

A graphic consisting of several concentric circles of varying shades of gray, centered on the left side of the slide. The circles are of uniform thickness and are spaced evenly, creating a ripple effect that draws the eye towards the center.

screen test

the unwavering **appeal & popularity** of the **tv** screen

summary

with ample choice, we choose the TV

- 86% of Canadian say their preferred device for watching television is the TV screen
- Amongst the many “best things” about watching content on a TV screen is the superior picture and sound quality, but millennials rank the social aspect of viewing on a TV screen as its best attribute
- The number one reason people chose to watch programming on an alternative device is the ability to access that content anywhere in the home
- Cellphones are seen as a last resort for TV content viewing - if they are used at all

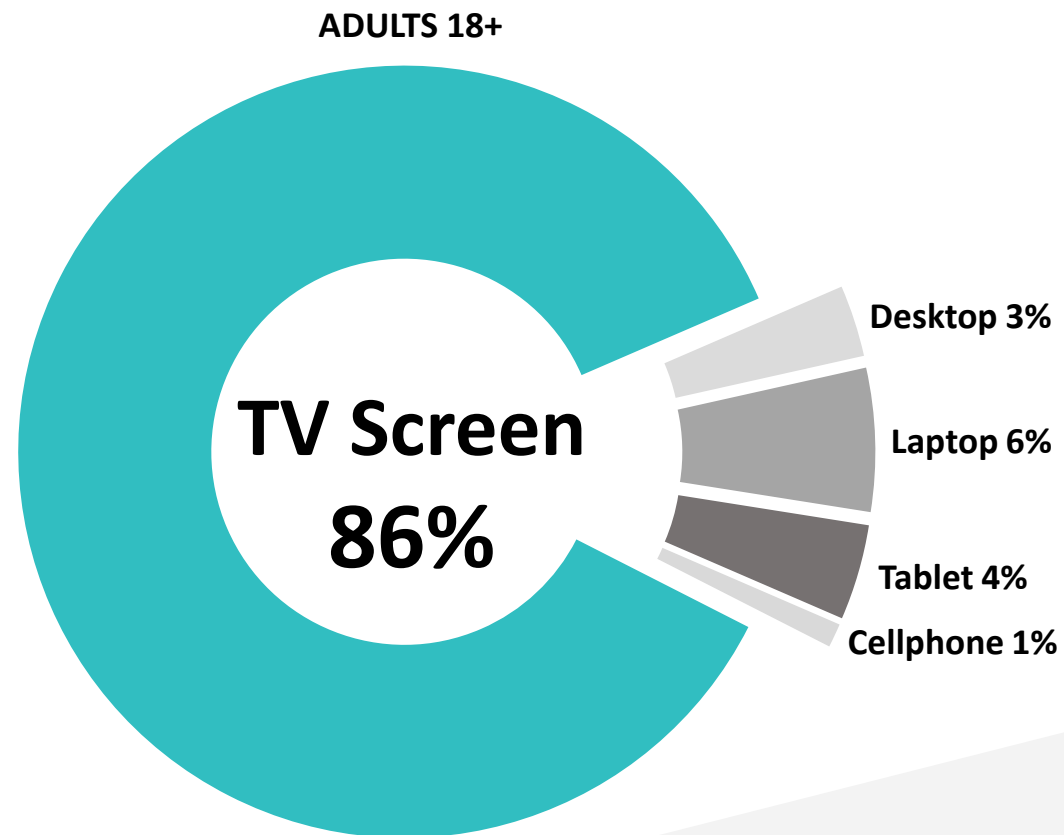
methodology: omniVu survey of 1,000 Canadian adults, Sept 2017

A graphic consisting of several concentric circles of varying shades of gray, centered on the left side of the page. The circles are of uniform thickness and create a tunnel-like effect as they recede into the background.

device preference

tv provides the **best** viewing experience

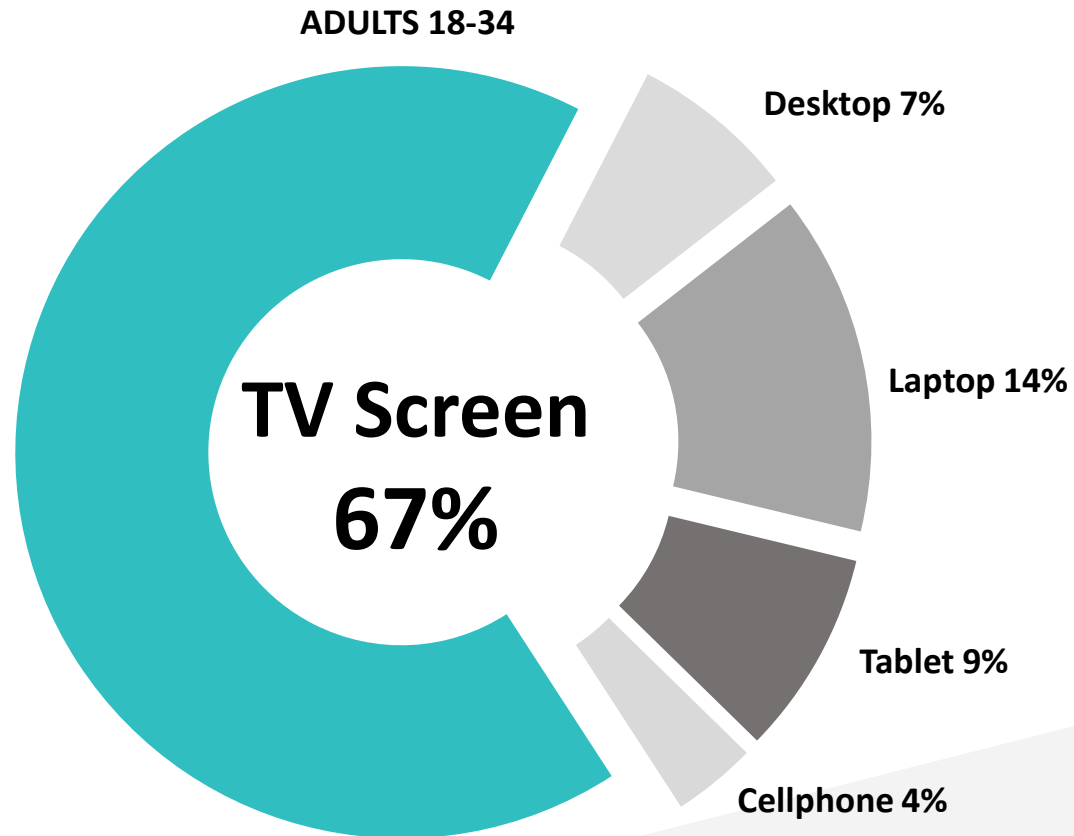
Q: Which of the following gives you the best overall viewing experience for watching your favorite TV programs?



The **TV screen** is seen as the best device for watching a favourite program by an overwhelming majority of Canadian adults.

millennials agree: **tv** is best

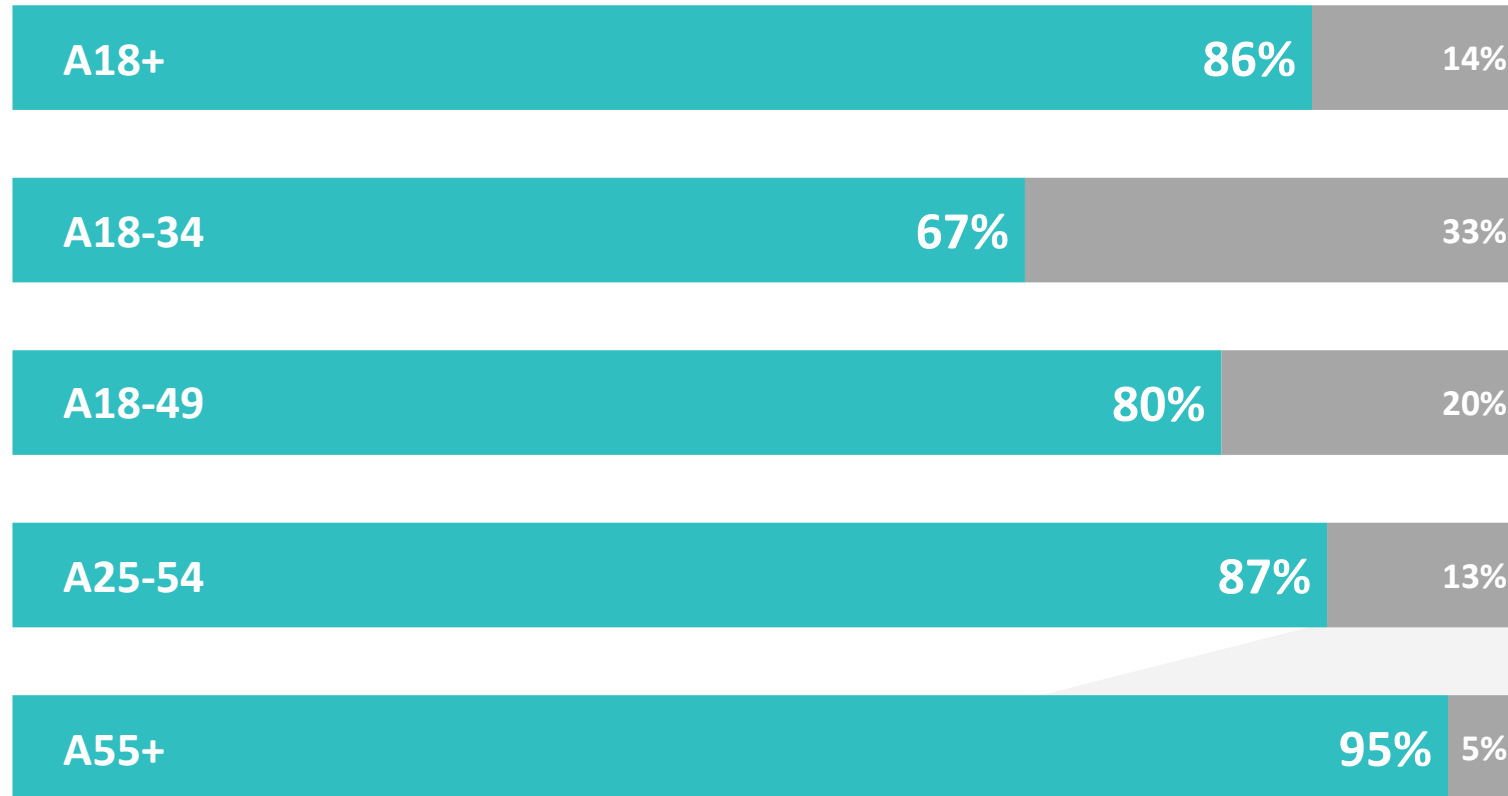
Q: Which of the following gives you the best overall viewing experience for watching your favorite TV programs?



Two-thirds of Canadian millennials say that a **TV screen** provides the best experience for watching their favourite programs

tv chosen as the **best** across all age groups

Q: Which of the following gives you the best overall viewing experience for watching your favorite TV programs?



Canadians overwhelmingly pick TV as providing the best viewing experience

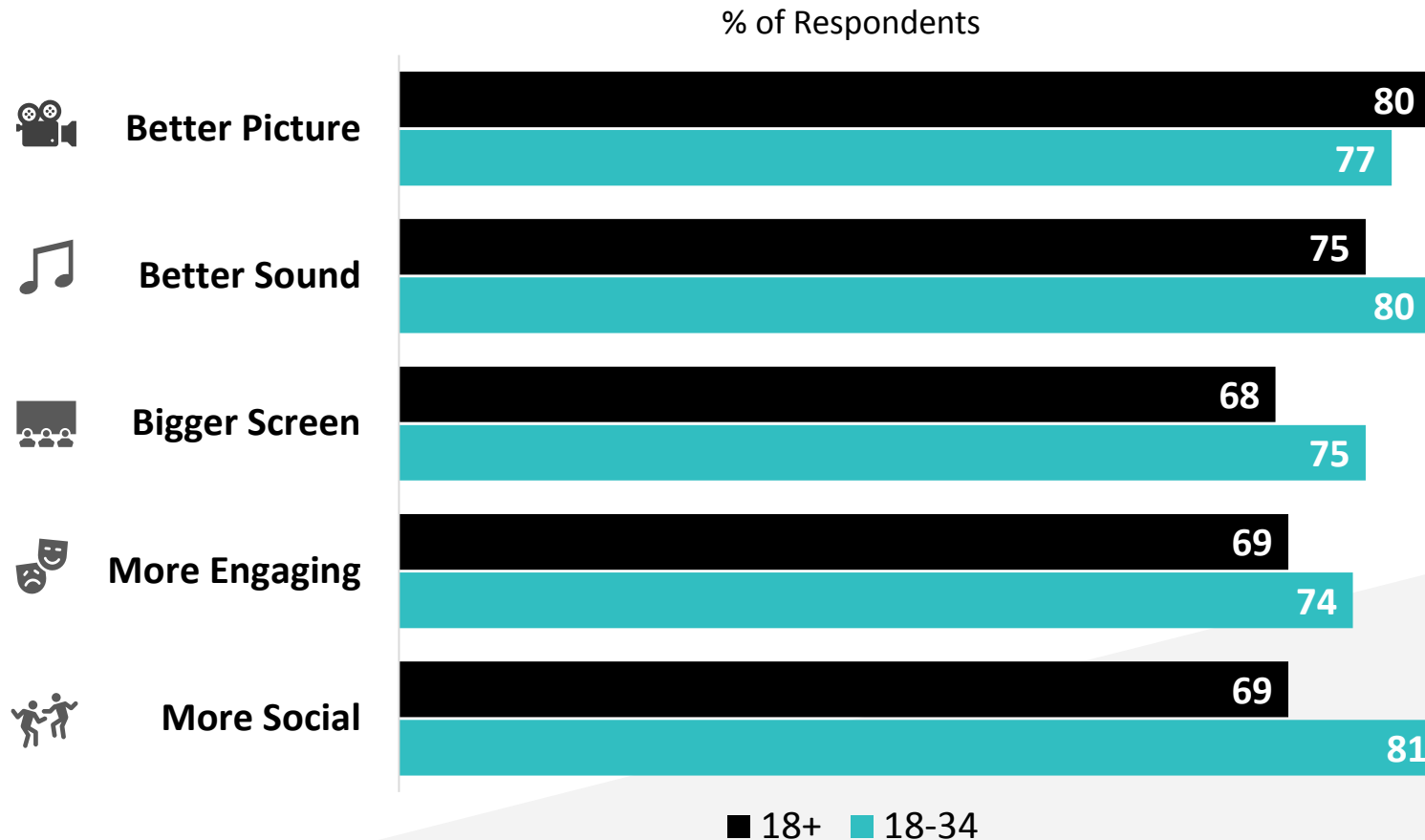
■ TV SCREEN ■ Tablet, Laptop, Desktop and Cellphone *combined*

A graphic consisting of several concentric, light gray circles of varying diameters, centered on the left side of the page. The circles overlap and create a sense of depth and focus.

**the many appealing
features of a **tv** screen**

a **tv** screen is **appealing** for a variety of reasons

Q: Which of the following are the best things about watching your favourite TV show(s) on a television screen?



81% of millennials say that the *social* aspect is one of the best things about watching their favourite show on a TV screen.

A graphic consisting of several concentric circles of varying shades of gray, centered on the left side of the page. The circles are of different diameters and are spaced out, creating a ripple effect.

non- devices

sometimes, there just aren't enough **tv**s to go around

Q: Which of the following reasons makes you choose to watch on another device rather than watch on a TV?

	ADULTS 18+	ADULTS 18-34
you only tend to watch on another device when a TV screen is not available	52%	67%
you can watch what you want, even if the people you are with are watching something different	51%	69%
you can access TV shows wherever you are in the home	58%	80%

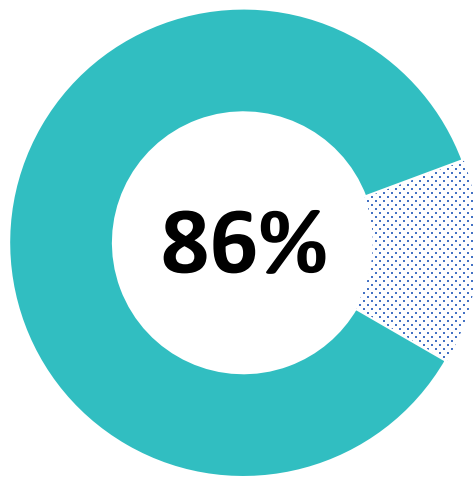
millennials are on the move, citing flexibility of location as the number one reason they choose an alternative device

entertainment while travelling

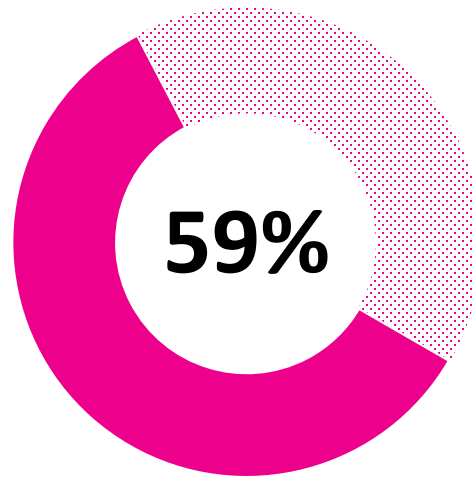
is one of the few areas where men and women differ in device use

Q: Which of the following reasons makes you choose to watch on another device rather than watch on a TV?

A: It keeps you entertained when you are travelling or away from home



Men 18-34



Women 18-34

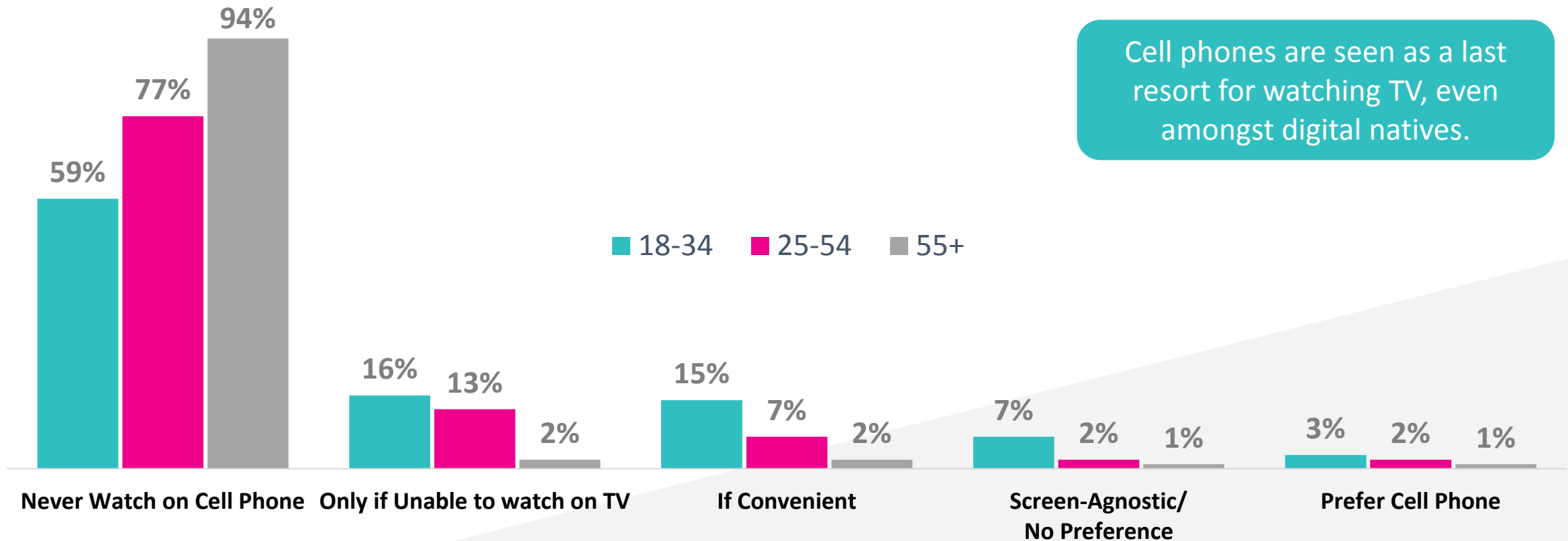
male millennials are more likely than women to say that 'entertainment while traveling' is a reason they would watch TV on another device.

A series of concentric gray circles of varying thicknesses, centered on the left side of the image, creating a ripple effect that fades towards the right.

tv on a cell phone?

cell phones **viewed** as a last resort

Q: Which of the following best describes how you feel about watching your favourite TV shows on your cell phone?



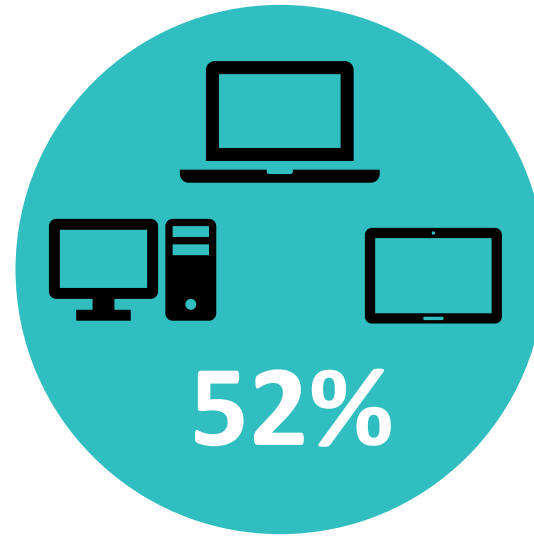


in review

tv screen for the win



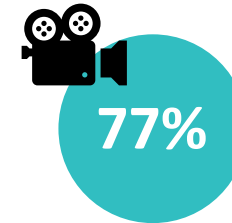
of adults feel that a TV screen gives them the best overall viewing experience



only watch on another device when TV screen is *not available*



of Men 18+ say that other devices keep them entertained while travelling

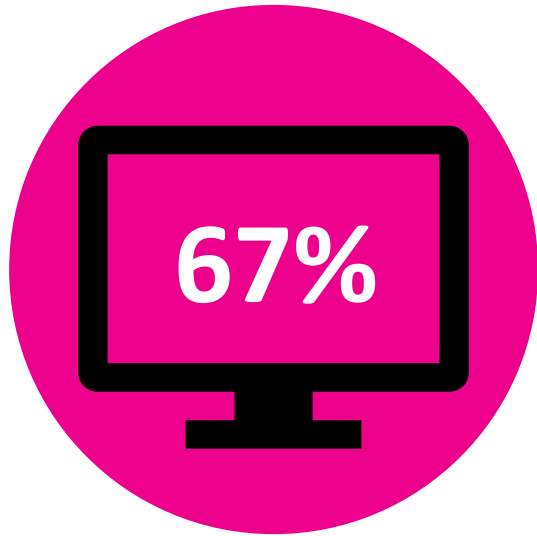


of Women 18+ say that the superior picture quality is one of the best things about watching their favourite programs on a TV screen

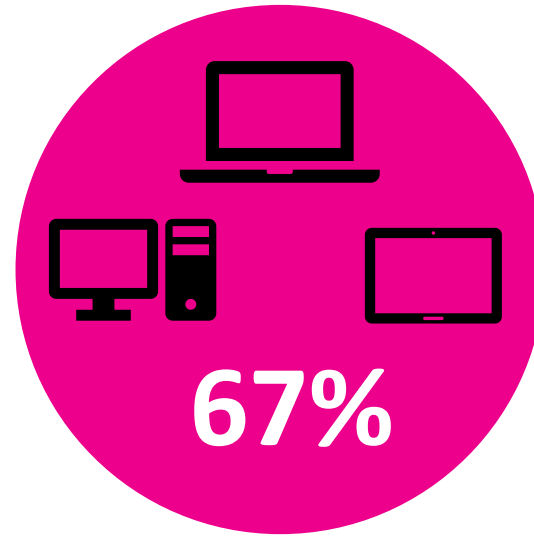


But these devices are still a last resort – only **1%** say that they *prefer* watching their favourite shows on their phone.

tv screens the **#1** choice amongst **millennials**



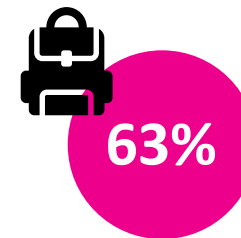
of millennials feel that a TV screen gives them the best overall viewing experience



only watch on another device when a TV set is *not available*



of Men 18-34 say that these other devices keep them entertained while travelling



of Women 18-34 say these devices keep them from missing their favourite shows when they're not at home



But these devices are still a last resort – only **3%** say that they *prefer* watching their favourite shows on their phone.

want to learn more about the **unparalleled**
power of **tv** ? **we'll come visit you!**



Contact us today for a
PRESENTATION



info@thinktv.ca



[Sign up for our
newsletter](#)