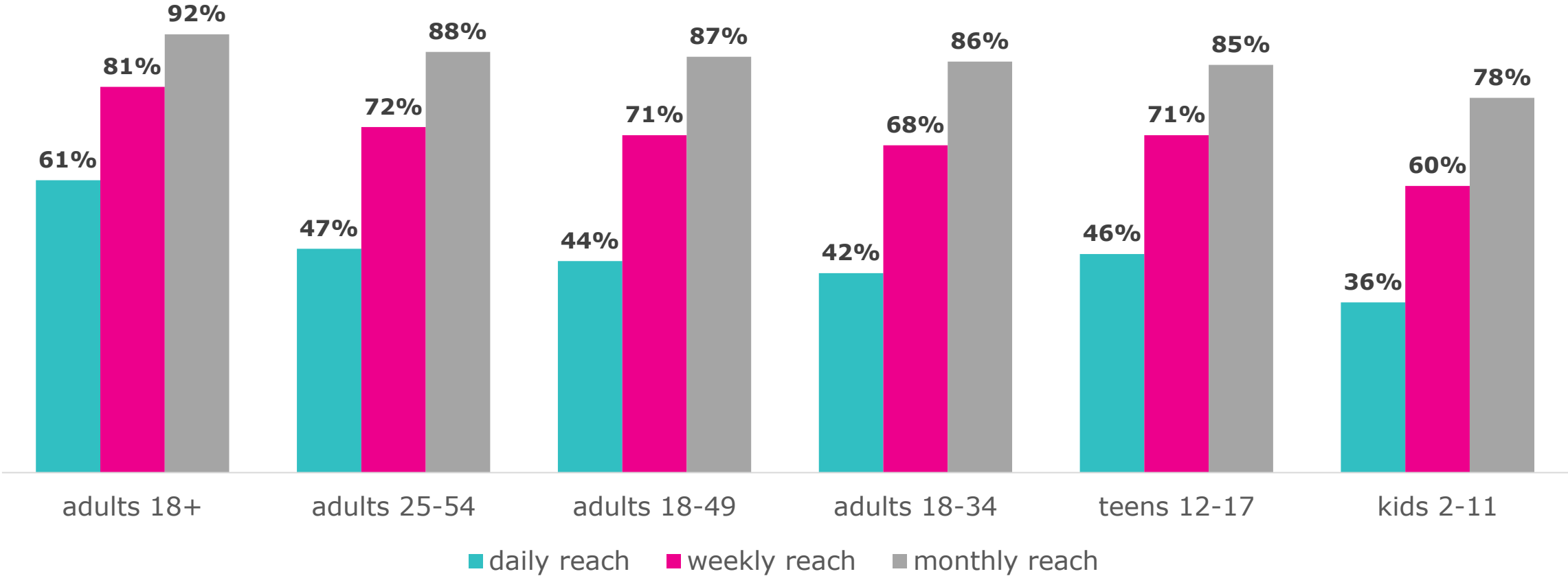




reach your target
through TV advertising

think^{tv}

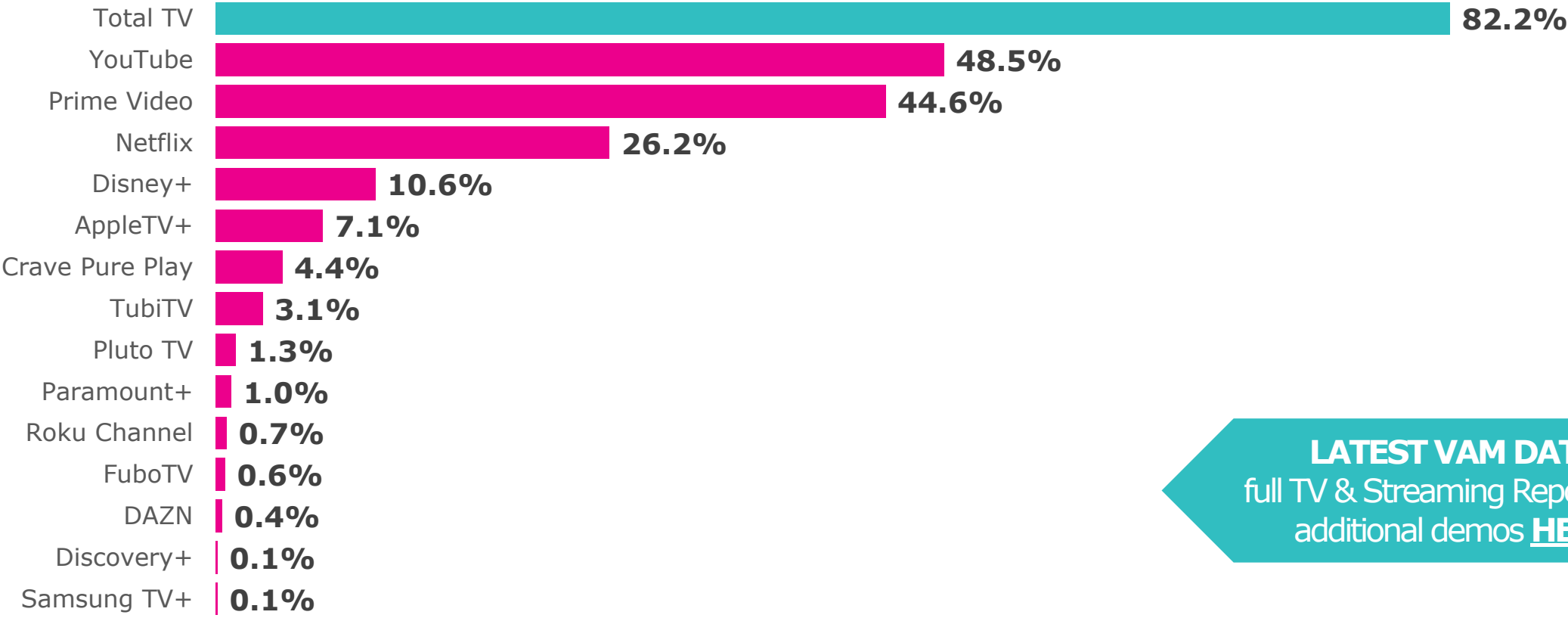
Linear TV reaches **92%** of Canadians monthly



Source: Numeris PPM, Total Canada, 09/15/25 to 05/31/2026
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.

Total TV delivers unmatched reach

AVERAGE WEEKLY REACH %
ADULTS 18+

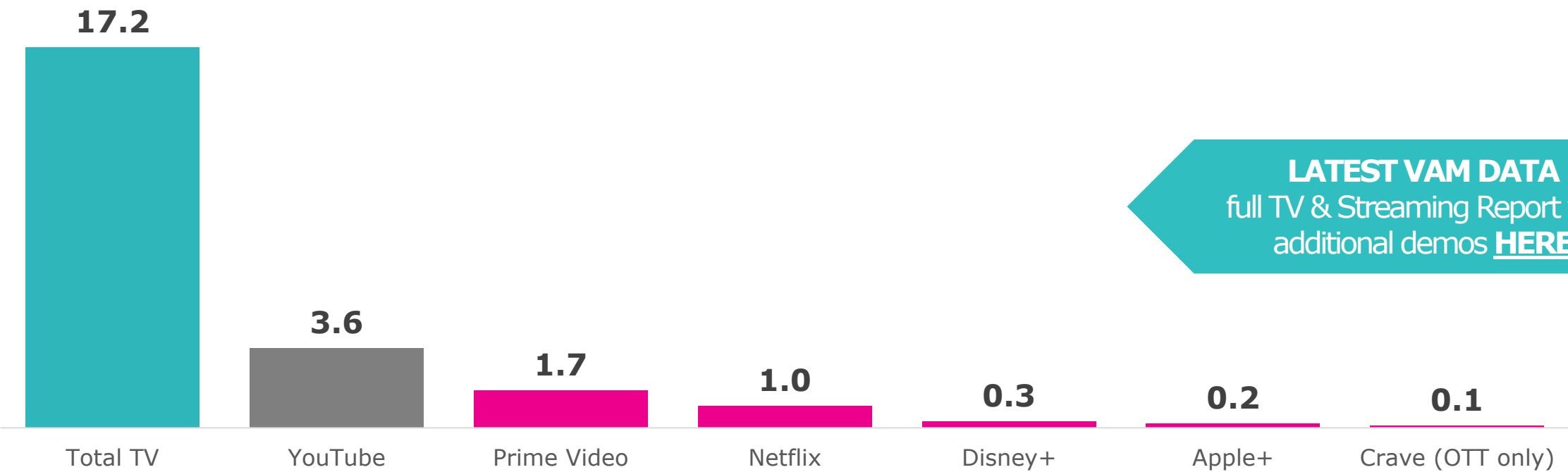


LATEST VAM DATA
full TV & Streaming Report with
additional demos [HERE](#)

Source: Numeris VAM, 9/15/2025 to 05/31/2026, Canada
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)

Total TV dominates time spent

AVERAGE WEEKLY HOURS
ADULTS 18+

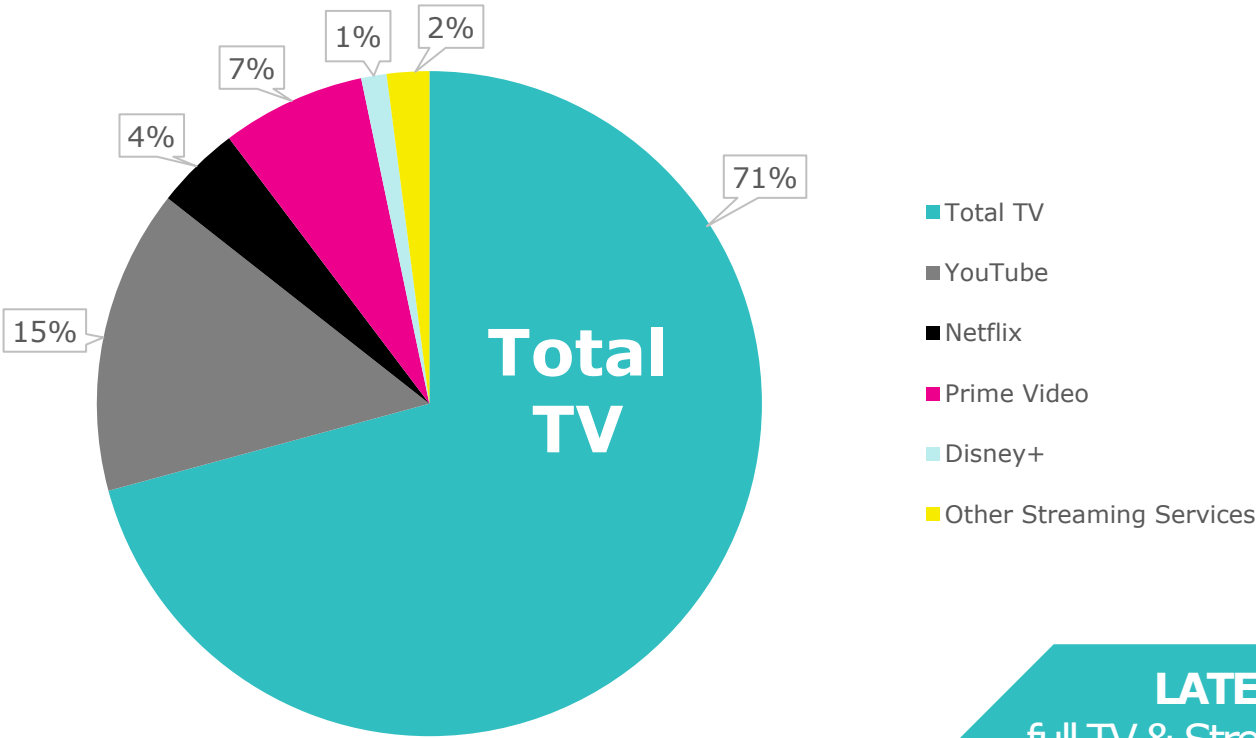


LATEST VAM DATA
full TV & Streaming Report with
additional demos [HERE](#)

Source: Numeris VAM 9/15/2025 to 05/31/2026 | Canada | all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)

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, 9/15/2025 to 5/31/2026, Canada, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include 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



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

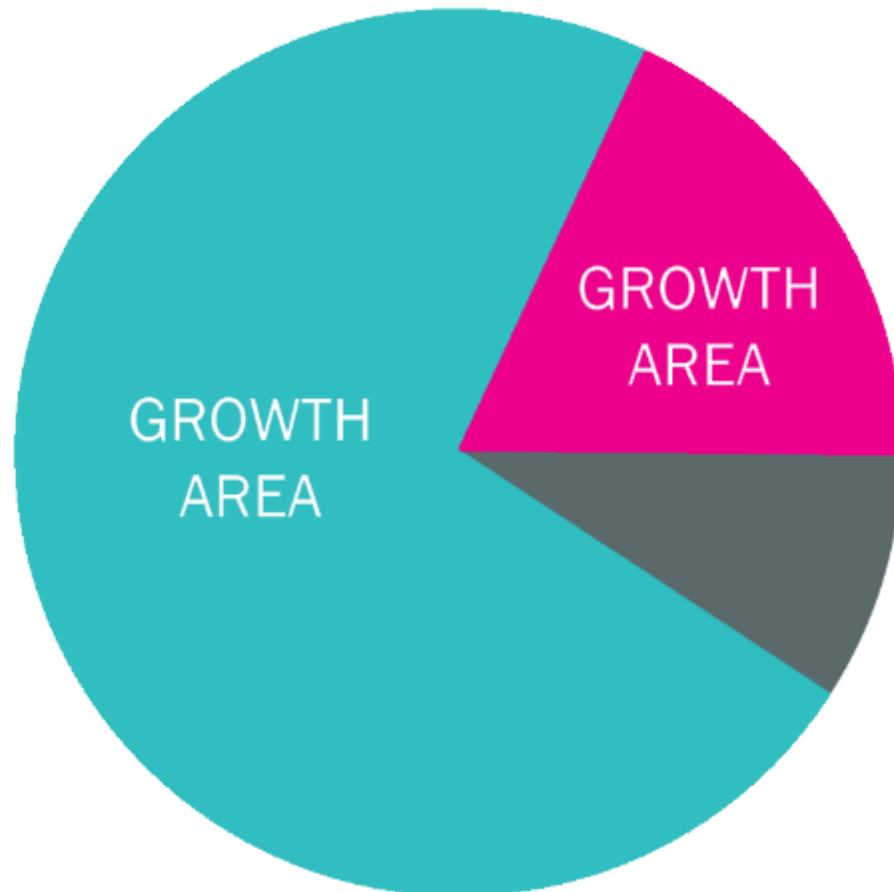
This makes planning for reach the foundation of any sound media strategy.”

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*



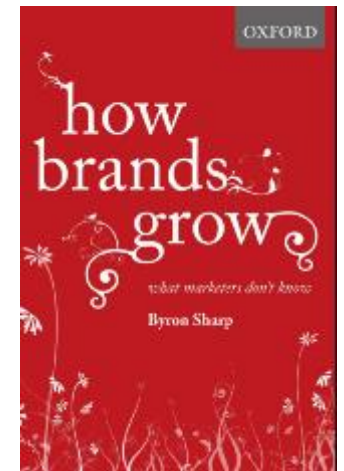
Non-buyers
of your brand



Light buyers
of your brand



Heavy buyers
of your brand



Source: Target the (Whole) Market

“loyal” buyers can only
buy so much



TV advertising drives sales

campaign-level proof of TV's short-term effectiveness

New research using deterministic exposure & purchase data quantifies TV's short-term impact on sales, buyers, and conversion

90%

of CPG campaigns drove measurable sales lift

19%

average incremental sales lift

7%

increase in incremental new purchasers

Brand-level results were even more striking:

Facial tissue brand

+47%

sales lift during flight

Allergy medication brand

+35%

sales lift during flight

Pain reliever brand

+27%

sales lift during flight

TV advertising drives **foot traffic**

campaign-level proof of TV's short-term effectiveness

Detailed analysis compared retail visits of exposed households to unexposed households across restaurant, retail, pharmacy, and grocery categories

2 in 3

**campaigns drove
incremental store visits
in the short term**

Sit-down pizza restaurant

2x

more likely to visit, turning January – a slow month – into a traffic win

Steak restaurant

+54%

lift in traffic during a competitive dining period

Sit-down restaurant chain

+22%

lift in traffic, showing TV fills tables as well as campaign objectives

Drug store chain

+34%

lift across multiple campaigns in a crowded pharmacy landscape

Sit-down family restaurant

+42%

lift during Thanksgiving, a key seasonal event

Discount grocery chain

+41%

lift in traffic, moving even the most price-conscious shoppers

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.

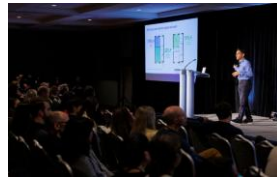
[learn more »](#)



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 »](#)



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