

A graphic of several concentric circles in a light gray color, centered on the left side of the page. The circles are of varying diameters and are spaced evenly, creating a target-like or ripple effect.

**REACH** your target  
through **tv** advertising

think<sup>tv</sup>



**“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

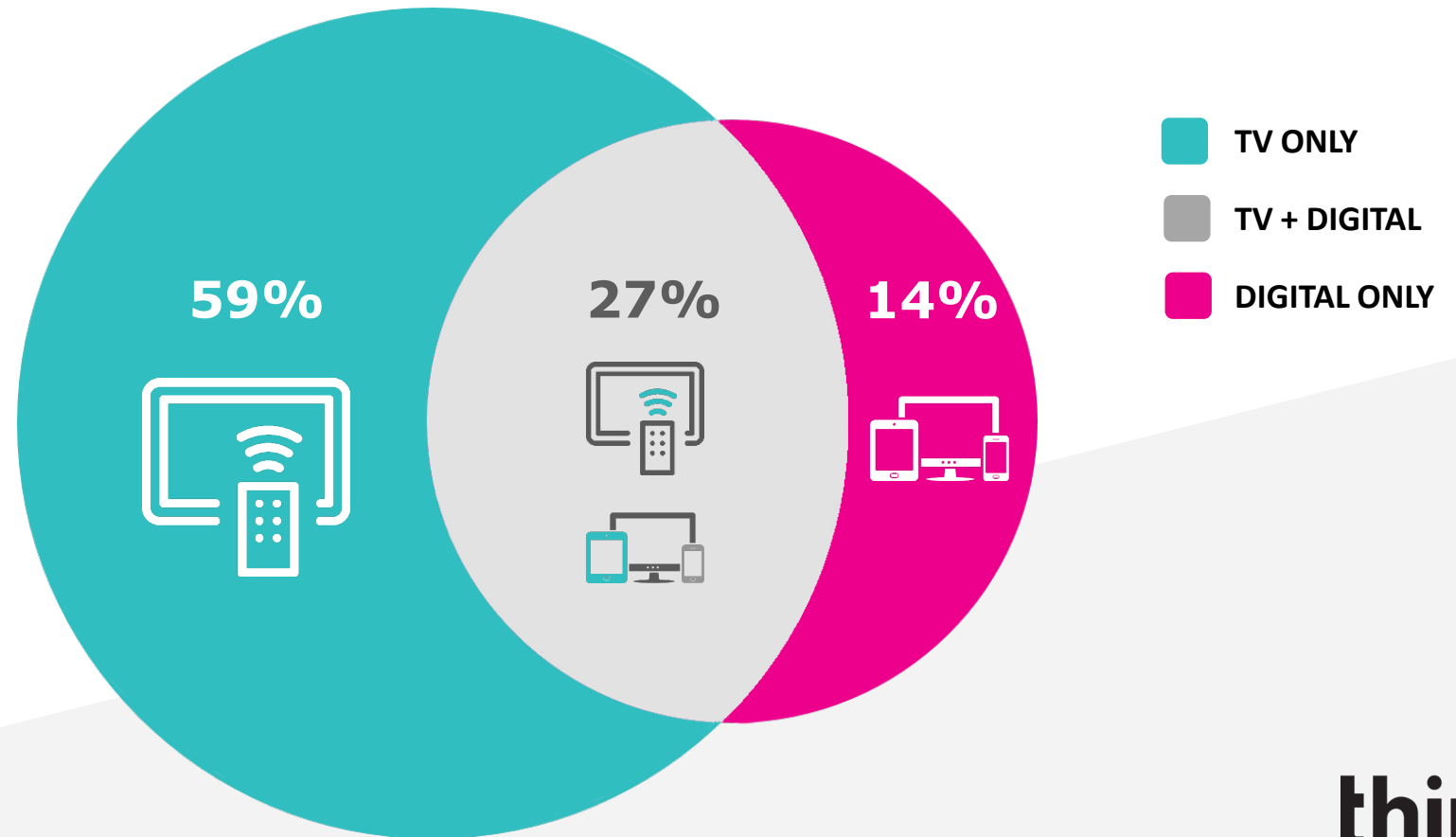
Professor of Marketing Science, University of South Australia

# tv is the primary driver of reach

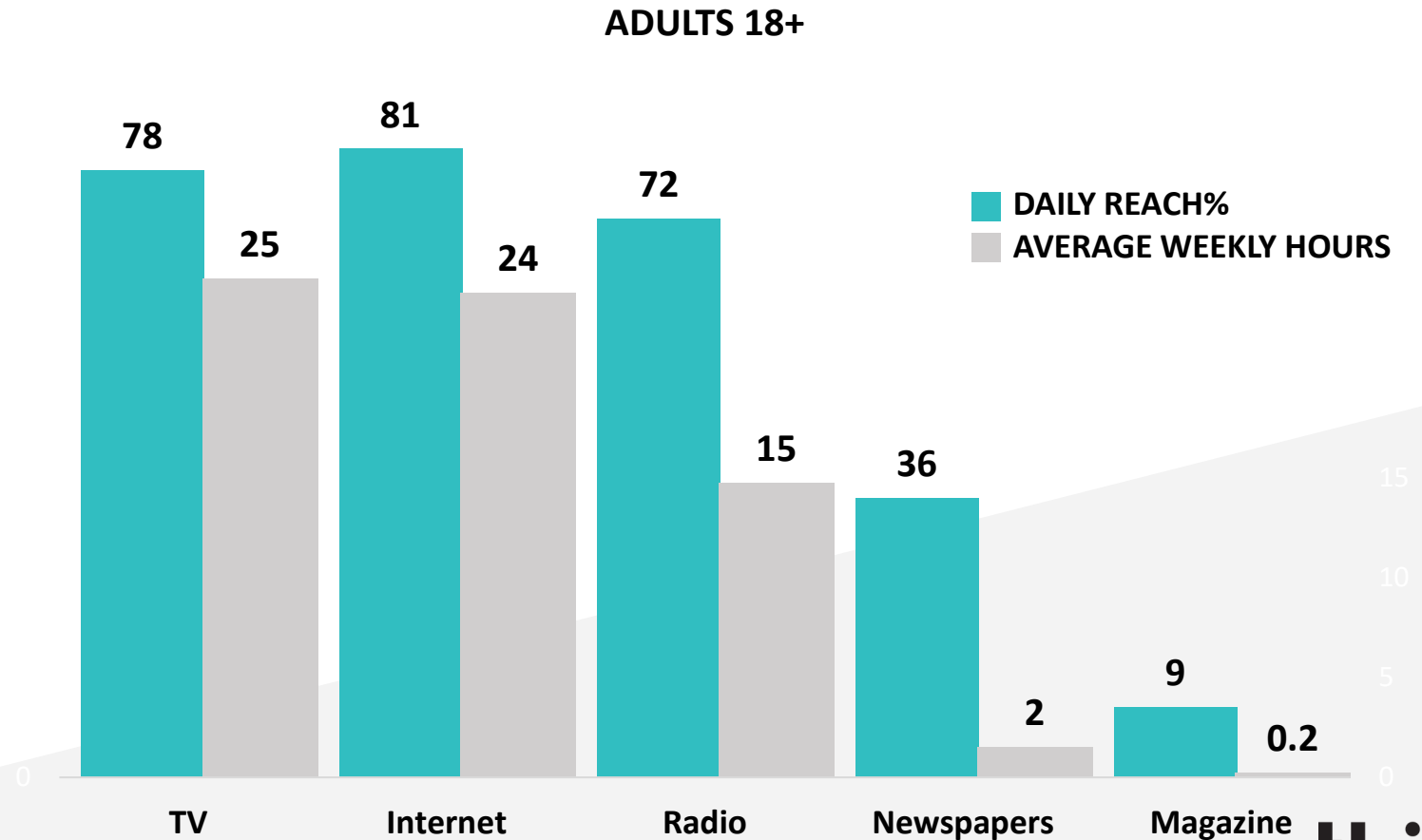
## AVERAGE TARGET UNIQUE AUDIENCE A18-49

TV is the primary driver of reach, even in cross-platform campaigns. A Nielsen study found:

- For campaigns that targeted Adults 18-49, the average number of **impressions from TV was nearly 8x greater** than impressions from digital.
- **TV delivered 86% of the reached target:** 59% were reached through TV only, and 27% were reached via both TV and digital.

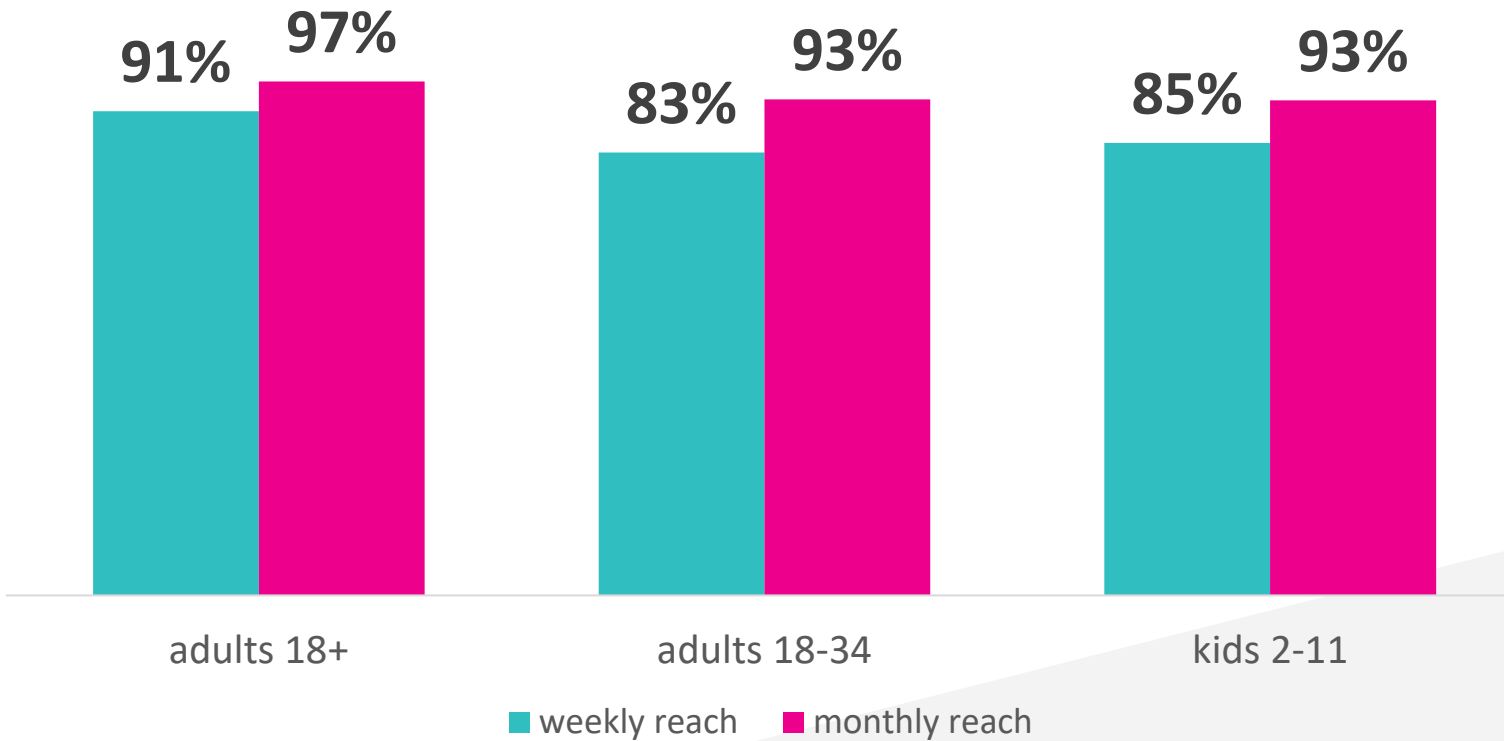


# **tv** reaches **78%** of Canadian adults **daily**



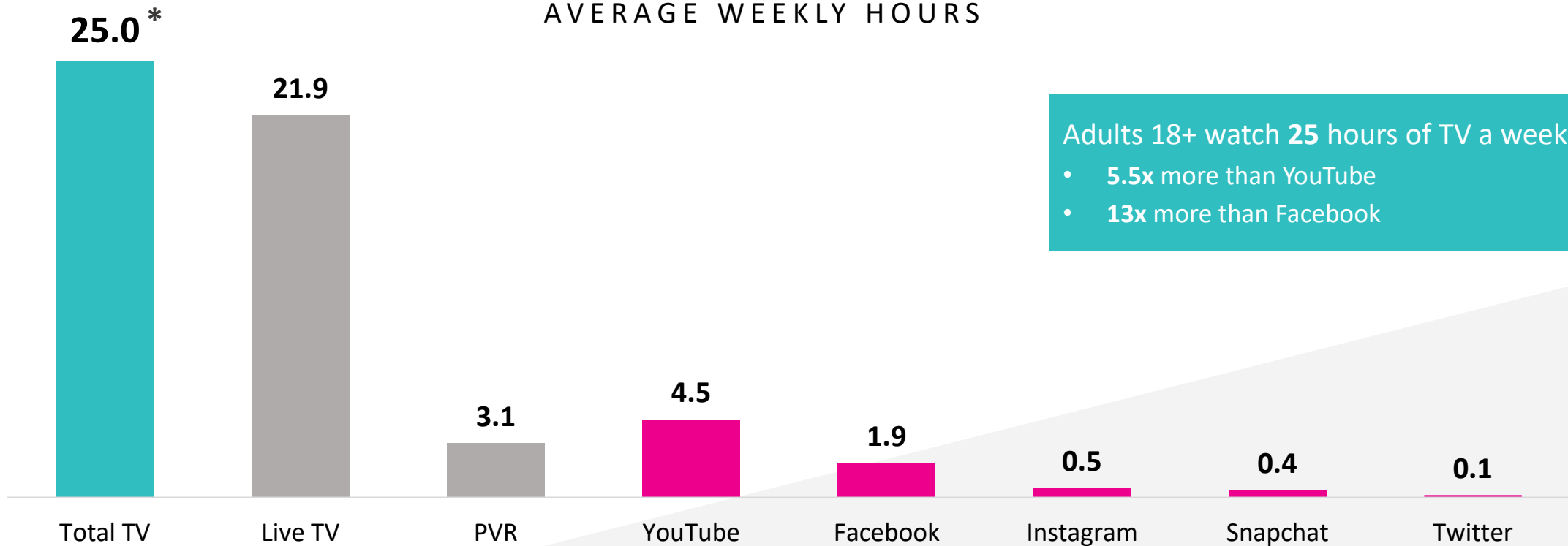


# reaches 90% of Canadians 2+ every week



# tv dominates time spent – A18+

ADULTS 18+  
AVERAGE WEEKLY HOURS



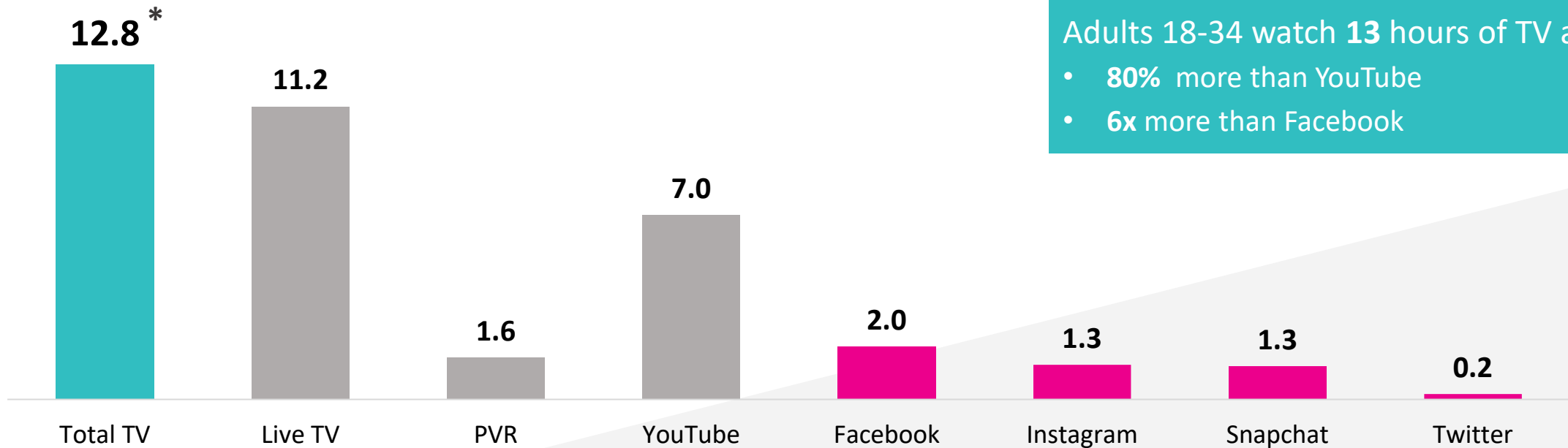
Adults 18+ watch 25 hours of TV a week

- 5.5x more than YouTube
- 13x more than Facebook

\* 88% of A18+ TV viewing is LIVE

# tv dominates time spent – A18-34

ADULTS 18-34  
AVERAGE WEEKLY HOURS



Adults 18-34 watch **13** hours of TV a week

- 80% more than YouTube
- 6x more than Facebook

\* 87% of A18-34 TV viewing is LIVE

**reach us @**



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