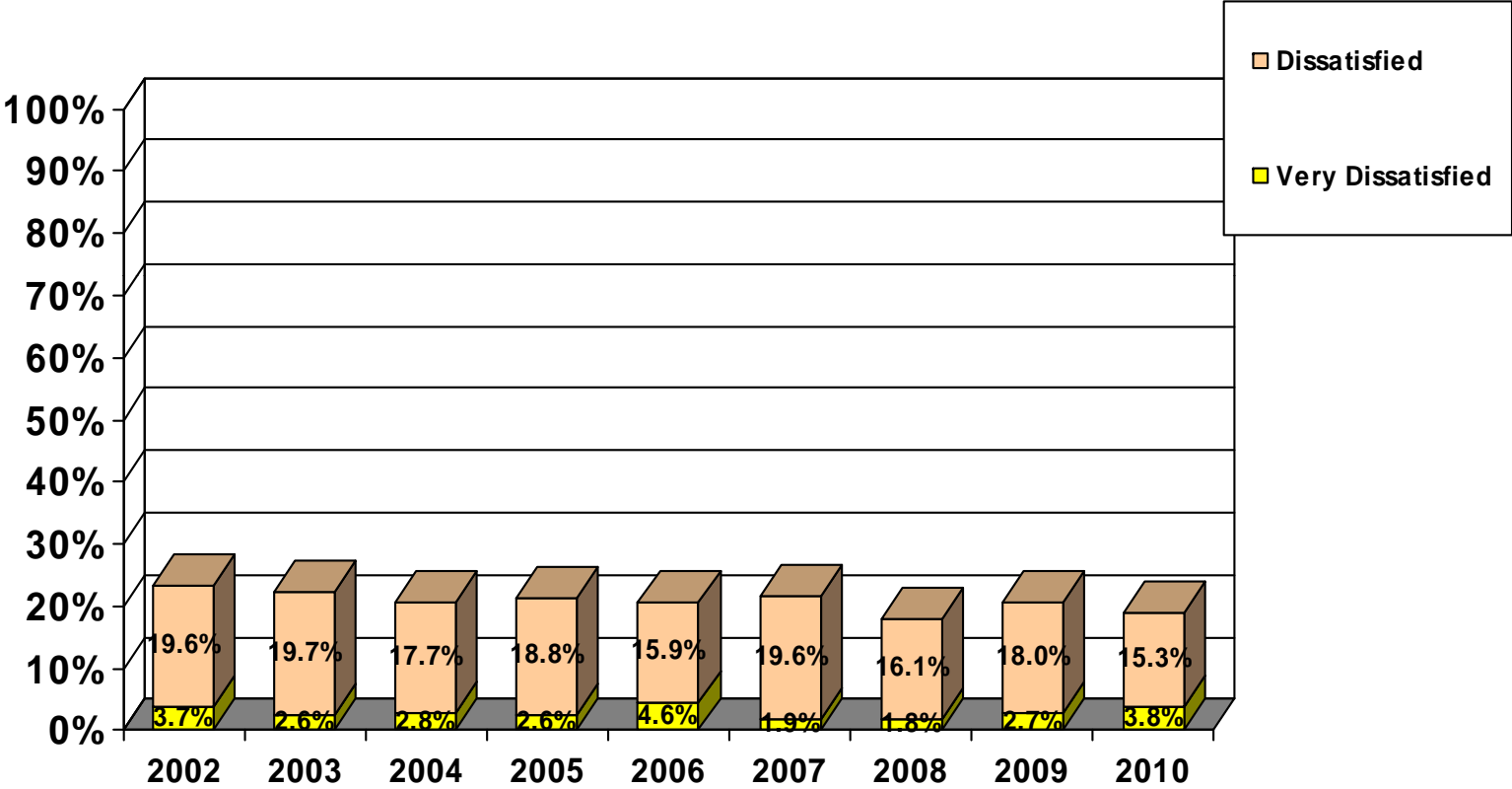
Source: CMRI (TV Trends Survey)

Overall Personal Satisfaction With Television Fall 2002 to Fall 2010, Anglophones 18-plus



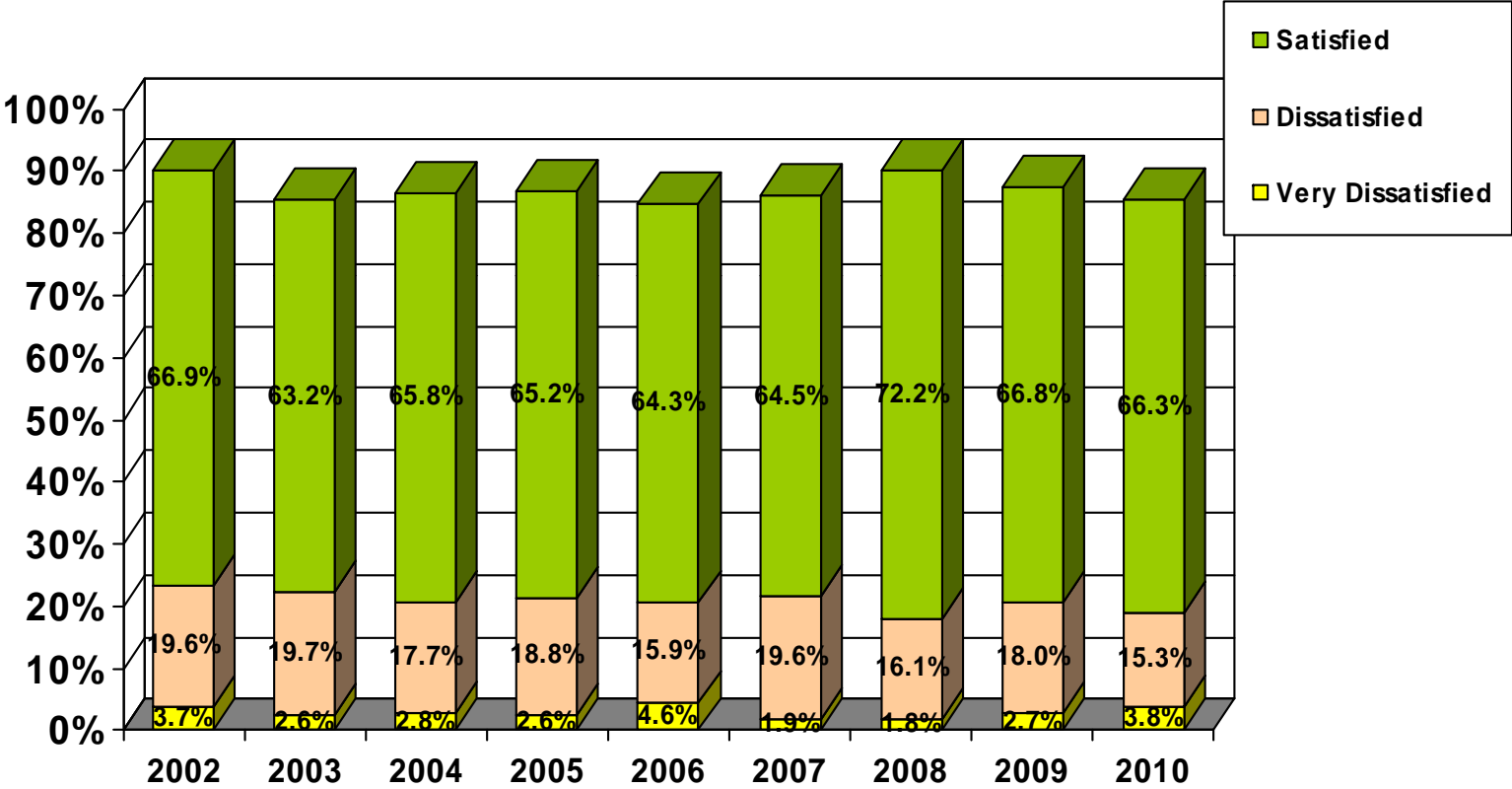
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Overall Personal Satisfaction With Television Fall 2002 to Fall 2010, Anglophones 18-plus



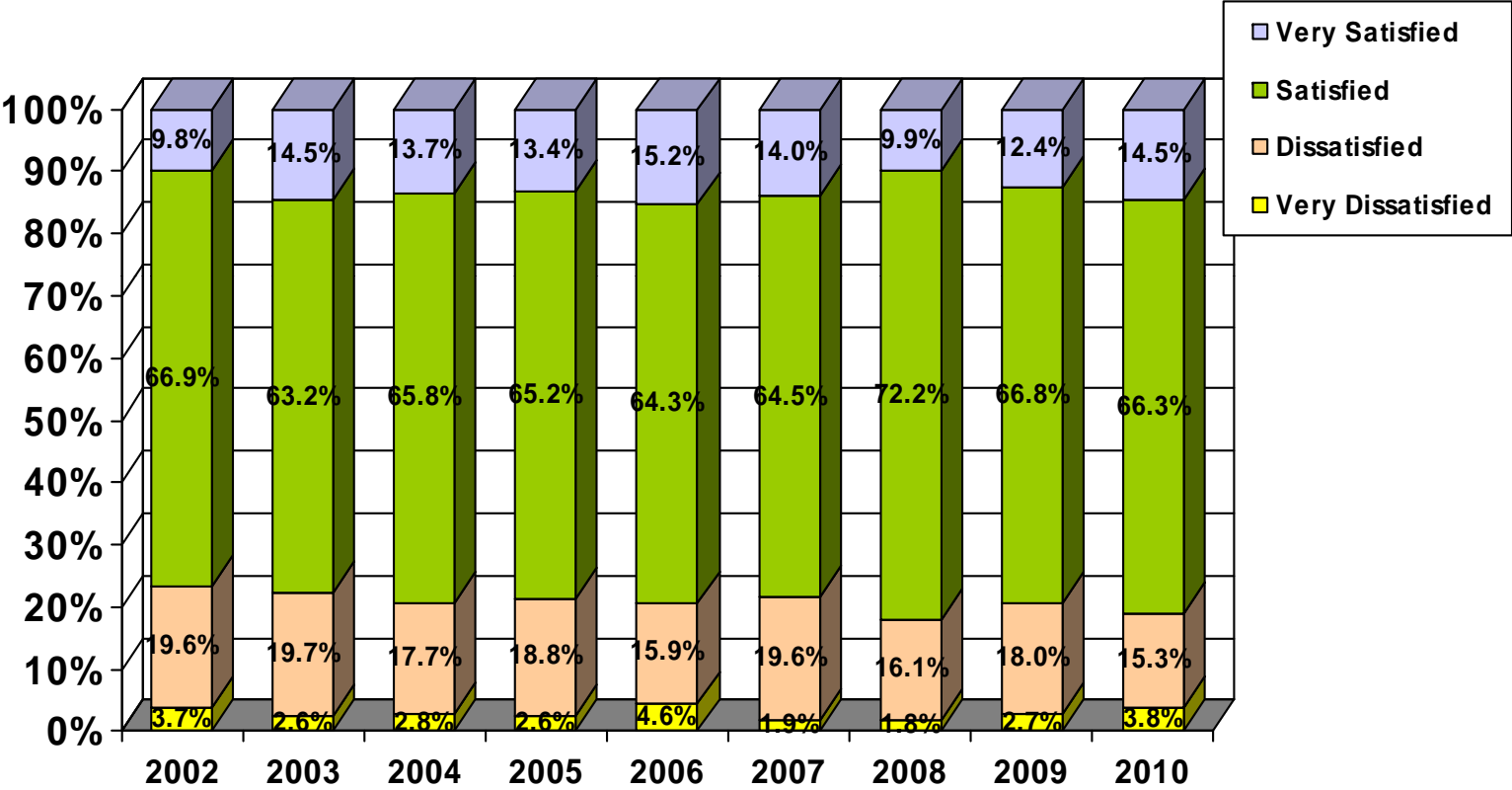
Source: CMRI (TV Trends Survey)

Overall Personal Satisfaction With Television Fall 2002 to Fall 2010, Anglophones 18-plus

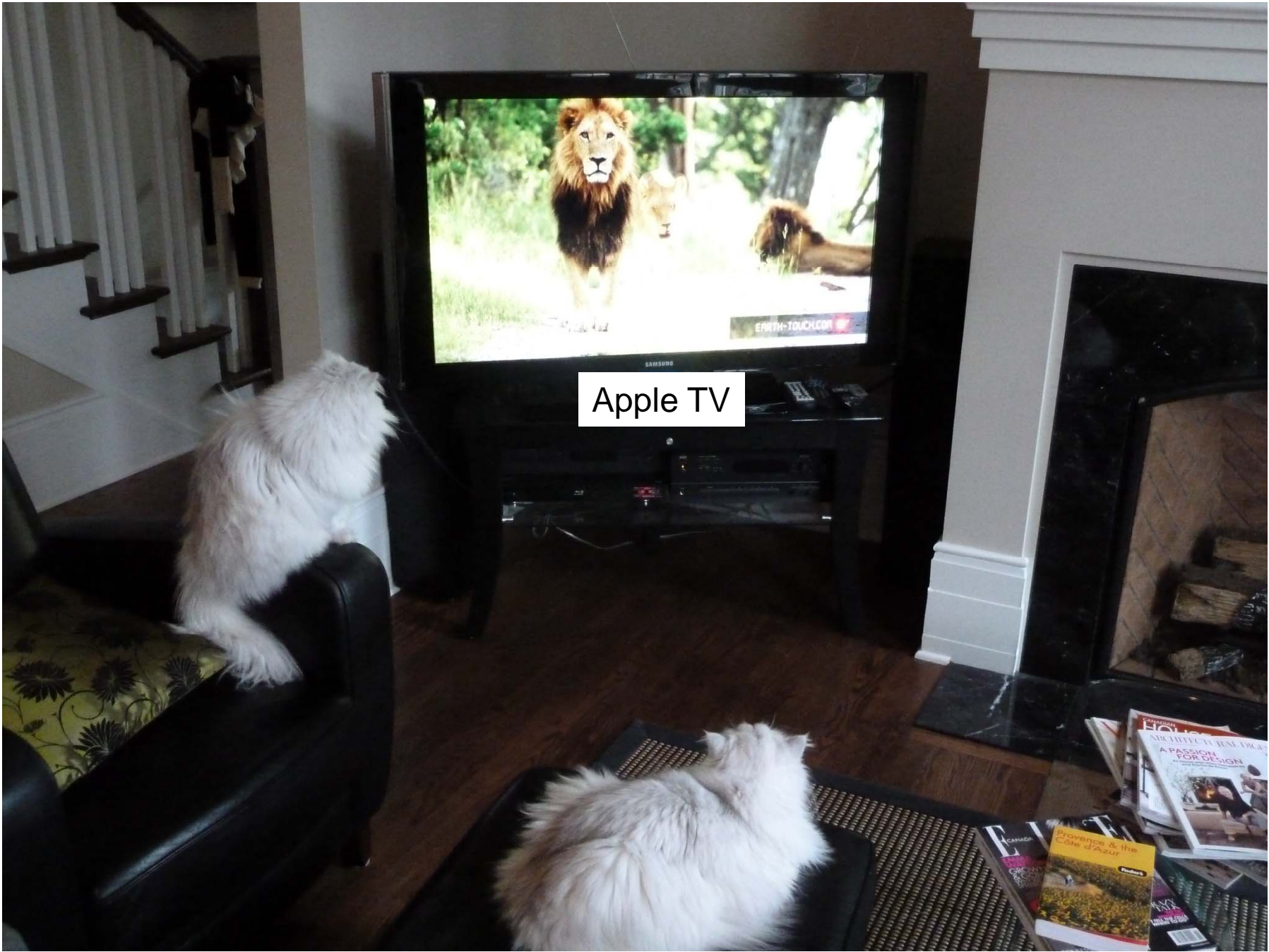


Source: CMRI (TV Trends Survey)

Overall Personal Satisfaction With Television Fall 2002 to Fall 2010, Anglophones 18-plus



Source: CMRI (TV Trends Survey)



Apple TV

bkief1@sympatico.ca