

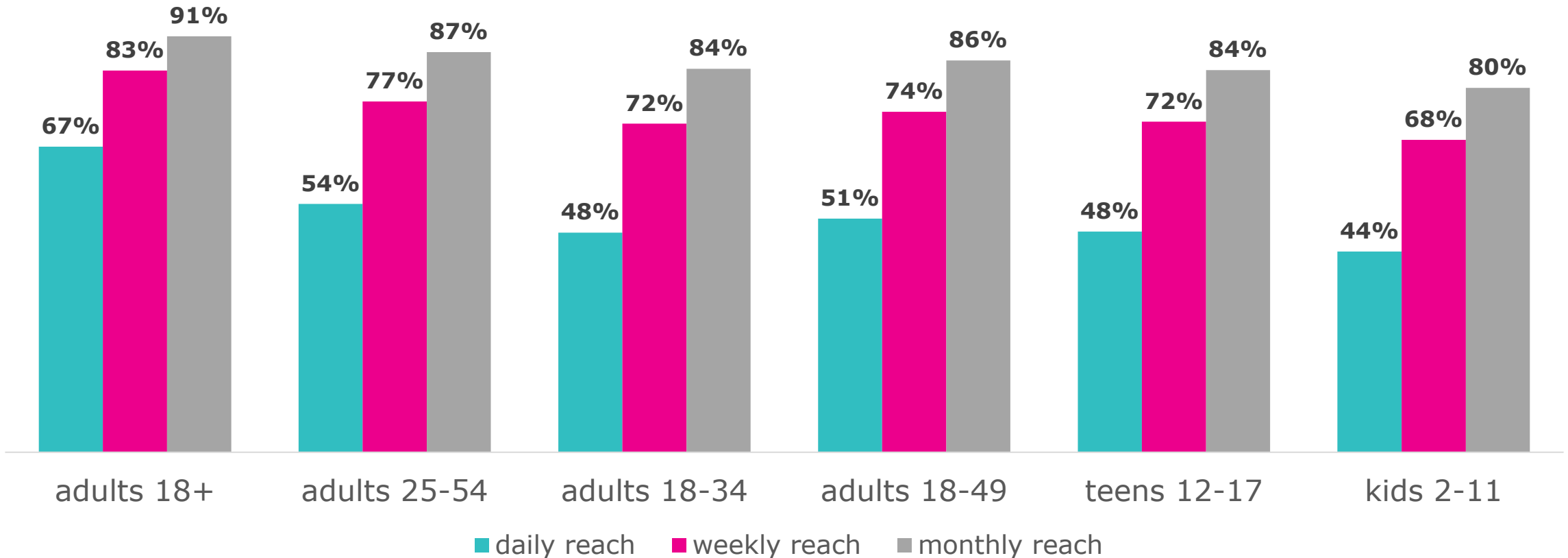
A photograph of two men sitting on a couch in a living room. The man on the left is wearing a blue long-sleeved shirt and is laughing while holding a smartphone. The man on the right is wearing a plaid shirt and a dark scarf, also smiling and looking at the phone. A large bowl of popcorn is in the foreground. The background shows a modern living room with a plant and a white cabinet.

reach your target

through TV advertising

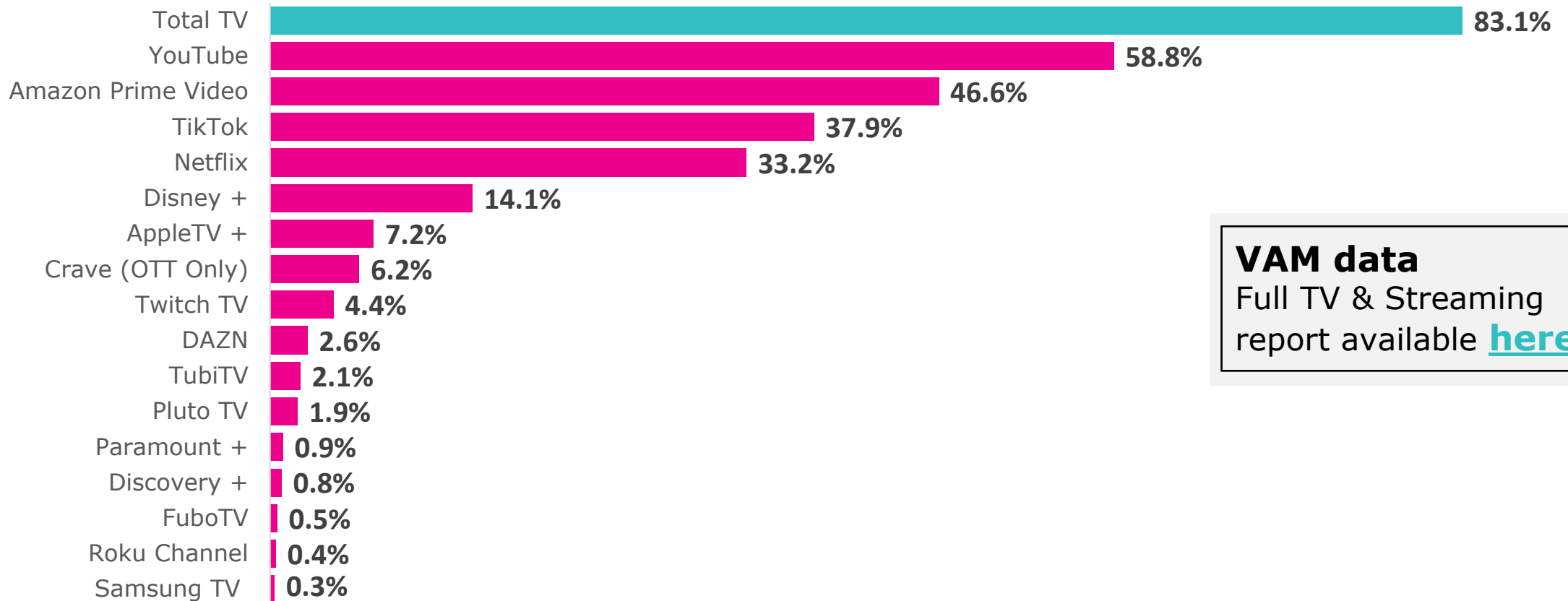
think^{tv}

tv reaches 91% of Canadians (18+) every month



tv's reach far exceeds all streaming services

ADULTS 18+ AVERAGE WEEKLY REACH% Ontario



VAM data
Full TV & Streaming
report available [here](#)

Total TV defined as linear TV and broadcaster streaming services

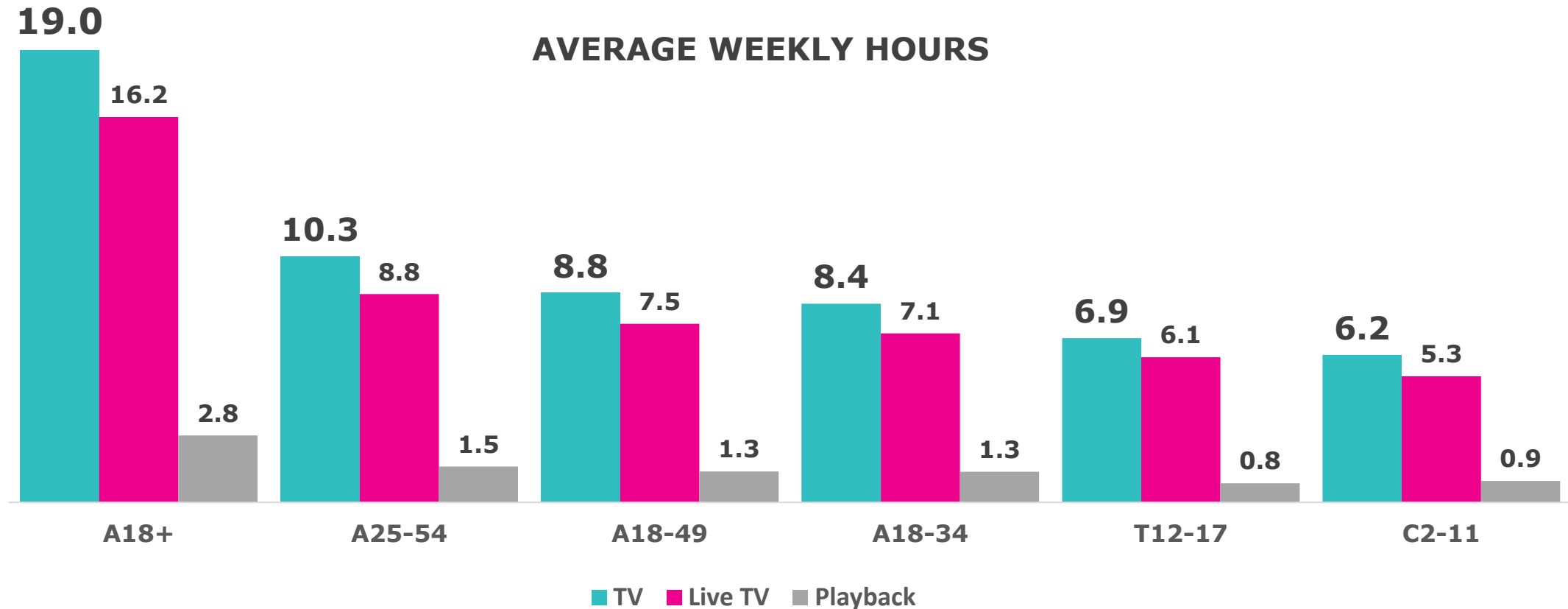
Streaming Services include in-home viewing only

Source: Numeris VAM, Aug 28 – Nov 16 2023

Canadians watch a lot of



and most of it is live



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.

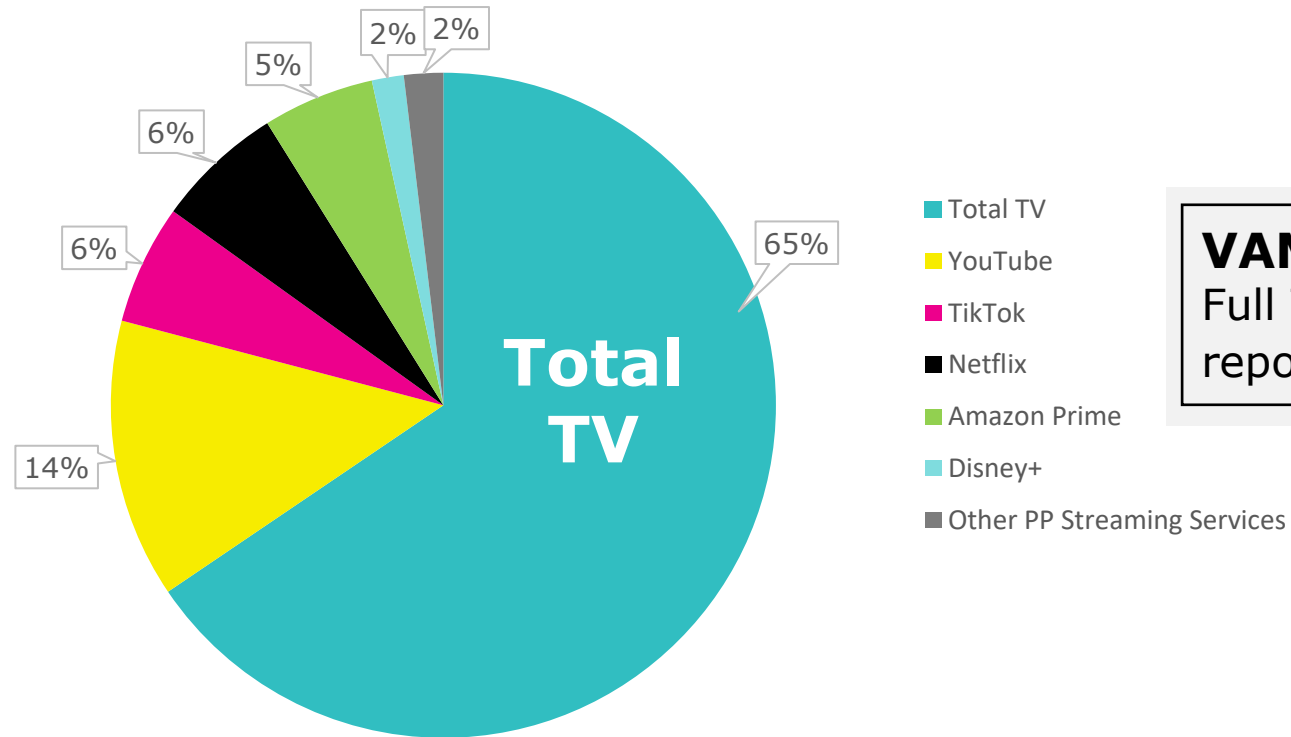
Source: Numeris PPM, Total Canada, Total Hours (000) Sep 18 - Dec 17, 2023



Total TV dominates time spent with video

SHARE OF VIDEO
Ontario

ADULTS 18+



VAM data
Full TV & Streaming
report available [here](#)

All time spent per capita

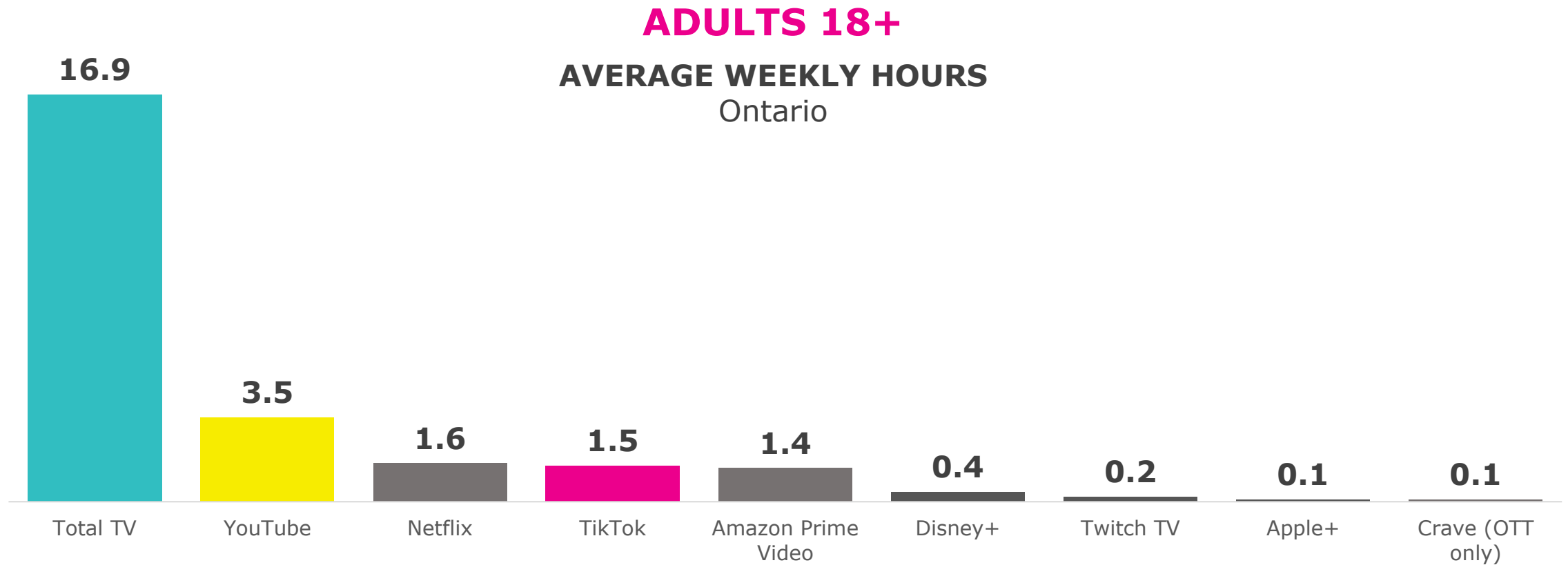
Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include 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, Twitch TV.

Source: Numeris VAM 8/28/23 to 11/26/2023

Total TV dominates time spent



All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include in-home viewing only

Source: Numeris VAM 8/28/2023 to 11/26/2023

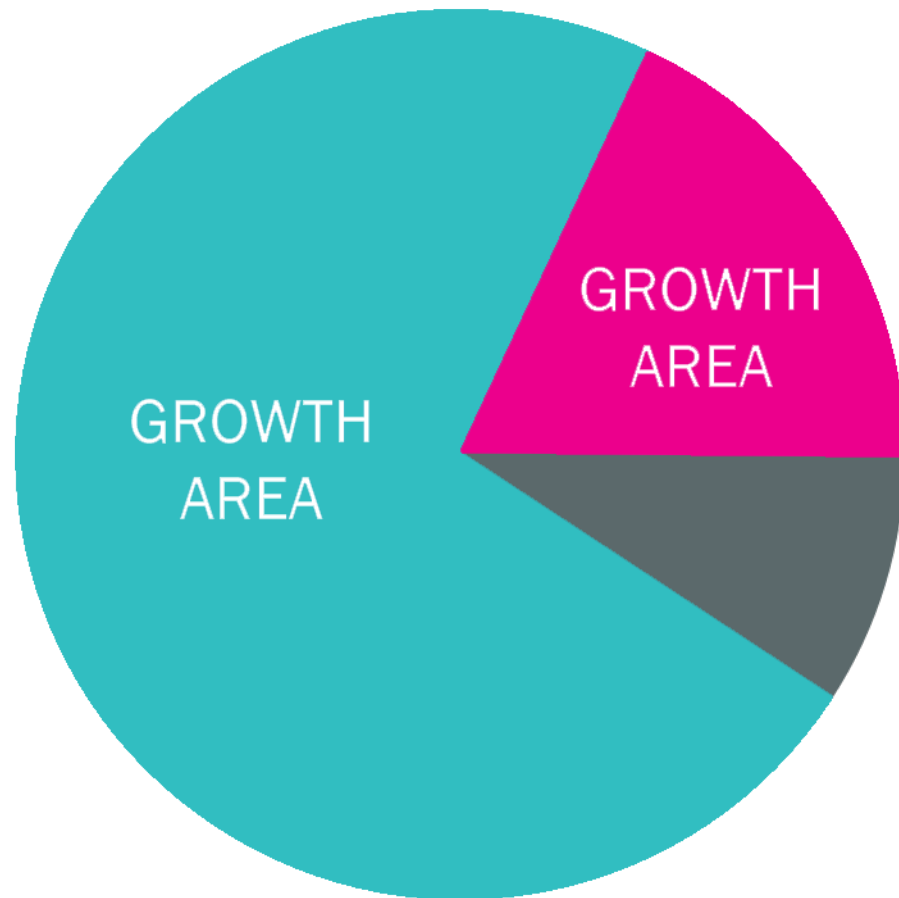


Marketing activities only build mental availability in the audience they reach.

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

Byron Sharp
Professor of Marketing Science, University of South Australia

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



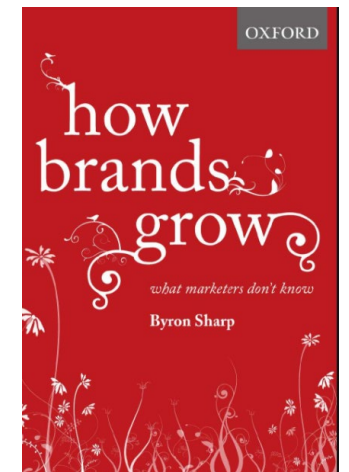
Non-buyers of your brand



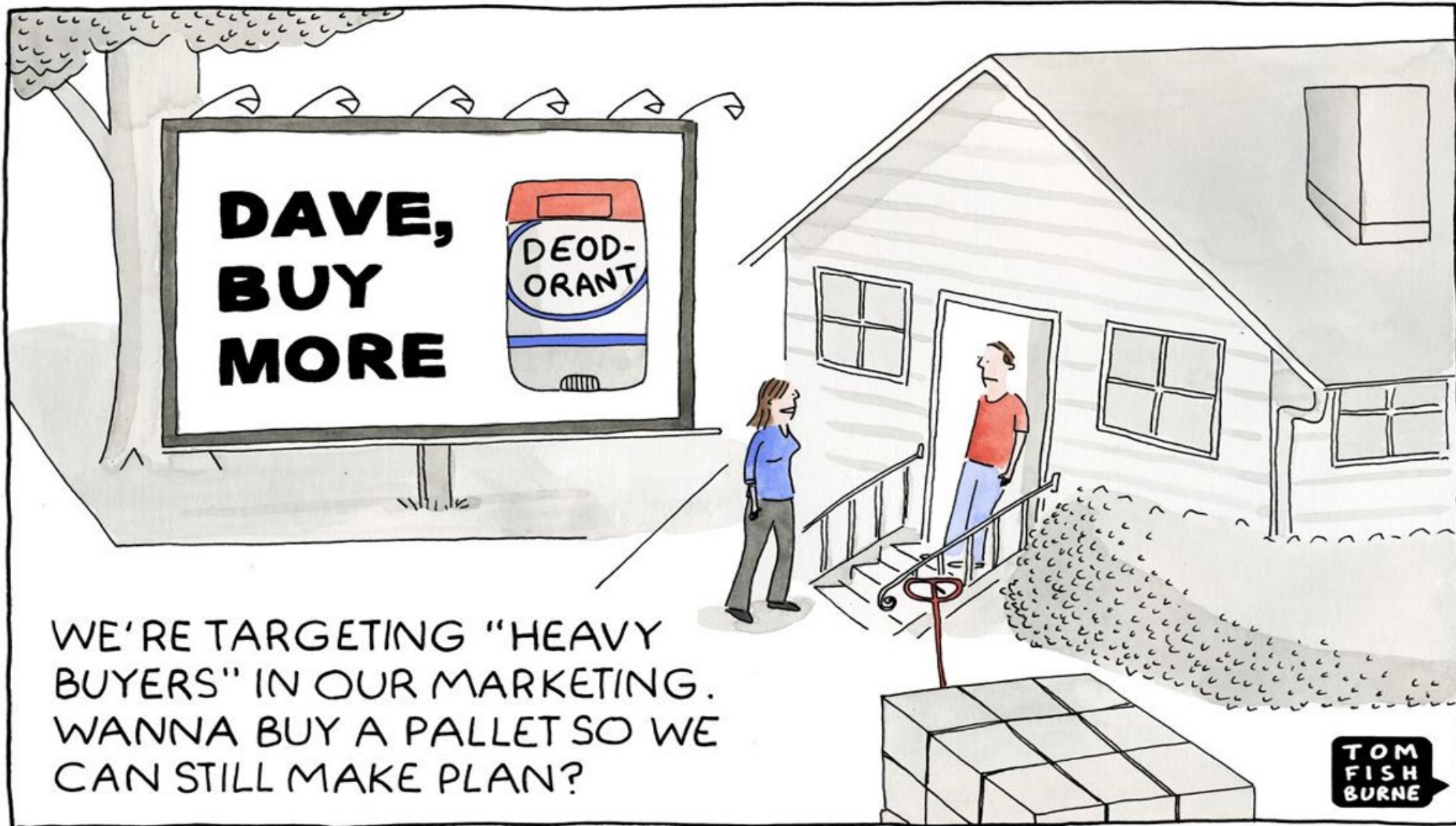
Light buyers of your brand



Heavy buyers of your brand



"loyal" buyers can only buy so much



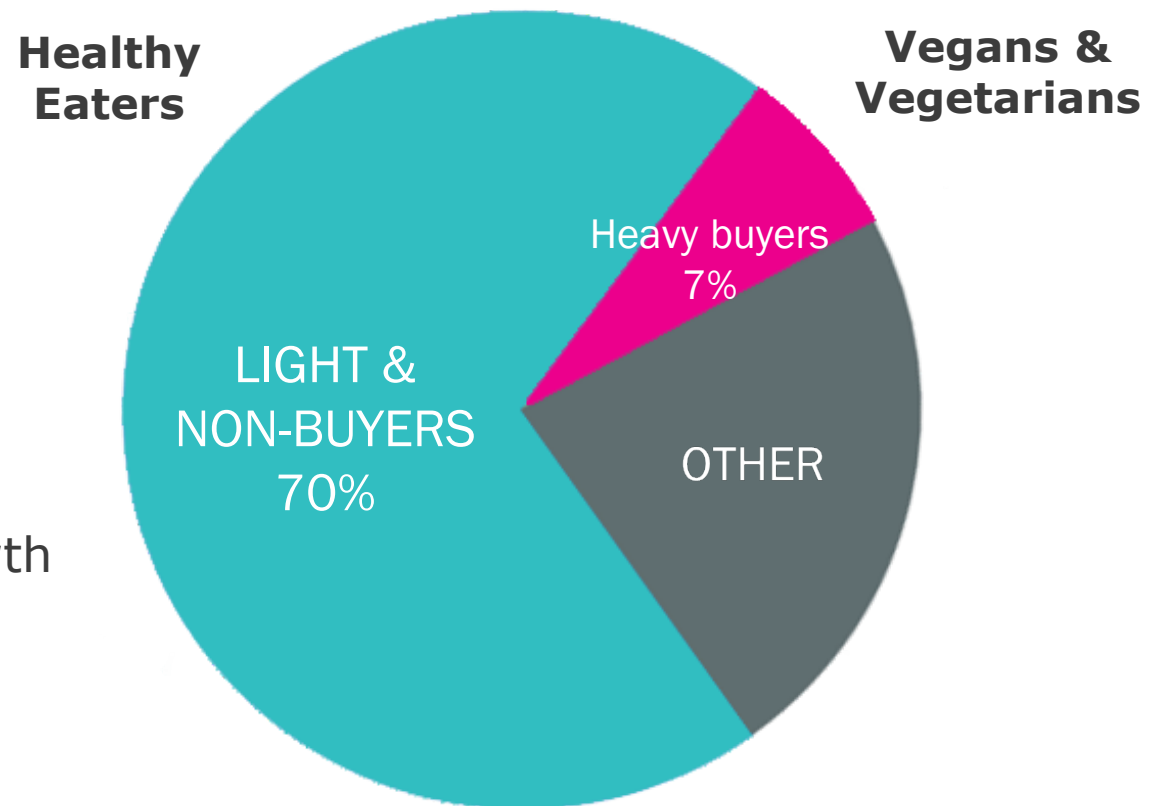
Quorn leveraged these principles to substantially grow market penetration

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](#)

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 »](#)

creative drivers of effectiveness

Simon Tunstill of Thinkbox shares the findings of a new UK study that examines the realm of TV advertising creative and its profound impact on memory, all through the perspective of cutting-edge neuroscience.

[learn more »](#)

ad nation

New research, conducted by Ipsos, examines the media habits and advertising perceptions of industry professionals and ordinary Canadians and highlights the differences between the two groups.

[learn more »](#)

metrics that matter: a Canadian brand lift study

TV has been proven to drive a range of business results, from top-of-the funnel brand building to bottom funnel sales activations. In this study, we've tracked how TV advertising impacts a number of critical brand metrics, like Awareness, Consideration and Value.

[learn more »](#)

peak performance: advertising effectiveness that lasts

Accenture assessed \$700M+ of media spend in Canada, covering 105 brands across four verticals. The research clearly outlines the ways different advertising channels impact sales, what that impact is in the short and long-term, and how TV and digital work together.

[learn more »](#)

target the (whole) market

Byron Sharp famously challenged a number of traditionally held beliefs in his ground-breaking book 'How Brands Grow'. We commissioned MediaCom Business Science to examine Sharp's best practices and how they apply in Canada.

[learn more »](#)

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