



tv basics

FALL 2025

think^{tv}

WHAT'S INSIDE

TV ADVERTISING

Why TV	3
Canadians Watch a Lot of TV	4
TV Leads in Time Spent	5
TV Has the Widest Reach	6
TV Has Broad Distribution	7
Viewing Preferences Vary	8
Reach and Time Spent By Medium	9
Attitudes About Advertising	10-11

TV & VIDEO LANDSCAPE DEFINITIONS

TV Explained	13
OTT & Streaming Explained	14
Connected TV Explained	15
TV Landscape English	16
TV Landscape French	17

TV STATISTICS

Top Programs	19
Seasonal Viewing Trends	20
Daily Viewing Trends	21
Canada vs the US: a comparison	22
US Spill & Simulcast	23
North American TV Market Ranking	24-26
Conventional Networks	27-29
Specialty Networks	30-34

APPENDIX

Canada: Population, Demographics and Top Markets	36-37
Quebec Franco Market	38
Additional Resources	39

WHY TV?

TV has a number of key strengths and benefits over other media, from its “vast & fast” reach to the rich, brand-safe environment, to the superior attention TV advertising commands. TV can play a critical role in just about any media campaign.

TV has the largest reach of all media, reaching **90% of Adults 18+**, **86% of Adults 25-54**, and **84% of Adults 18-34** each month

TV dominates time spent with video (across all demos)

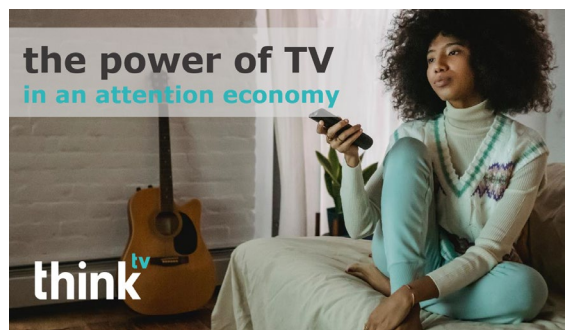
TV ads are the most **trusted**, attract **the most attention**, and are most likely to **drive purchases**

TV advertising works at **both ends of the consumer funnel**, including as a powerful **direct response vehicle**

has a powerful **multiplier effect** on other media, especially digital

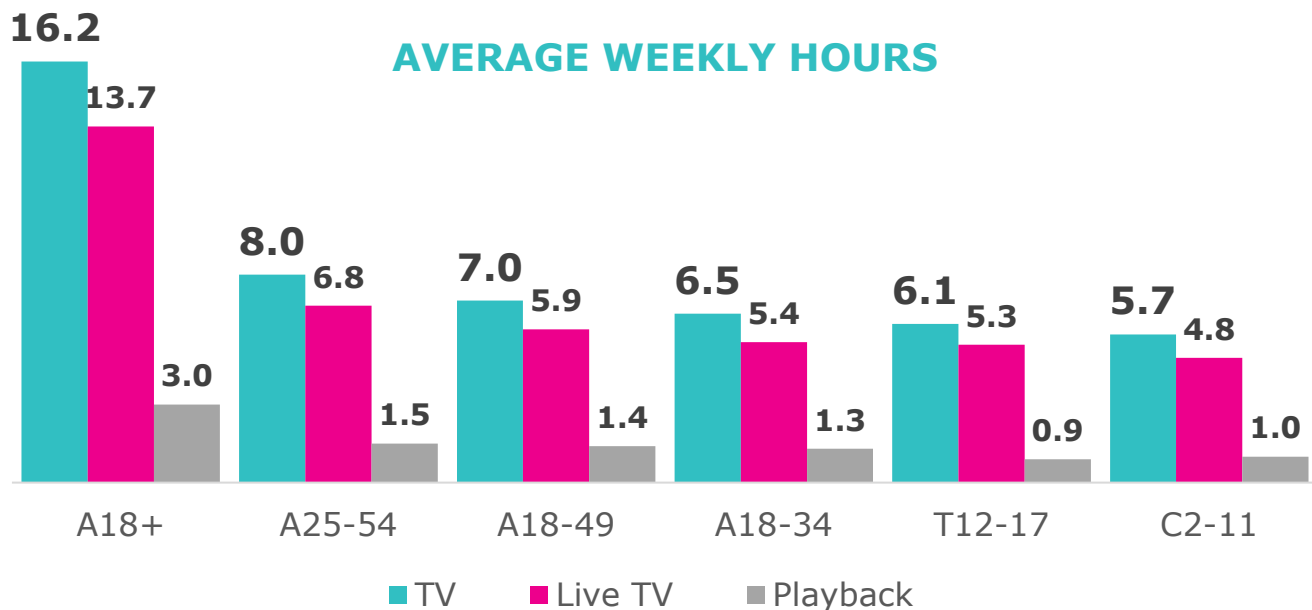
Nothing delivers the emotional impact of a great TV spot

For a more detailed overview of TV’s key strengths, be sure to check out our fast facts report [Why TV?](#) and our more detailed [Power of TV in an Attention Economy](#) report.



CANADIANS WATCH A LOT OF TV

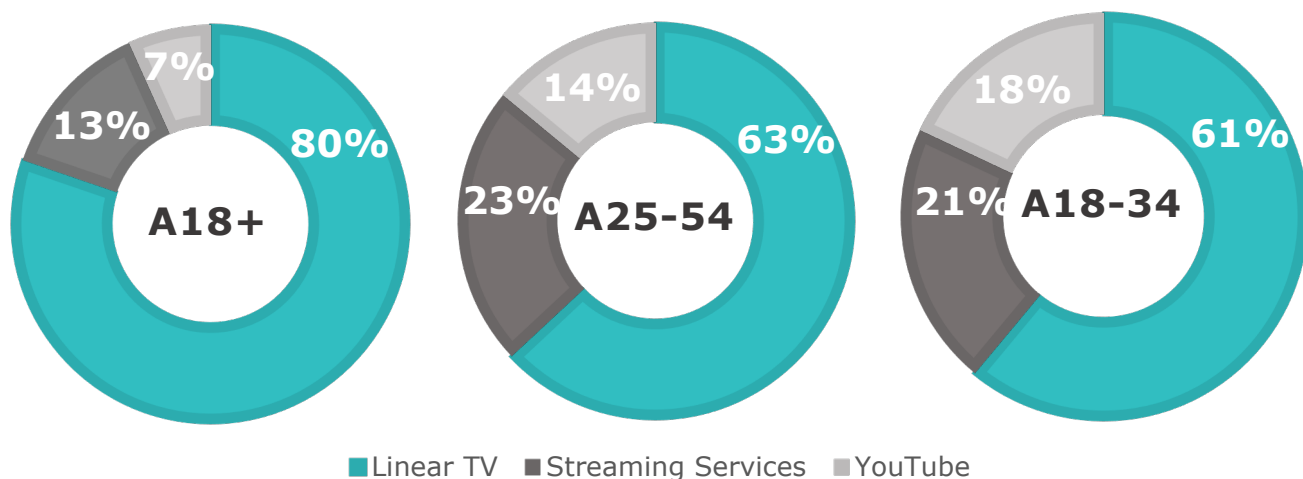
AVERAGE WEEKLY HOURS



Source: Numeris PPM, Total Canada, 09/15/25 to 12/21/25, Average Weekly Hours per Capita

the bulk of what's played on a TV screen is linear TV

YouTube makes up only 7% - 12% of what's on the big screen



Note: Streaming Services include ad-free and ad-supported services

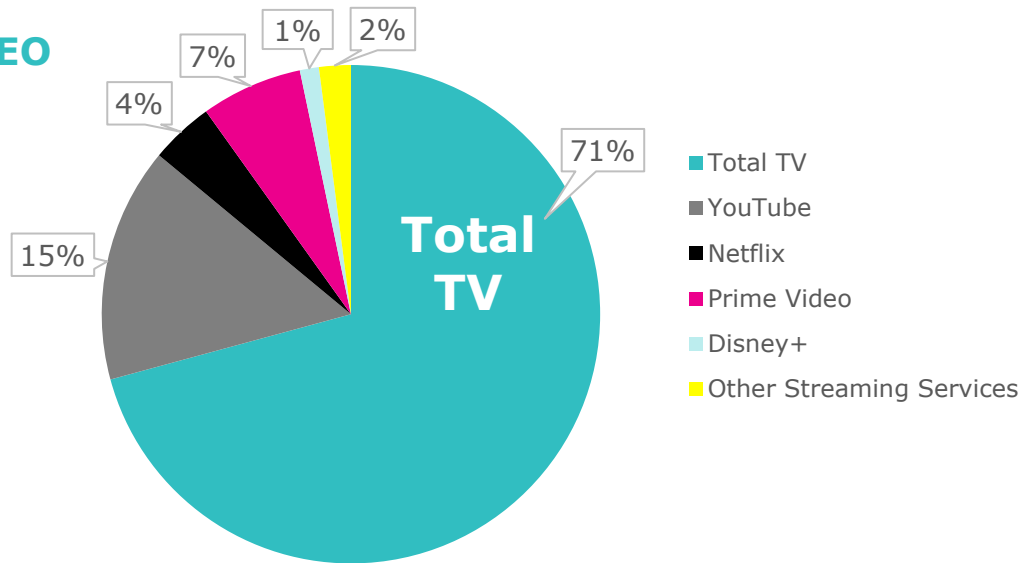
Source: Numeris VAM, 09/15/25 to 5/25/2025, Total Canada | Total Time (hours) on a TV / Smart TV device.

Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

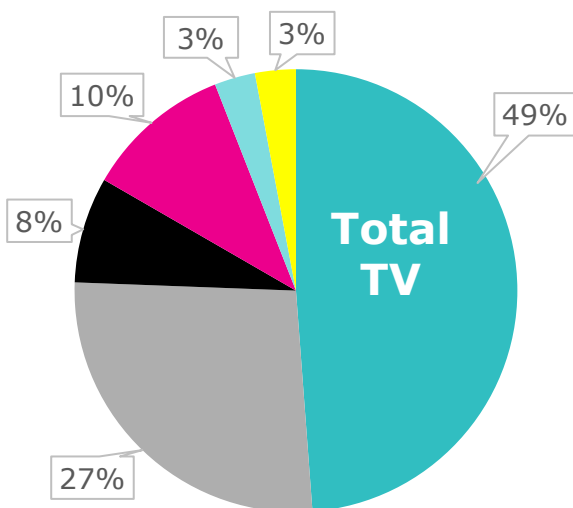
TV LEADS IN TIME SPENT

**TV commands the largest share of video
(across all demos)**

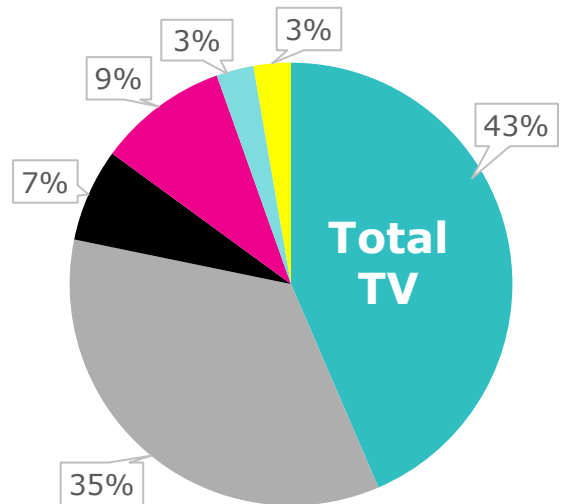
SHARE OF VIDEO ADULTS 18+



ADULTS 25-54



ADULTS 18-34

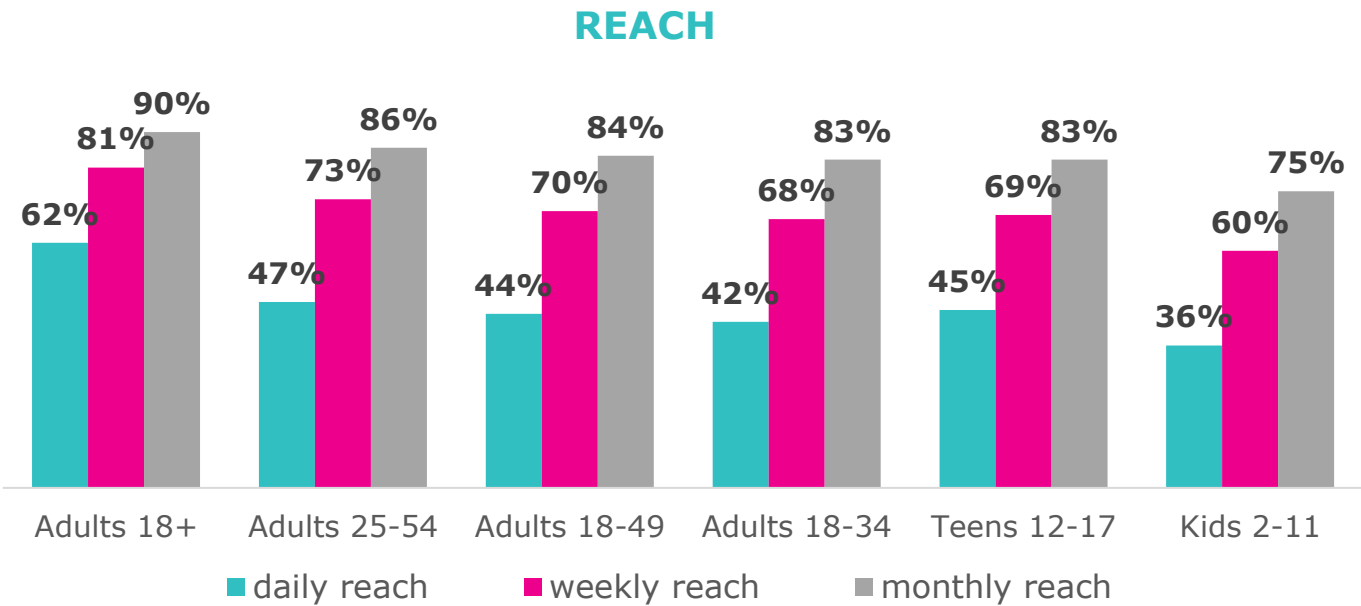


Source: Numeris VAM, 09/15/25 to 12/21/2025, Total Canada, all time spent per capita

Total TV defined as linear TV and broadcaster streaming services | Streaming Services in-home viewing only

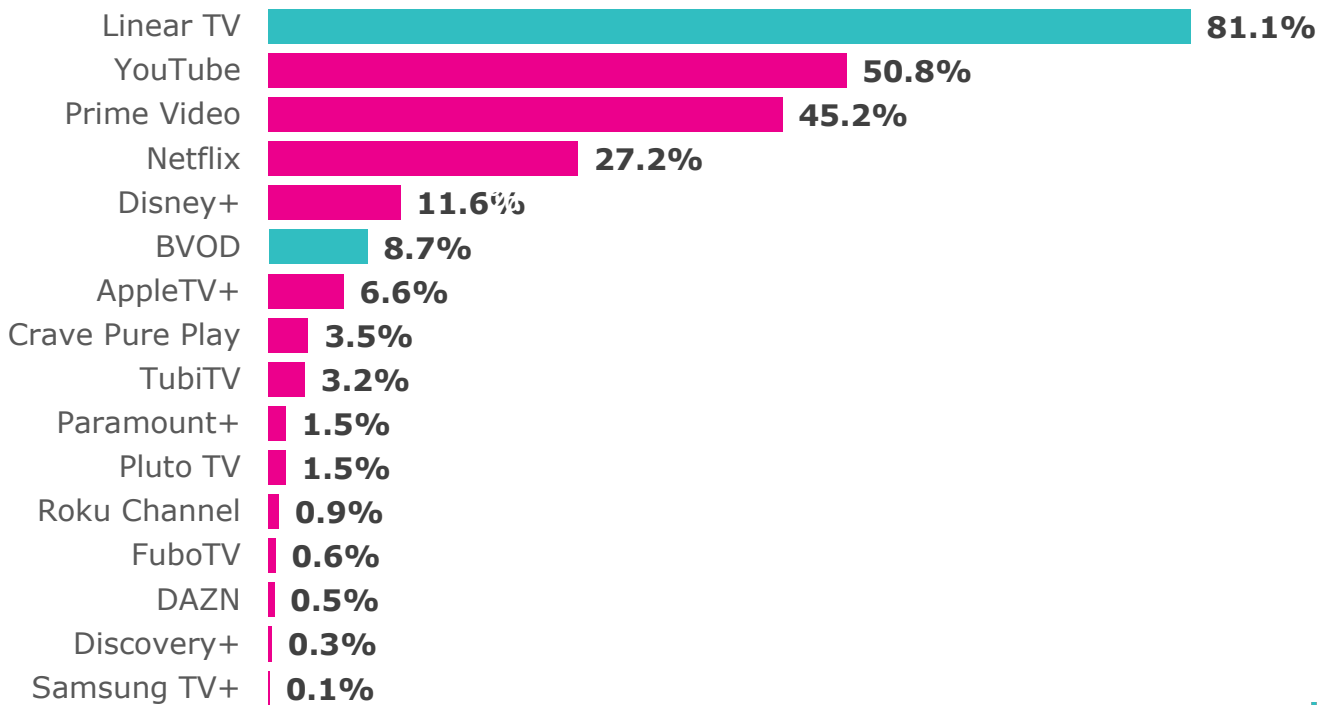
Other Streaming Services includes AppleTV+, CBS News, Club Illico, Crave (OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV.

TV HAS THE WIDEST REACH



Source: Numeris PPM, Total Canada, 09/15/25 to 12/21/2025

AVERAGE WEEKLY REACH % ADULTS 18+



Source: Numeris VAM, 09/15/25 to 12/21/2025
Streaming Services are primarily commercial free and include in-home viewing only

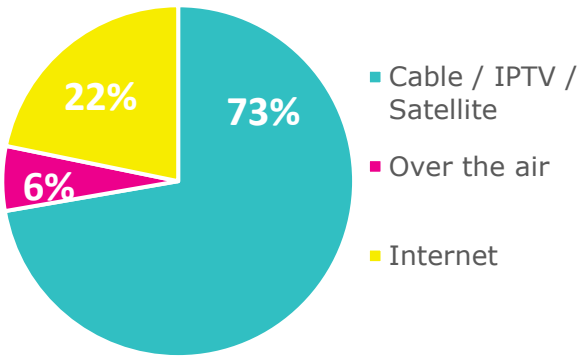
TV HAS BROAD DISTRIBUTION

access to TV is almost universal

While household penetration of paid TV subscriptions remains strong in Canada, declining just 3.6% year-over-year, anyone with an internet connection has access to linear TV content.

	Sep '24	Sep '25	Index (YOY)
TOTAL PAID SUBS	9,555,924	9,214,736	(3.6%)
Basic/Digital Cable	4,467,831	4,315,548	(3.4%)
Satellite	1,246,727	1,028,117	(17.5%)
Telco/IPTV	3,818,491	3,859,578	+1.1%
Other	22,875	22,799	(0.3%)

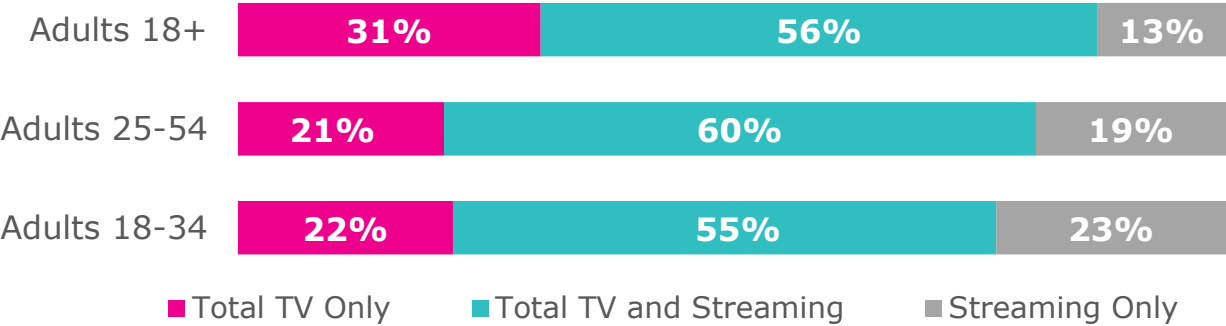
LINEAR TV ACCESS



Source: Mediastats, BDU Profile Report, Total Canada
Source: Numeris Universe Estimates: * [Sept 2025 Reception Type Update](#) - PPM TV Panels, Total Canada, persons 2+

majority of Canadians watch both linear TV and streaming services

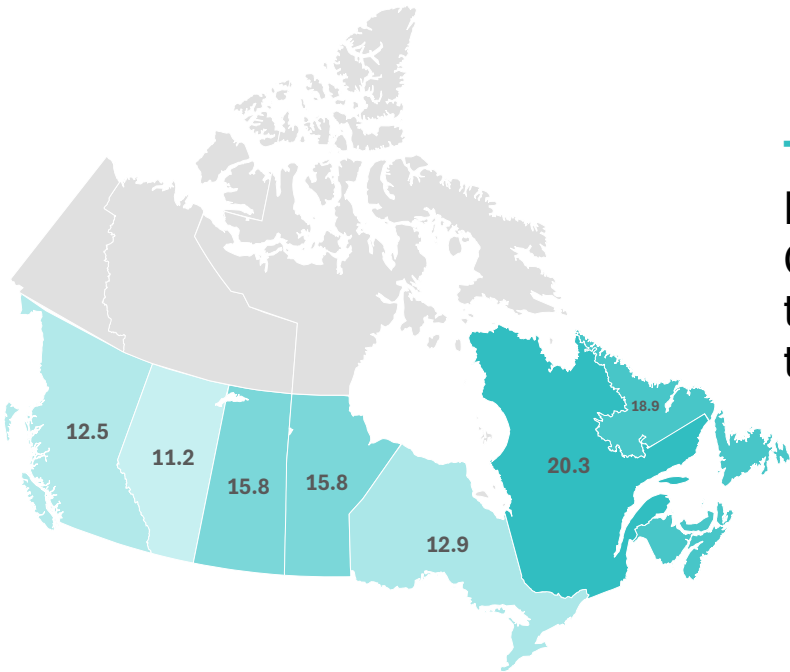
% OF VIEWERS



Source: Numeris VAM 09/15/25 to 12/21/2025, Ontario, % of composition of average weekly reach | Total TV = Linear and broadcaster streaming services | Streaming Services include: Prime Video, Netflix, Disney+, Apple TV+, Crave (OTT only), CBS News, Twitch TV, ET Online US, TubiTV, DAZN, Paramount+, PlutoTV, FuboTV, Daily Motion, Roku Channel, Crunchyroll, Discovery+, TED, SamsungTV+, YouTube

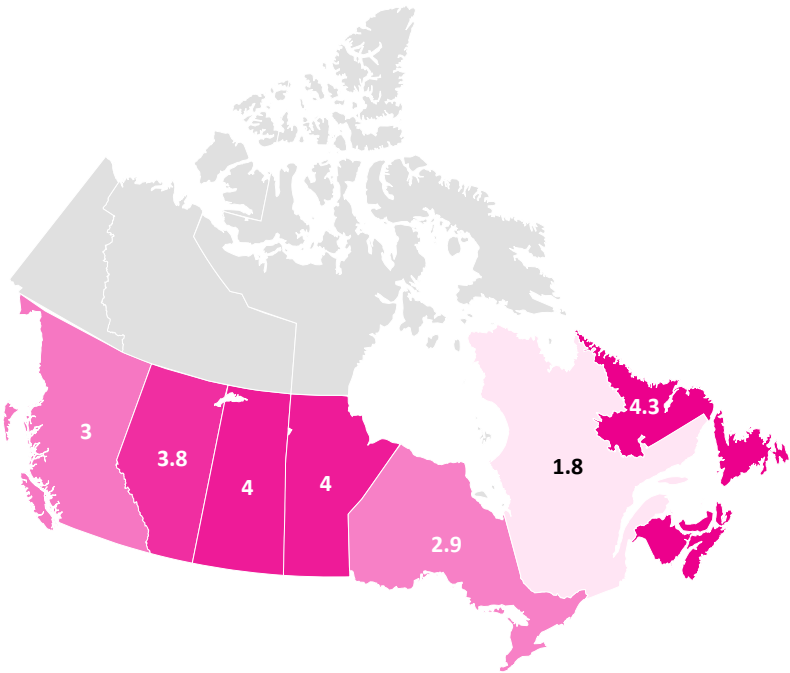
VIEWING PREFERENCES VARY

Total TV Hours (per capita)



TV viewing time varies by region. Atlantic Canada, Quebec, and the Prairies lead in time spent

Streaming Hours (per capita)

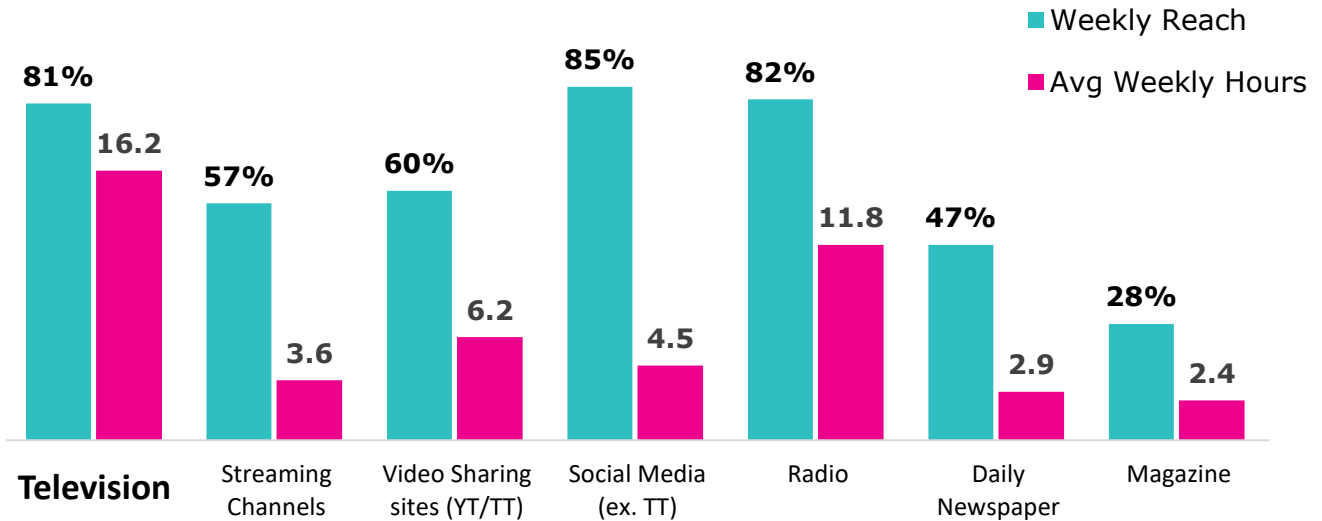


While viewing via **streaming services** represents a smaller share of time spent with video, Atlantic Canada and the Prairies lead. Quebec has a clear preference for linear TV

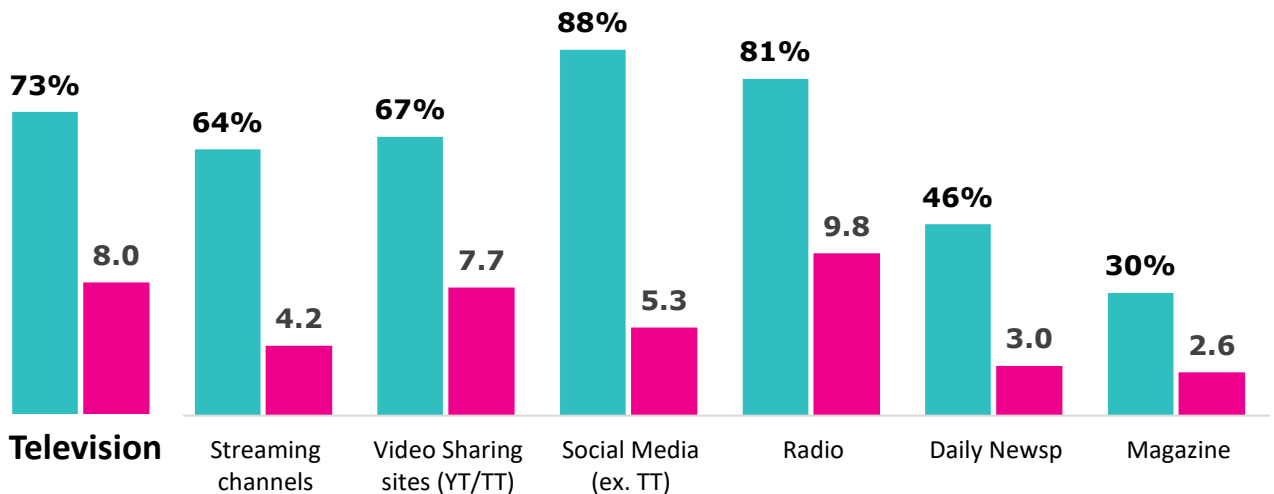
Source: Numeris VAM (09/15/2025 -12/21/2025 | AvHrsWk | A18+)
Provincial map is an approximation for visual guide using available measured markets | BC = Van/Vic proxy | AB = Calgary EM + Edmonton EM | SK&MB = Prairie Western Balance | Quebec = Quebec Franco

REACH & TIME SPENT BY MEDIUM

ADULTS 18+



ADULTS 25-54



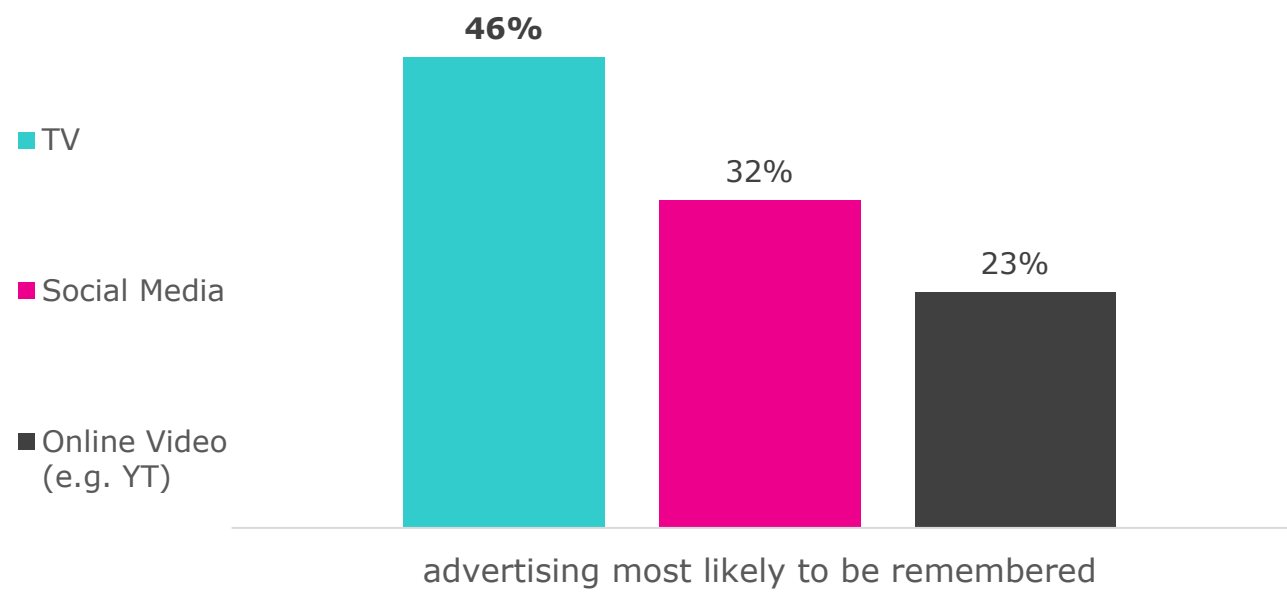
Sources: TV: Numeris PPM, Total Canada, 09/15/25 to 12/21/25 | Streaming & Video Sharing sites: Numeris VAM (in-home viewing only), Total Canada, , 09/15/25 to 12/21/25 | Social Media: VIVIDATA SCC/Digital Fall 2025 | Radio: RTS Fall 2024 | Print: Vividata SCC Fall 2025)

Streaming Services include Netflix, Amazon Prime, Disney+, Apple TV+, Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET and Pluto TV

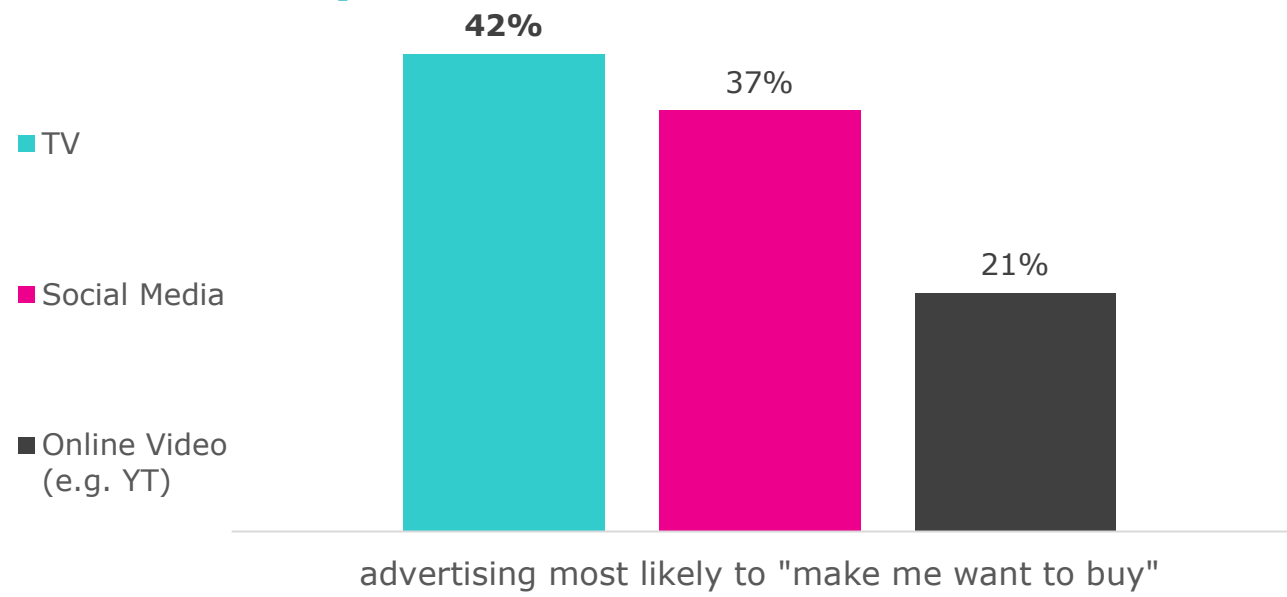
Video-sharing sites includes YouTube + TikTok+ Instagram Reels+ Facebook Video+ Twitch TV | ***Social Media includes Facebook, Instagram, X (formerly Twitter), LinkedIn, Pinterest, Reddit, Snapchat (website + app)

ATTITUDES ABOUT ADVERTISING

TV ads are most likely to be remembered

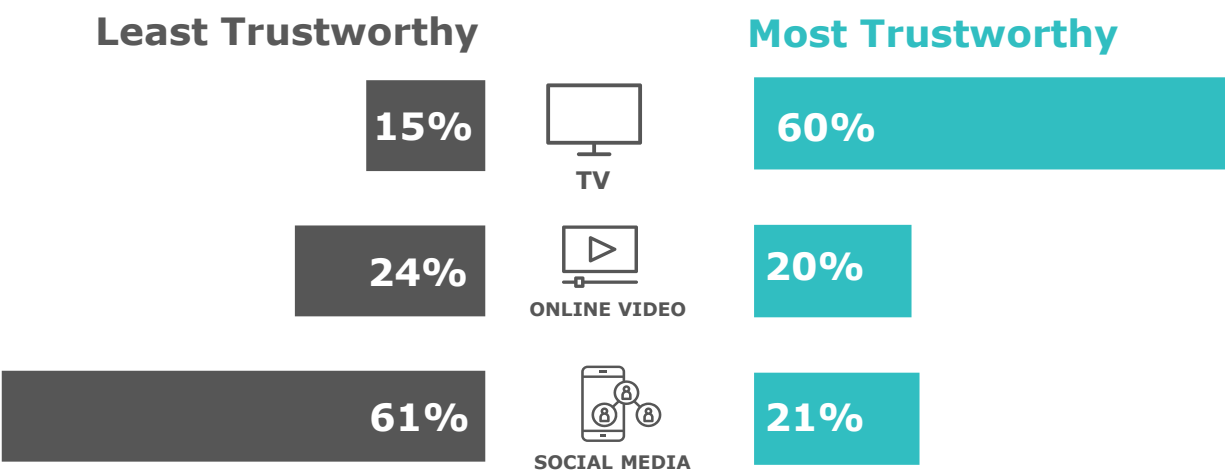


TV ads most likely to make me buy



ATTITUDES ABOUT ADVERTISING

TV is the **most trusted** video medium
(while social media is by far the **LEAST** trusted)



Q: Which ONE of the following media carries video advertising you believe to be **most TRUSTWORTHY**?



tv & video landscape definitions



TV & VIDEO LANDSCAPE

TV explained

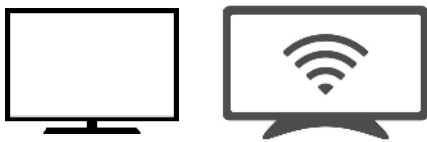
TV has evolved, but the definition remains 'professionally produced, long-form content found in a brand-safe environment.'

- **Linear TV** includes live broadcast content—on all platforms—plus 7 days playback
 - Conventional TV
 - Specialty TV
 - Live Streamed TV (commercial load intact)
 - Playback / Recorded TV (watched within 7 days)

- **Total TV** includes linear TV + broadcaster streaming services



TV is multi-source & multi-platform



TV/Smart TV/Connected TV



Desktop/laptop & mobile



Roku, Amazon Fire, AppleTV

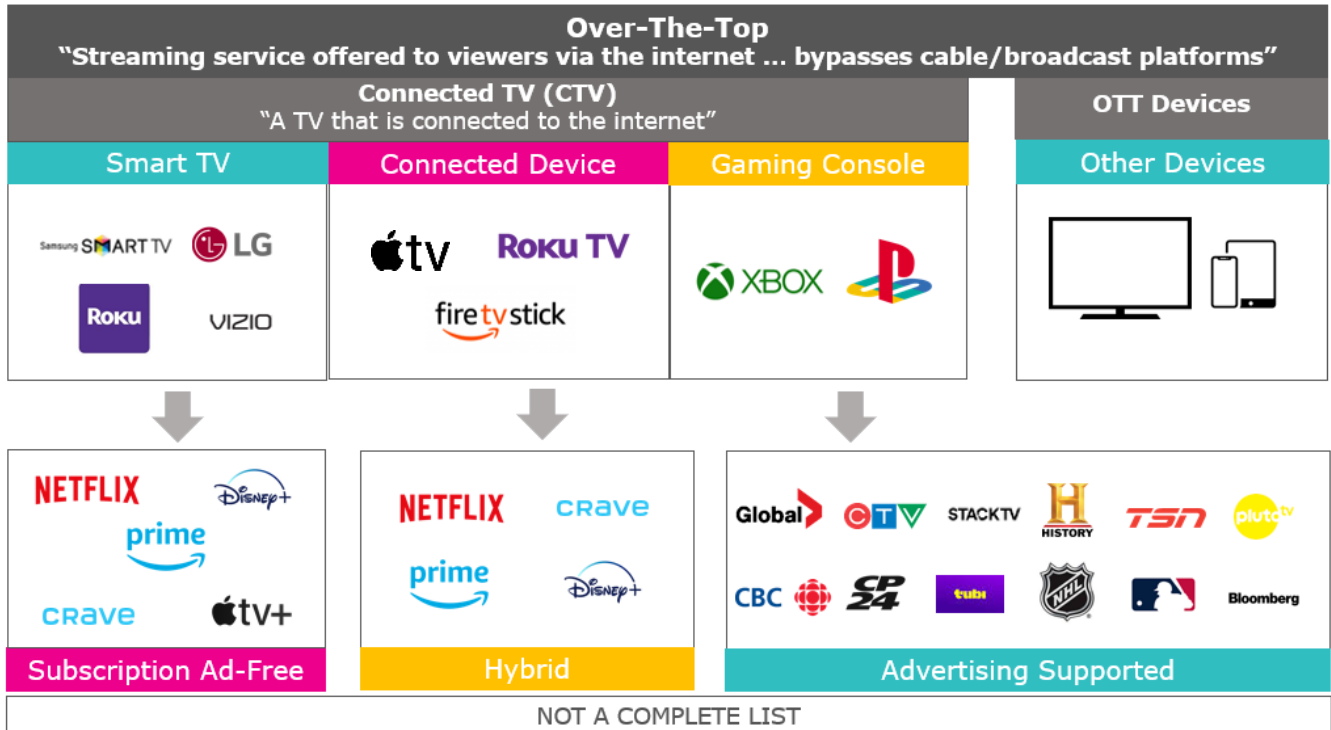


Game console (Xbox, PlayStation)

TV & VIDEO LANDSCAPE

OTT explained

the method of streaming video content delivered over an internet connection through an app or connected video device



streaming explained

content delivered via the internet

- **SVOD (Subscription Video on Demand):** Platforms offering ad-free content for a subscription fee
- **AVOD (Ad-supported Video on Demand):** Ad supported streaming service, available free or via a subscription

the top 5 premium streaming channels (Prime Video, Netflix, AppleTV+, Disney+, Crave Pure Play) account for 46% of time spent with pure play properties

TV & VIDEO LANDSCAPE

connected TV explained

video content streamed from the internet on a television screen

- via a smart TV (a television with internet connectivity built in)
- or via a connecting streaming device, like a Roku or Amazon Fire TV stick

a Canadian subscriber snapshot



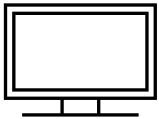
76%

of Canadians have a paid video streaming service (higher amongst Adults 25-54 @ 85%)



72%

of French Canadians have a paid video streaming service, significantly less than the national average



82%

of Canadians live in a home with a smart TV or streaming device



54%

of Canadians prefer free or lower priced ad supported streaming



73%

of streamers live in a household with a paid TV subscription

TV & VIDEO LANDSCAPE

TV landscape ENGLISH

BellMedia



ROGERS
Sports & Media



corus.



CBC Radio-Canada



CottageLife



BBC EARTH



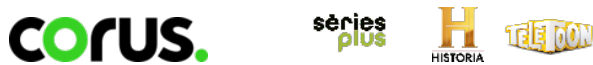
zoomer



thinktv

TV & VIDEO LANDSCAPE

TV landscape FRENCH



other
independent
stations:



tv statistics

TOP PROGRAMS

FALL / WINTER / SPRING 2025

TOP SERIES					
English Canada	Network	A18+ (000)	Quebec Franco	Network	A18+ (000)
HIGH POTENTIAL	CTV	1434	CHANTEURS MASQUÉS	TVA	1366
MATLOCK	Global	1115	INDÉFENDABLE	TVA	1243
9-1-1	Global	1059	STAT	SRC	1237
SURVIVOR	Global	960	DUMAS	SRC	1166
ELSBETH	Global	960	EN DIRECT DE L'UNIVERS	SRC	1120
NCIS	Global	924	ANTIGANG	SRC	1063
911: NASHVILLE	CTV	913	LA POULE AUX OEUFS D'OR	TVA	922
CTV EVENING NEWS	CTV	912	TOUT LE MONDE EN PARLE (EN DIRECT)	SRC	909
SHERIFF COUNTRY	Global	907	INFOMAN	SRC	894
FBI	Global	904	ALERTES	TVA	789

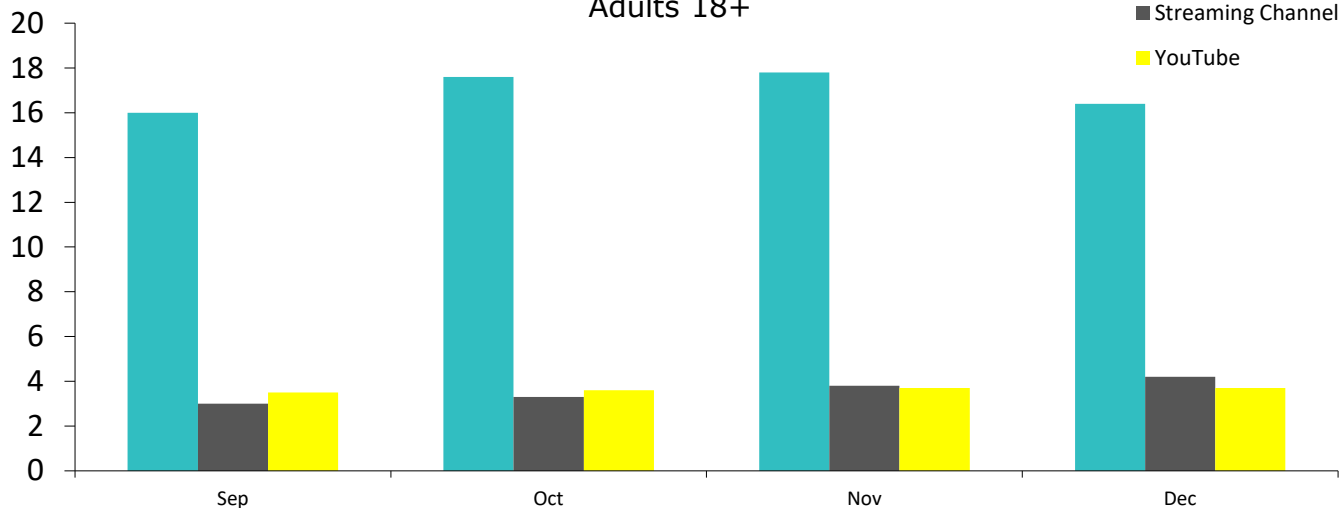
SPORTS					
English Canada	Network	A18+ (000)	Quebec Franco	Network	A18+ (000)
MLB WORLD SERIES	Rogers Sports Network+ Citytv	6,491	FOOTBALL LCF COUPE GREY	RDS+	626.8
MLB ALCS (Blue Jays)	Rogers Sports Network+ Citytv	3,159	HOCKEY LNH CANADIENS DE MONTRÉAL AUTOMNE	RDS+	547.7
MLB ALDS (Blue Jays)	Rogers Sports Network+ Citytv	2,491	LE HOCKEY DES CANADIENS	TVA Sports+	535.4
CFL GREY CUP	TSN+CTV	2,948	HOCKEY LNH CANADIENS PRÉ- SAISON	RDS+	438.8
HNIC PRIME EAST	Rogers Sports Network	1,178	BASEBALL - SÉRIES MONDIALE	TVA Sports+	432.2
CFL PLAYOFFS	TSN	771	FOOTBALL LCF ALOUETTES MONTRÉAL ÉLIMINATOIRES	RDS+	348.2
RUGBY WOMENS WORLD CUP	TSN	530	FOOTBALL LCF ALOUETTES DE MONTRÉAL	RDS+	196.6
NFL LATE	TSN	504	BASEBALL - SÉRIES DE CHAMPIONNAT	TVA Sports+	195.6
HNIC PRIME WEST	Rogers Sports Network	494	AUTO FORMULE 1	RDS+	170.1
NHL LEAFS HOCKEY	TSN	436	BASEBALL - SÉRIES DE DIVISION	TVA Sports+	157.2

Source: Numeris PPM, 09/15/25 to 12/21/25 | Top Series – Conventional, non-sports, 3+ airings. Sports, no airing restriction

SEASONAL VIEWING TRENDS

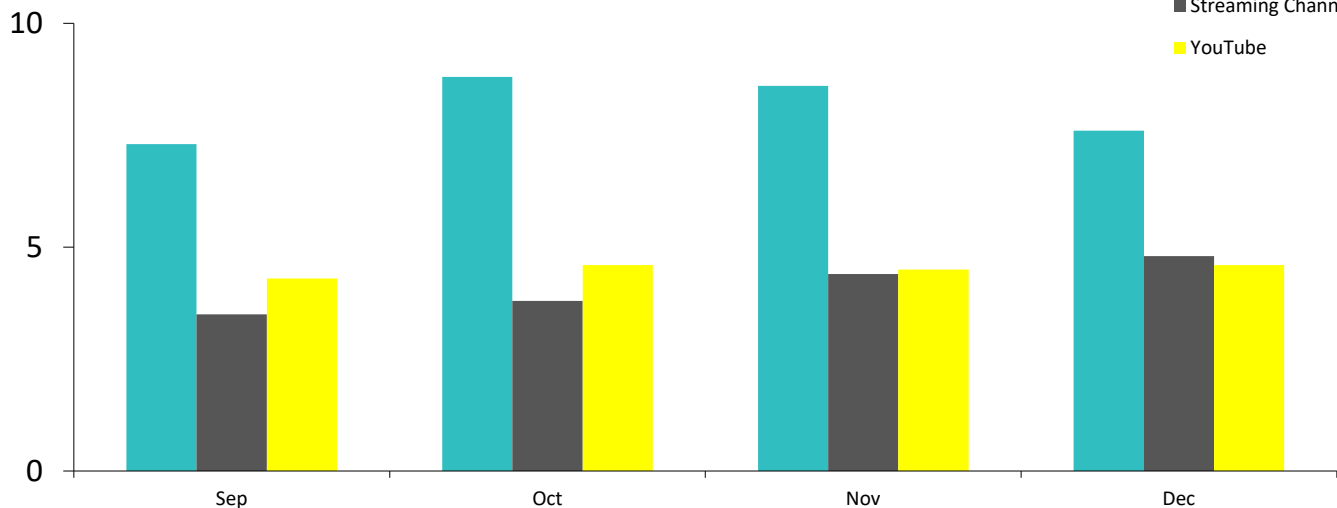
TIME SPENT
Adults 18+

■ Total TV
■ Streaming Channels
■ YouTube



TIME SPENT
Adults 25-54

■ Linear+BVOD
■ Streaming Channels
■ YouTube



Source: Numeris VAM, Fall 2025

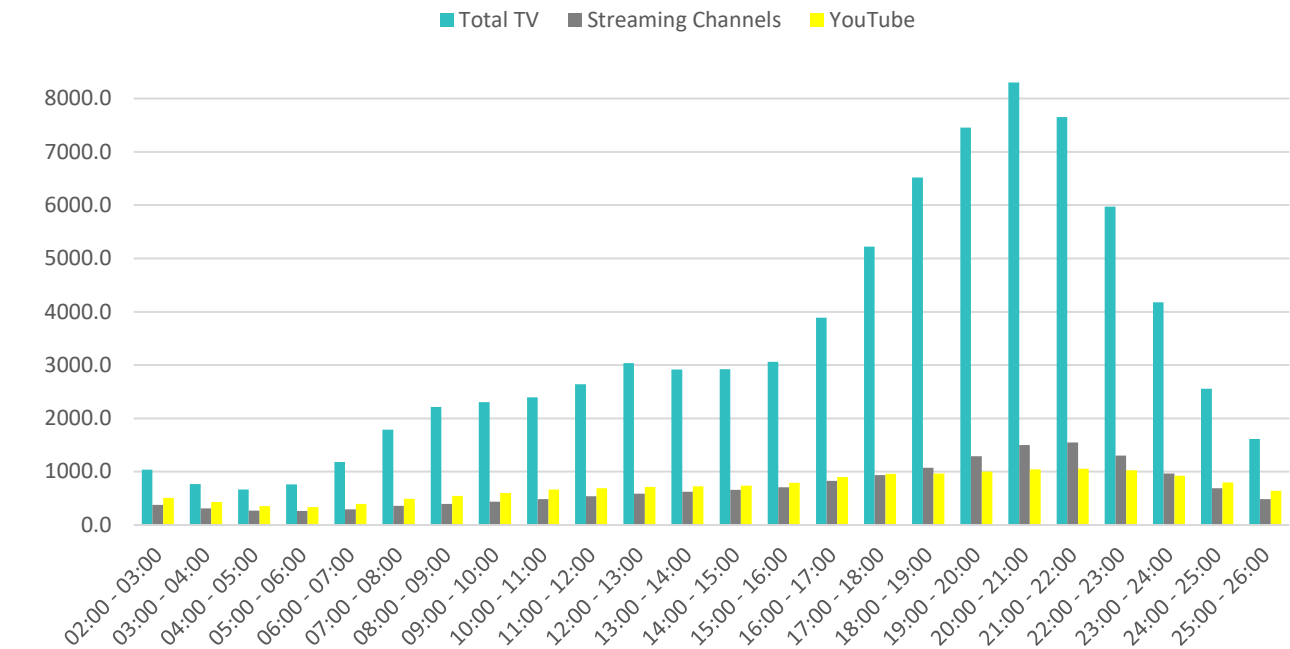
Total TV defined as linear TV and broadcaster streaming services | All time spent per capita

Streaming Channels = Prime Video, Disney+, Apple+, Netflix, Crave (OTT only), Crunchyroll, TubiTV, DAZN, Paramount+, Pluto TV, Fubo TV, Roku Channel, Samsung TV Plus

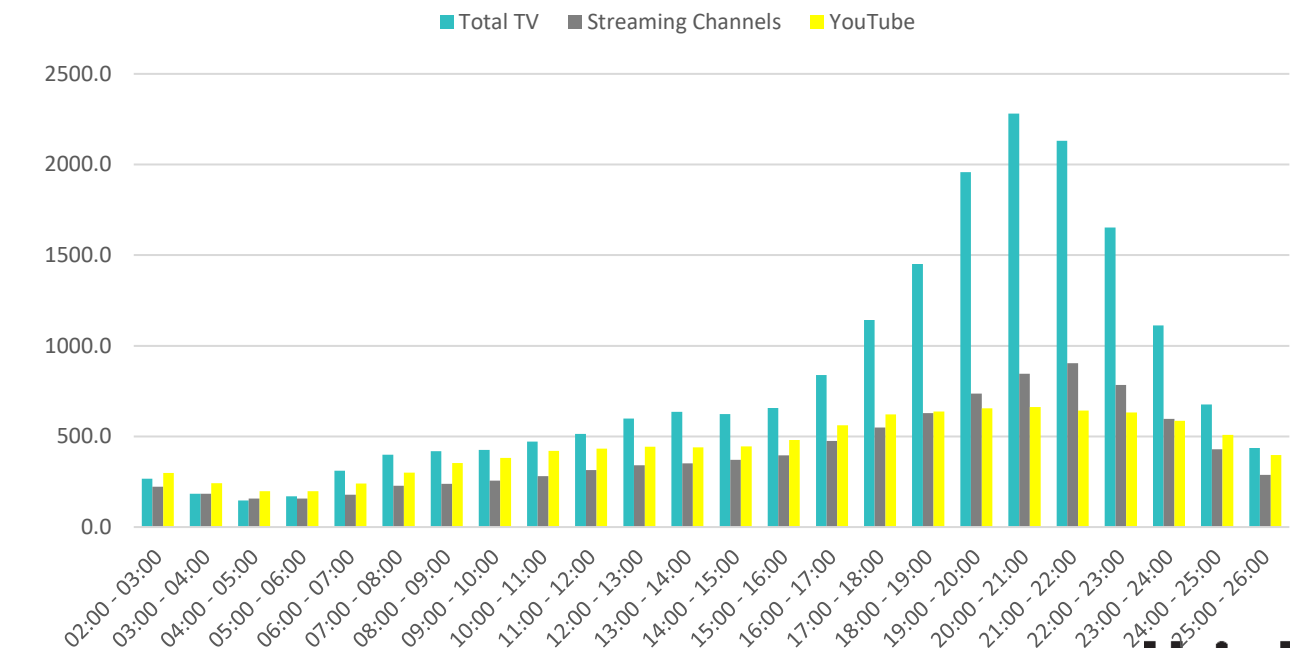
DAILY VIEWING TRENDS

Daily viewership patterns are similar across streaming and linear

AMA(000)
A18+: ONTARIO



AMA(000)
A25-54: ONTARIO



Source: Numeris VAM, 09/15/25 to 12/21/2025
Total TV defined as linear TV and broadcaster streaming services Streaming Channels = Prime Video, Disney+, Apple+, Netflix, Crave (OTT only), Crunchyroll, TubiTV, DAZN, Paramount+, Pluto TV, Fubo TV, Roku Channel, Samsung TV Plus

CANADA / US COMPARISON

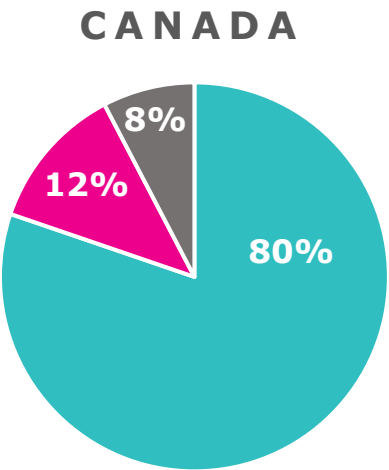
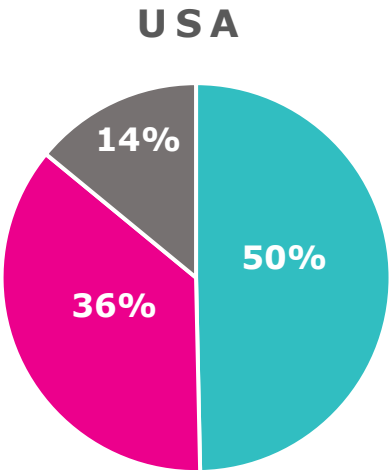
		
Population (Individuals 2+)	41,575,585	343,048,254
Households	16,846,682	134,790,000
Pay TV Subs	9,214,736	67,600,000
% of homes with a Smart TV	75%	72%
Time Spent Watching Linear TV ave weekly hours per capita)		
Adults 18+	16.2	15.6
Adults 25-34	6.2	5.5
Adults 35-44	6.3	9.7
Adults 45-54	12.4	15.4
Ad spend per capita (in USD)	\$610	\$1,341

Sources: Population and HH's: StatCan, Q4 2025 US Census, December 2025 | Pay TV Subs: Media Stats (Cnd), Emarketer (US) | Smart TV: Emarketer | Time Spent with TV: Numeris PPM 09/16/24 to 05/25/25 (Cnd), Emarketer June 2025 (US) | Ad Spend per capita: Statista 2025 (USD)

US data *not* a good proxy for Canadian media habits

because not only is the landscape of networks different, but streaming in the US is much higher than in Canada

- Linear TV
- Streaming
- YouTube



US source: Nielsen Gauge, October 2025, P2+, viewing on a TV set (ex "other" viewing; proportionally adjusted)
Canada source: Numeris VAM, Total Canada, October 2025, P2+, viewing on a TV set

US SPILL & SIMULCAST

Canada's adjacency to the U.S., and the popularity of US programming in Canada, has resulted in program schedules that include a mix of Canadian and U.S. programs.

Simultaneous substitution was introduced in the 1970s to allow Canadian broadcasters to air Canadian advertising within the US programs for which they acquired rights. Canadian commercials can be substituted in place of US commercials, but only in programs that air at same time.

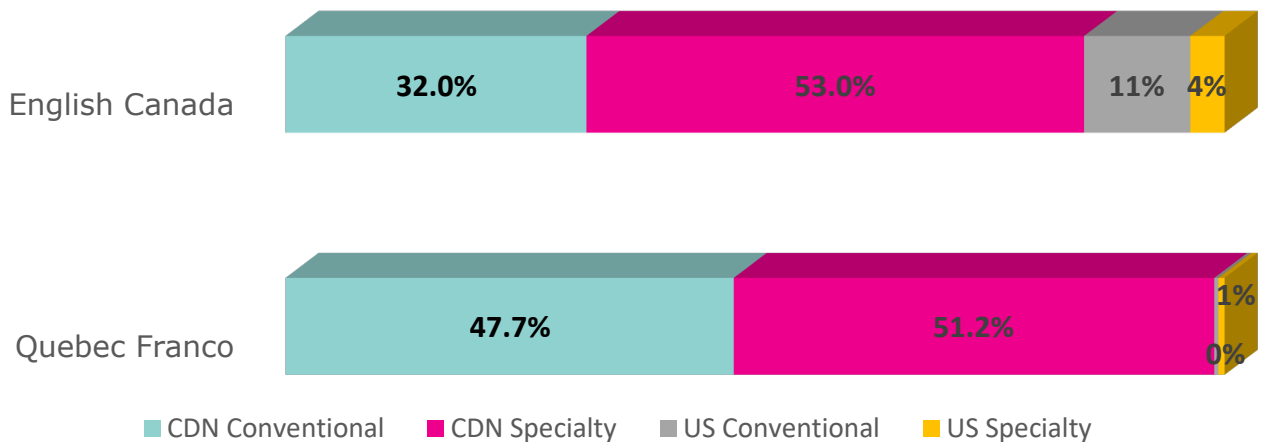
simultaneous program substitution:

When U.S. and Canadian stations telecast the same episode of a program at the same time, and Canadian broadcasters substitute the US commercials with Canadian commercials for their audiences. For example, if you are in Canada and watching America's Got Talent on NBC, you are actually watching the Citytv telecast.

US spill:

Spill is when the broadcast signal from one market is received in another market. For example, the WUTV Buffalo TV signal can be received in the Niagara/Toronto extended market area due to the geographical proximity. Viewers to this TV station will see US commercials if the program is not simulcast with a Canadian station.

Canadian TV stations dominate viewing



TV MARKET RANKING

(North America, U.S., Canada)

NA	US	CA	Market	A2+ Pop (000)	NA	US	CA	Market	A2+ Pop (000)
1	1		NEW YORK	19,974	40	37		CINCINNATI	2,346
2	2		LOS ANGELES	16,910	41		4	KITCHENER-LONDON EM	2,341
3	3		CHICAGO	9,209	42	38		LAS VEGAS	2,329
4		1	TORONTO/HAMILTON EM	8,774	43		5	CALGARY EM	2,234
5	4		DALLAS-FT. WORTH	8,749	44	39		WEST PALM BEACH-FT. PIERCE	2,234
6	5		PHILADELPHIA	7,913	45	40		MILWAUKEE	2,213
7	6		HOUSTON	7,676	46		6	EDMONTON EM	2,173
8	7		ATLANTA	7,225	47	41		JACKSONVILLE	2,079
9	8		WASHINGTON, DC (HAGERSTOWN,	6,892	48	42		GRAND RAPIDS-KALAMAZOO-BATTLE CR	2,008
10	9		SAN FRANCISCO-OAKLAND-SAN JOSE	6,869	49	43		HARRISBURG-LANCASTER-LEBANON	2,002
11	10		BOSTON, MA (MANCHESTER,	6,397	50	44		FRESNO-VISALIA	1,976
12	11		PHOENIX (PRESCOTT)	5,675	51	45		OKLAHOMA CITY	1,899
13	12		TAMPA-ST. PETERSBURG (SARASOTA)	5,251	52	46		NORFOLK-PORTSMOUTH-NEWPORT NEWS	1,878
14	13		SEATTLE-TACOMA	5,238	53	47		BIRMINGHAM (ANNISTON & TUSCALOOSA)	1,859
15	14		ORLANDO-DAYTONA BEACH-MELBOURNE	4,698	54	48		GREENSBORO-HIGH POINT	1,806
16	15		DETROIT	4,693	55	49		ALBUQUERQUE-SANTA FE	1,760
17	16		MINNEAPOLIS-ST. PAUL	4,670	56	50		LOUISVILLE	1,702
18	17		MIAMI-FT. LAUDERDALE	4,610	57	51		MEMPHIS	1,645
19	18		DENVER	4,478	58	52		NEW ORLEANS	1,622
20		2	VANCOUVER/VICTORIA EM	4,479	59	53		PROVIDENCE, RI-NEW BEDFORD	1,585
21		3	MONTREAL EM FRANCO	4,294	60	54		RICHMOND-PETERSBURG	1,506
22	19		SACRAMENTO-STOCKTON-MODESTO	4,188	61	55		FT. MYERS-NAPLES	1,491
23	20		CLEVELAND-AKRON (CANTON)	3,586	62	56		MOBILE, AL-PENSACOLA	1,474
24	21		SALT LAKE CITY	3,442	63	57		BUFFALO	1,454
25	22		CHARLOTTE	3,417	64	58		TULSA	1,417
26	23		RALEIGH-DURHAM (FAYETTEVILLE)	3,306	65	59		WILKES BARRE-SCRANTON-HAZLETON	1,399
27	24		PORTLAND	3,234	66	60		KNOXVILLE	1,396
28	25		SAN DIEGO	3,029	67	61		LITTLE ROCK-PINE BLUFF	1,389
29	26		ST. LOUIS	3,011	68	62		HARLINGEN-WESLACO-BROWNSVILLE	1,359
30	27		NASHVILLE	3,008	69	63		HONOLULU	1,340
31	28		INDIANAPOLIS	2,998	70	64		ALBANY-SCHENECTADY-TROY	1,309
32	29		SAN ANTONIO	2,921	71		7	KITCHENER-CAMBRIDGE-WATERLOO EM	1,308
33	30		BALTIMORE	2,884	72	65		LEXINGTON	1,240
34	31		PITTSBURGH	2,629	73		8	QUEBEC EM	1,233
35	32		AUSTIN	2,571	74		9	OTTAWA-GATINEAU EM ANGLO	1,231
36	33		HARTFORD & NEW HAVEN	2,527	75		10	WINNIPEG EM	1,214
37	34		KANSAS CITY	2,521	76	66		SPOKANE	1,212
38	35		COLUMBUS	2,494	77	67		TUCSON (SIERRA VISTA)	1,169
39	36		GREENVILLE-SPARTANBURG, SC-ASHEVILLE	2,358	78	68		DAYTON	1,160

Canadian Markets: Numeris TV Population Estimates 2025/2026
 US Markets: Nielson DMA Estimates 2025

TV MARKET RANKING

(North America, U.S., Canada)

NA	US	CA	Market	A2+ Pop (000)	NA	US	CA	Market	A2+ Pop (000)
79	69		DES MOINES-AMES	1,153	118	105		TYLER-LONGVIEW	746
80	70		OMAHA	1,140	119	106		YAKIMA-PASCO-RICHLAND-KENNEWICK	734
81	71		WICHITA-HUTCHINSON, KS	1,123	120		14	SAINT JOHN, MONCTON EM	722
82	72		GREEN BAY-APPLETON	1,116	121	107		TALLAHASSEE, FL-THOMASVILLE	720
83	73		HUNTSVILLE-DECATUR (FLORENCE)	1,092	122	108		FT. WAYNE	716
84	74		SPRINGFIELD	1,080	123	109		LINCOLN & HASTINGS-KEARNEY	708
85		11	MONTREAL EM ANGLO	1,077	124	110		AUGUSTA, GA-AIKEN	705
86	75		WACO-TEMPLE-BRYAN	1,074	125	111		DAVENPORT, IA-ROCK ISLAND-MOLINE	705
87	76		COLUMBIA	1,066	126	112		SIOUX FALLS(MITCHELL)	697
88	77		FLINT-SAGINAW-BAY CITY	1,063	127	113		EVANSVILLE	691
89	78		ROANOKE-LYNCHBURG	1,051	128	114		MONTEREY-SALINAS	689
90	79		EL PASO, TX (LAS CRUCES,	1,050	129	115		SANTA BARBARA-SANTA MARIA	660
91		12	LONDON EM	1,033	130	116		JOHNSTOWN-ALTOONA-STATE COLLEGE	656
92	80		MADISON	1,017	131	117		SPRINGFIELD-HOLYOKE	632
93	81		PORTLAND-AUBURN	1,003	132	118		MACON	631
94	82		ROCHESTER	1,002	133	119		LANSING	626
95	83		CHARLESTON-HUNTINGTON	992	134		15	SHERBROOKE EM	624
96	84		TOLEDO	983	135	120		FARGO	620
97	85		COLORADO SPRINGS-PUEBLO	976	136	121		TRAVERSE CITY-CADILLAC	606
98	86		SAVANNAH	976	137	122		EUGENE	604
99	87		CHATTANOOGA	968	138	123		LAFAYETTE	600
100	88		CHARLESTON	961	139	124		YOUNGSTOWN	593
101	89		BOISE	909	140	125		MONTGOMERY-SELMA	582
102	90		FT. SMITH-FAYETTEVILLE-SPRINGDALE	902	141	126		PEORIA-BLOOMINGTON	572
103	91		SHREVEPORT	900	142	127		COLUMBUS, GA (OPELIKA,	566
104	92		SYRACUSE	893	143	128		CORPUS CHRISTI	545
105	93		BATON ROUGE	876	144	129		WILMINGTON	542
106	94		PADUCAH, KY-CAPE GIRARDEAU,	870	145	130		LA CROSSE-EAU CLAIRE	530
107	95		CEDAR RAPIDS-WATERLOO-IOWA CITY	855	146	131		AMARILLO	503
108	96		CHAMPAIGN & SPRINGFIELD-DECATUR	845	147		16	OTTAWA-GATINEAU EM FRANCO	488
109	97		BURLINGTON, VT-PLATTSBURGH	837	148		17	ST JOHN'S-CORNER BROOK EM	482
110	98		SOUTH BEND-ELKHART	834	149	132		SALISBURY	468
111	99		JACKSON	815	150	133		CHICO-REDDING	468
112		13	HALIFAX EM	814	151	134		ODESSA-MIDLAND	463
113	100		MYRTLE BEACH-FLORENCE	809	152		18	KELOWNA EM	455
114	101		RENO	765	153	135		COLUMBIA-JEFFERSON CITY	452
115	102		BAKERSFIELD	764	154	136		COLUMBUS-TUPELO-WEST POINT	449
116	103		TRI-CITIES, T	755	155	137		LUBBOCK	447
117	104		GREENVILLE-NEW BERN-WASHINGTON	751	156	138		WAUSAU-RHINELANDER	438

TV MARKET RANKING

(North America, U.S., Canada)

NA	US	CA	Market	A2+ Pop (000)	NA	US	CA	Market	A2+ Pop (000)
157		19	SASKATOON EM	456	196	174		CHARLOTTESVILLE	241
158	139		ROCKFORD	436	197	175		UTICA	239
159	140		PALM SPRINGS	427	198	176		CLARKSBURG-WESTON	237
160	141		BEAUMONT-PORT ARTHUR	426	199	177		JACKSON	236
161	142		ANCHORAGE	423	200	178		BOWLING GREEN	231
162	143		MEDFORD-KLAMATH FALLS	422	201	179		QUINCY, IL-HANNIBAL, MO-KEOKUK	231
163	144		TOPEKA	421	202	180		WATERTOWN	221
164	145		MONROE, LA-EL DORADO	408	203	181		JONESBORO	218
165	146		IDAHO FALLS-POCATELLO, ID (JACKSON,	407	204	182		ELMIRA (CORNING)	215
166		20	PRINCE GEORGE-KAMLOOPS EM	406	205	183		ALEXANDRIA	208
167	147		DULUTH, MN-SUPERIOR	397	206	184		TWIN FALLS	207
168	148		PANAMA CITY	396	207	185		BEND	203
169	149		BISMARCK-MINOT-DICKINSON(WILLISTON	393	208	186		MARQUETTE	197
170		21	REGINA-MOOSE JAW EM	393	209	187		BUTTE-BOZEMAN	196
171	150		SIOUX CITY	391	210	188		GRAND JUNCTION-MONTROSE	192
172	151		JOPLIN, MO-PITTSBURG	381	211	189		LAFAYETTE	176
173	152		WICHITA FALLS, TX & LAWTON	378	212	190		LIMA	169
174	153		ALBANY	375	213	191		GREAT FALLS	157
175	154		YUMA, AZ-EL CENTRO	366	214	192		MERIDIAN	154
176	155		ROCHESTER, MN-MASON CITY, IA-AUSTIN	364	215	193		GREENWOOD-GREENVILLE	143
177	156		BILOXI-GULFPORT	359	216	194		CHEYENNE, WY-SCOTTSBLUFF	143
178	157		ERIE	354	217	195		EUREKA	142
179	158		SHERMAN, TX-ADA	349	218	196		SAN ANGELO	140
180	159		GAINESVILLE	342	219	197		PARKERSBURG	139
181	160		TERRE HAUTE	338	220	198		CASPER-RIVERTON	136
182		22	TROIS-RIVIÈRES EM	334	221	199		MANKATO	131
183	161		BANGOR	330	222	200		OTTUMWA, IA-KIRKSVILLE	111
184	162		MISSOULA	323	223	201		ST. JOSEPH	109
185	163		BINGHAMTON	303	224	202		FAIRBANKS	92
186	164		ABILENE-SWEETWATER	293	225	203		VICTORIA	87
187	165		WHEELING, WV-STEUBENVILLE	287	226	204		ZANESVILLE	82
188	166		BILLINGS	284	227	205		HELENA	79
189	167		HATTIESBURG-LAUREL	280	228	206		PRESQUE ISLE	63
190	168		BLUEFIELD-BECKLEY-OAK HILL	276	229	207		JUNEAU	63
191	169		LAREDO	274	230	208		ALPENA	38
192	170		RAPID CITY	262	231	209		NORTH PLATTE	33
193	171		DOTHAN	259	232	210		GLENDIVE	9
194	172		LAKE CHARLES	246					
195	173		HARRISONBURG	245					

CONVENTIONAL STATIONS - ppm

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
VANCOUVER					
CBC Vancouver (CBUT)	1403	788	English	CBC Media	CBC Vancouver (CBUT)
CHEK Victoria	1478	594	English	Airtime/CHEK Media	CHEK
Citytv Vancouver (CKVU)	1478	863	English	Rogers Sports & Media	Citytv Vancouver (CKVU)
CTV Vancouver (CIVT)	3099	1151	English	Bell Media	CTV Vancouver (CIVT)
CTV2 Vancouver (CIVI)	855	664	English	Bell Media	CTV2 Vancouver (CIVI)
Global BC (CHAN/CHBC)	6772	1610	English	Corus	Global BC (CHAN/CHBC)
Joytv BC (CHNU)	40	33	English	Group of 7/Joytv	Joytv BC (CHNU)
Knowledge BC (CKNO)	808	399	English		Knowledge BC (CKNO)
OMNI BC (CHNM)	35	58	Multi-language/English	Rogers Sports & Media	OMNI BC (CHNM)
CALGARY					
CBC Calgary (CBRT)	493	289	English	CBC Media	Impulse Media
Citytv Calgary (CKAL)	734	402	English	Rogers Sports & Media	Impulse Media
CTV Calgary (CFCN)	1997	588	Multi-language/English	Bell Media	Bell Media
CTV2 Alberta	252	244	English	Bell Media	Bell Media
Global Calgary (CICT/CISA)	2810	689	English	Corus	Canadian Media
OMNI Calgary (CJCO)	3	10	English	Rogers Sports & Media	Impulse Media
YES TV Calgary (CKCS)	201	118	English	Airtime Sales	
EDMONTON					
CBC Edmonton (CBXT)	420	299	English	CBC Media	Impulse Media
Citytv Edmonton (CKEM)	874	413	English	Rogers Sports & Media	Impulse Media
CTV Edmonton (CFRN)	1646	585	English	Bell Media	Bell Media
CTV2 Alberta	230	232	English	Bell Media	Bell Media
Global Edmonton (CITV)	4231	697	English	Corus	Canadian Media
Omni Edmonton (CJEO)	7	11	Multi-language/English	Rogers Sports & Media	Impulse Media
SRC Edmonton (CBXFT)	1	5	French	SRC Media	Impulse Media
YES TV Edmonton (CKES)	329	175	English	Airtime Sales	

CONVENTIONAL STATIONS - ppm

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
TORONTO					
CBC Toronto (CBLT)	1774	1065	English	CBC Media	Impulse Media
CHCH	2914	1134	English	Airtime	Impulse Media
Citytv Ontario (CITY)	6574	2336	English	Rogers Sports & Media	Impulse Media
CTV Toronto (CFTO)	7595	2442	English	Bell Media	Bell Media
CTV2 Barrie/Tor (CKVR)	1408	1143	English	Bell Media	Bell Media
Global Ontario (CIII)	5092	2159	English	Corus	Canadian Media
OMNI 1 Ontario (CFMT)	99	122	Multi-language/English	Rogers Sports & Media	Impulse Media
OMNI 2 Ontario (CJMT)	28	92	Multi-language/English	Rogers Sports & Media	Impulse Media
SRC Toronto (CBLFT)	80	65	French	SRC Media	Impulse Media
YES TV Toronto (CITS)	1762	941	English	Airtime	
ONTARIO					
CBC Ontario	3657	1938	English	CBC Media	Impulse Media
CHCH	4678	1901	English	Airtime	Impulse Media
Citytv Ontario (CITY)	10383	3918	English	Rogers Sports & Media	Impulse Media
CTV Ontario	15604	4777	English	Bell Media	Bell Media
CTV2 Ontario	5477	2702	English	Bell Media	Bell Media
Global Ontario (CIII)	8604	3668	English	Corus	Canadian Media
OMNI 1 Ontario (CFMT)	115	179	Multi-language/English	Rogers Sports & Media	Impulse Media
OMNI 2 Ontario (CJMT)	31	134	Multi-language/English	Rogers Sports & Media	Impulse Media
SRC Ontario (CBLFT,CBOFT)	255	202	French	SRC Media	Impulse Media
YES TV Toronto (CITS)	2620	1466	English	Airtime	

CONVENTIONAL STATIONS - ppm

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
MONTREAL FRANCO					
Noovo Montreal (CFJP)	4624	1660	French	Bell Media	Bell Media
SRC Montreal (CBFT)	10704	2094	French	SRC	SRC Media
TQ Total	2127	1261	French	Télé-Québec	Télé-Québec Media
TVA Montreal (CFTMCFTM_O)	15672	2151	French	Quebecor Gr Media	Quebecor Gr Media
MONTREAL ANGLO					
CBC Montreal (CBMT)	137	101	English	CBC Media	Impulse Media
Citytv Montreal (CJNT)	811	330	English	Rogers Sports & Media	Impulse Media
CTV Montreal (CFCF)	1950	443	English	Bell Media	Bell Media
Global Quebec (CKMI)	804	355	English	Corus	Canadian Media
PROV. QUEBEC FRANCO					
Noovo Total	8947	3335	French	Bell Media	Bell Media
SRC Total	21813	4136	French	SRC	SRC Media
TQ Total	4208	2436	French	Télé-Québec	Télé-Québec Media
TVA Total	35357	4297	French	Quebecor Gr Media	Quebecor Gr Media

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation-U.S.
BNN Bloomberg	844	519	English	Bell Media	Bell Media
CP24 Ontario	6143	2859	English	Bell Media	Bell Media
CTV Comedy	5324	2180	English	Bell Media	Bell Media
CTV Drama	3446	1406	English	Bell Media	Bell Media
CTV Life	2385	1333	English	Bell Media	Bell Media
CTV News Channel	4955	3546	English	Bell Media	Bell Media
CTV Nature	1427	999	English	Bell Media	Bell Media
CTV Sci-Fi	5928	2386	English	Bell Media	Bell Media
CTV Speed	477	391	English	Bell Media	Bell Media
CTV Wild	660	597	English	Bell Media	Bell Media
E!	1506	1246	English	Bell Media	Bell Media
Much	1624	1445	English	Bell Media	Bell Media
Oxygen True Crime	2480	778	English	Bell Media	Bell Media
TSN	18243	6862	English	Bell Media	Bell Media
TSN1	7623	3938	English	Bell Media	Bell Media
TSN2	1974	2004	English	Bell Media	Bell Media
TSN3	2753	2103	English	Bell Media	Bell Media
TSN4	4788	3119	English	Bell Media	Bell Media
TSN5	3080	2093	English	Bell Media	Bell Media
USA Network	6190	2575	English	Bell Media	Bell Media
Canal D	3049	1371	French	Bell Media	Bell Media
Canal Vie	2168	1058	French	Bell Media	Bell Media
Investigation	1635	520	French	Bell Media	Bell Media
RDS Info	484	414	French	Bell Media	Bell Media
RDS	7870	2513	French	Bell Media	Bell Media
RDS2	1673	1209	French	Bell Media	Bell Media
Z	926	451	French	Bell Media	Bell Media

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
Adults Swim	1445	664	English	Corus	CDN Media Sales
BC1	1214	442	English	Corus	CDN Media Sales
Boomerang	1037	213	English	Corus	CDN Media Sales
Cartoon Network	211	209	English	Corus	CDN Media Sales
CMT	1702	1026	English	Corus	CDN Media Sales
Crime Investigation	1309	540	English	Corus	CDN Media Sales
Deja View	527	258	English	Corus	CDN Media Sales
Disney	292	251	English	Corus	CDN Media Sales
Dtour	1349	763	English	Corus	CDN Media Sales
Flavour	3652	2148	English	Corus	CDN Media Sales
H2	749	580	English	Corus	CDN Media Sales
History	9732	3657	English	Corus	CDN Media Sales
Home	4678	2647	English	Corus	CDN Media Sales
Lifetime	1166	674	English	Corus	CDN Media Sales
Movietime	1200	1095	English	Corus	CDN Media Sales
NatGeoWild	655	511	English	Corus	CDN Media Sales
National Geographic	1976	1597	English	Corus	CDN Media Sales
Showcase	5343	2535	English	Corus	CDN Media Sales
Slice	1458	1436	English	Corus	CDN Media Sales
W Network	12061	3041	English	Corus	CDN Media Sales
YTV	1093	896	English	Corus	CDN Media Sales
Historia	2019	1139	French	Corus	CDN Media Sales
Series+	3253	1206	French	Corus	CDN Media Sales
Teletoon Fr	506	206	French	Corus	CDN Media Sales

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation-U.S.
Bravo	928	649	English	Rogers Sports & Media	Impulse Media
Discovery	2073	1340	English	Rogers Sports & Media	Impulse Media
Discovery ID	2786	802	English	Rogers Sports & Media	Impulse Media
Food Network	2546	1438	English	Rogers Sports & Media	Impulse Media
FX	1707	1042	English	Rogers Sports & Media	Impulse Media
FXX	457	390	English	Rogers Sports & Media	Impulse Media
HGTV	1811	1315	English	Rogers Sports & Media	Impulse Media
Magnolia	420	511	English	Rogers Sports & Media	Impulse Media
Sportsnet National	37101	8722	English	Rogers Sports & Media	Impulse Media
Sportsnet East	6354	3060	English	Rogers Sports & Media	Impulse Media
Sportsnet Ont	18462	5323	English	Rogers Sports & Media	Impulse Media
Sportsnet Pac	6540	2579	English	Rogers Sports & Media	Impulse Media
Sportsnet West	5745	2310	English	Rogers Sports & Media	Impulse Media
Sportsnet360	1708	1711	English	Rogers Sports & Media	Impulse Media
SportsnetOne	3827	3140	English	Rogers Sports & Media	Impulse Media
The Shopping Channel	330	398	English	Rogers Sports & Media	Impulse Media

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
CBC News Network	7396	2961	English	CBC	CBC
Documentary	439	476	English	CBC	CBC
ARTV	2006	1100	French	SRC	SRC
Explora	993	635	French	SRC	SRC
RDI	8223	1942	French	SRC	SRC
AddikTV	3768	1365	French	Quebecor Groupe	Quebecor Groupe
Casa	1117	612	French	Quebecor Groupe	Quebecor Groupe
Evasion	1166	745	French	Quebecor Groupe	Quebecor Groupe
LCN	12106	2668	French	Quebecor Groupe	Quebecor Groupe
Prise 2	2997	1078	French	Quebecor Groupe	Quebecor Groupe
Qub	573	85	French	Quebecor Groupe	Quebecor Groupe
Temoin	1468	777	French	Quebecor Groupe	Quebecor Groupe
TVA Sports	4449	1843	French	Quebecor Groupe	Quebecor Groupe
TVA Sports 2	1084	889	French	Quebecor Groupe	Quebecor Groupe
Zeste	491	356	French	Quebecor Groupe	Quebecor Groupe
Elle Fictions	3853	619	French	Remstar Media	Remstar Media
MAX	1897	863	French	Remstar Media	Remstar Media
TV5	2542	1182	French	TV5 Quebec Canada	TV5 Quebec Canada
Unis TV	643	780	French	TV5 Quebec Canada	TV5 Quebec Canada

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
AMI-tv	158	173	English	Accessible Media Inc.	Accessible Media
AMI-tele	99	222	French		
APTN	567	969	Indigenous/English	Aboriginal People's Network	Aboriginal People's Network
BBC Earth	674	432	English	Blue Ant Media	Blue Ant Media
BBC First	1721	1007	English	Blue Ant Media	Blue Ant Media
Cottage Life	1037	779	English	Blue Ant Media	Blue Ant Media
Love Nature	1293	809	English	Blue Ant Media	Blue Ant Media
Makeful	1338	838	English	Blue Ant Media	Blue Ant Media
Smithsonian	621	452	English	Blue Ant Media	Blue Ant Media
T + E	1620	928	English	Blue Ant Media	Blue Ant Media
Weather Network	1154	1519	English	Pelmorex Media	
Meteomedia	275	639	French	Pelmorex Media	
Fight	182	87	English	Anthem Sports & Ent	
Game TV	3710	1574	English	Anthem Sports & Ent	
NBA TV Canada	309	173	English	MLSE	
One: Body, Mind, Spirit	245	239	English	Zoomer Media	
Vision	4097	1497	English	Zoomer Media	
Out TV	83	81	English	OM Acquisitions	
RevTV	45	69	English	Rev Sports Entertainment	
Rewind	402	422	English	Channel Zero	
Silver Screen Classics	540	503	English	Channel Zero	
Sportsman Channel	64	95	English	Outdoor Group Media	
TLN	1124	964	English, Spanish & Italian	TLN Media Group	
Wild TV	256	116	English.	Wild TV Inc	

appendix

CANADA'S POPULATION

Canada is the world's second-largest country by land mass with a population of just over 40 million.



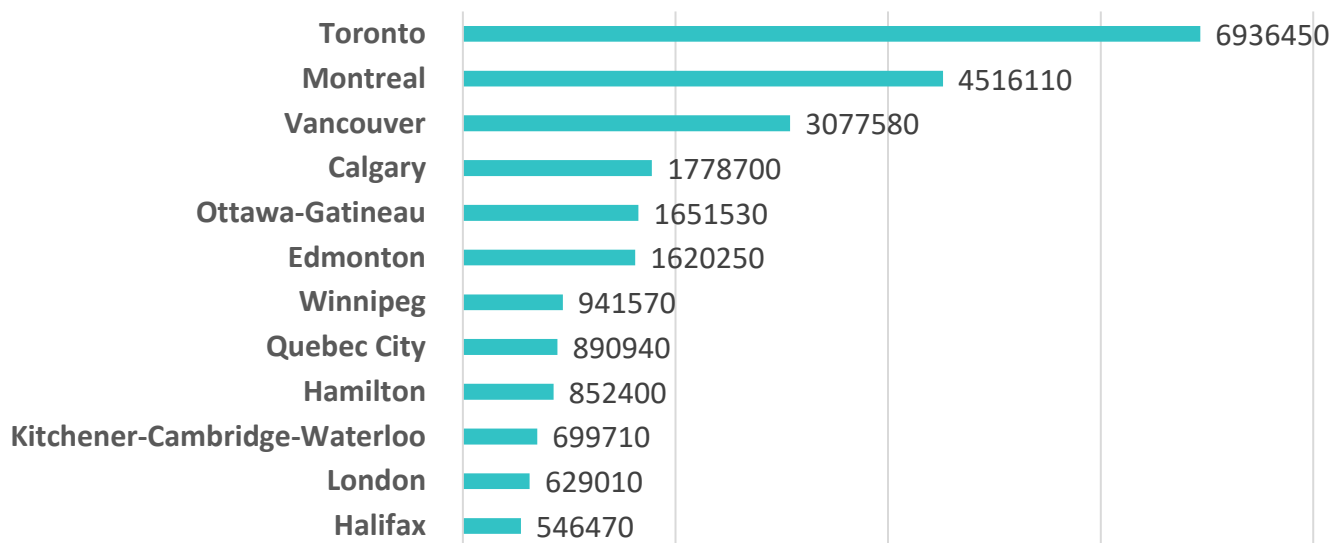
Universe Estimate*: **40.76 million**

- Atlantic: 2.66 million
- Quebec: 8.93 million
- Ontario: 15.94 million
- Prairies: 7.55 million
- British Columbia: 5.68 million

* Numeris Universe Estimates, P2+

Nearly half the population live in the six largest urban areas

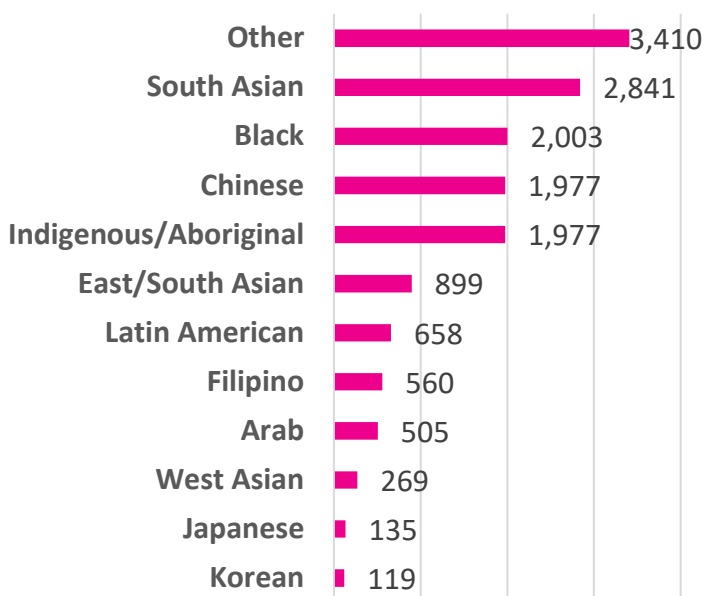
Canada's Largest Markets



CANADA'S POPULATION

Immigration is driving Canada's population growth. Toronto and Vancouver have the highest levels of ethnic diversity.

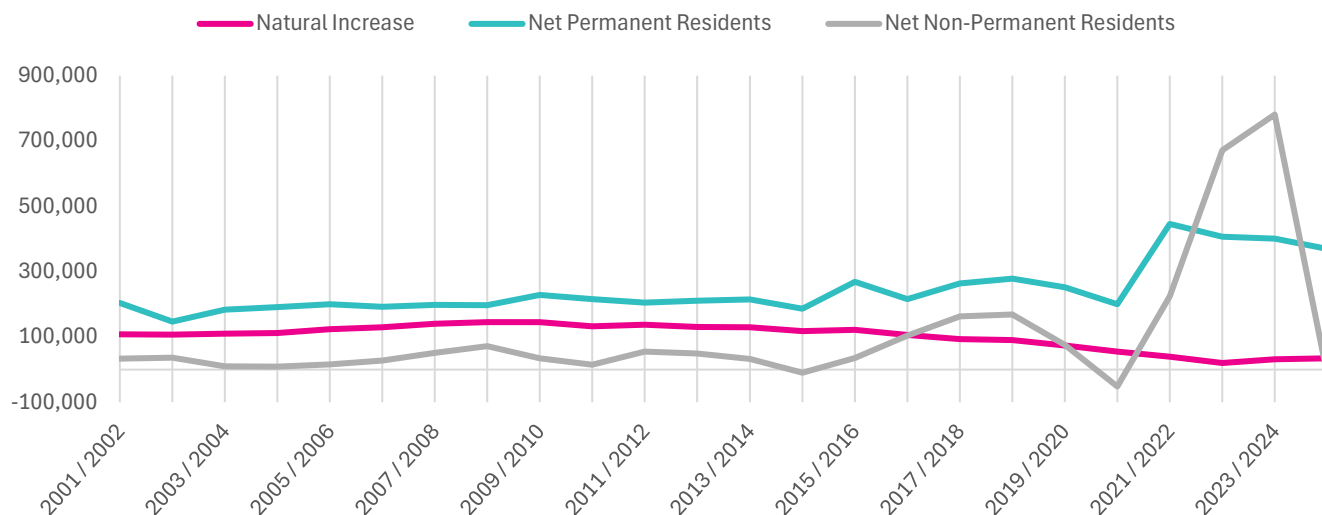
2025 Ethnic Population (000)



Ethnic Composition

Toronto CMA	56%
Vancouver CMA	55%
Montreal CMA	27%

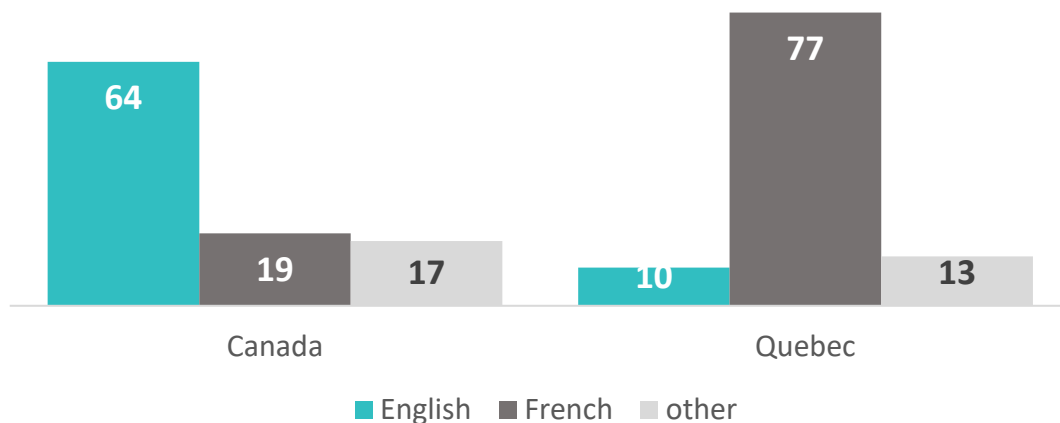
Components of Population Growth, Canada 2001-2002 to 2024-2025



THE QUEBEC FRANCO MARKET

French speaking people make up 77% of the Quebec population

LANGUAGE SPOKEN MOST OFTEN AT HOME



- Montreal is a bilingual market with 4.4 million people
 - Montreal Anglo: 1.1M people
 - Montreal Franco: 3.4M people
- Television reach and time spent is higher than in English Canada, therefore GRP's & impressions can be generated more quickly
 - If frequency is a priority, slightly higher GRPs in Quebec Franco are recommended
- Quebec Franco audiences tend to balance their viewing across conventional & specialty networks
- Quebec has its own star system for music, television, stand up comedy and movies. The stars dominate the media landscape by working across multiple media companies

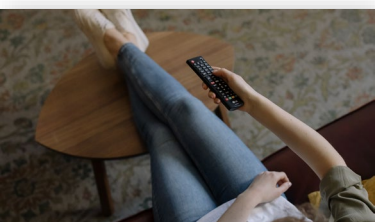
ADDITIONAL RESOURCES

- think**tv**, "[Power of TV in an Attention Economy](#)"
- think**tv**, "[Total TV and Streaming Viewership](#)"
- think**tv**, "[Why TV?](#)"
- Environics Analytics, "[Outcomes Video Measurement](#)"
- Miix Analytics, "[Marketing Effectiveness in Canada](#)"
- Mark Ritson, "[Understanding the Drivers of Advertising Creative](#)"
- Erez Levin, "[Navigating Quality](#)"
- Peter Field & Karen Nelson-Field, "[The Cost of Dull Media](#)"
- Dan White, "[The Fundamentals of Planning](#)"
- Thinkbox, "[Why Brands \(Still\) Matter](#)"

think**tv** Clearance

think**tv** Clearance pre-clears English and French commercials, infomercials and public service announcements on behalf of its member channels using member-approved guidelines. Before issuing a TC number, the final production must be reviewed; however, preliminary script approval will be provided when requested. Each commercial, upon acceptance, will receive a Telecaster number signifying to the station's traffic department that all other clearance numbers, when applicable, have been received.

think**tv** Clearance
365 Bloor Street East, Suite 1602
Toronto, ON M4W 3L4
Tel: 416-923-8813
[think**tv** Clearance Website](#)



TV basics

think^{tv}

we hope you found this report useful.
there's much more we'd love to share.
click the links below and let's connect.

[subscribe](#)



[follow](#)



[reach out](#)

