

# TVBasics 2011-2012

## CANADA vs. THE UNITED STATES



1.	Population (2+ within TV households)	*32,638,000	**296,810,000
2.	Households	13,471,000	117,220,000
3.	BBM Markets, TV Markets – DMAs	40	210
4.	TV Households	13,336,000	115,900,000
	% TV Households	99%	99%
5.	Cable + Satellite (% of TV Households)	92%	91%
6.	TV Households with digital capability	73%	77%
7.	PVR (% of TV Households)	22%	37%
8.	Multi-set (% of TV Households)	74%	84%
9.	Average Weekly Viewing (Hours:Minutes)		
	Persons 2+	27:48	33:55
	Men 18+	27:42	34:18
	Women 18+	30:24	38:34
	Teens (12-17)	21:36	24:01
	Children (2-11)	21:54	24:34
10.	Advertising Volume (2010) - millions (CDN\$); U.S. in CDN\$	14,053	175,553
11.	TV Volume (2010) - millions (CDN\$), U.S. in CDN\$	3,390	59,116
12.	TV Expenditure Per Capita (2010) (CDN\$), U.S. in CDN\$	99	191
13.	Number of TV Stations 2009 (Conventional + Specialty & Pay stations)	310	1,381
14.	Commercial Time	Unlimited	***deregulated
15.	Commercial Time: Specialty Channels	12 min/hr	***deregulated

\* Excludes Yukon, Northwest Territories and Nunavut

\*\* Including Alaska and Hawaii

\*\*\* Practice varies from station to station, market by market, and by daypart with daytime generally having more commercial time than primetime.

Canada		Sources		United States	
1-5	BBM Canada, January 2011	1-8	The Nielsen Company, January 2011		
6	Media Stats, June 2010	9	The Nielsen Company, January 2011		
7	BBM Canada, January 2011	10-12	TVB Net Ad Volume 2009		
8	BBM Canada, January 2011	13-15	TVB U.S. 2009 VHF & UHF		
9	BBM Canada, Sept.-Dec. 2010, M-Su 2a-2a				
10-12	TVB Net Ad Volume 2009				
13-15	CRTC				

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## NORTH AMERICAN TV MARKET RANKING

### Nielsen January 2011, BBM Fall 2010 for CDN Markets, P+

N.AM	U.S.	CDN	Market	Pop. (000)	N.AM	U.S.	CDN	Market	Pop. (000)
1	1		New York	20,141	57	52		Louisville	1,613
2	2		Los Angeles	17,057	58		6	Calgary	1,563
3	3		Chicago	9,386	59	53		Providence-New Bedford	1,514
4	4		Philadelphia	7,599	60	54		Buffalo	1,501
5		1	Toronto-Hamilton	7,174	61		7	Ottawa-Gatineau	1,415
6	5		Dallas-Ft. Worth	6,927	62	55		Wilkes Barre-Scranton	1,405
7	6		San Francisco-Oak-San Jose	6,763	63	56		Little Rock-Pine Bluff	1,365
8	7		Atlanta	6,378	64	57		Richmond-Petersburg	1,345
9	8		Boston (Manchester)	6,101	65	58		Mobile-Pensacola (Ft. Walt)	1,315
10	9		Washington, DC (Hagrstwn)	6,069	66	59		Tulsa	1,302
11	10		Houston	6,030	67	60		Albany-Schenectady-Troy	1,299
12	11		Phoenix (Prescott)	5,004	68	61		Knoxville	1,292
13	12		Detroit	4,747	69	62		Dayton	1,249
14		2	Montréal	4,618	70	63		Honolulu	1,213
15	13		Seattle-Tacoma	4,593	71	64		Lexington	1,185
16	14		Minneapolis-St. Paul	4,331	72	65		Charleston-Huntington	1,167
17	15		Tampa-St. Pete (Sarasota)	4,146	73	66		Ft. Myers-Naples	1,158
18	16		Miami Ft. Lauderdale	4,220	74	67		Tuscon (Sierra Vista)	1,143
19	17		Denver	3,916	75	68		Wichita-Hutchinson Plus	1,130
20	18		Sacramnto-Stkton-Modesto	3,847	76	69		Flint-Saginaw-Bay City	1,107
21	19		Cleveland-Akron (Canton)	3,678	77	70		Toledo	1,065
			Montréal French	3,648	78	71		Green Bay-Appleton	1,064
22	20		Orlando-Daytona Bch-Melbrn	3,561	79		8	Québec City	1,058
23		3	Vancouver	3,413	80	72		Roanoke-Lynchburg	1,054
24	21		St. Louis	3,070	81	73		Spokane	1,043
25	22		Portland, OR	3,042	82	74		Des Moines-Ames	1,030
26	23		San Diego	2,929	83	75		Omaha	1,025
27	24		Charlotte	2,868	84	76		Springfield, MO	1,007
28	25		Salt Lake	2,852	85	77		Columbia, SC	996
29	26		Raleigh-Durham (Fayetvll)	2,783				Montreal (Non-French)	970
30	27		Baltimore	2,759	86	78		Huntsville-Decatur (Flor)	958
31	28		Indianaopolis	2,677	87	79		Rochester, NY	957
32	29		Pittsburgh	2,663	88	80		Shreveport	948
33	30		Nashville	2,536	89	81		Portland-Auburn	947
34	31		Hartford & New Haven	2,495	90		9	Winnipeg	961
35	32		Kansas City	2,378	91	82		Syracuse	935
36	33		San Antonio	2,298	92	83		El Paso (Las Cruces)	932
37	34		Cincinnati	2,272	93	84		Chattanooga	920
38	35		Columbus, OH	2,207	94	85		Paducah-C.Gird-Harbg-Mt VN	917
39	36		Milwaukee	2,180	95	86		Madison	910
40	37		Greenvll-Spar-Ashevll-And	2,073	96	87		Champaign&Sprngfld-Decatur	893
41		4	Kitchener-London	1,940	97	88		Waco-Temple-Bryan	887
42	38		Las Vegas	1,881	98	89		Jackson, MS	855
43	39		Grand Rapids-Kalamazoo-b.Crk	1,880	99	90		Baton Rouge	852
44	40		Harrisburg-Lncstr-Leb-York	1,835	100	91		South Bend-Elkhart	848
45	41		Fresno-Visalia	1,825	101	92		Colorado Springs-Pueblo	845
46	42		West Palm Beach-Ft. Pierce	1,819	102	93		Harlingen-Wslco-Brnsvl-McA	826
47	43		Austin	1,818	103	94		Cedar Rapids-Wtrlo-IWC&Dub	816
48	44		Birmingham (Ann and Tusc)	1,778	104	95		Savannah	813
49	45		Norfolk-Porstmth-Newpt Nws	1,775	105	96		Burlington-Plattsburgh	780
50	46		Albuquerque-Santa-Fe	1,773	106	97		Ft. Smith-Fay-Sprngfld-Rgrs	763
51	47		Memphis	1,741	107	98		Tri-Cities, TN-VA	762
52	48		Oklahoma City	1,691	108	99		Charleston, SC	757
53	49		Jacksonville	1,668	109	100		Davenport-R. Island-Moline	734
54	50		Greensboro-H. Point-W. Salem	1,663	110		10	East Central Ontario	724
55		5	Edmonton	1,627	111	101		Myrtle Beach-Florence	697
56	51		New Orleans	1,621	112	102		Greenville-N.Bern-Washngtn	695

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N AM	U.S.	CDN	Market	POP 2+ (000)	N. AM	U.S.	CDN	Market	POP 2+ (000)
113	103		Bakersfield	695	163	146		Sioux City	383
114	104		Johnstown-Altoona-St Colge	691	164	147		Erie	382
115	105		Evansville	687	165	148		Joplin-Pittsburg	381
116	106		Ft. Wayne	687	166	149		Wichita Falls & Lawton	378
117	107		Reno	684	167	150		Odessa-Midland	377
118	108		Boise	683	168	151		Salisbury	375
119	109		Monterey-Salinas	675	169		18	Kelowna	352
120	110		Tyler-Longview (Lfkn&Ncgd)	674	170	152		Idaho Falls-Pocatll (Jcksn)	350
121	111		Tallahassee-Thomasville	674	171		19	Prince George Kamloops	348
122		11	Halifax	673	172	153		Rochester-Mason City-Austin	346
123	112		Lincoln & Hastings-Krny	665	173	154		Yuma-El Centro	345
124	113		Springfield-Holyoke	652	174	155		Terre Haute	343
125	114		Augusta-Aiken	637	175		20	Saskatoon	329
126	115		Youngstown	635	176	156		Minot-Bismarck-Dckns (Wlston)	325
127	116		Sioux Fall (Mitchell)	633	177	157		Bangor	324
128	117		Yakima-Pasco-Rchlnd-Knnwck	624	178	158		Bluefield-Beckley-Oak Hill	321
129	118		Santa Barbra-SanMar-SanLuOb	622	179	159		Biloxi-Gulfport	320
130		12	Saint-John Moncton	613	180	160		Binghamton	319
131	119		Lansing	613	181	161		Panama City	319
132	120		Peoria-Bloomington	601	182	162		Sherman-Ada	314
133	121		Macon	597	183		21	Regina/Moose Jaw	307
134	122		Lafayette, LA	588	184	163		Gainesville	303
135	123		Montgomery (Selma)	581	185	164		Wheeling-Steubenville	300
136	124		Egine	576	186		22	Trois-Rivières	302
137	125		Traverse City-Cadillac	570	187	165		Hattiesburg-Laurel	279
138		13	Sherbrooke	561	188	166		Abilene-Sweetwater	275
139	126		Fargo-Valley City	556	189	167		Missoula	274
140	127		Corpus Christi	530	190		23	Saguenay	268
141		14	Sud.-Timm.-N. Bay/S.S.M.	520	191	168		Dothan	260
142	128		Columbus, GA (Opelika, AL)	527	192	169		Billings	258
143	129		La Crosse-Eau Claire	521	193	170		Clarksburg-Weston	254
144		15	Barrie	472	194	171		Laredo	246
145	130		Chico-Redding	492	195	172		Utica	245
146	131		Amarillo	493	196	173		Quincy-Hannibal-Keokuk	240
147	132		Rockford	473	197	174		Lake Charles	237
148	133		Columbus-Tupelo-West Point-Ho	464	198	175		Rapid City	236
149		16	St. John's-Corner Brook	440	199	176		Watertown	232
150	134		Wausau-Rhineland	438	200	177		Elmira (Corning)	230
151	135		Monroe-El Dorado	435	201	178		Harrisonburg	228
152	136		Palm Springs	432	202	179		Alexandria, LA	220
153	137		Wilmington	431	203		24	Rim.-Mat.-Sept-Iles	218
154	138		Topeka	427	204	180		Marquette	198
155	139		Beaumont-Port Arthur	423	205	181		Jonesboro	196
156	140		Columbia-Jefferson City	421	206	182		Bowling Green	182
157		17	Windsor	401	207	183		Grand Junction-Montrose	184
158	141		Medford-Klamath Falls	408	208	184		Jackson, TN	183
159	142		Anchorage	407	209	185		Greenwood-Greenville	181
160	143		Lubbock	403	210	186		Charlottesville	180
161	144		Albany	397	211	187		Meridian	172
162	145		Duluth-Superior	392	212	188		Twin Falls	170

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213	189		Bend, OR	162
214	190		Lafayette, IN	161
215	191		Great Falls	159
216	192		Butte-Bozemann	155
217	193		Parkersburg	148
218		25	Thunder Bay	147
219	194		Eureka	145
220		26	Carleton	145
221		27	Rouyn-Noranda	142
222		28	Charlottetown	136
223		29	Sydney-Glace Bay	138
224	195		Casper-Riverton	134
225		30	Rivière-du-Loup	133
226	196		San Angelo	133
227	197		Cheyenne-Scottsbluff	130
228	198		Mankato	125
229	199		Ottumwa-Kirksville	119
230	200		St. Joseph	114
231		31	Prince Albert	106
232		32	Pembroke	101
233	201		Lima	98
234	202		Fairbanks	95
235		33	Lloydminster	91
236	203		Victoria	83
237		34	Yorkton	79
238	204		Zanesville	81
239		35	Medicine Hat	81
240		36	Terrace-Kitimat	67
241	205		Presque Isle	67
242		37	Dawson Creek	60
243	206		Helena	64
244	207		Juneau	56
245	208		Alpena	39
246	209		North Platte	35
247		38	Kenora	34
248	210		Glendive	9
<b>Total Populations</b>				
CANADA				32,638
United States				296,810
Total				329,448

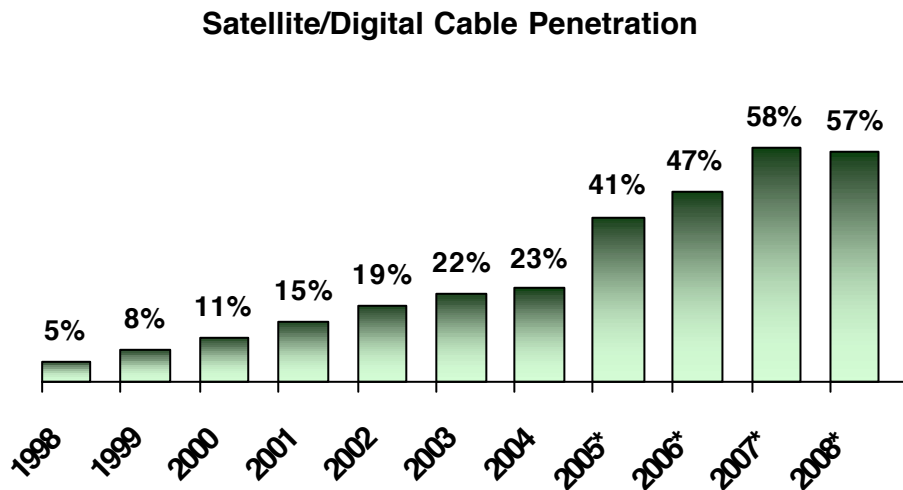
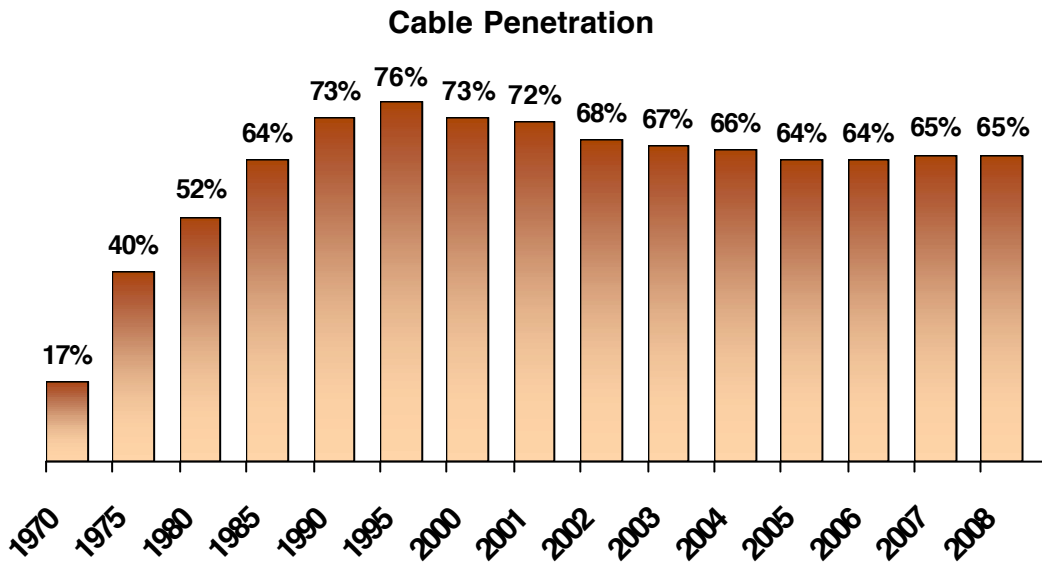
**BBM Nielsen Media Research / BBM Nielsen Recherche Média**  
**Provincial - January 2009 Estimates (000) / Estimations (000) Janvier 2009**  
**Population by Demographic / Population par groupe démographique**

PROVINCE	V/P 2+	A 18+	W/F 18+	M/H 18+	A 18-34	W/F 18-34	M/H 18-34	A 18-49	W/F 18-49	M/H 18-49	A 25-54	W/F 25-54	M/H 25-54	A 55+	W/F 55+	M/H 55+	T/P 12-17	C/E 2-11
Total Canada*	32553	26446	13390	13056	7678	3712	3966	15283	7500	7783	14813	7355	7457	8616	4604	4011	2530	3577
Toronto / Hamilton	7253	5833	2976	2858	1729	848	880	3525	1752	1773	3389	1697	1692	1771	950	821	572	848
Montreal (French Speaking)	3577	2927	1501	1426	817	400	417	1652	815	837	1638	814	824	979	535	444	276	374
Vancouver / Victoria	3355	2768	1408	1360	800	393	408	1607	799	808	1564	784	780	898	475	423	239	348
Calgary	1495	1197	596	601	388	188	200	757	370	387	728	356	372	322	168	154	116	182

# TVBasics 2009-2010

## VCR, DVD, CABLE, SATELLITE PENETRATION TRENDS

Source: BBM Canada – Fall Surveys



\*Note – '05-'08 figure = Digital Cable/ Satellite