

# 2019-2020 Season of Champions Curling A2+ AMA's & Reach Figures (000s)

Overall, the 2019-2020 Season of Champions broadcasts reached 11,356,000 Canadians (unduplicated reach). The World Women's & Men's Curling Championships were not held during the 2020 season due to the COVID-19 pandemic.

SOC Event	P2+ Overall Event AMA (000)	Playoffs/ Finals Only (000)	Gold Medal/ Final or equiv.* (000)	P2+ Total Event Reach (000)
Tim Hortons Brier	497	820	1,094	7,560
Scotties Tournament of Hearts	420	729	978	7,510
OK Tire & BKT Tires Continental Cup	177	264	287	3,523
Home Hardware Canada Cup	167	239	347	3,469
New Holland Canadian Juniors	94	94	126	1,392

\* Home Hardware Canada Cup & New Holland Canadian Juniors: Gold Medal/Final refers to Men's Final. OK Tire & BKT Tires Continental Cup: Gold Medal/Final refers to semi-final skins game.

*\*Overall AMA represents English broadcasts only . Total Event Reach includes RDS French Broadcasts.*

*Source: Nielsen Media Research.*

# Curling's Season of Champions

Overall, the 2019-2020 Season of Champions broadcasts reached 11,356,000 Canadians.



Overall Event Average Minute Audience: 167,000  
Playoffs/Finals Average Minute Audience: 239,000  
Total Event Reach: 3,469,000



Overall Event Average Minute Audience: 177,000  
Playoffs/Finals Average Minute Audience: 264,000  
Total Event Reach: 3,523,000



Overall Event Average Minute Audience: 94,000  
Men's Final Average Minute Audience: 126,000  
Total Event Reach: 1,392,000

*\*Overall AMA represents English broadcasts only . Total Event Reach includes RDS French Broadcasts.  
Source: Nielsen Media Research.*

# Curling's Season of Champions

Overall, the 2019-2020 Season of Champions broadcasts reached 11,356,000 Canadians.



Overall Event Average Minute Audience: 420,000  
Playoffs/Finals Average Minute Audience: 729,000  
Gold Medal Game Average Minute Audience: 978,000  
Total Event Reach: 7,510,000



Overall Event Average Minute Audience: 497,000  
Playoffs/Finals Average Minute Audience: 820,000  
Gold Medal Game Average Minute Audience: 1,094,000  
Total Event Reach: 7,560,000

*\*Overall AMA represents English broadcasts only . Total Event Reach includes RDS French Broadcasts.  
Source: Nielsen Media Research.*