

## Appendix “C”

### *Numeris Television Ratings Data*

A18-34 – All Day*				
Service	Fall ‘15		Fall ‘16	
	AQH(000)**	Rank	AQH(000)**	Rank
Netflix	87.6	1	103.4	1
CTV Total	52.3	2	48.9	2
Global Total	31.6	3	27.8	3
CBC Total	18.2	5	15.5	4
City Total	19.6	4	13.8	5

A18-34 – Primetime*				
Service	Fall ‘15		Fall ‘16	
	AQH(000)**	Rank	AQH(000)**	Rank
Netflix	207.1	1	250.6	1
CTV Total	138.1	2	109.8	2
Global Total	83.0	3	72.8	3
CBC Total	57.6	4	55.3	4
City Total	42.5	5	39.1	5

*\*Source: Numeris Diary Data. FL15 vs FL16 Diary Sweep – confirmed data. Total Canada, Mo-Su 6a-2a. Average Quarter Hour - AQH(000), A25-54 & A18-34 ranker based on Conventional Stations.*

*\*\*AQH denotes the average number of viewers watching the program during any given quarter hour.*