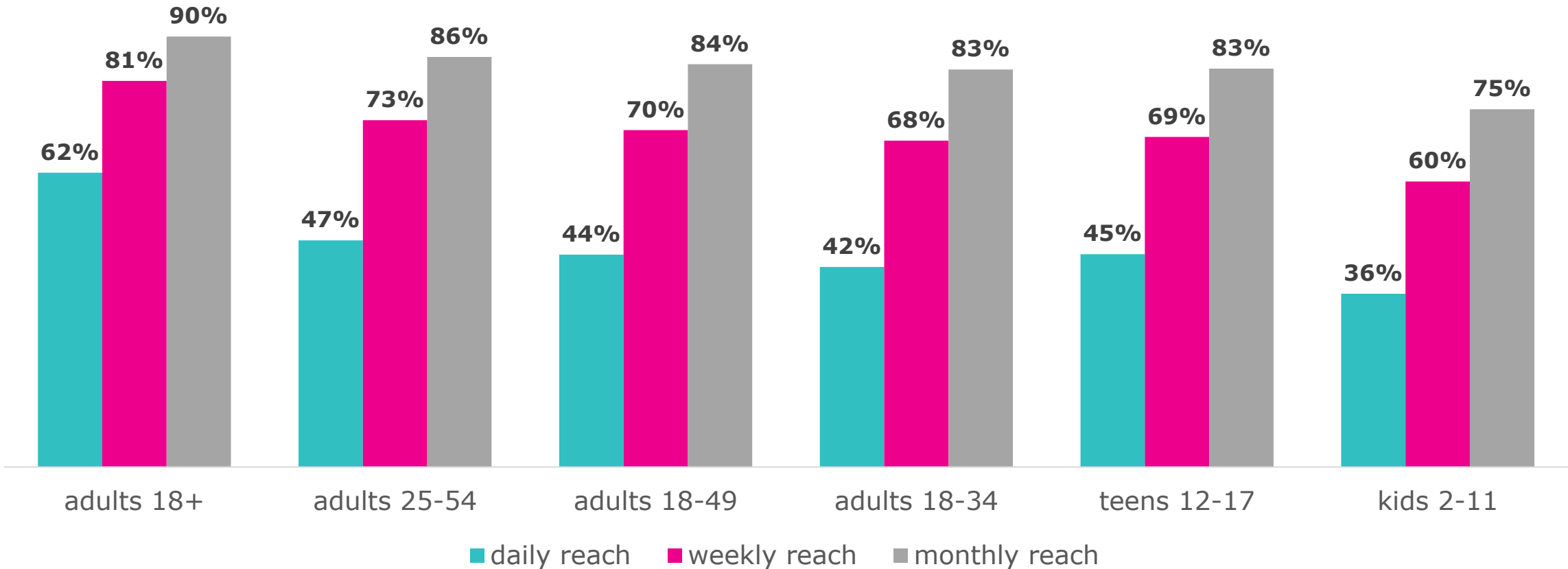


A photograph of two men sitting on a couch in a living room, laughing and eating popcorn. The man on the left is wearing a blue sweater and has a bowl of popcorn on his lap. The man on the right is wearing a plaid shirt and a dark scarf. A teal banner is overlaid on the image with white text.

**reach** your target  
through TV advertising

**think** tv

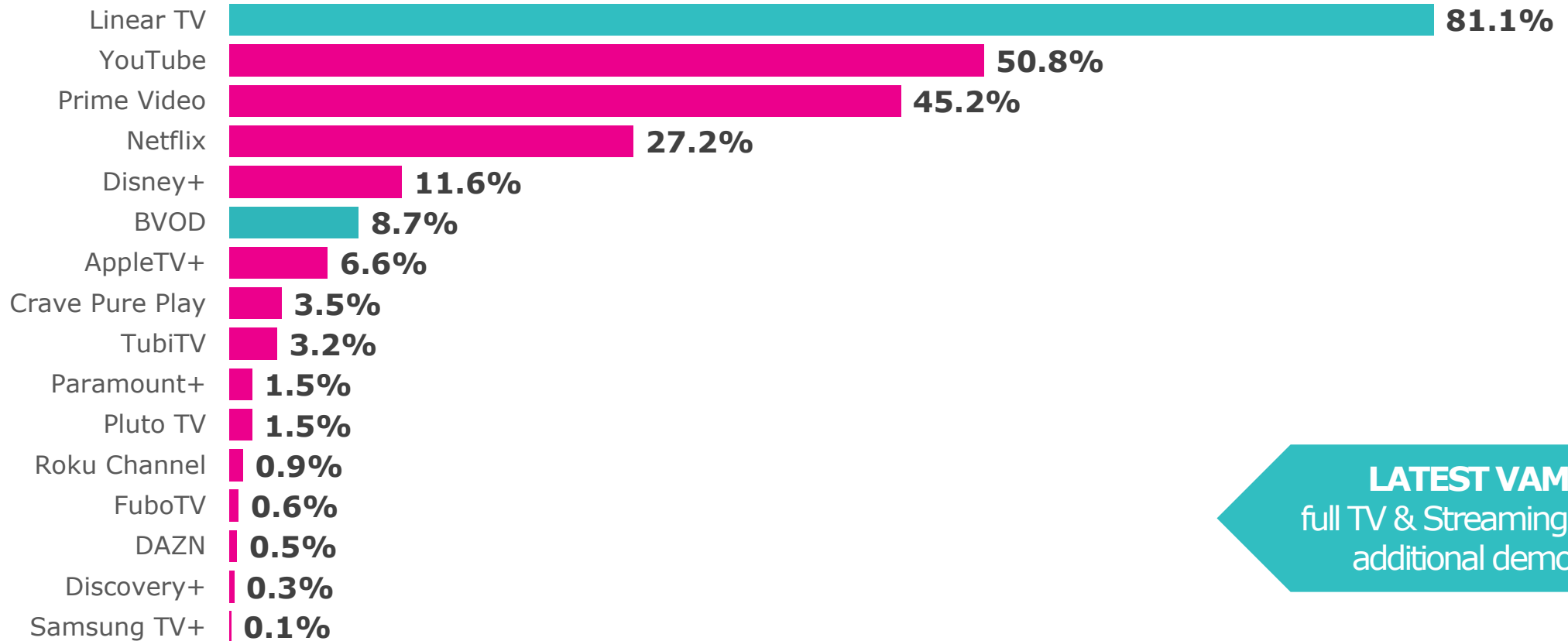
# linear TV reaches 90% of Canadians monthly



Source: Numeris PPM, Total Canada, 09/15/25 to 12/21/2025  
Linear TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

# Linear TV's reach exceeds all streaming services

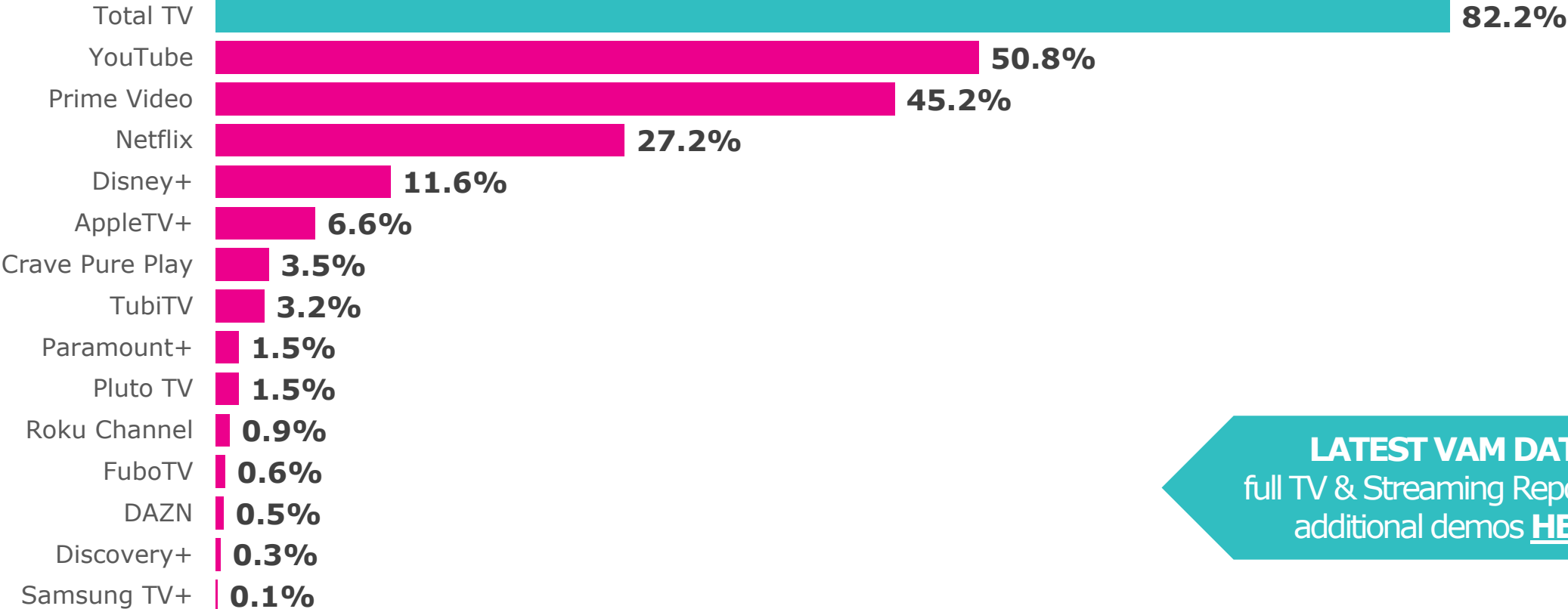
## AVERAGE WEEKLY REACH % ADULTS 18+



**LATEST VAM DATA**  
full TV & Streaming Report with  
additional demos [HERE](#)

# Total TV delivers unmatched reach

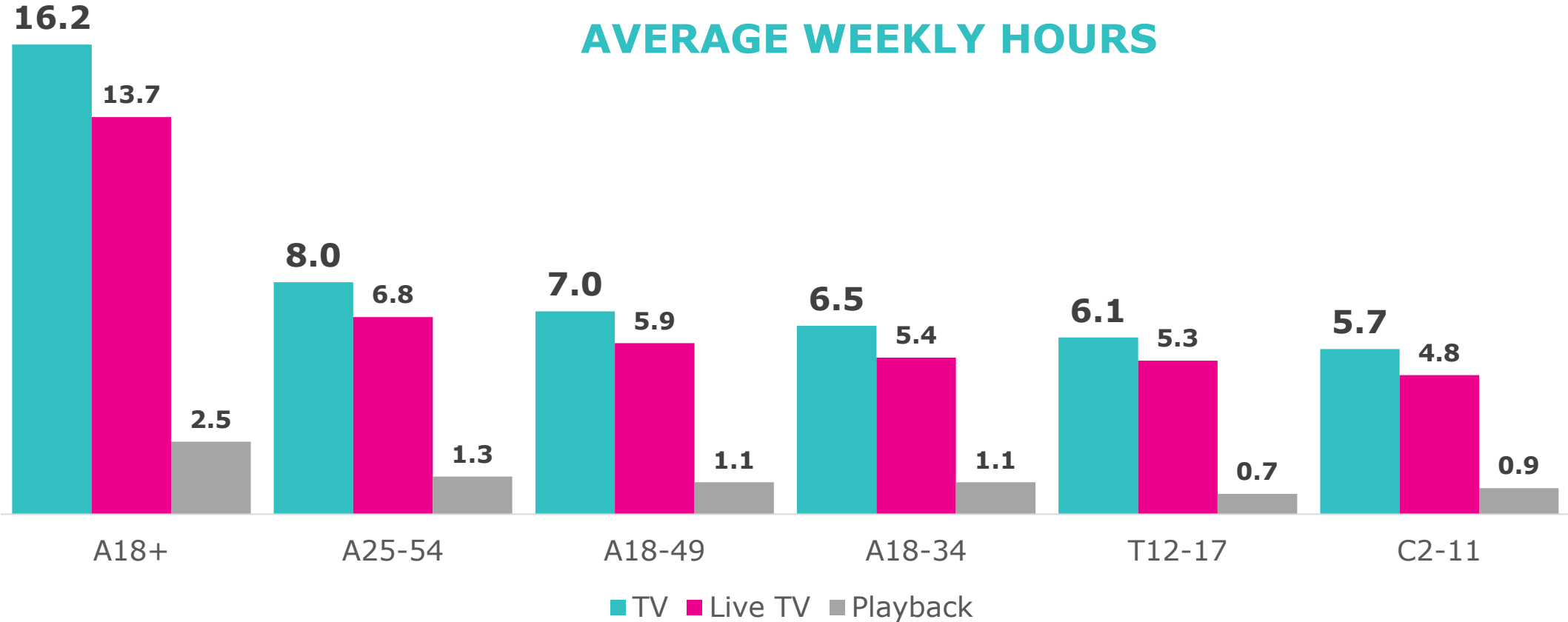
## AVERAGE WEEKLY REACH % ADULTS 18+



**LATEST VAM DATA**  
full TV & Streaming Report with  
additional demos [HERE](#)

Source: Numeris VAM 09/15/25 to 12/21/2025, Total Canada  
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

# Canadians watch a lot of linear TV and **most** of it is **live**



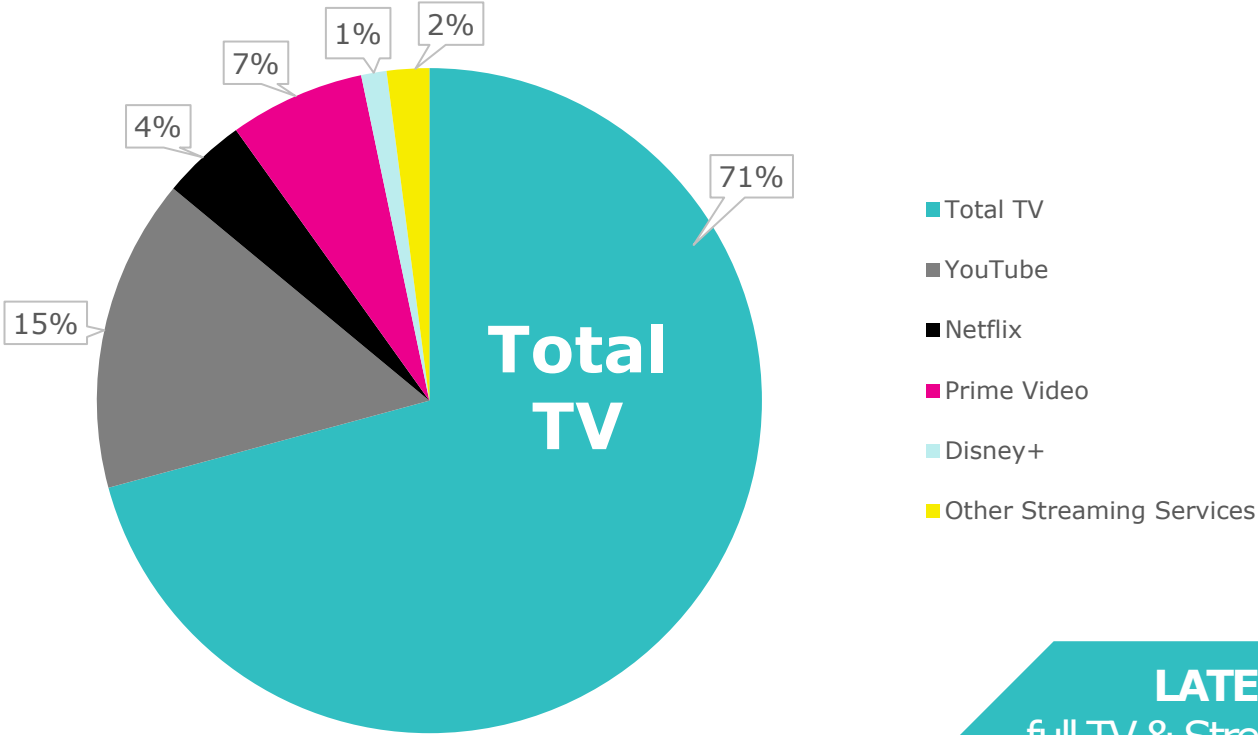
Source: Numeris PPM, Total Canada, 09/15/25 to 12/21/2025

Linear TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Playback = non live viewing 0-7 days post airing

# Total TV captures **greatest share** of time spent with video

## SHARE OF VIDEO ADULTS 18+

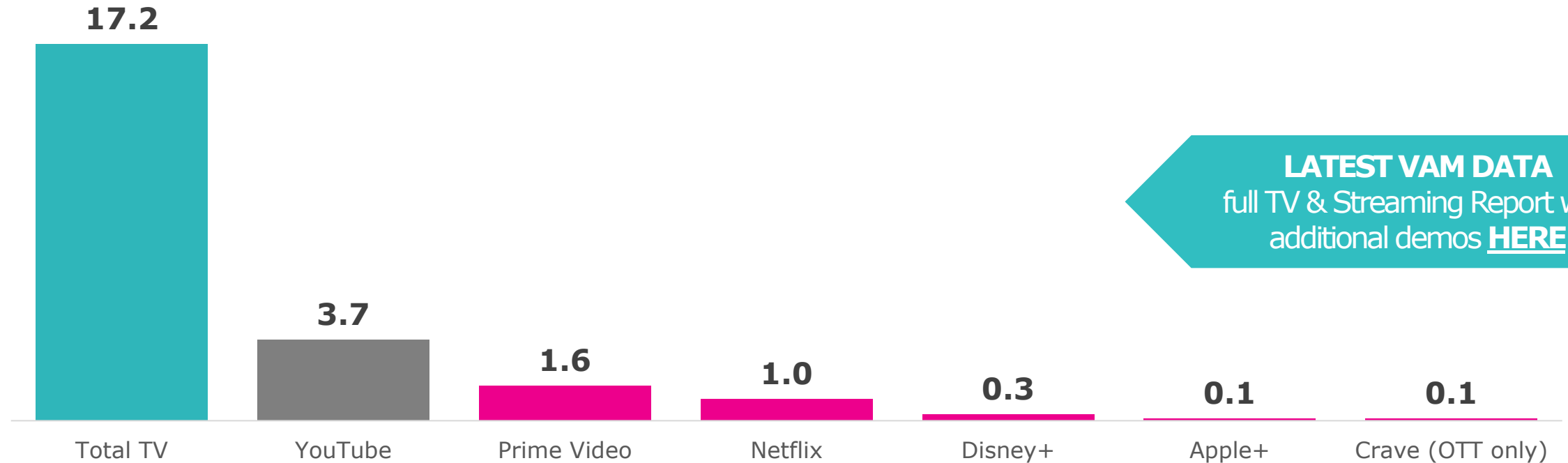


**LATEST VAM DATA**  
full TV & Streaming Report Available  
[HERE](#)

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 are ad-free and ad-supported services (in-home viewing only)  
Other Streaming Services: 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

# Total TV dominates time spent

## AVERAGE WEEKLY HOURS ADULTS 18+



**LATEST VAM DATA**  
full TV & Streaming Report with  
additional demos [HERE](#)

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 are ad-free and ad-supported services (in-home viewing only)



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

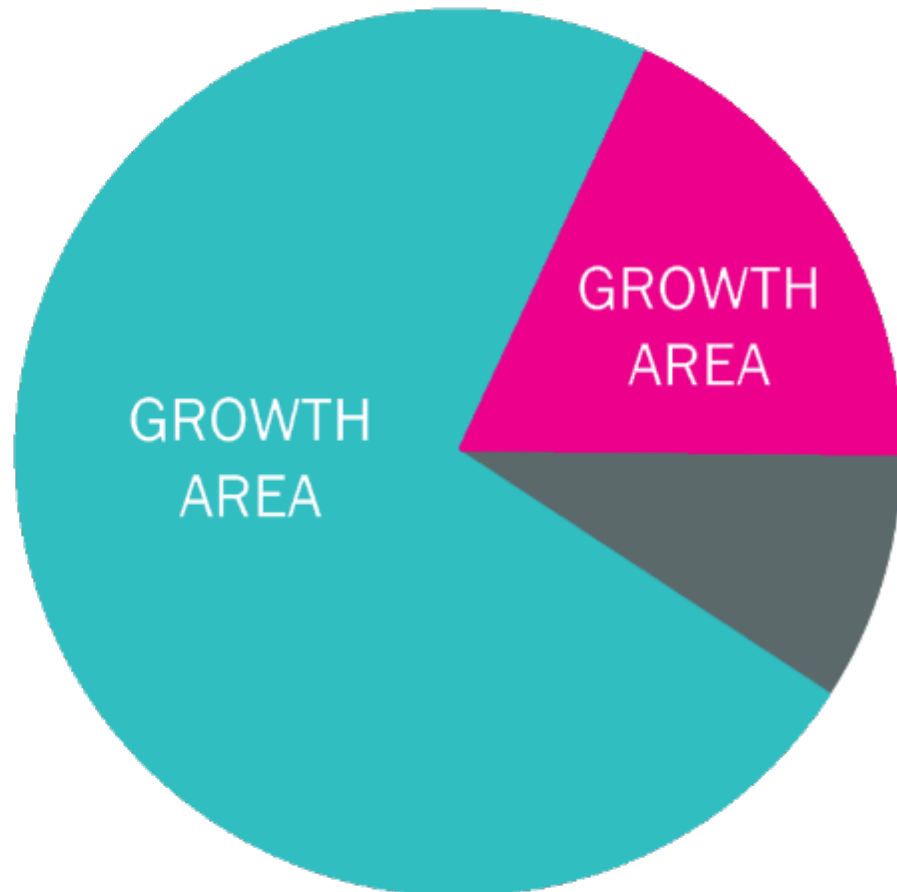
**This makes planning for reach the foundation of any sound media strategy.”**

**Byron Sharp**

Professor of Marketing Science,  
University of South Australia

# move beyond loyalty for growth

Byron Sharp has shown that the biggest growth comes from targeting *light* and *non-buyers*



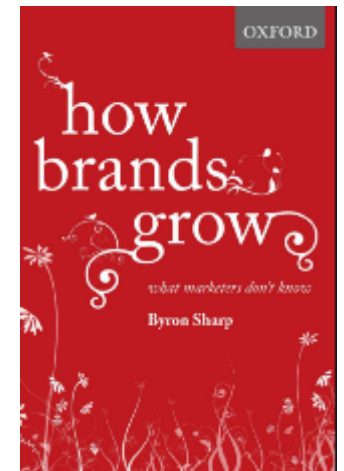
Non-buyers  
of your brand



Light buyers  
of your brand



Heavy buyers  
of your brand



Source: [Target the \(Whole\) Market](#)

# “loyal” buyers can only buy so much



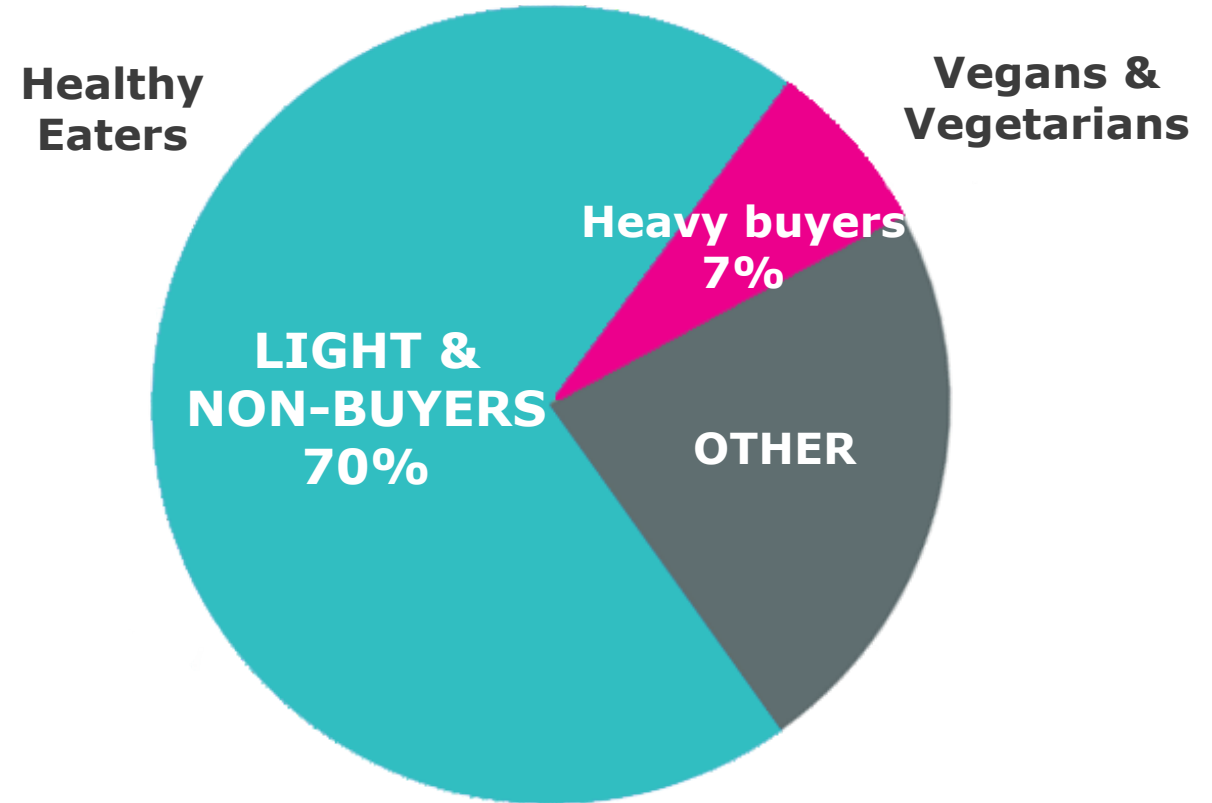
# case study

Quorn leveraged these principles to substantially grow penetration

when meat-substitute company Quorn followed these principles, targeting all healthy-conscious eaters instead of just vegetarians, their sales grew 62%

## business result:

- **62%** increase in category growth
- **\$6.8 million** increase in sales



# in case you missed it

check out these additional research reports & presentations



## the eye-watering cost of dull media

Peter Field and Dr. Karen Nelson-Field's latest research project "The Extraordinary Cost of Dull" puts a dollar value (almost \$200 billion!) on invisible impressions and dull media, and identifies tactics to optimize media dollars.

[learn more »](#)



## marketing effectiveness in Canada

Through extensive analysis of Canadian businesses' marketing plans, Miix Analytics quantifies the value of media spend, reveals the impact of each media channel, and uncovers opportunities to maximize return on media investment in Canada.

[learn more »](#)



## profit ability 2

This meta-analysis of the drivers of advertising effectiveness shows how and why advertising is a profitable driver of business growth, and which media drives the biggest impact.

[learn more »](#)



## the ongoing evolution of marketing

In this animated, applied, and occasionally provocative session, Mark Ritson reviews the rather dramatic changes taking place across the face of marketing.

[learn more »](#)



## spotlight on Quebec

French-speaking Canadians have a strong connection with TV. They watch more television and spend less time with streaming services than the average Canadian. Find out more about this unique market.

[learn more »](#)



## creative drivers of effectiveness

This UK study examines the realm of TV advertising creative and its profound impact on memory, all through the perspective of cutting-edge neuroscience.

[learn more »](#)



reach your target  
through TV  
advertising

# think<sup>tv</sup>

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