

REACH your target
through **tv** advertising

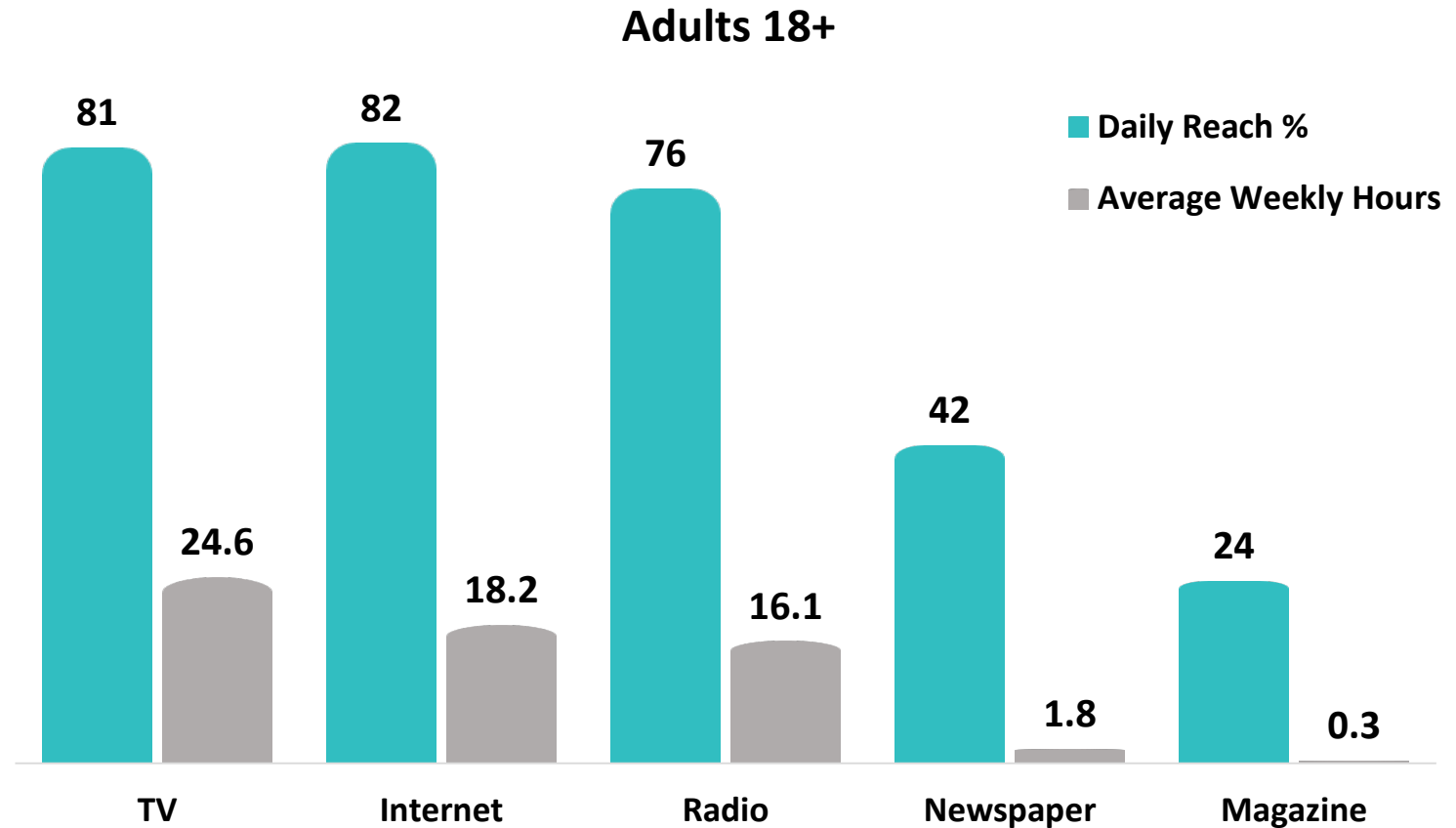
“Marketing activities only build mental availability in the audience they reach.

This makes planning for reach the foundation of any sound media strategy.”

Byron Sharp

Professor of Marketing Science, University of South Australia

81% of Canadians watch **tv** every day
 - a whopping 94% watch it **weekly**



Television: Numeris PPM, Total Canada, Total TV, Consolidated, All Locations, Mo-Su 2a-2a, A18+, Weeks 3-14 2017-18 BY (Sept 11-Dec 3, 2017) | Internet(Daily Reach), Radio, Daily Newspaper, Magazine: Numeris RTS, Canada, average Fall 2016/Spring 2017 | Internet(Weekly Hours): comScore Media Metrix; Multi-Platform; Sep 2017 – Oct 2017 (Note: Numeris population estimates used to calculate average weekly hours per capita).

That reach is across **every age group**
– including kids and the coveted **millennials**

WEEKLY REACH:

94%

of adults (18+)

88%

of millennials (18-34)

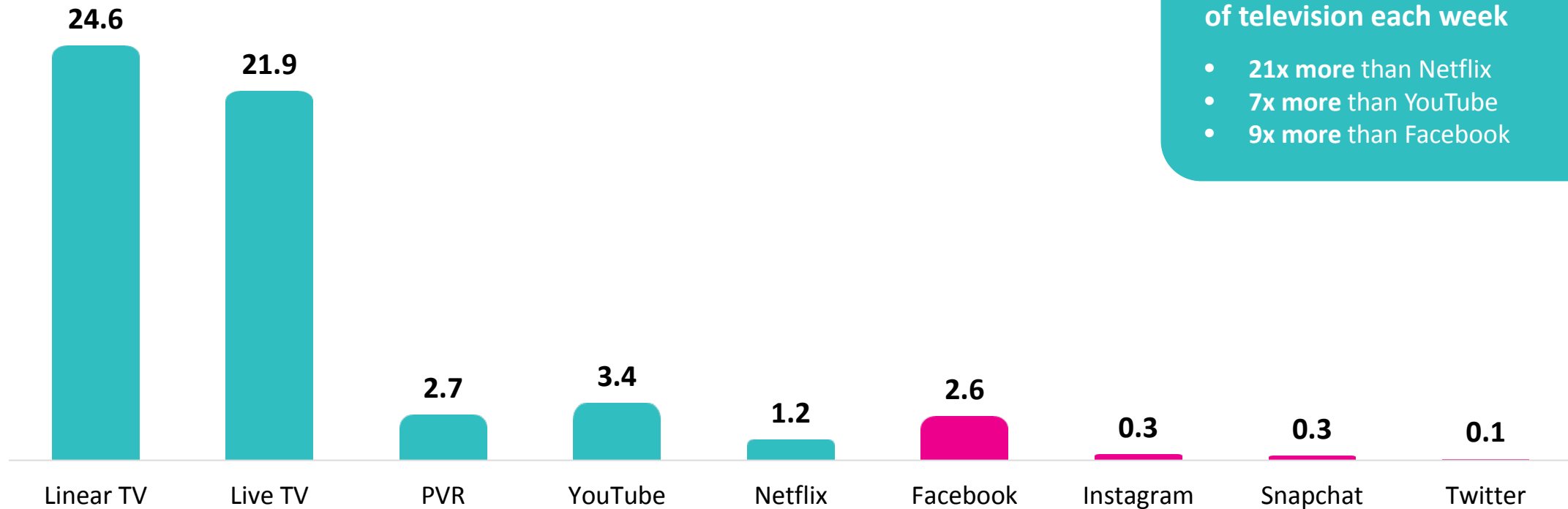
88%

of kids (2-11)



and when it comes to **time spent**, **tv** dominates

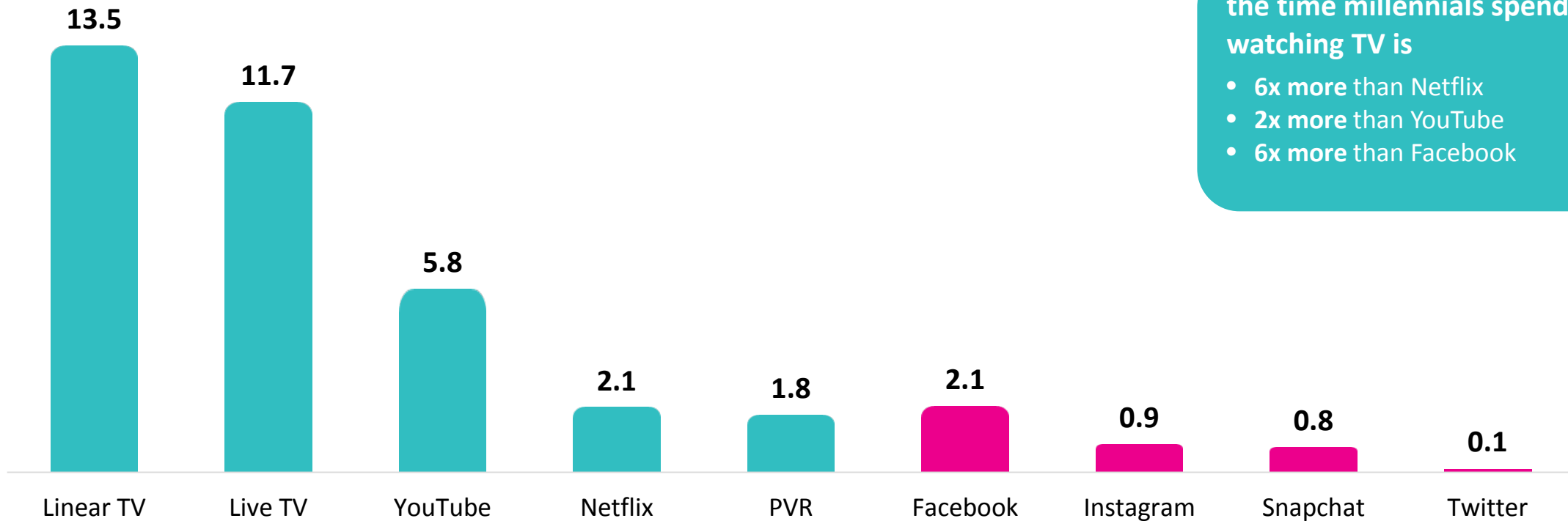
AVERAGE WEEKLY HOURS
ADULTS 18+



Source: Linear TV, Live Linear TV, PVR Playback: Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a Sept 11-Dec 3, 2017 (Weeks 3-14) | Digital: comScore Media Metrix Multi-Platform, Canada, Sept-Oct 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)

millennials watch more **tv** than Netflix,
YouTube & Facebook combined.

**AVERAGE WEEKLY HOURS
ADULTS 18-34**



the time millennials spend
watching TV is

- 6x more than Netflix
- 2x more than YouTube
- 6x more than Facebook

Source: Linear TV, Live Linear TV, PVR Playback: Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a Sept 11-Dec 3, 2017 (Weeks 3-14) | Digital: comScore Media Metrix Multi-Platform, Canada, Sept-Oct 2017, YouTube.com, Facebook.com, Instagram.com, Twitter.com, Snapchat, Inc | Netflix: Numeris Diary, Total Canada, average Fall 2016/Spring 2017. (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)



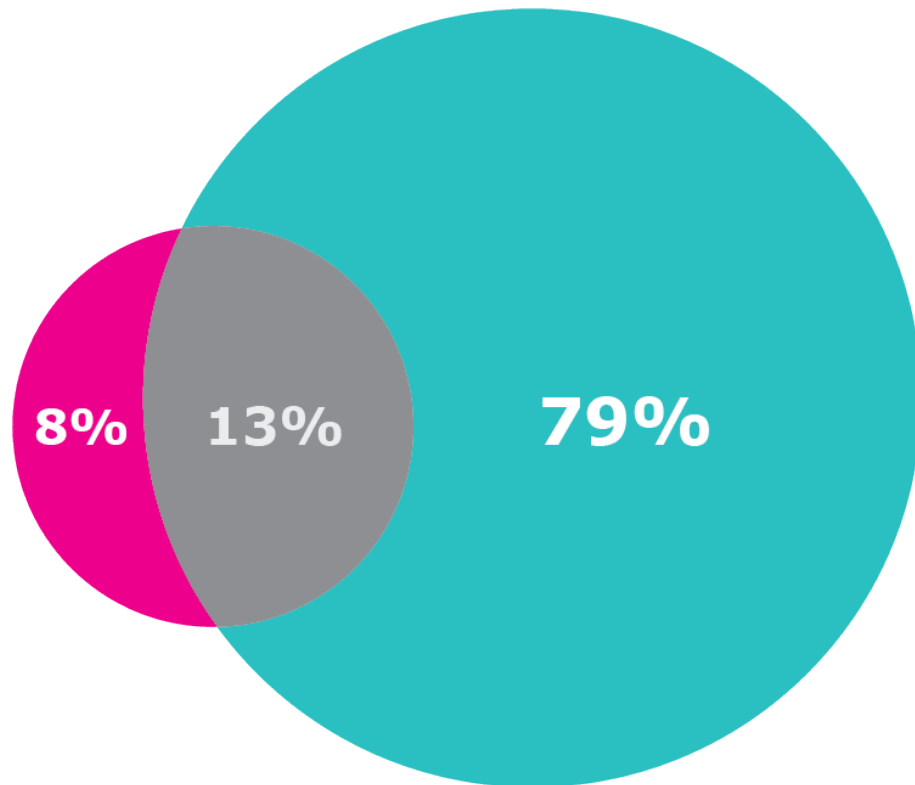
yes, **millennials**

millennials watch more than
477 million hours
of tv **each month**

a single spot in
Big Bang Theory will **reach**
608,900 A18-34

tv delivers the lion's share of reach

the average media campaign gets the majority of reach through TV



cross-platform reach across 315 campaigns
average target campaign reach: 67%



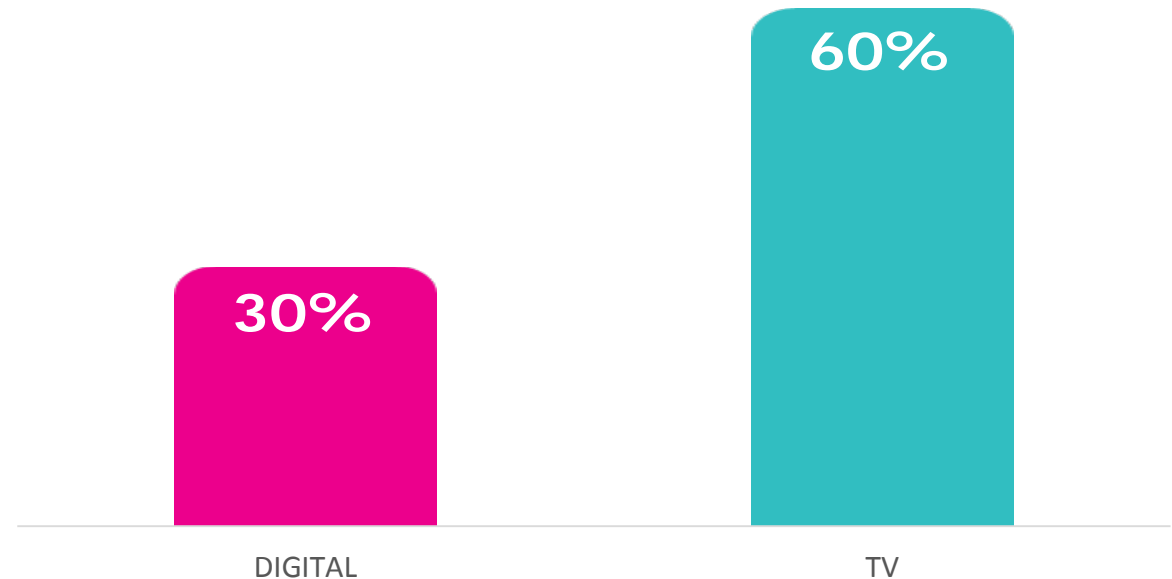
["Report: CBS Study: TV Trumps Digital in Spending and Reach"](#)

Source: Nielsen Total Ad Ratings; 2013-14; Only, Both Analysis; Excludes campaigns that had less than 1M online impressions

which is why **television** is **indispensable**

advertising in traditional media, and specifically **television**, is far **more effective than digital** at **driving** consumer recall and purchase intent for mainstream FMCG brands.

ads on TV deliver **DOUBLE**
the 'recollected' reach of Digital



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power of **tv** ? **we'll come visit you!**



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PRESENTATION



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