

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 white bowl of popcorn is in the foreground. The background shows a modern living room with a grey sofa and a plant on a table.

reach your target

through TV advertising

think^{tv}



tv reaches
32,150,779
Canadians every week

86%

adults (18+)
weekly reach

80%

adults (25-54)
weekly reach

79%

adults (18-49)
weekly reach

76%

adults (18-34)
weekly reach

77%

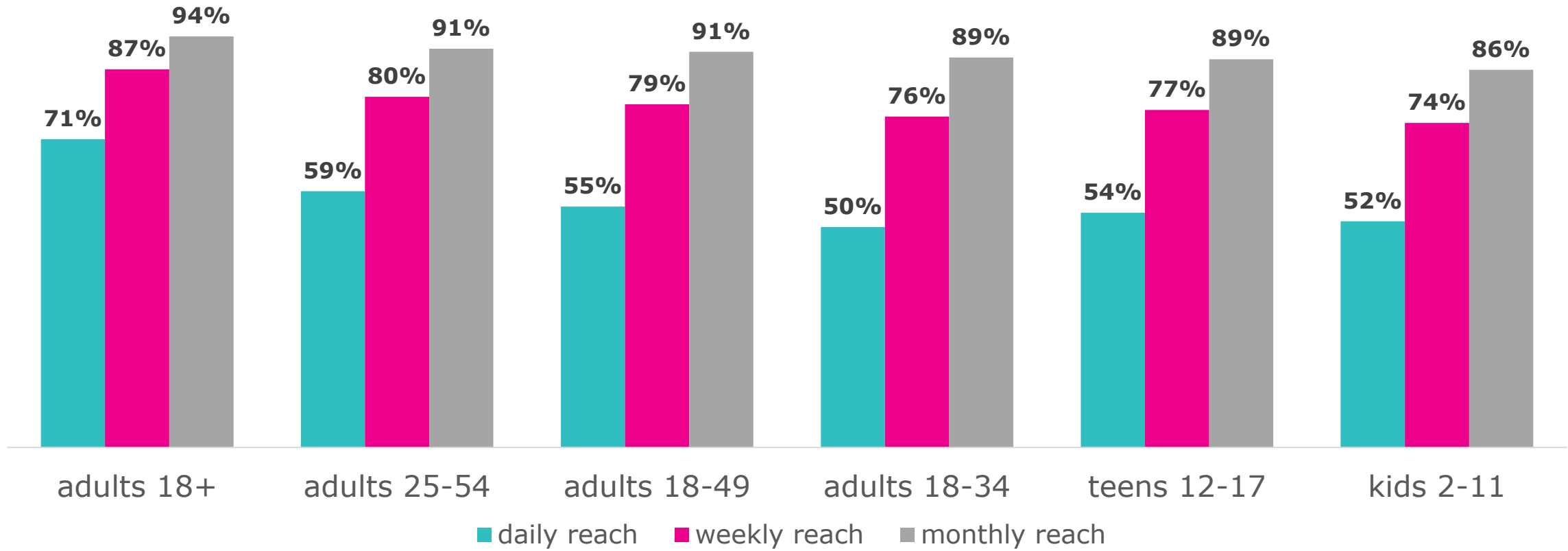
teens (12-17)
weekly reach

74%

children (2-11)
weekly reach

think^{tv}

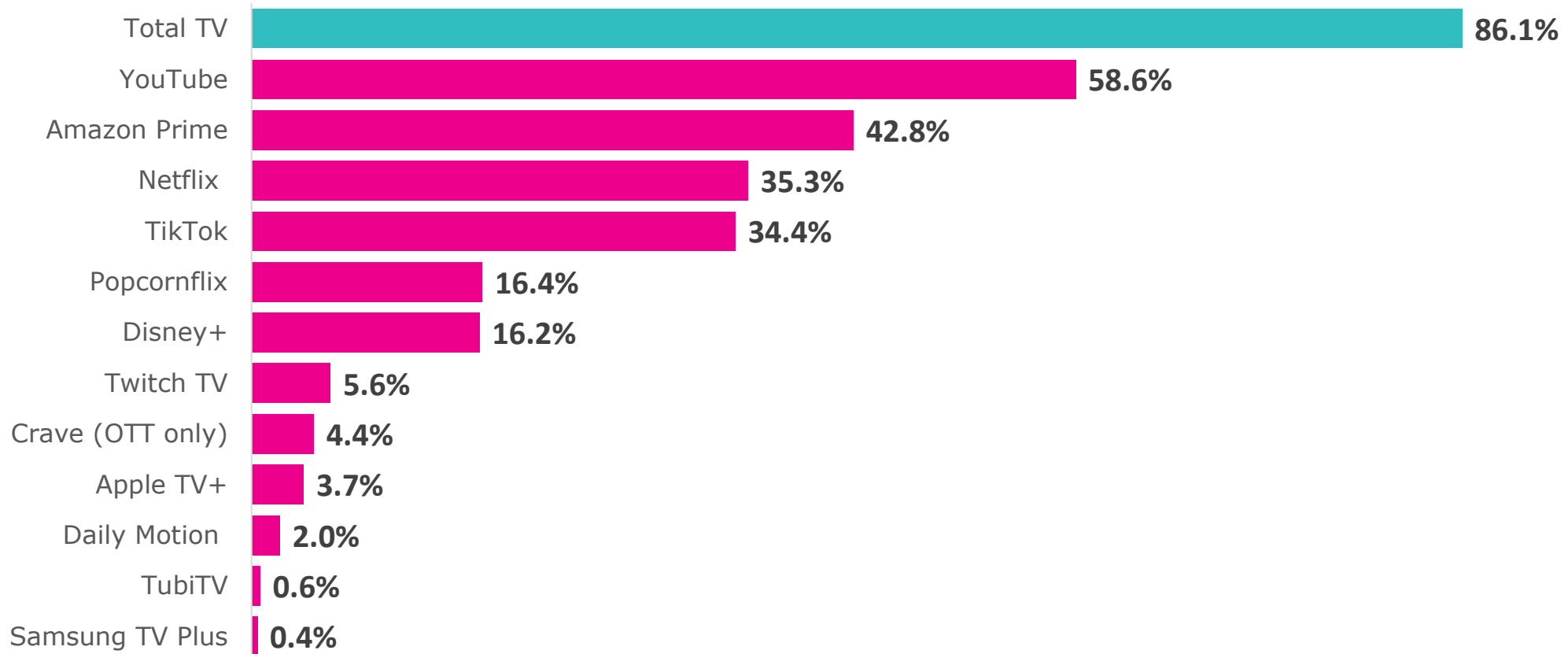
tv reaches 94% of Canadians (18+) every month





has greater reach than streaming services

ADULTS 18+
AVERAGE WEEKLY REACH%
Ontario



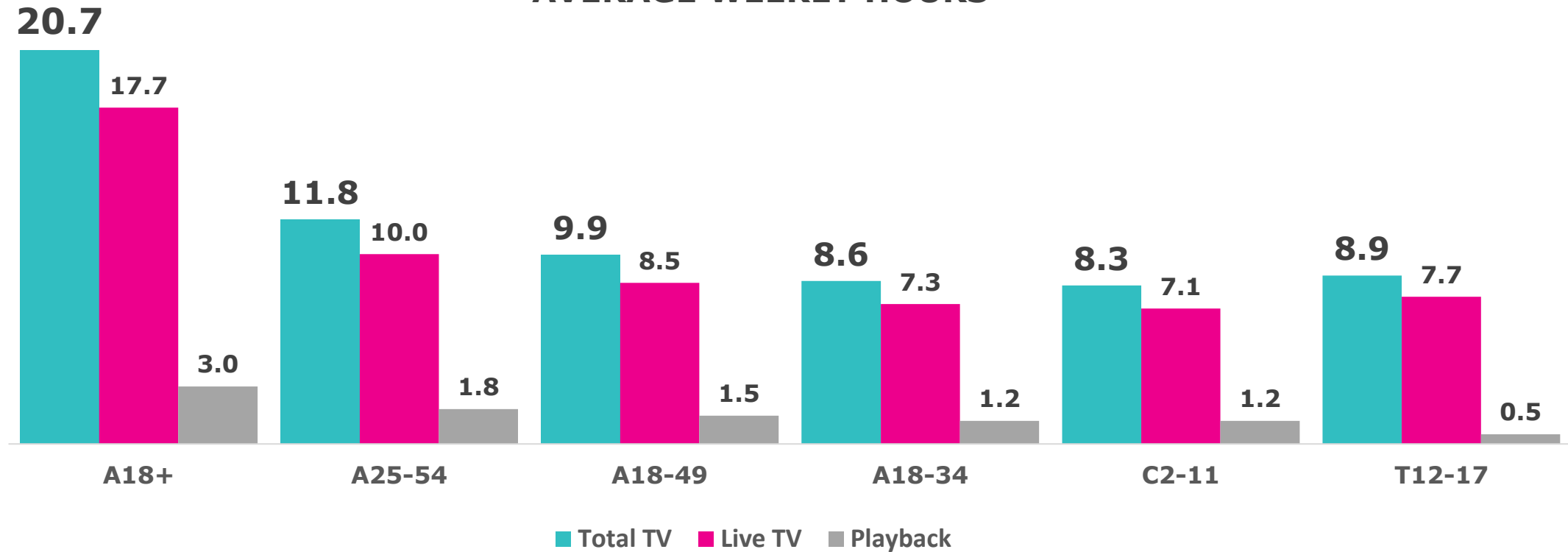
Total TV defined as linear TV and broadcaster streaming services
Streaming Services include in-home viewing only
Source: Numeris VAM, Sept-Nov 2022

Canadians watch a lot of



and most of it is live

AVERAGE WEEKLY HOURS



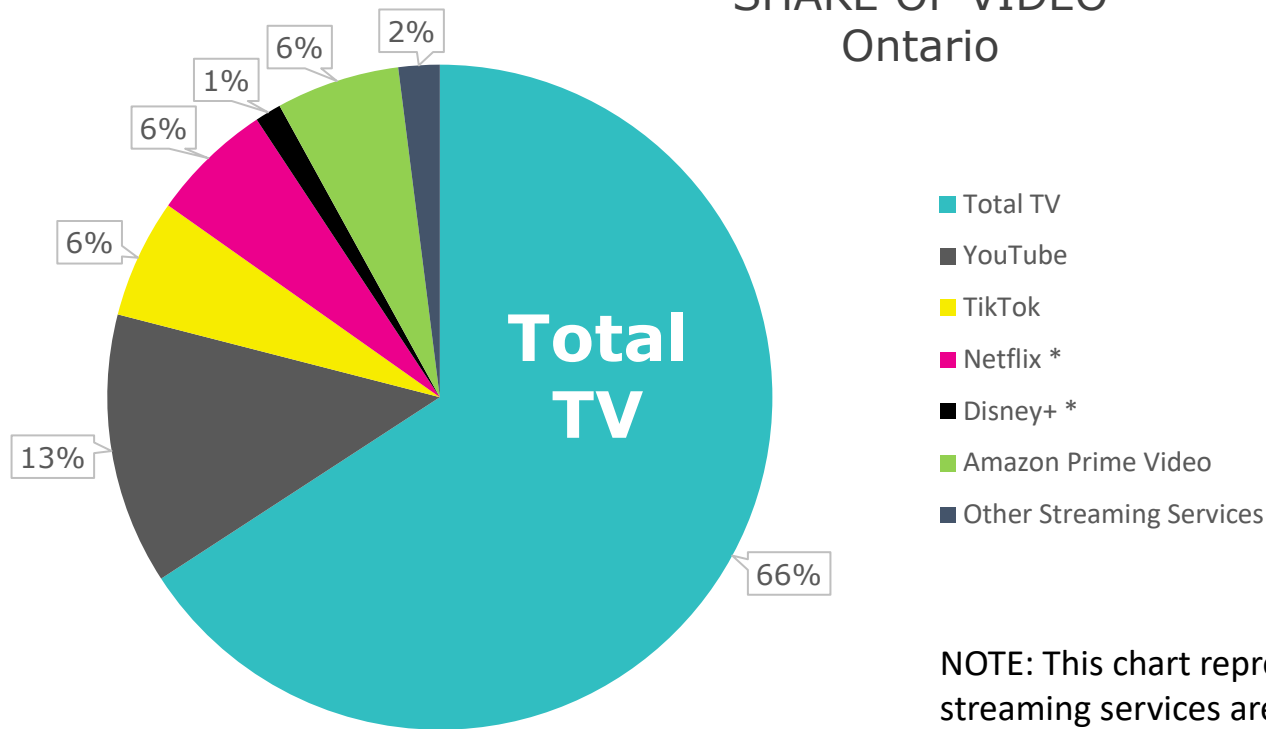
TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Canada | Numeris PPM, Total Hours(000) Sep 12-Dec 18 2022 | PB = Playback



tv commands the largest share of video

ADULTS 18+ SHARE OF VIDEO Ontario



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

NOTE: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita

Total TV defined as linear TV and broadcaster streaming services

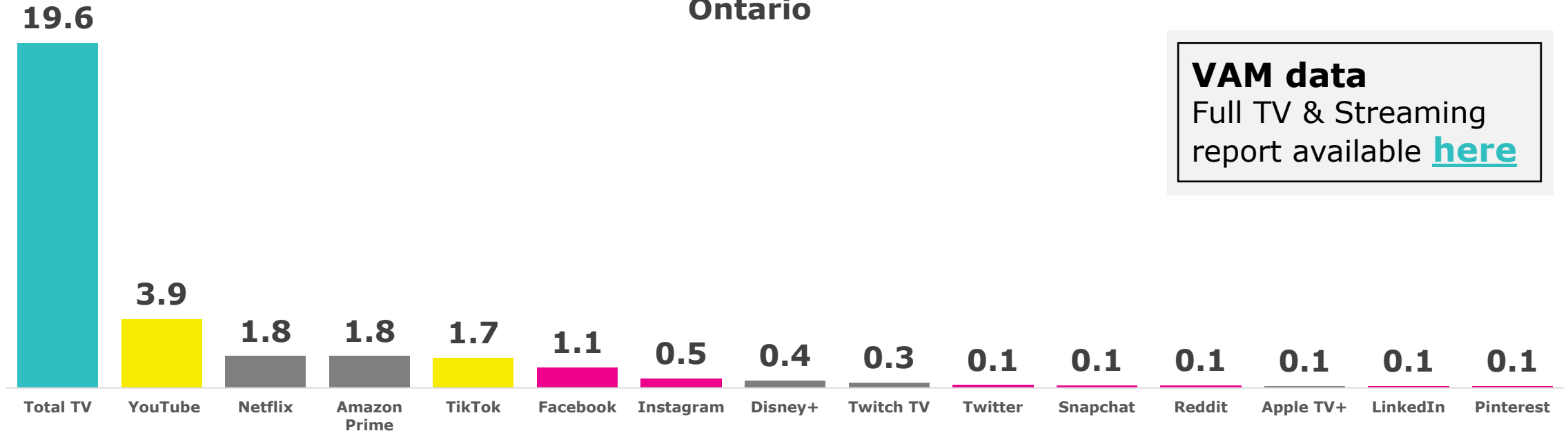
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+), YouTube, and TikTok include in-home viewing only

Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET

Source: Numeris VAM, Sept-Nov 2022 for Total TV, Streaming Services, YouTube, and TikTok

tv leads in time spent

ADULTS 18+ AVERAGE WEEKLY HOURS Ontario



VAM data
Full TV & Streaming
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All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+), YouTube, and TikTok include in-home viewing only
Sources: Numeris VAM, Sept-Nov 2022 for Total TV, Streaming Services, YouTube, and TikTok; and
Comscore, Sept – Nov 2022 for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

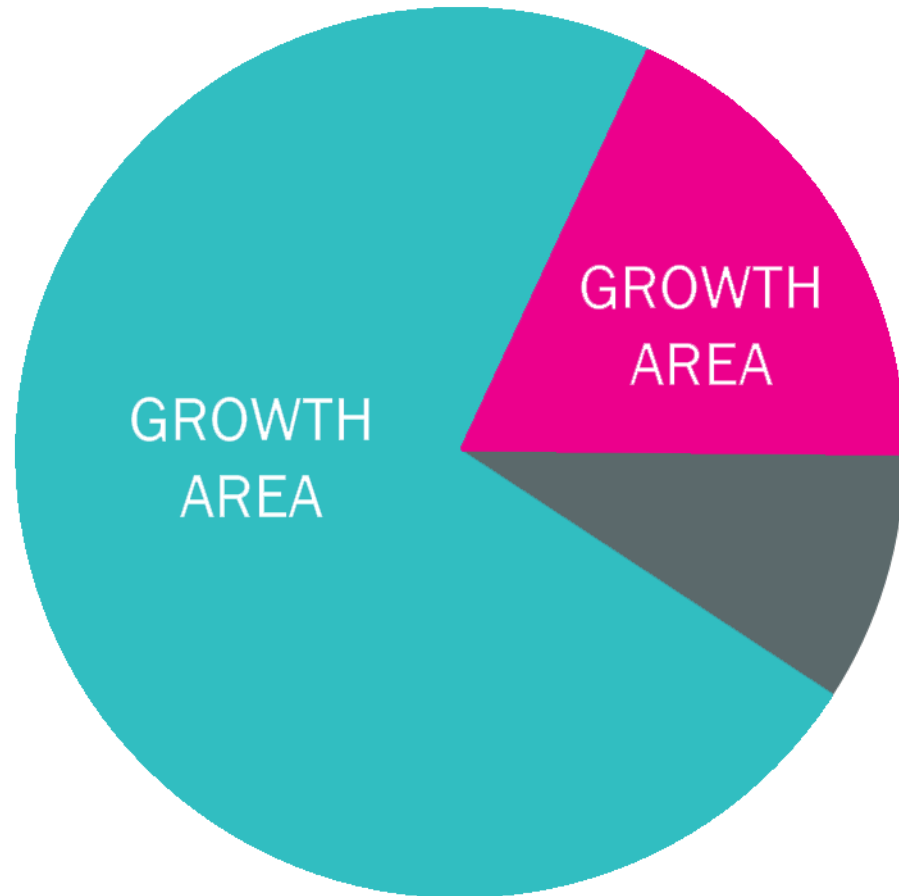


Marketing activities only build mental availability in the audience they reach.

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



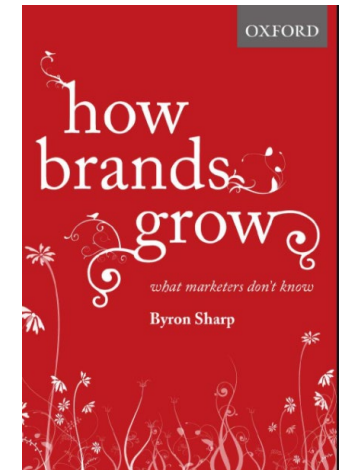
Non-buyers of your brand



Light buyers of your brand



Heavy buyers of your brand



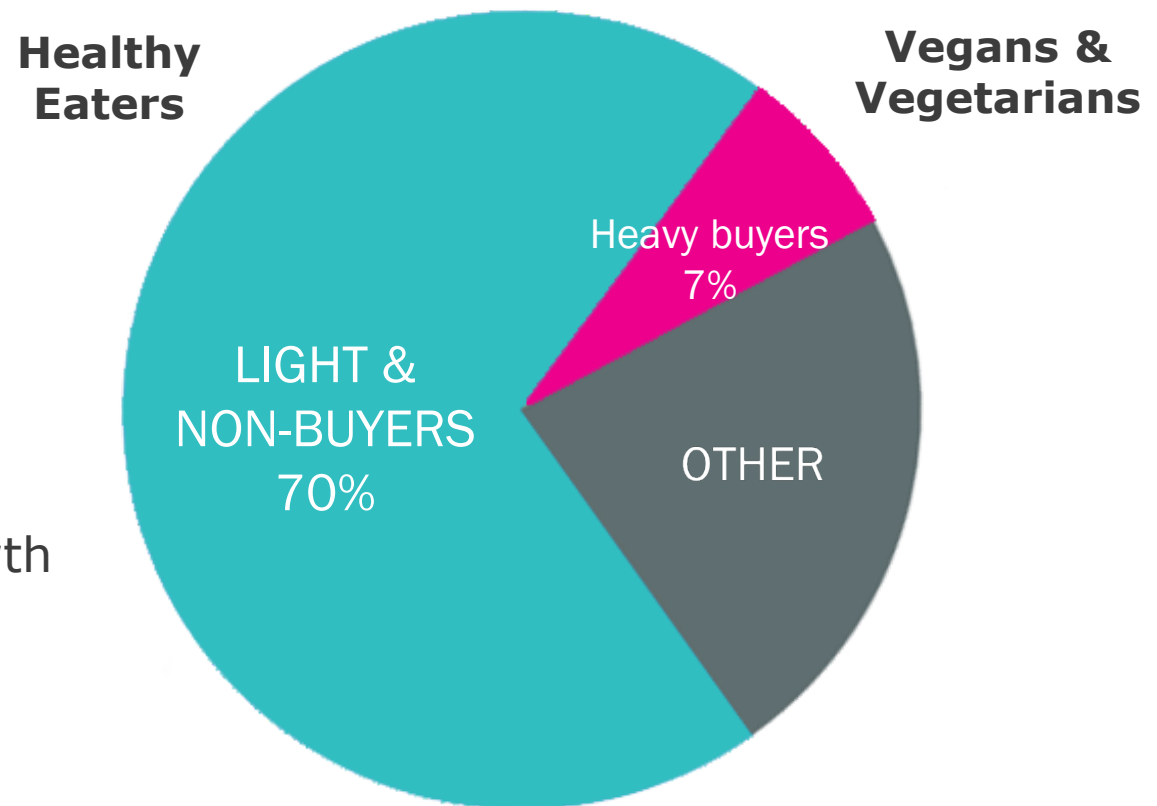
Quorn leveraged these principles to substantially grow market penetration

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



"loyal" buyers can only buy so much



in case you missed it

Check out these additional [research reports](#)

the 10 key factors driving advertising effectiveness

What has Mark Ritson, the outspoken marketing consultant and industry pundit, learned from his review of 50 years of Effie winners? In this highly engaging and informative talk, Mark outlines the 10 key factors that drive advertising effectiveness.

[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 »](#)

effectiveness in context

This Peter Field core report explores the damage being done as companies increasingly cut long-term brand investment in favour of short-term sales activation, and highlights how the "60/40 rule" changes depending on the context.

[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 »](#)

online businesses on tv

Digital companies continue to invest heavily in TV advertising. TV spend by internet-related companies is up 30% from last year.

[learn more »](#)

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