

# the power of TV in an attention economy

think<sup>tv</sup>

A woman with voluminous curly hair is sitting on a bed, looking thoughtfully to her right while holding a smartphone. She is wearing a white turtleneck sweater under a light blue and white patterned cardigan, and light blue pants. The background features a white brick wall, a wooden acoustic guitar leaning against it, and a window with white curtains. The overall mood is contemplative and modern.

# Top 5 reasons to advertise on TV:

- 1. Consumers are watching TV:** Total TV has the largest reach and dominates time spent with video, **surpassing YouTube** and the combined viewership of all streaming services
- 2. TV advertising drives profit:** TV delivers one of the **strongest ROIs** and is the **largest contributor of profit**
- 3. Ads on TV are more memorable:** Ads on TV garner **superior attention**, delivering far more attentive seconds than YouTube and social media
- 4. TV is a brand-safe environment:** TV is the **most trusted** medium for video advertising, delivering human, third-party measured audiences in a premium environment
- 5. TV works across the funnel,** delivering sales and traffic in the short term, and building brands and growth in the long term

# **In a fragmented world, Total TV is the clearest path through the noise.**

Digital fragmentation has made reach expensive and attention scarce. The brands winning market share aren't abandoning TV, they're leaning in.

**Scale. Profit. Impact.**

**Total TV delivers where it matters most.**

Total TV = linear TV + broadcaster streaming services



# SCALE

**TV delivers unmatched reach and time spent**





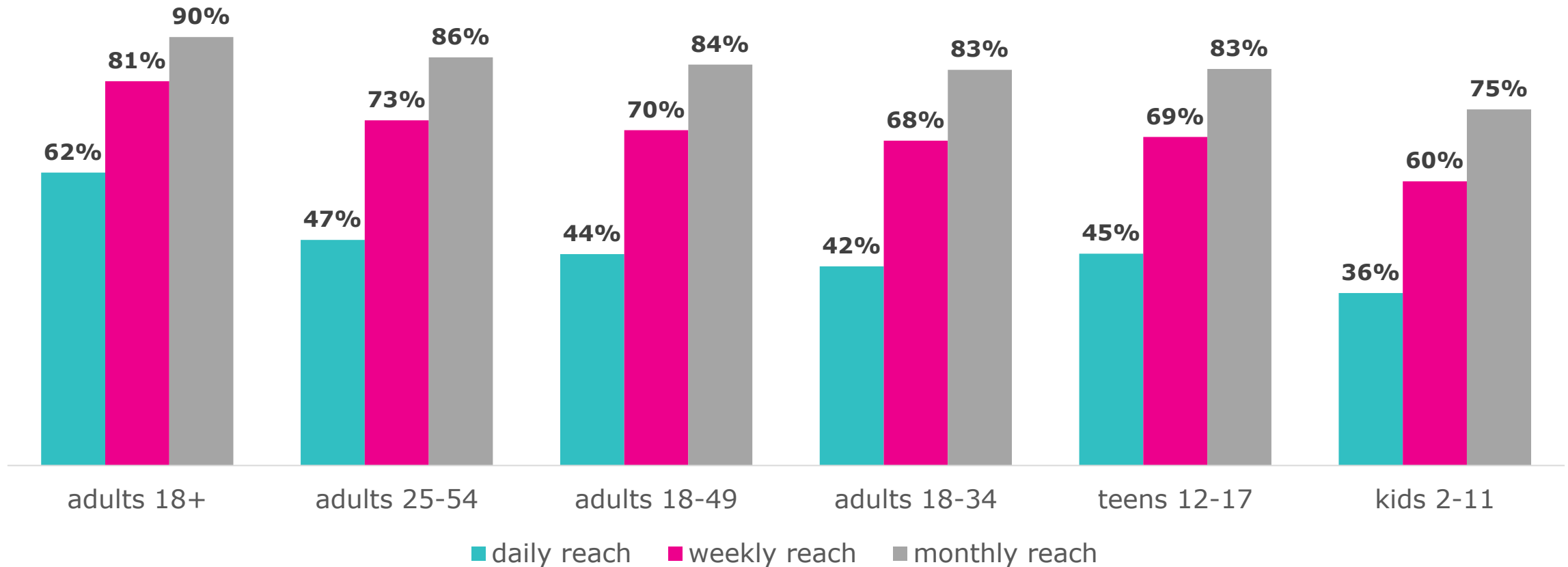
**“ Marketing activities only build mental availability in the audience they reach.**

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

**Byron Sharp**

Professor of Marketing Science,  
University of South Australia

# Linear TV reaches **90%** of Canadians monthly

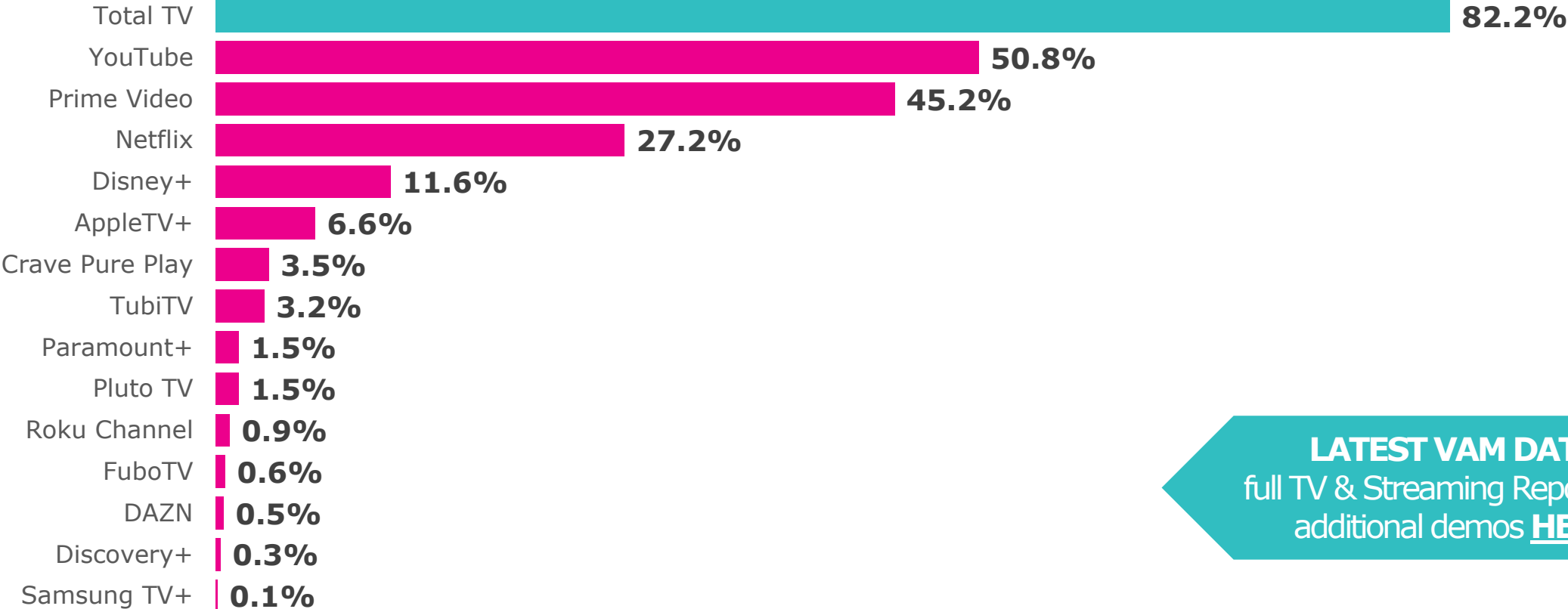


Source: Numeris PPM, Total Canada, 09/15/25 to 12/21/2025

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.

# Total TV delivers unmatched reach

## AVERAGE WEEKLY REACH % ADULTS 18+

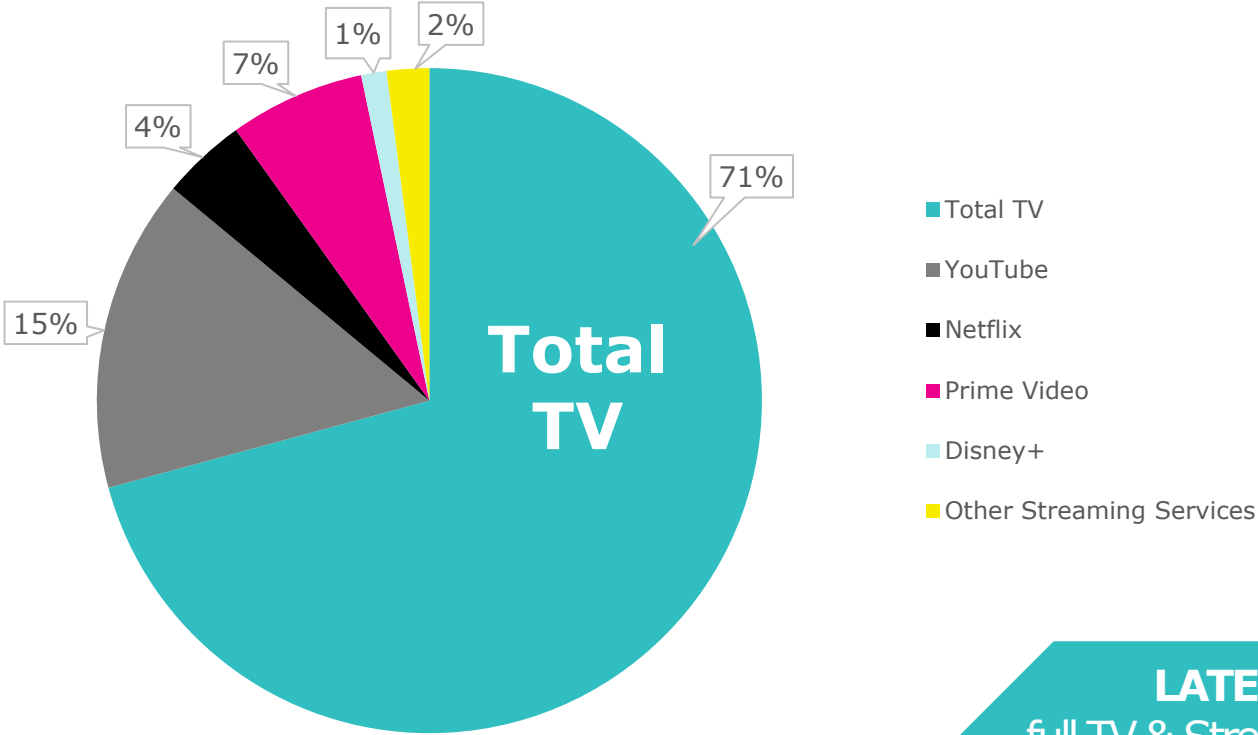


**LATEST VAM DATA**  
full TV & Streaming Report with  
additional demos [HERE](#)

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)

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

## SHARE OF VIDEO ADULTS 18+



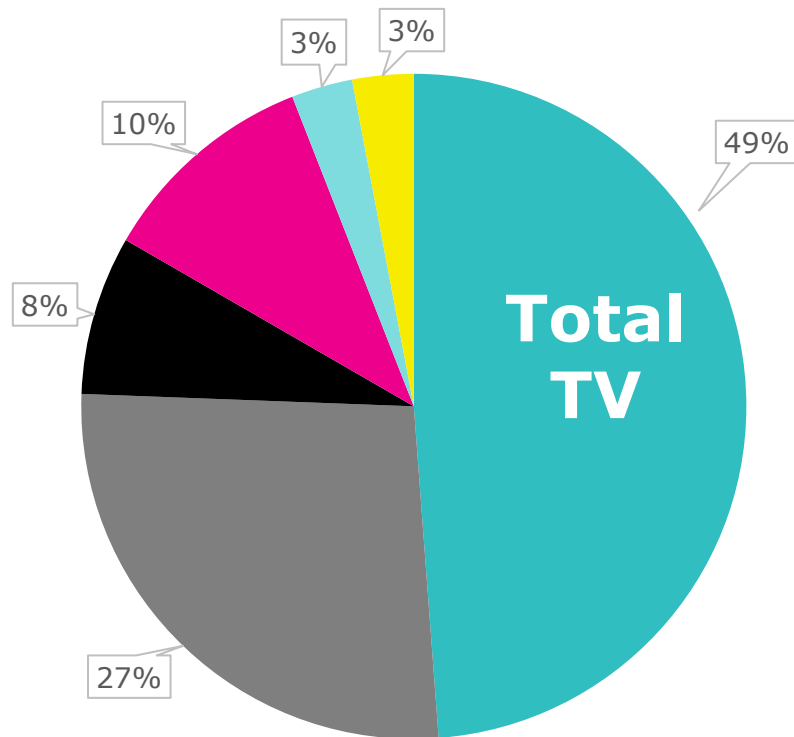
**LATEST VAM DATA**  
full TV & Streaming Report Available  
[HERE](#)

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

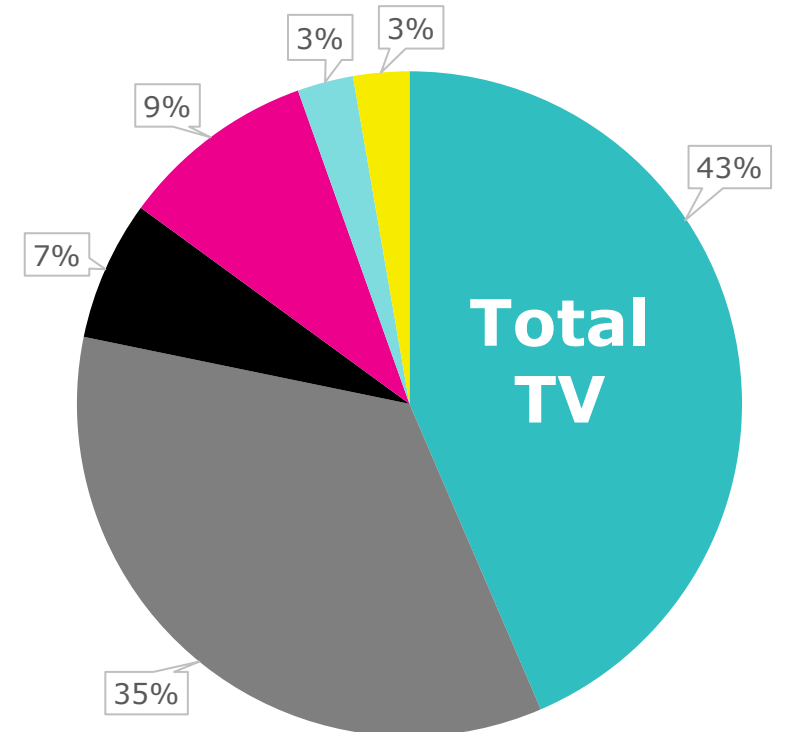
# ...across key demos

## SHARE OF VIDEO

ADULTS 25-54



ADULTS 18-34



- Total TV
- YouTube
- Netflix
- Prime Video
- Disney+
- Other Streaming Services

Source: Numeris VAM 09/15/25 to 12/21/2025, Total Canada, all time spent per capita

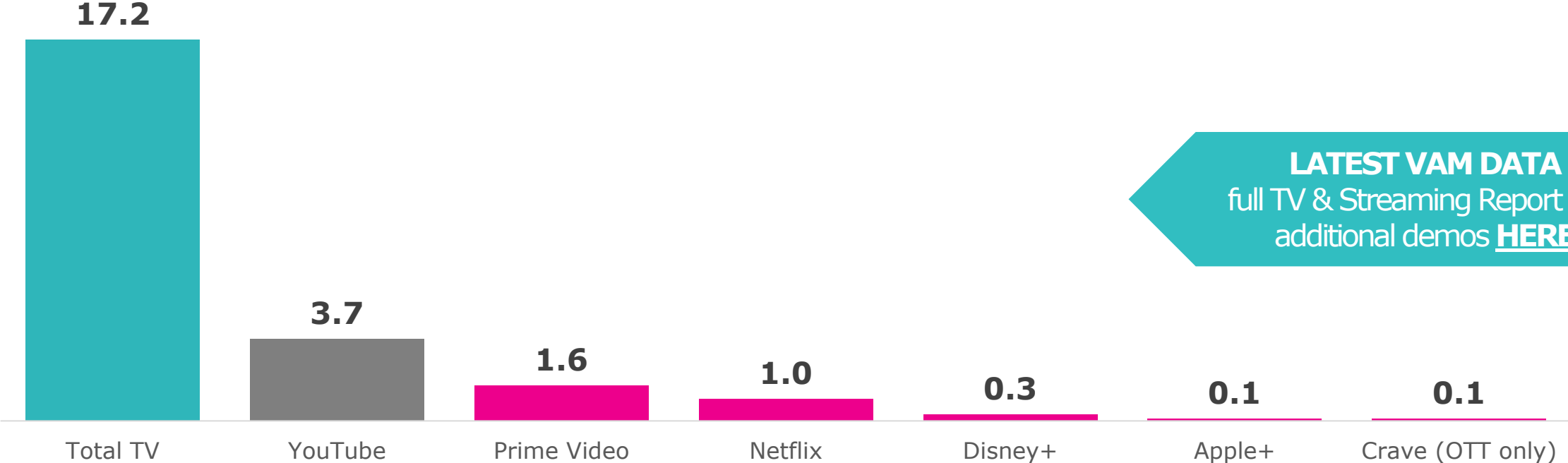
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# Total TV dominates time spent

## AVERAGE WEEKLY HOURS

ADULTS 18+



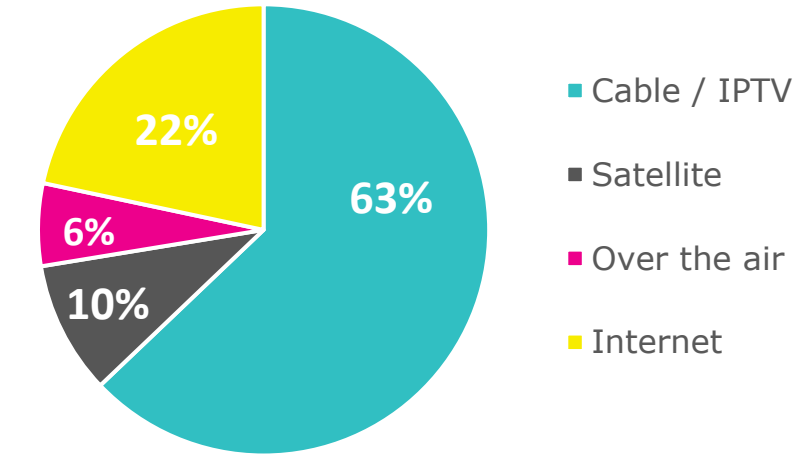
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additional demos [HERE](#)

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)

# access to TV is almost universal

## ACCESS TO LINEAR TV

nearly all Canadians have access to linear TV, either through paid TV services (cable / IPTV) or via streaming on the internet



## PAID TV SUBSCRIPTIONS

while household penetration of paid TV subscriptions remains strong in Canada, declining just 3.6% year-over-year, anyone with an internet connection has access to linear TV content

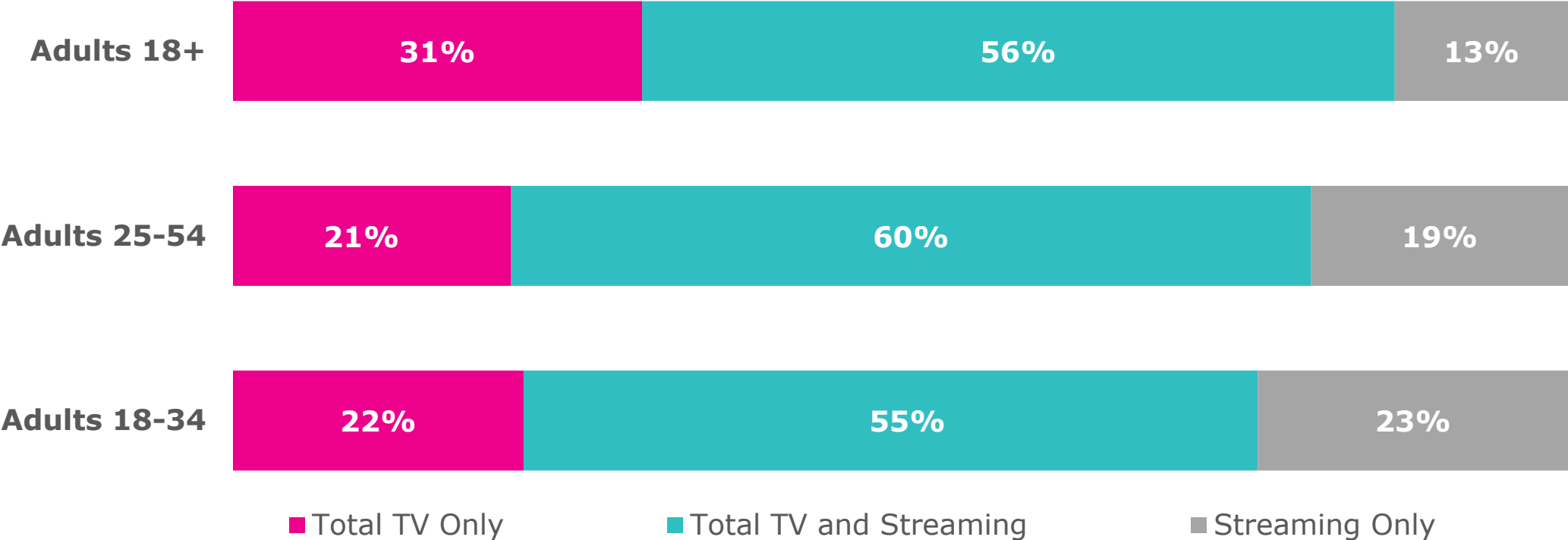
	Sep '24	Sep '25	Index (YOY)
<b>TOTAL PAID SUBS</b>	9,555,924	9,214,736	<b>(3.6%)</b>
Basic/Digital Cable	4,467,831	4,315,548	(3.4%)
Satellite	1,246,727	1,028,117	(17.5%)
Telco/IPTV (Internet Protocol TV)	3,818,491	3,859,578	+1.1%
Other	22,875	22,799	(0.3%)

Source: Numeris Universe Estimates: \* Sept 2025 Reception Type Update - PPM TV Panels, Total Canada, persons 2+

Source: Mediastats, BDU Profile Report, Total Canada | IPTV = Internet Protocol Television: the delivery of television content over Internet Protocol (IP) networks, e.g. Bell Fibe TV, Telus/Optik TV

# most Canadians are *watching both* Total TV and streaming services

## % OF VIEWERS



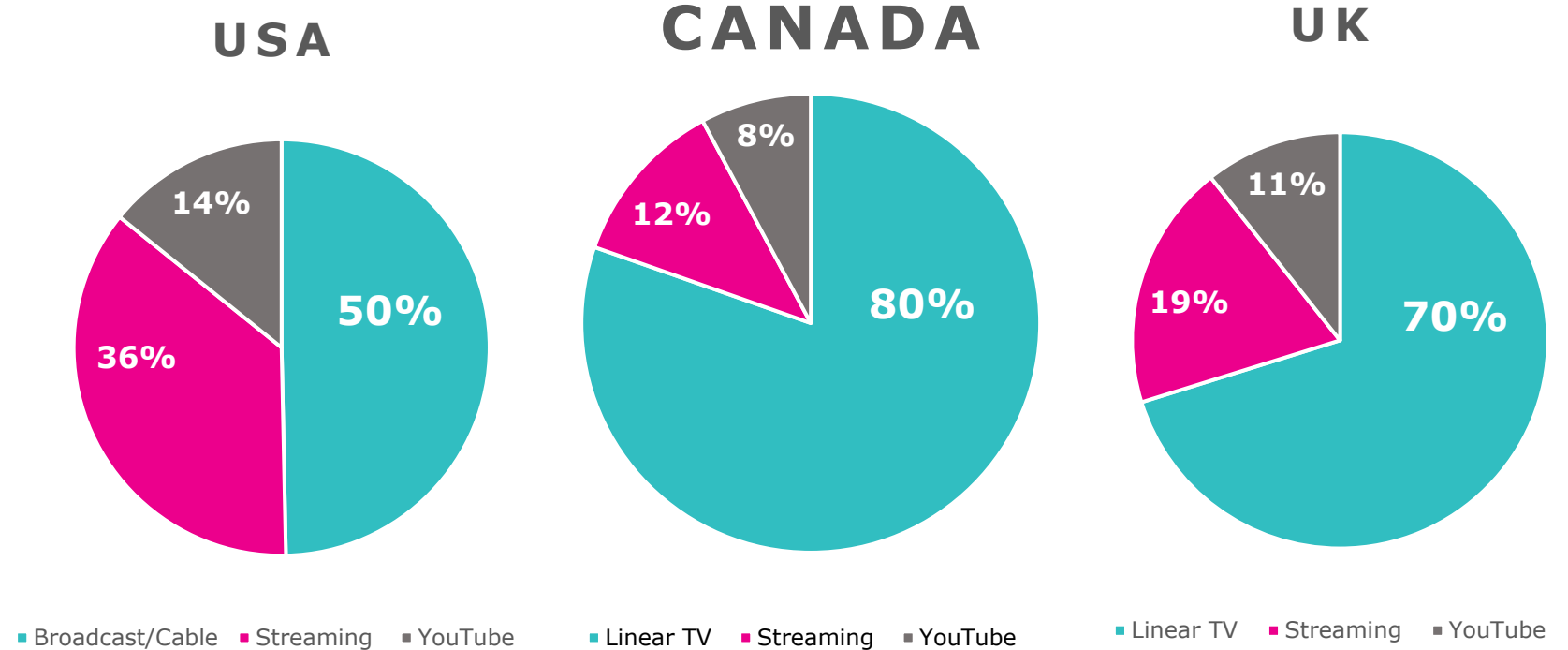
Source: Numeris VAM 09/15/25 to 12/21/2025, Total Canada, % of composition of average weekly reach | Total TV = Linear and broadcaster streaming services  
Streaming Services include: Prime Video, Netflix, Disney+, Apple TV+, Crave (OTT only), CBS News, Twitch TV, ET Online US, TubiTV DAZN, Paramount+, PlutoTV, FuboTV, Daily Motion, Roku Channel, Crunchyroll, Discovery+, TED, SamsungTV, YouTube

# US data is *not* a good proxy for Canada

streaming in the US is much higher than in Canada, where our media habits more closely mirror those in the UK

**The Canadian advantage:** because Canadians stream less (20% vs. 50% in the US), TV remains a far more efficient vehicle for mass reach in Canada than it is south of the border

## SHARE OF VIEWING ON A TV SET



US source: Nielsen Gauge, October 2025, P2+, viewing on a TV set (ex "other" viewing; proportionally adjusted)

Canada source: Numeris VAM, Total Canada, October 2025, P2+, viewing on a TV set

UK source: BARB, October 2025, P4+, viewing on a TV set | "Streaming" = "Total SVOD/ AVOD" | "Video-sharing" is largely YouTube, but also includes TikTok, Twitch etc. (on a TV set)

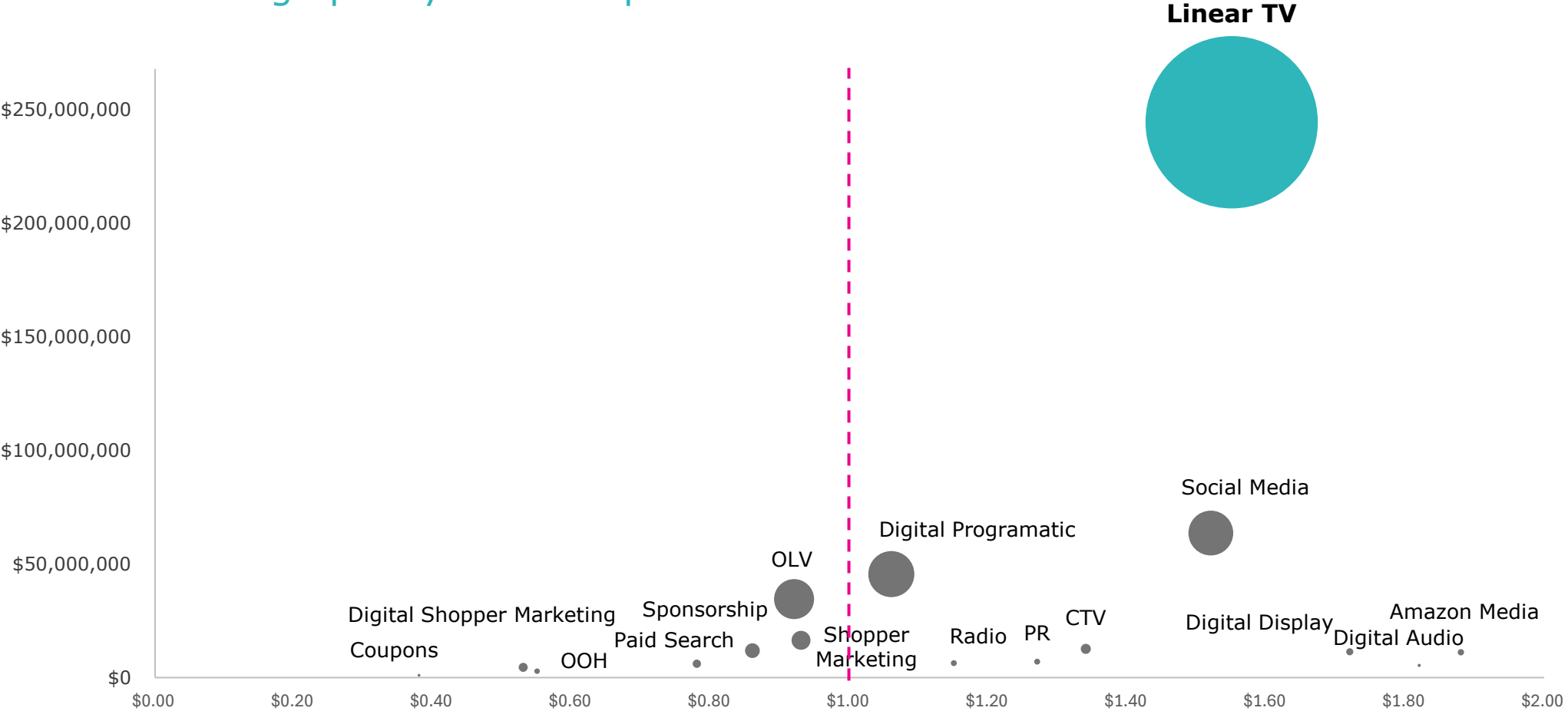


# PROFIT

TV works in both the **short** and **long term**, and is the largest contributor of ad profit

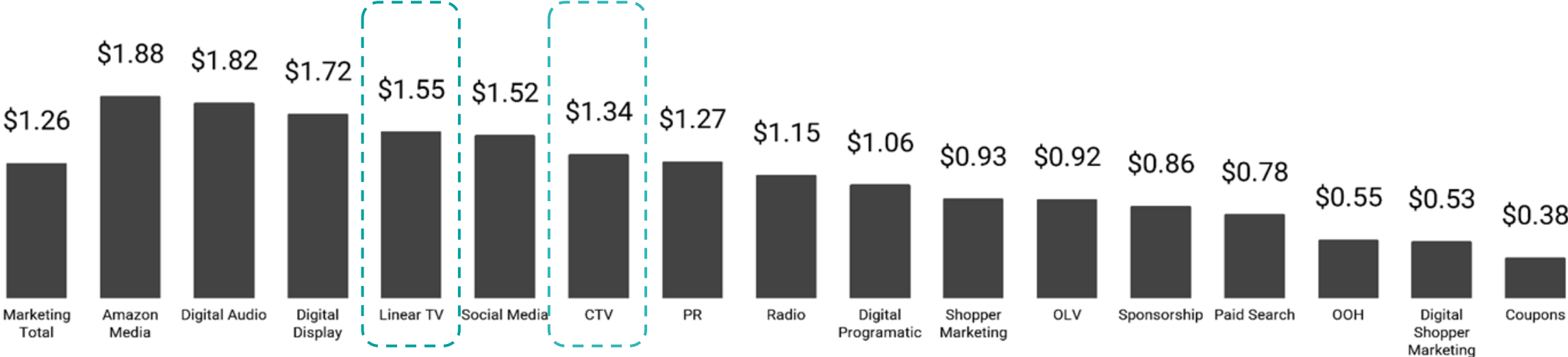
# TV is the largest profit driver in Canada

TV delivers 50% of measured short-term profit while making up only 42% of spend



Source: Miix Analytics analysis, September 2025 | \$45b in revenue and \$621m in media spend analyzed, Canadian data

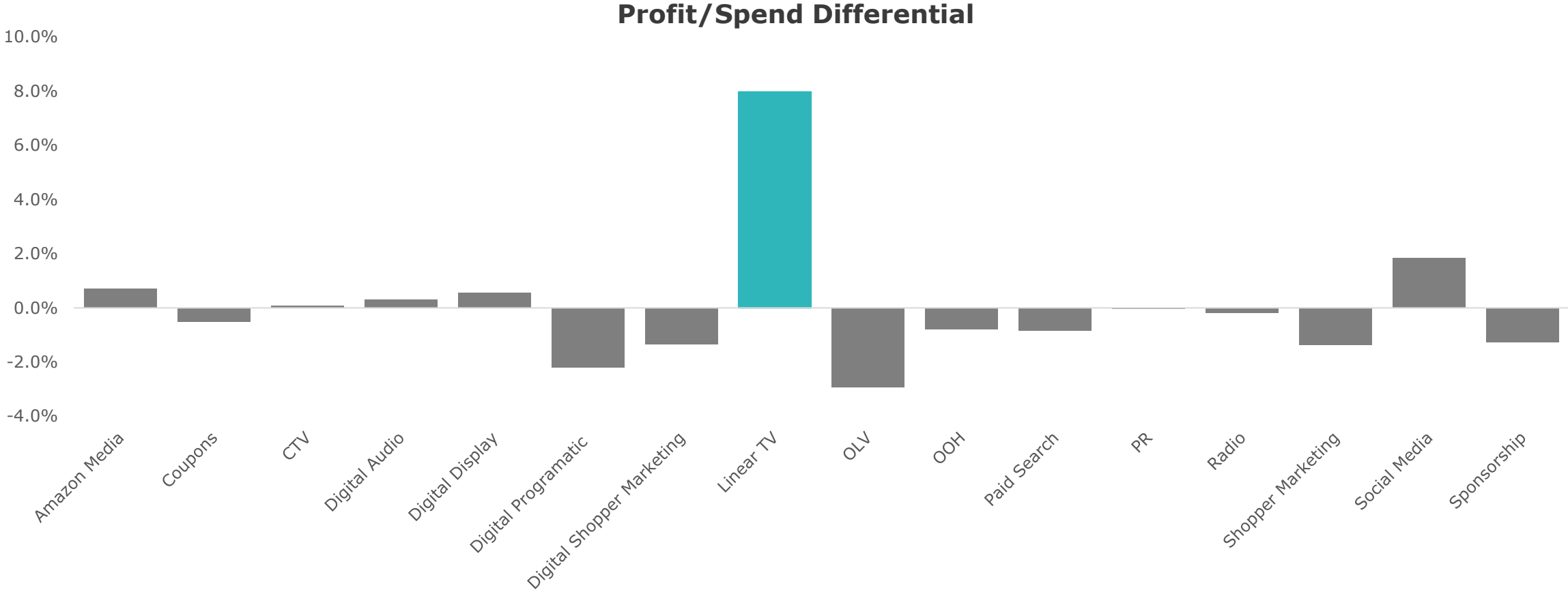
# TV delivers impressive short term ROI



Source: Miix Analytics analysis, September 2025 | \$45b in revenue and \$621m in media spend analyzed, Canadian data



# TV over-indexes on profit vs spend

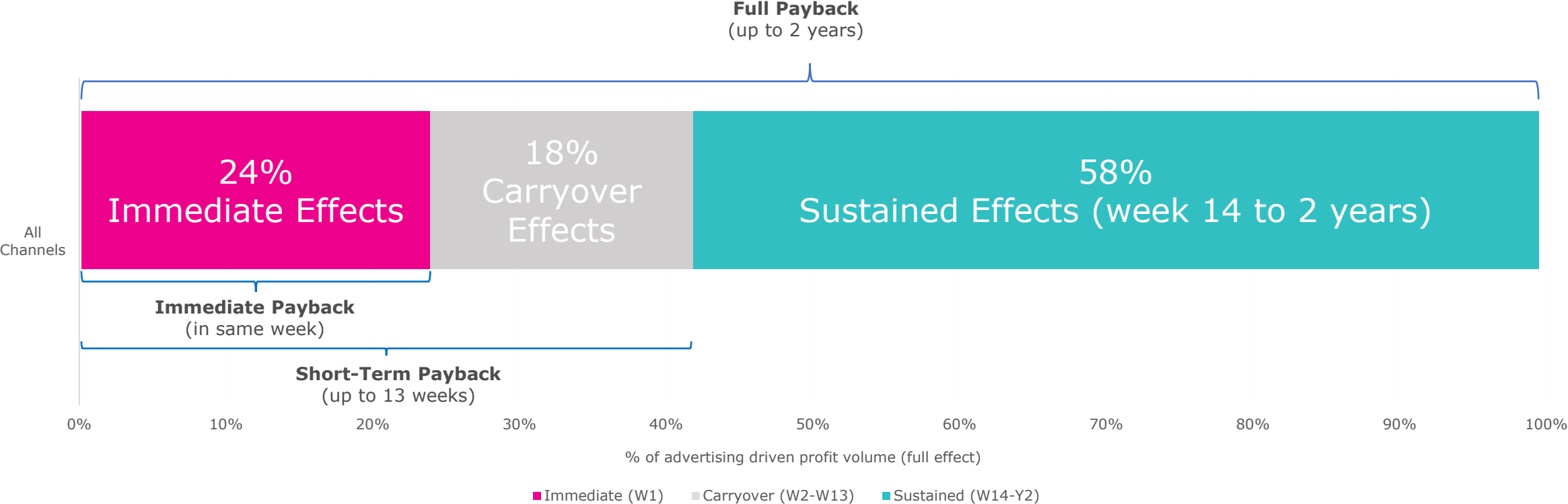


Source: Miix Analytics analysis, September 2025 | \$45b in revenue and \$621m is media spend analyzed, Canadian data  
Profit spend differential = % of channel profit generation - % of channel spend



# advertising **works** in the short and long term

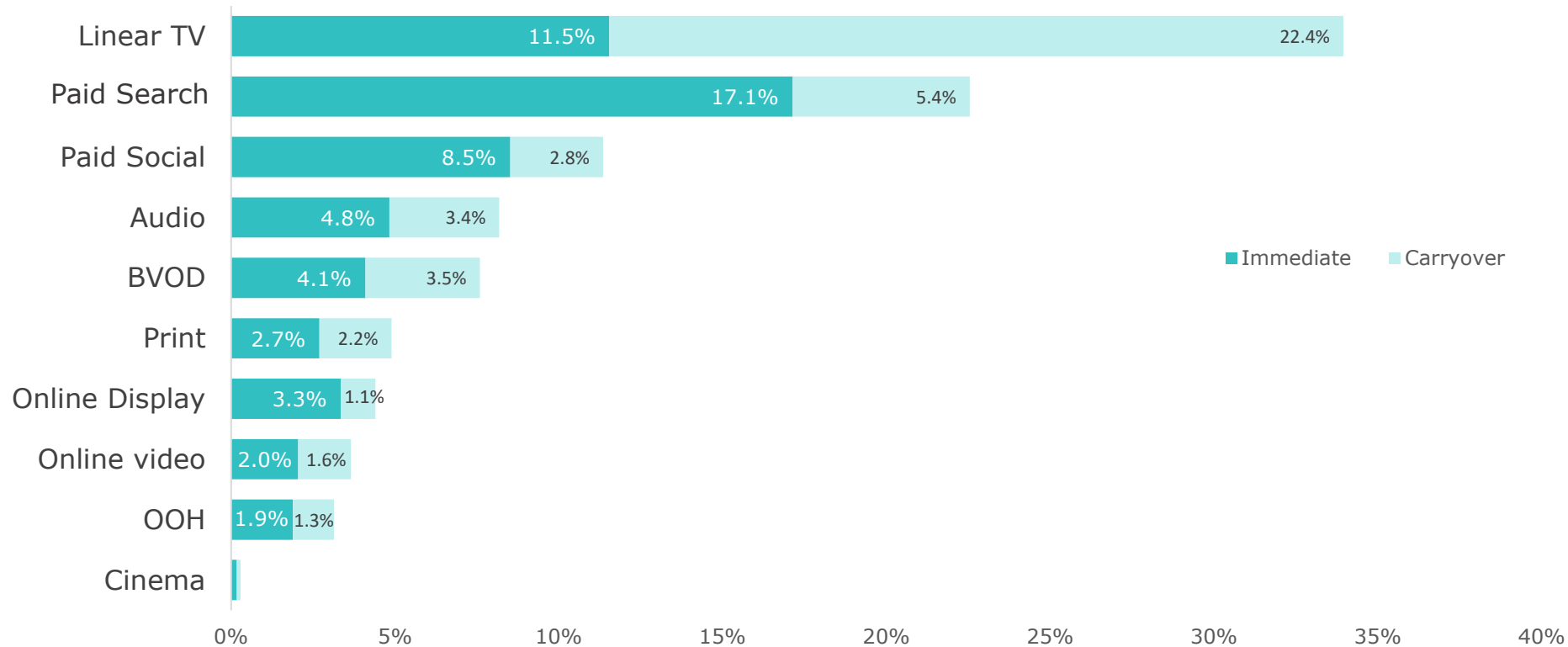
the full payback of advertising investment happens over the long term (up to 2 years)



Source: [Profit Ability 2](#), April 2024 – Short term benchmarks: Ebiquty, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK. Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

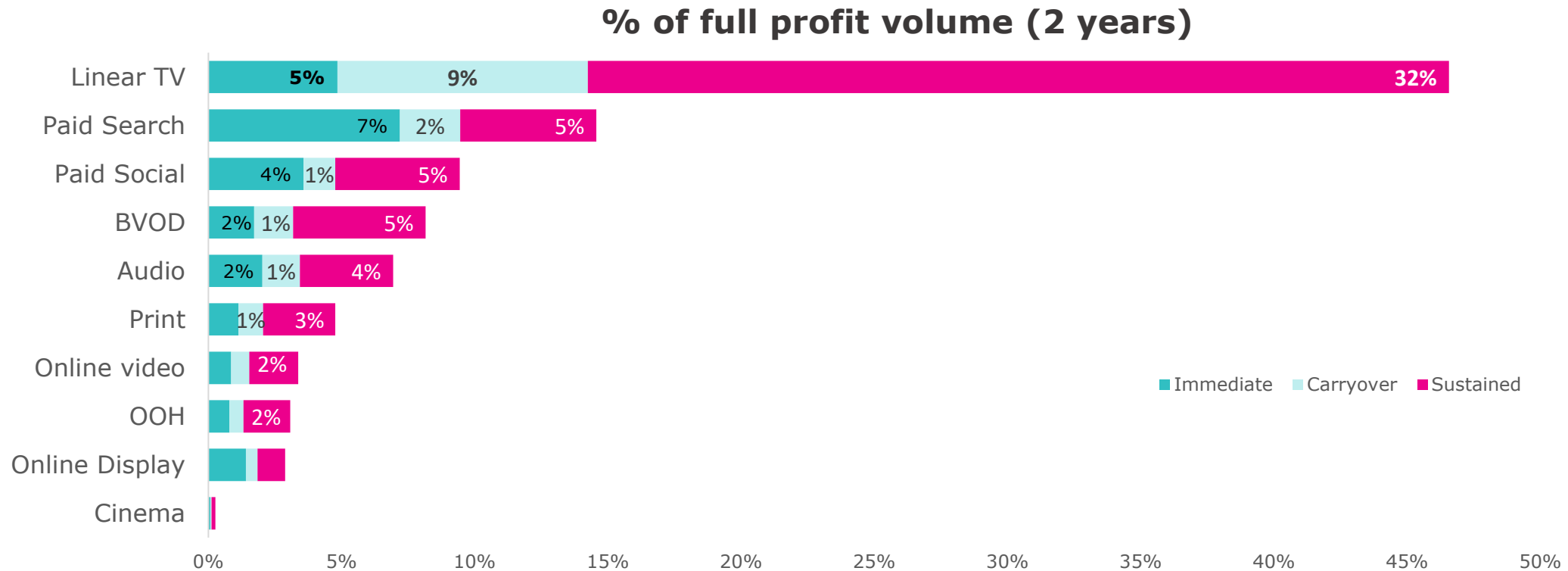
# TV is a strong **profit driver** in the short term but jumps to the **lead** when you include carryover effects

% of profit volume | immediate + carryover effect (3 mon)



Source: [Profit Ability 2](#), April 2024 – Short term benchmarks: Ebiquty, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.  
Immediate contribution = the same week of advertising exposure. Carryover contribution = the contribution within 13 weeks of ad exposure

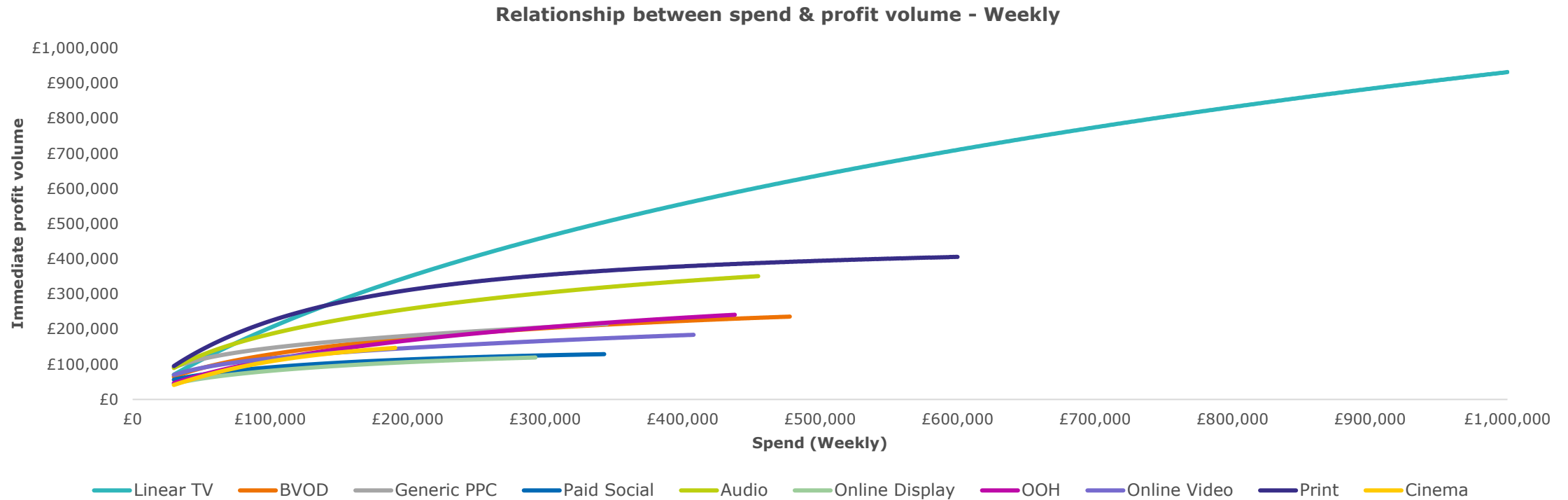
# linear TV is unmatched as the total profit ROI volume driver in the long term



Source: [Profit Ability 2](#), April 2024 – Short term benchmarks: Ebiquty, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK. Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK. Immediate contribution = same week as advertising, Carryover = within 13 weeks, Sustained = within 2 years

# TV has massive scale

the diminishing returns profile and scalability vary by channel



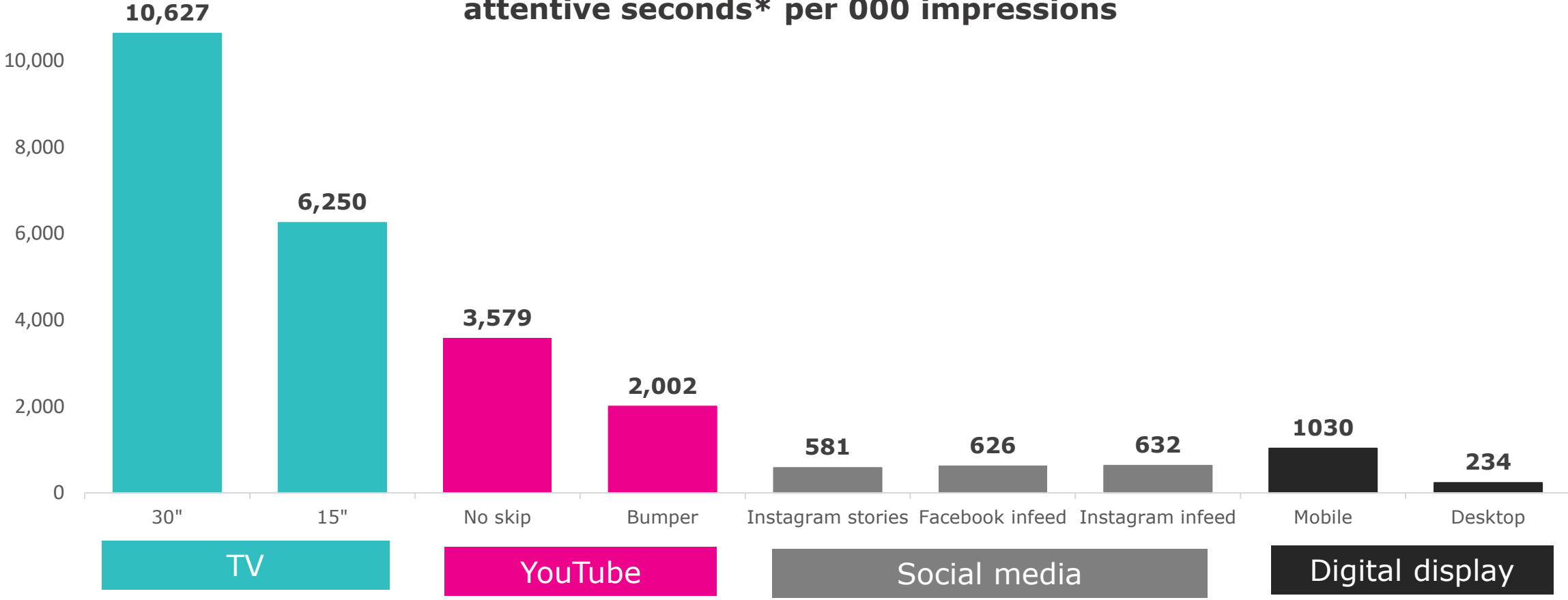
Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquty, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.  
Immediate effect = profit volume in week of advertising spend

# ▶ IMPACT

With **superior attention** and **trust**, TV doesn't just reach audiences, it moves them.

# TV ads deliver the most “attentive seconds”

measuring awareness through attention  
**attentive seconds\* per 000 impressions**



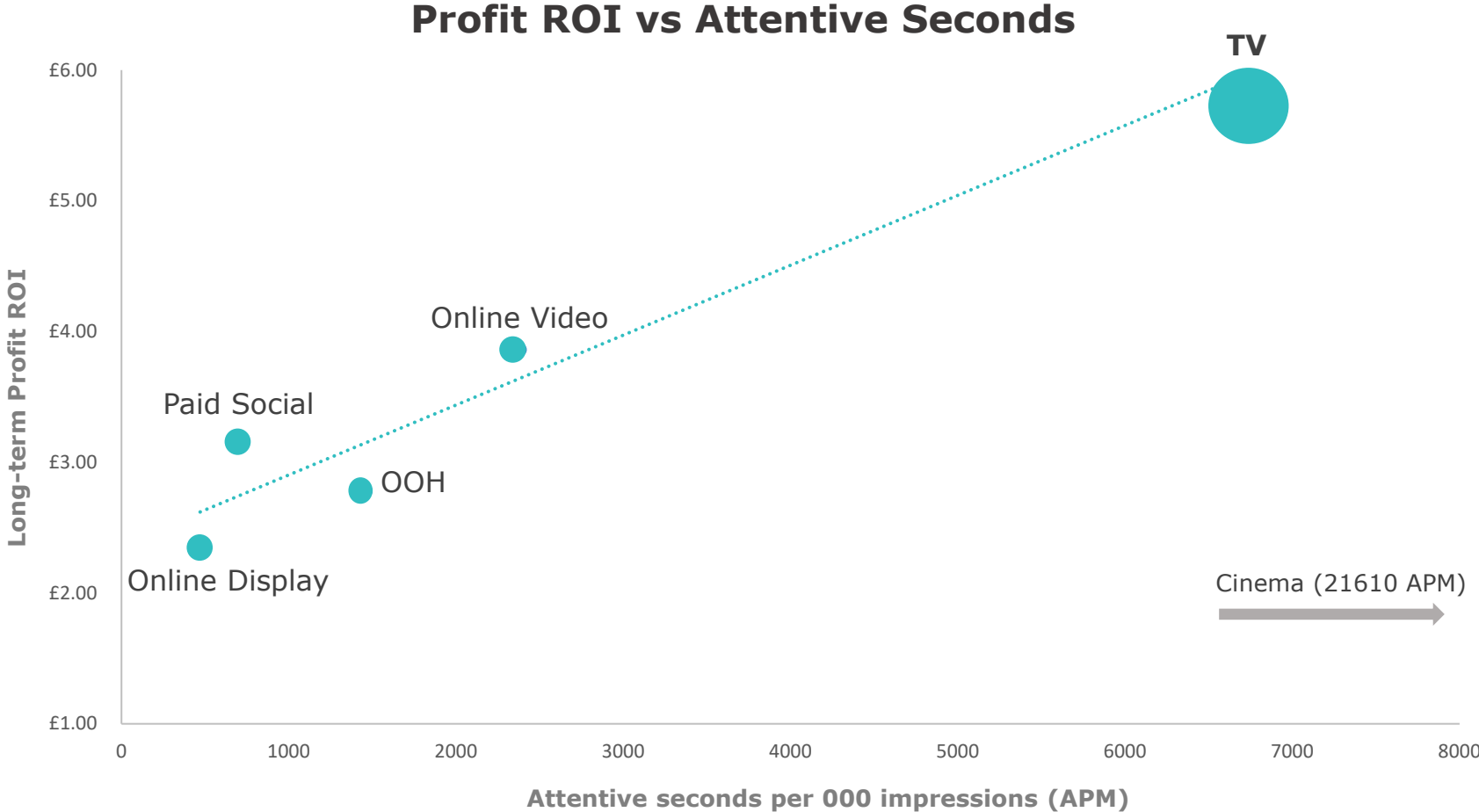
Source: Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, 2024

\* “attentive seconds” = the actual time an ad is viewed by a person.

# TV delivers superior attention

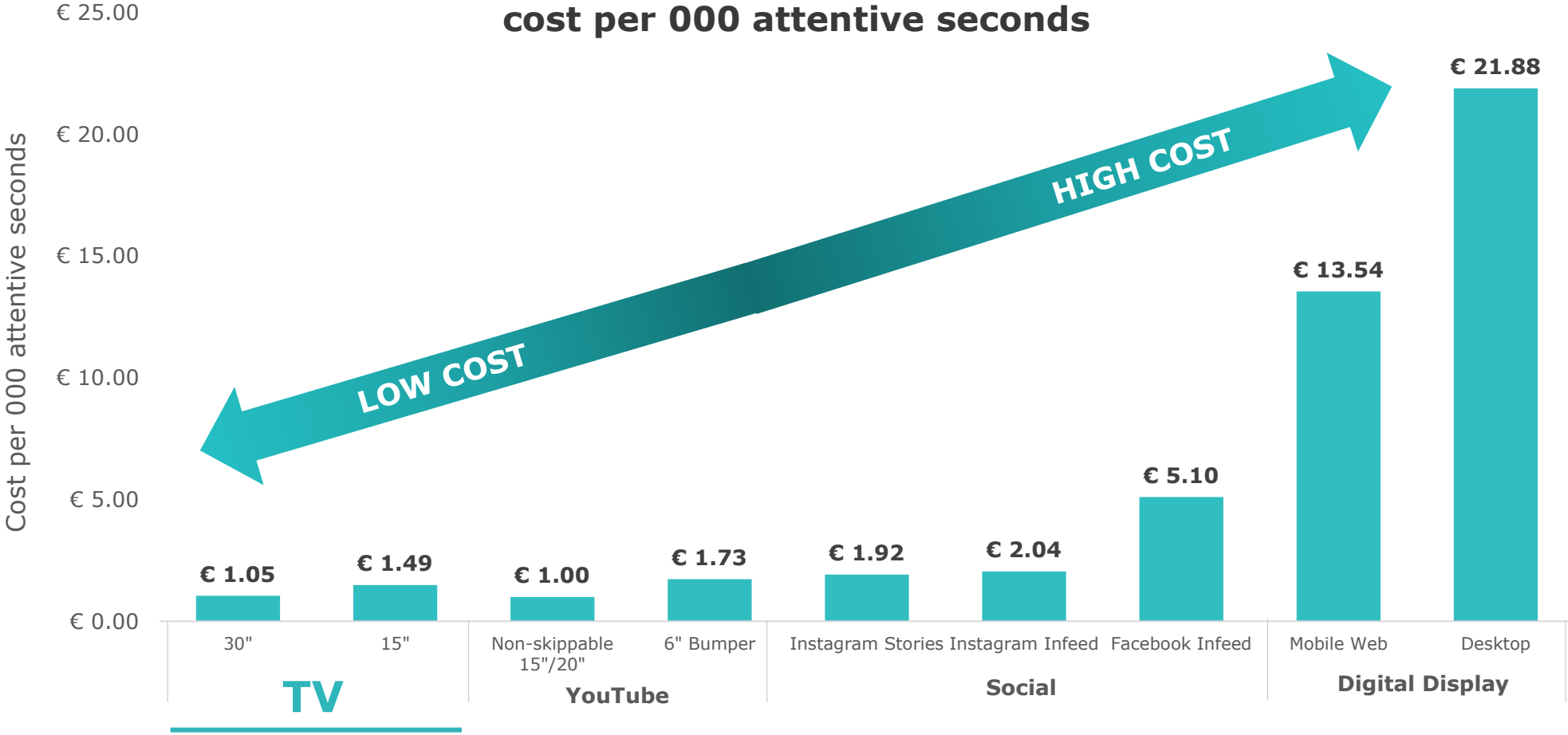
## how does this play out in media?

Ebiquity and Lumen found a strong correlation between attentive seconds and incremental profit across media channels, with TV delivering a far superior attentive seconds per impressions than online video or paid social advertising



Source: Lumen & Ebiquity "[Maximizing Profit through Attention](#)", 2024

# TV is an attention bargain

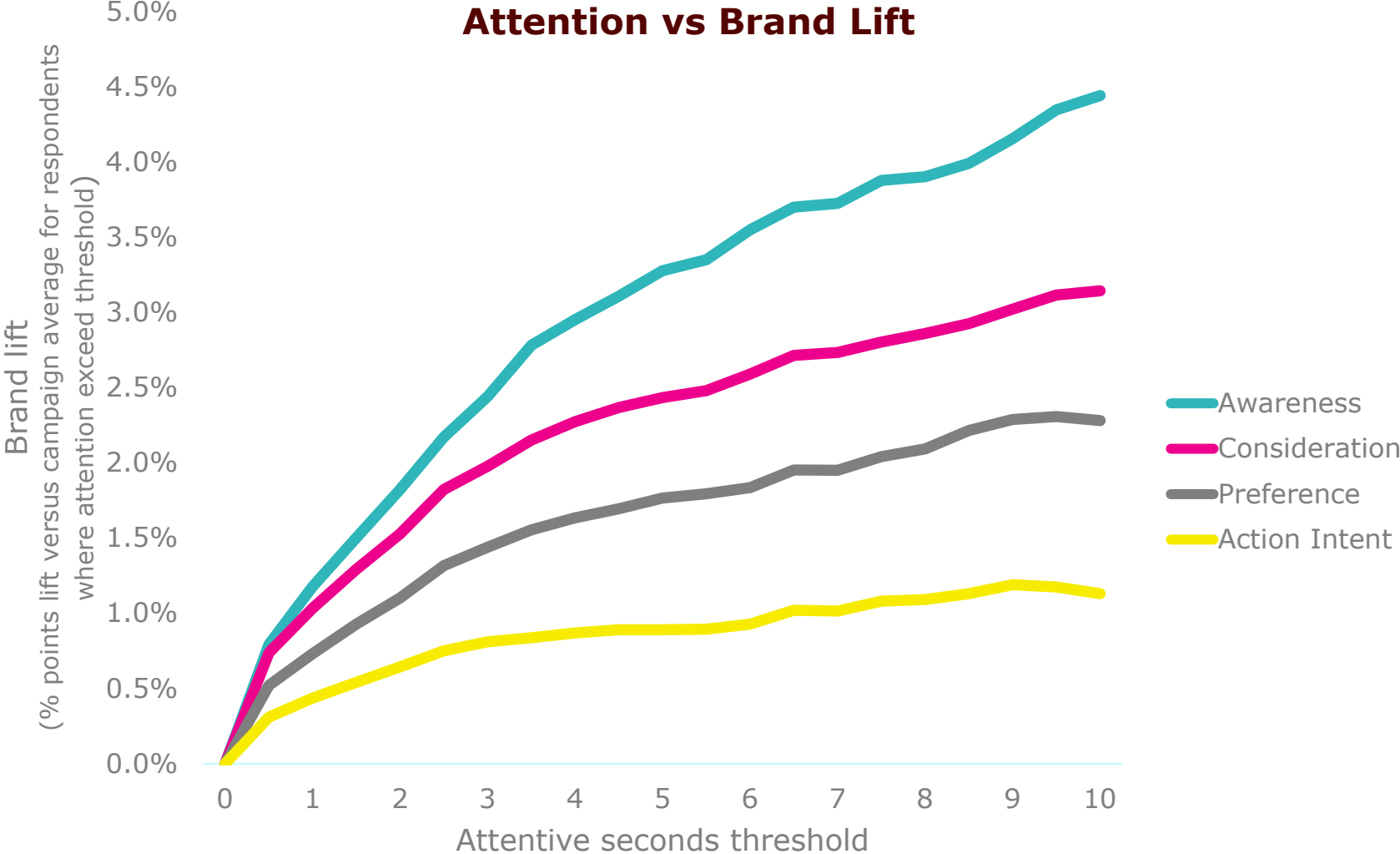


Source: Lumen [The True Cost of Advertising Attention](#)

# attention drives impact

there is a clear relationship between attention and full funnel brand outcomes

this Lumen Havas analysis shows that the longer an audience pays attention to an ad, the greater the increase in brand awareness, consideration, preference and action intent



Source: Havas, Brand Metrics & Lumen [“What do 9,000 Brand Lift Studies Teach Us About Attention & Memory”](#) 2024

# TV is watched differently, and that changes everything

No other medium commands this level of relaxed, sustained, and shared attention.

- **Big screen, living room**  
The most immersive viewing environment

- **Lean-back, relaxed posture**  
Lower guard, higher receptivity

- **Often co-viewed with others**  
Shared moments amplify brand impact

+ 34%

## TV ENVIRONMENT DELIVERS

### Higher ad recall than computer screens

The big screen creates stronger memory encoding

+ 60%

### Higher ad recall than mobile devices

Mobile is distracted and divided, TV is not

2.4x

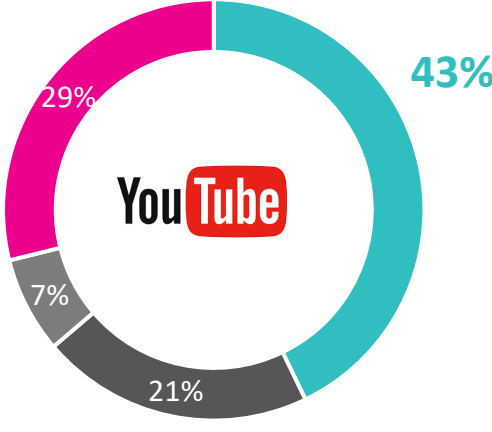
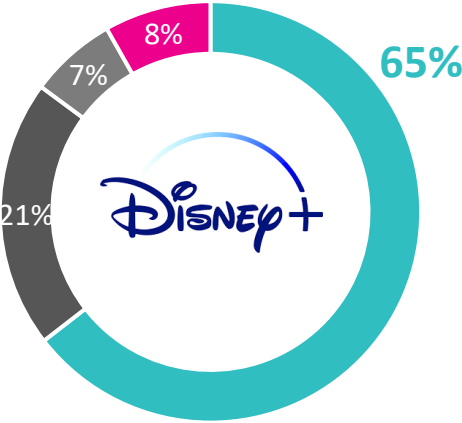
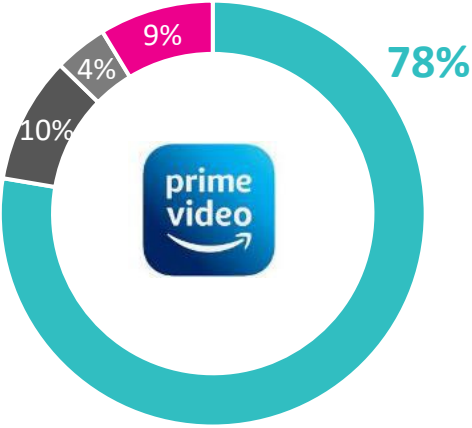
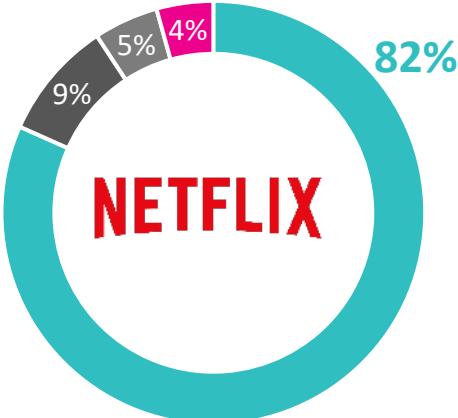
### More attentive seconds than social media

Attention is the multiplier

# big screen = big attention

TV screens are the preferred viewing platforms for both linear TV and premium streaming services - **but less so for YouTube**

## SHARE OF TUNING BY DEVICE

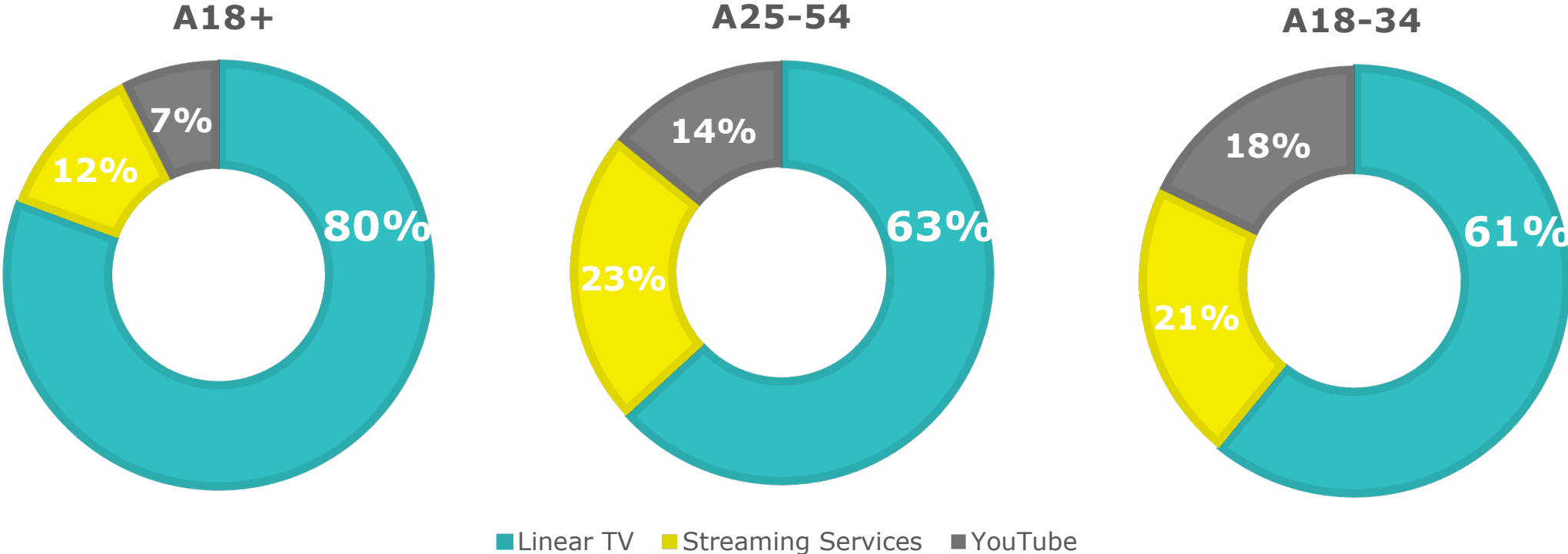


■ TV/Smart TV ■ PC/Mac ■ Mobile ■ Tablet

Source: Numeris VAM, 09/15/25 to 12/21/25 | Total Canada, Adults 18+ | Streaming Services, YouTube includes in-home viewing only  
Source: Thinkbox, "Room with the viewers: why advertising thrives in the living room", March 2024

# Linear TV has the big screen advantage

Linear TV makes up the majority of what we're watching on the big screen (across all demos)



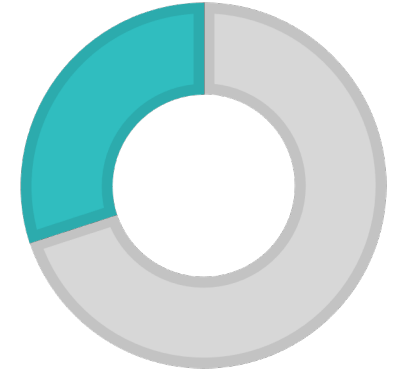
Note: Streaming Services include ad-free and ad-supported services as well as broadcaster streaming services  
Source: Numeris VAM , 9/1/2025 to 11/30/2025, Total Canada | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

# TV makes other channels work harder

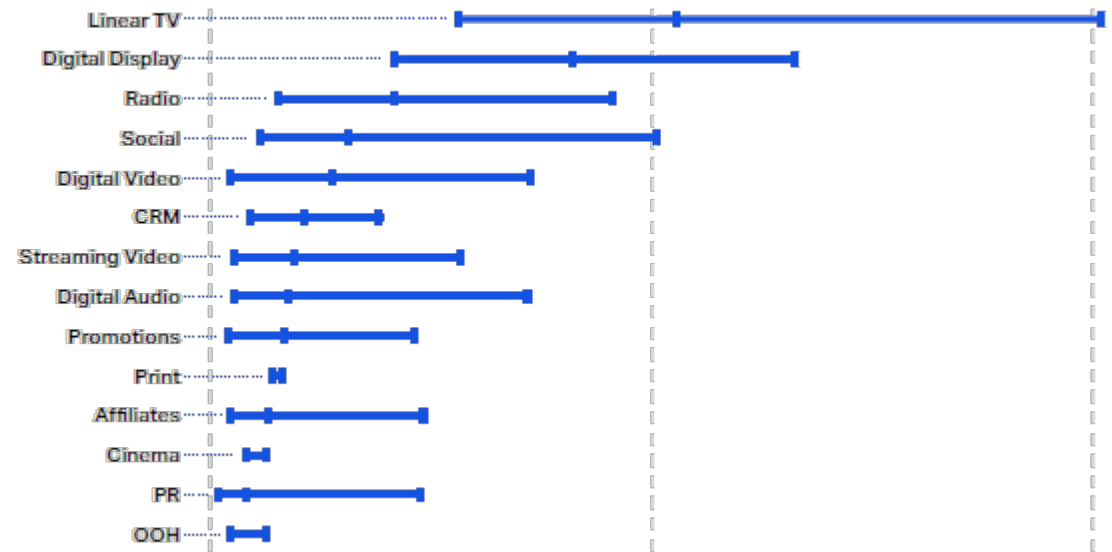
- Search is over-credited as a performance channel. **30%** of clicks are driven by other media. Another 30-60% are attributable to seasonality, loyalty, and category trends.
- TV leads the charts for other media that initiate search clicks
- TV generates the demand that other channels convert: emotion builds memory, and memory makes activation more efficient.

30%

of search clicks are due to other marketing channels



Drivers of clicks %



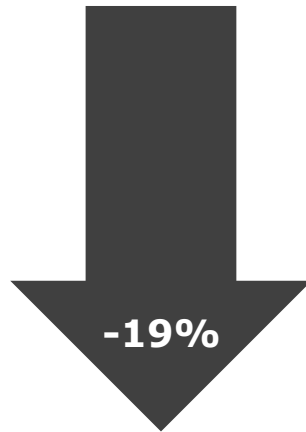
Source: Analytic Partners ROI Genome

# TV improves digital performance

TV has a significant halo effect on digital media, increasing its sales ROI by 19%



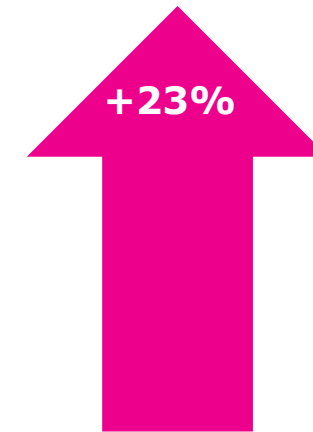
Standalone Digital ROI



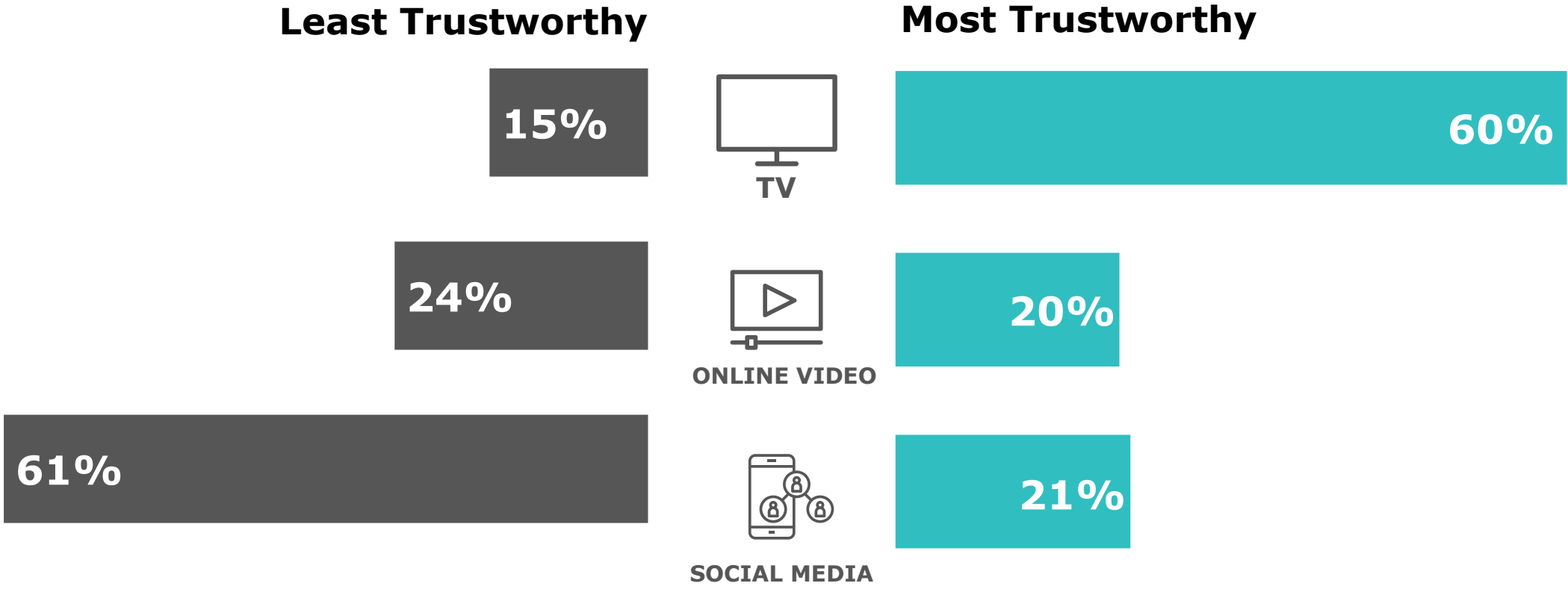
without TV's halo effect, digital advertising's average ROI would decline by 19%



TV's Adjusted ROI



# TV is the **most trustworthy** medium for Canadians, social is the least



Which one of the following media carries video advertising that you believe to be most trustworthy? least trustworthy?

Source: YouGov survey, Total Canada, A18+, July 2024



**“ Before you can have  
a share of the market,  
you must have a  
share of the mind. ”**

**Leo Burnett**

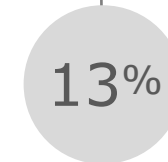
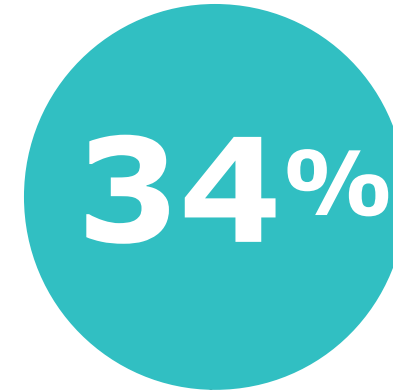
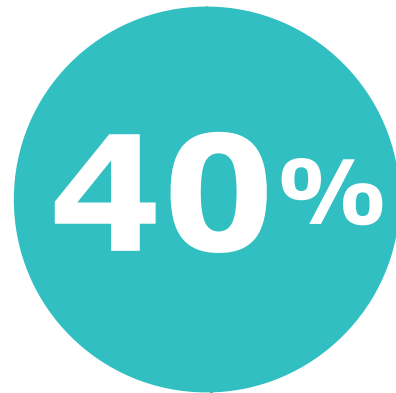
# TV advertising is most likely to draw attention and stay in viewers' memories

Sticks in your memory

Draws your attention to a product/brand you hadn't heard of



TV



YOUTUBE

(second highest)



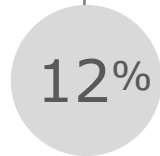
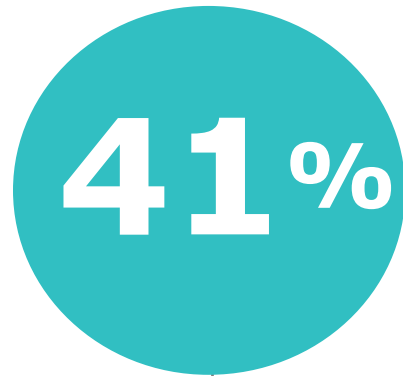
SOCIAL MEDIA

(second highest)

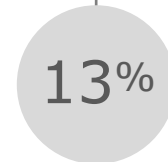
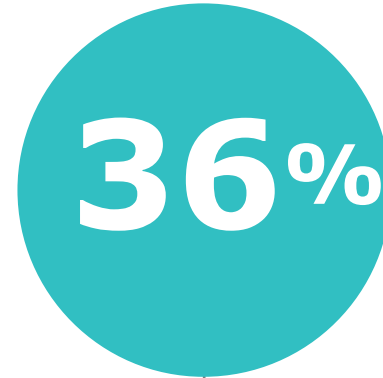
*In which of the following media are you most likely to find advertising that...?*

# TV advertising is most likely to generate **emotion** and make people **laugh**

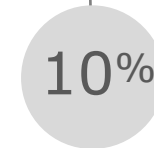
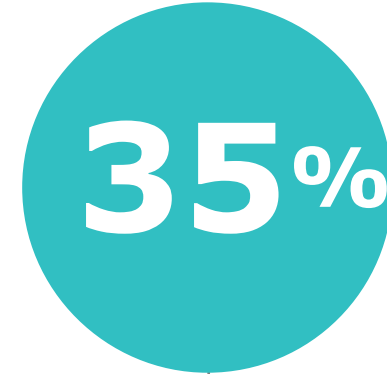
Makes you laugh



You like



Makes you feel emotional



TV



YOUTUBE

(second highest)



SOCIAL MEDIA

(second highest)

*In which of the following media are you most likely to find advertising that...?*

# TV works **throughout** the funnel

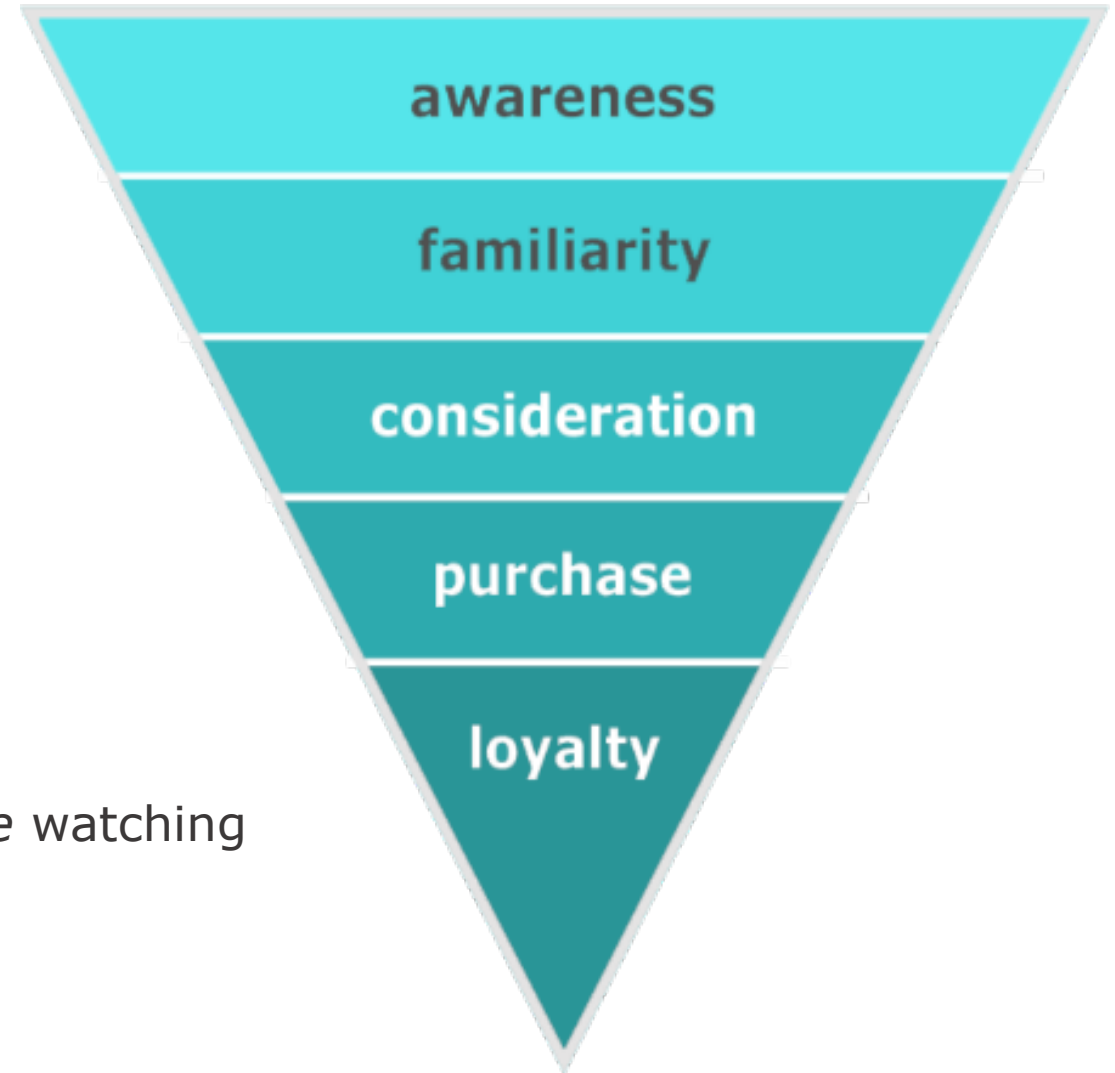
Driving action at every stage of the customer journey

## Top of the Funnel

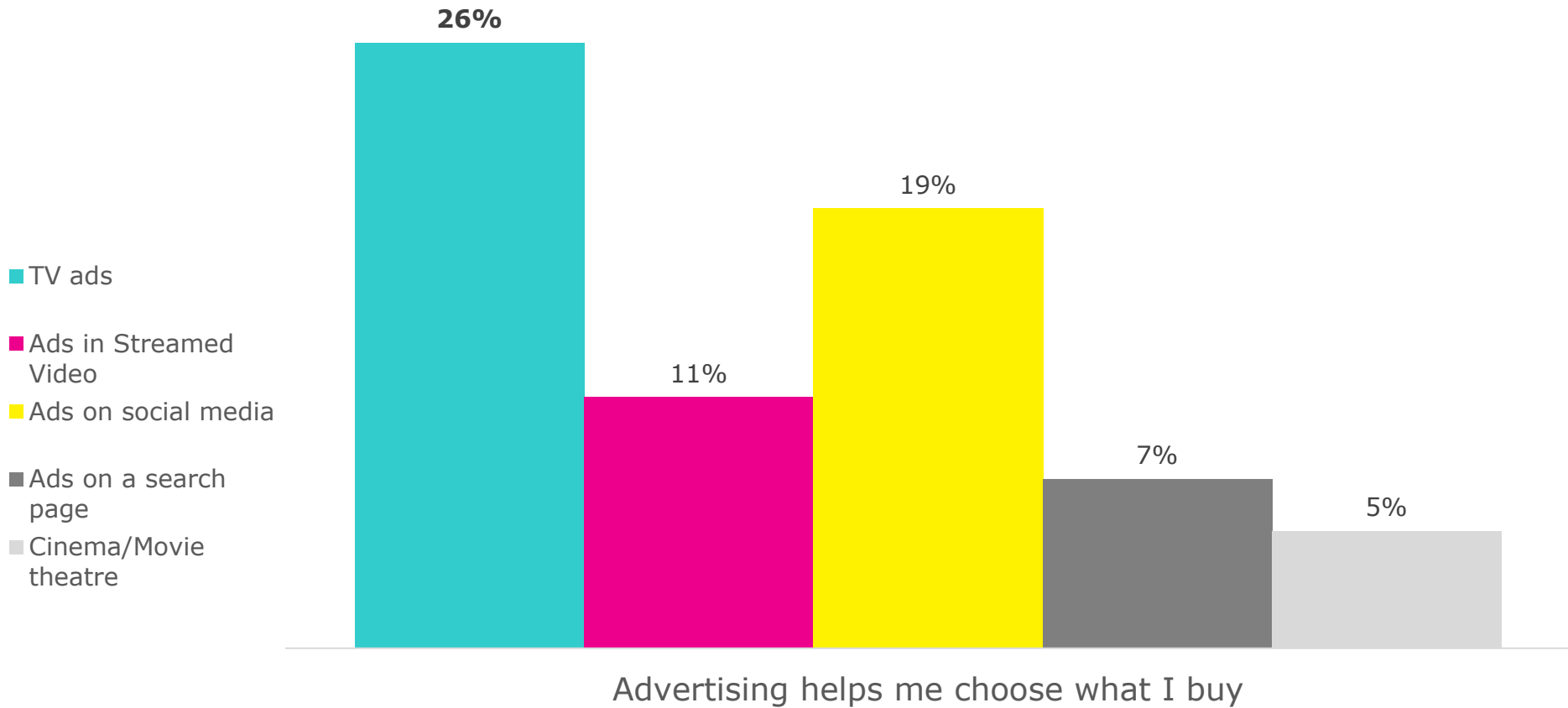
- Awareness
- Brand building
- Interest / purchase intent

## Bottom of the Funnel

- Activation via sales promotions messages
- TV ads drive website visits
- Viewers purchase products and services *while* watching the TV commercial



# TV advertising is most likely to drive purchase decisions



Source: Vividata SCC | Study of the Canadian Consumer Fall 2025 | Adults 18+

# Why TV?

## SCALE

90% monthly reach and largest share of time spent with video

## PROFIT

highest long-term ROI, greatest contributor of profit, improves digital performance

## IMPACT

greatest attention, recall, and trust



**“ You must have TV in your consideration set ... TV continues to represent a significant majority slice of video for most demographics. ”**

**Mark Ritson**

Marketing & Branding Expert,  
Consultant, Columnist, and Professor

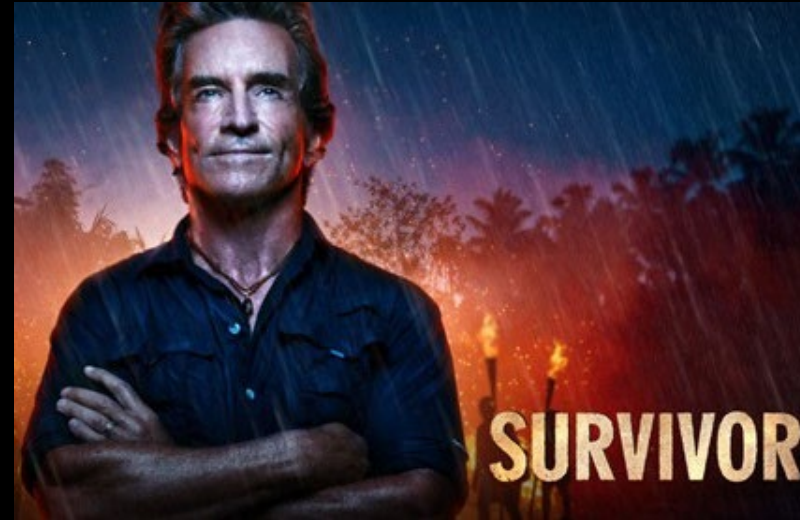


# appendix

**what Canadians are  
watching**



# what are Canadians watching?



# top 10 TV shows (English)

ADULTS 18+	Channel	AMA (000)
HIGH POTENTIAL	CTV	1434
MATLOCK	Global	1115
9-1-1	Global	1059
SURVIVOR	Global	960
ELSBETH	Global	960
NCIS	Global	924
911: NASHVILLE	CTV	913
CTV EVENING NEWS	CTV	912
SHERIFF COUNTRY	Global	907
FBI	Global	904

ADULTS 25-54	Channel	AMA (000)
HIGH POTENTIAL	CTV	341
SURVIVOR	Global	322
SATURDAY NIGHT LIVE	Global	310
9-1-1	Global	301
9-1-1 NASHVILLE	CTV	261
NCIS	Global	242
LAW & ORDER SVU	Citytv	236
FBI	Global	232
MATLOCK	Global	226
LAW & ORDER	Citytv	224

ADULTS 18-34	Channel	AMA (000)
HIGH POTENTIAL	CTV	150
SURVIVOR	Global	142
SATURDAY NIGHT LIVE	Global	139
9-1-1	Global	134
9-1-1 NASHVILLE	CTV	119
LAW & ORDER SVU	Citytv	114
LAW & ORDER	Citytv	114
SHIFTING GEARS	CTV	110
THE AMAZING RACE	CTV	102
GHOSTS	Global	98

Source: Source: Numeris PPM, Total Canada, 09/15/25 to 12/21/2025, 3+ Airing, English Conventional

# top 10 sports (English)

ADULTS 18+	Channel	AMA (000)
MLB WORLD SERIES	Rogers Sports Network + Citytv	6,491
MLB ALCS (Blue Jays)	Rogers Sports Network + Citytv	3,159
MLB ALDS (Blue Jays)	Rogers Sports Network + Citytv	2,491
CFL GREY CUP	TSN+CTV	2,948
HNIC PRIME EAST	Rogers Sports Network	1,178
CFL PLAYOFFS	TSN	771
RUGBY WOMENS WORLD CUP	TSN	530
NFL LATE	TSN	504
HNIC PRIME WEST	Rogers Sports Network	494
MLB PLAYOFFS (ex Blue Jays)	Rogers Sports Network	410

ADULTS 25-54	Channel	AMA (000)
MLB WORLD SERIES	Rogers Sports Network + Citytv	2,791
MLB ALCS (Blue Jays)	Rogers Sports Network + Citytv	1,385
MLB ALDS (Blue Jays)	Rogers Sports Network + Citytv	995
CFL GREY CUP	TSN+CTV	981
HNIC PRIME EAST	Rogers Sports Network	422
CFL PLAYOFFS	TSN	248
NFL LATE	TSN	230
NHL LEAFS HOCKEY	TSN	190
RUGBY WOMENS WORLD CUP	TSN	185
HNIC PRIME WEST	Rogers Sports Network	180

ADULTS 18-34	Channel	AMA (000)
MLB WORLD SERIES	Rogers Sports Network + Citytv	1,303
MLB ALCS (Blue Jays)	Rogers Sports Network + Citytv	663
CFL GREY CUP	TSN+CTV	421
MLB ALDS (Blue Jays)	Rogers Sports Network + Citytv	384
HNIC PRIME EAST	Rogers Sports Network	201
NHL LEAFS HOCKEY	TSN	199
RUGBY WOMENS WORLD CUP	TSN	124
NFL LATE	TSN	111
CFL PLAYOFFS	TSN	98
NFL EARLY	CTV	83

Source: Numeris PPM Total Canada, 09/15/25 to 12/21/2025 | CityTV/Fox feed included in MLB playoff simulcasts

# let's go Blue Jays!

The 2025 World Series reached over **23 Million** Canadians.

The nail-biting Game 7 generated an incredible **10.74M AMA!**



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**the power of TV  
in an attention  
economy**

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