

# FAQ's

## How much TV do Canadians watch?

Canadians watch 25 hours of TV per week

## I've heard young people don't watch TV – is that true?

No. Adults 18-34 watch 13 hours of TV per week (most of it live)

## What is TV's reach?

TV reaches 91% of Canadian adults every week

## How much TV is watched live?

88% of TV viewing is live (87% for A18-34)

## How does time spent watching TV compare to time spent with YouTube?

TV far exceeds time spent on YouTube: A18+ watch 5.5x more TV than YouTube, and A18-34 watch 80% more TV than YouTube\* (\*YouTube time spent includes listening to music)

## How does time spent watching TV compare to Social Media?

TV dwarfs time spent with social media: A18+ spend 9x more time and A18-34 spend 3x more time watching TV than they spend on social media\* (\*Facebook + Snapchat + Instagram + Twitter)

## How many impressions does a TV campaign deliver?

The average TV campaign delivers an astounding 331 million impressions.

## How many people have TV subscriptions?

Over 10.5 Million households have TV subscriptions (down only 2% from PY)

## Everyone multitasks these days – are people even paying attention to TV ads?

Yes – more than any other type of ad

## Do TV + Digital work together?

Yes! TV and digital make a great combo – and in fact TV will improve the performance of your digital media by an average 19%

## Does TV have a good ROI?

TV has the best sales ROI of any medium, delivering a \$14.34 return on each media dollar spent.

## These numbers don't ring true to me - what sources do you use?

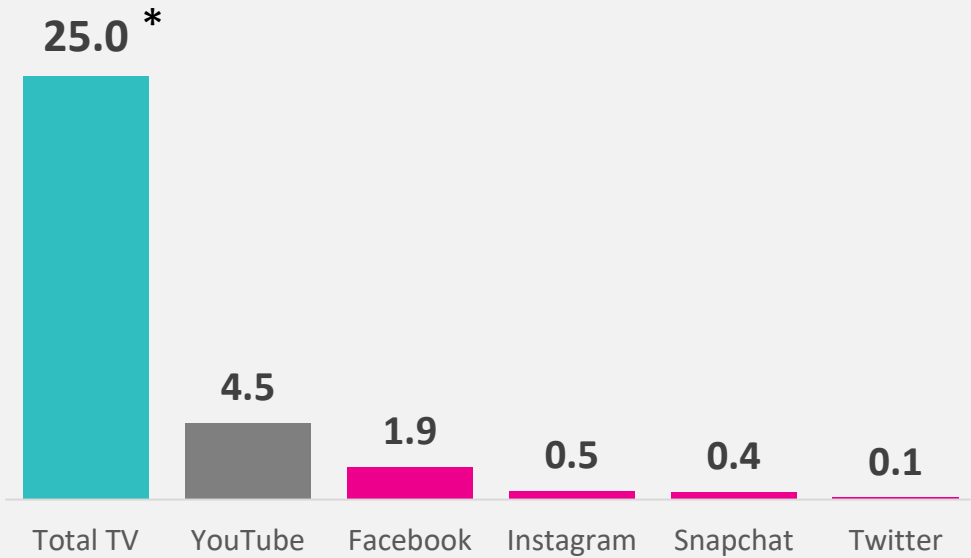
We use accredited, third-party sources, including Numeris, Comscore, and many others. No walled gardens, just the facts.



# dominates time spent

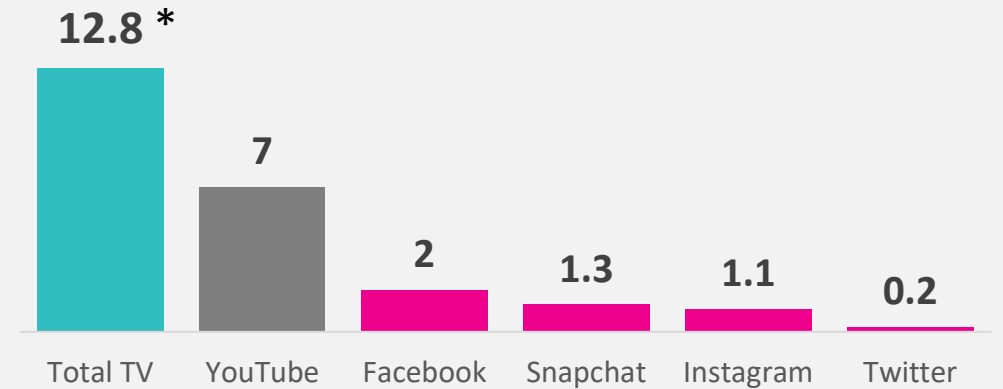
## AVERAGE WEEKLY HOURS

### ADULTS 18+



\* 88% of A18+ TV viewing is LIVE

### ADULTS 18-34



\* 87% of A18-34 TV viewing is LIVE



**tv reaches**  
**28,126,000**  
**Canadians every day**

**weekly reach**

**91%**

**adults (18+)**

**83%**

**young adults (18-34)**

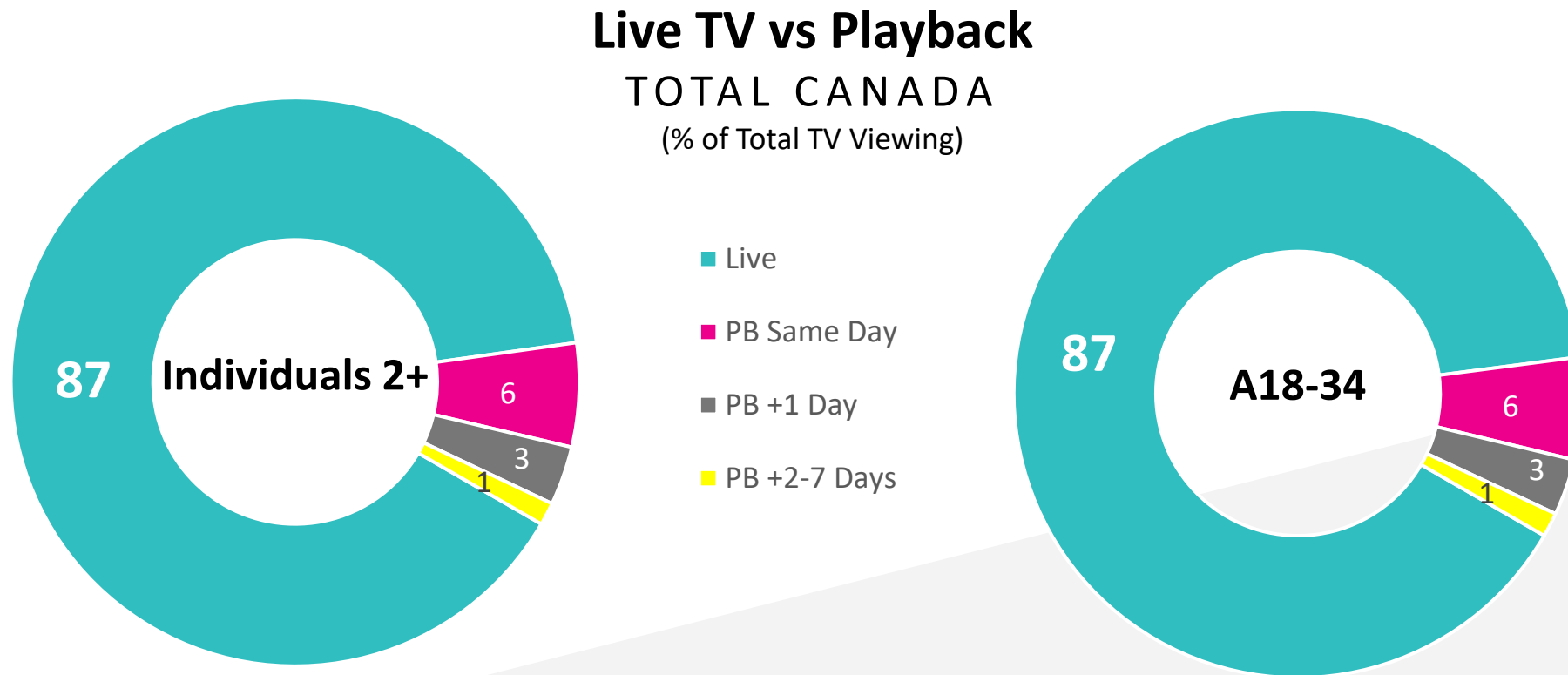
**85%**

**kids (2-11)**

**think<sup>tv</sup>**

# 87% of **tv** viewing is **live**

even among young adults, 87% of TV viewing is live; 93% is live + same day playback



time spent  
with **tv** yesterday

**121** million  
hours

average **tv**  
campaign delivers

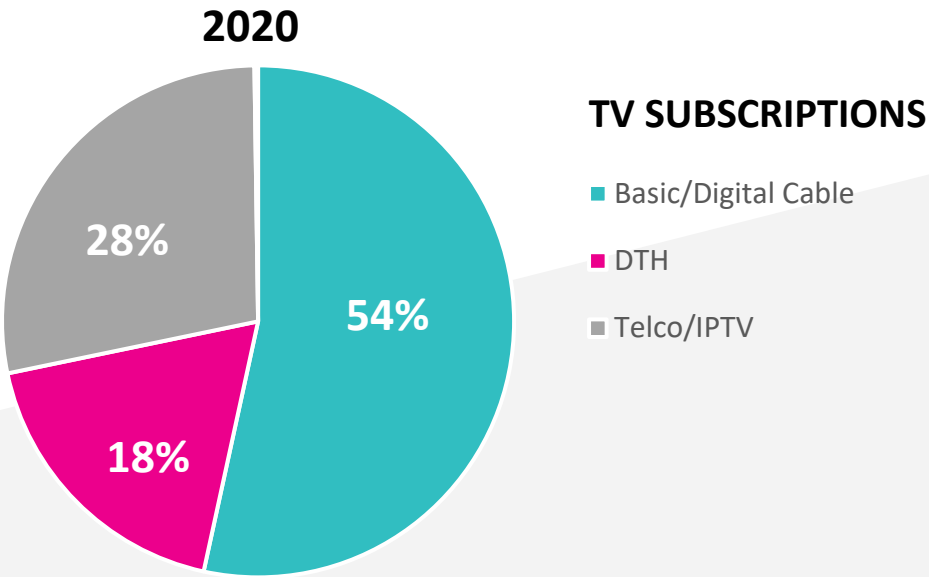
**331** million  
impressions

# over 10.5 million Canadian HH's have a paid TV subscription

Cord cutting has been far overstated: TV subscriptions have evolved, and we've seen subscriptions move from cable to IPTV, but total subs are only down 2%.

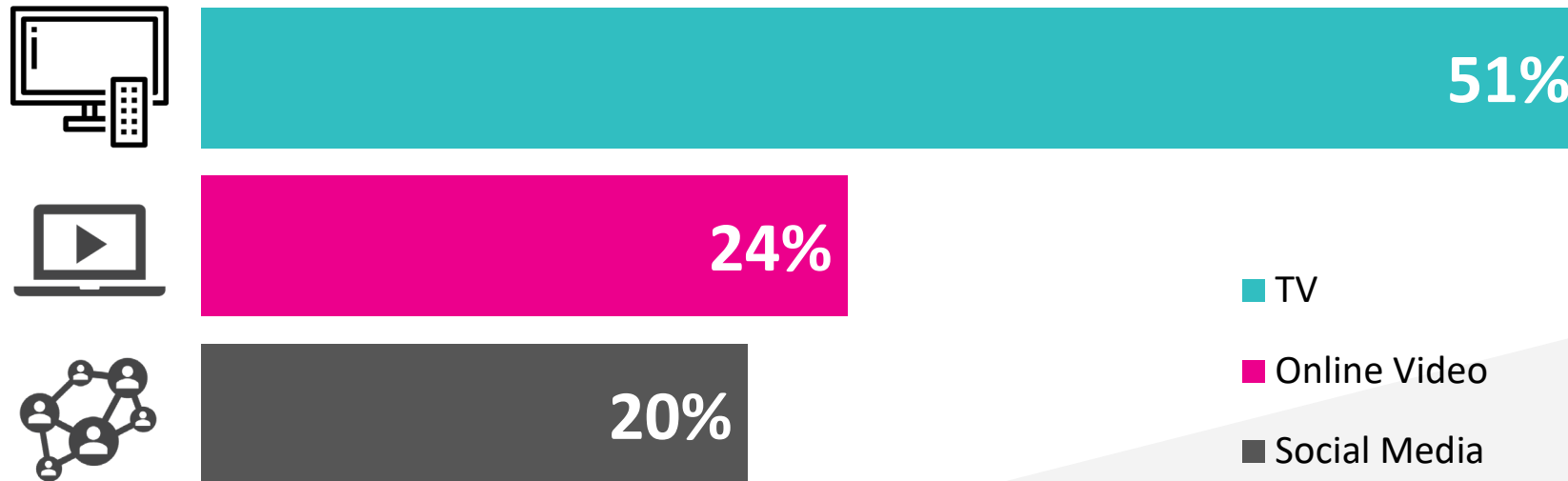
The notion that “no millennials subscribe to TV” is also false: 62% of 18-34 year olds subscribe to TV, and they're also accessing linear TV out-of-home and via streaming (which is how TV is able to reach 83% of A18-34 on a weekly basis).

	Jan '20	Jan '19	% Change
Total Subscribers	10,548,341	10,718,292	-2.0
Basic/Digital Cable	5,634,299	5,824,709	-3.3
DTH	1,933,180	2,074,493	-6.9
TELCO/IPTV	2,956,769	2,795,052	+5.8
Other	24,093	24,038	0.0



# Canadians pay **most attention** to ads on **tv**

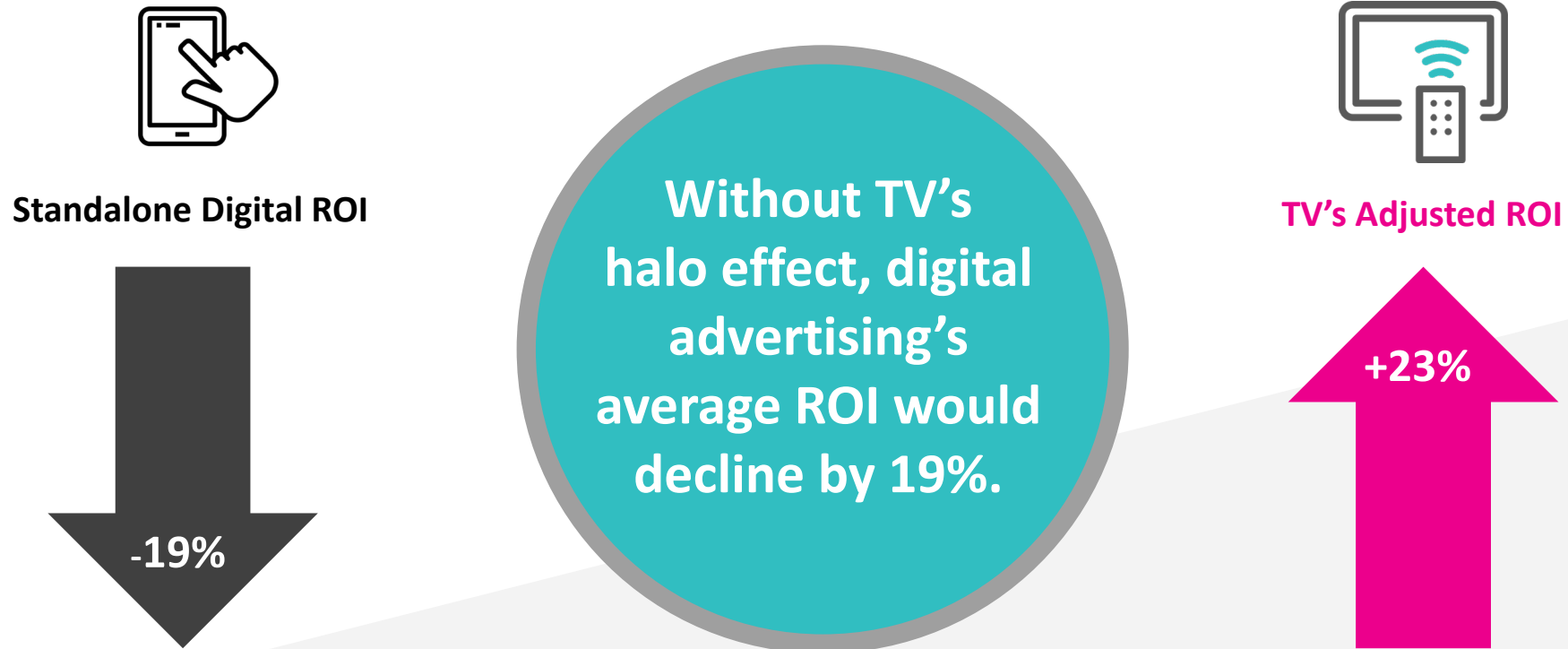
Q. Which one of the following media carries video advertising that best captures your attention?



\*Don't know = 4%

# **tv** improves digital's performance

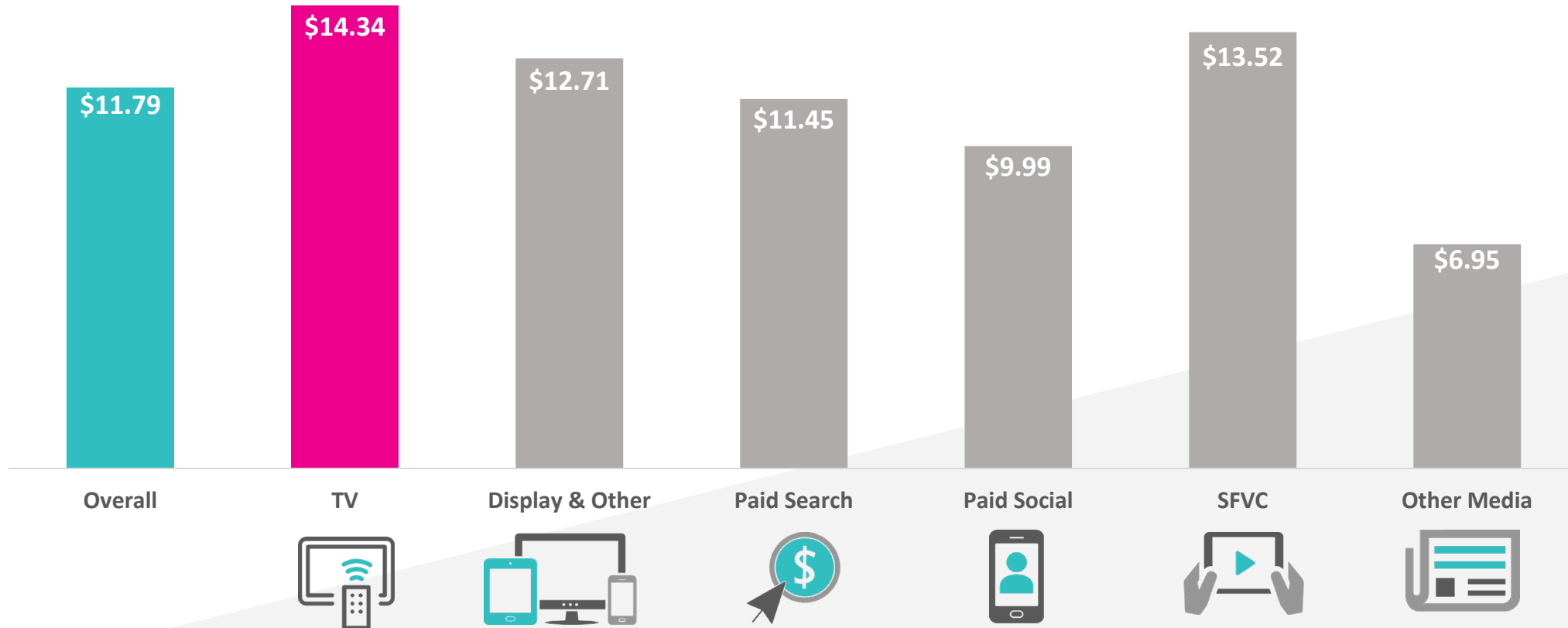
TV has a significant halo effect on digital media, increasing its sales ROI by 19%



# **tv** delivers the best ROI

driving \$14.34 in return for every dollar spent

## ATTRIBUTED SALES ROI BY MEDIA CHANNEL

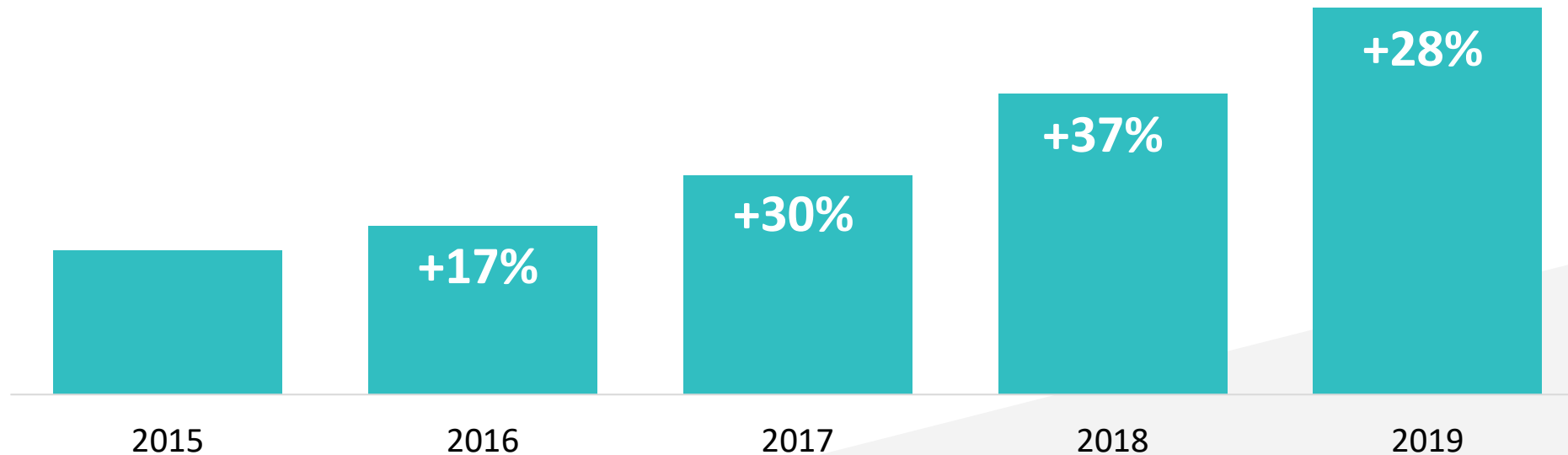


**think**tv

# digital companies know **tv** works!

TV spend by internet-related products & services\* is **up over 2.7x** since 2015

YEAR-OVER-YEAR % INCREASE  
TV SPEND BY INTERNET BUSINESSES



Companies  
like:

Uber

Rakuten


Go Daddy

indeed

kijiji

SKIP THE DISHES

wayfair

\*full list available here: 

think **tv**

# trusted sources



**Numeris is an audited, transparent, tripartite, not-for-profit Canadian Broadcast industry measurement organization, whose voting members include Advertisers, Agencies and Broadcasters.** How it works: All Canadian television signals (and many US border stations) are encoded with a distinct audio tone. Viewing data is collected through a personal portable passive meter on a minute by minute basis, 24 hours per day, 365 days per year. The PPM device captures Live and Playback viewing (when the sound is on) both In and Out of the home, as well as live streamed content on PC's and mobile devices. Data is downloaded and verified on a daily basis. The data collection is panel-based and includes 11,000 Canadians (4,560 households). The panel is statistically significant and balanced to the population through StatsCan census data. Homes included in the panel include those with paid subscriptions (cable, satellite, IPTV) as well as internet only homes.



**Comscore is a global third party Digital measurement organization** that measures second by second data interactions across Desktop and Mobile devices (regardless of whether the sound is on or off). Data is captured continuously, collected from a census based panel of 40,000 Canadians, and reported on a monthly basis.

Supplementing the 2 main audience measurement services, we also access information from a number of other research studies and measurement sources, including:

- **Accenture**
- **ARF (Advertising Research Foundation), member**
- **Brainsights**
- **CRTC**
- **Ebiquity**
- **IPA (Institute of Practitioners in Advertising)**
- **Ipsos**
- **Nlogic**
- **Media Stats**
- **MRC (Media Ratings Council)**
- **Nielsen**
- **Numerator**
- **RTS**
- **Statistics Canada**
- **WARC**

# 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 »](#)

## advertising in a downturn

On April 21st, Peter Field broke down his latest research into what lessons from previous recessions still resonate today and explores how brands should act during the Coronavirus crisis.

[learn more »](#)

## unlocking profitable growth through creative

Orlando Wood – author of the new IPA book LEMON – reveals how an attentional shift in the 21st Century has led to flatter and less effective advertising.

[learn more »](#)

## Canadian media attribution study

The think**tv**-commissioned research assessed \$700M+ of media spend in Canada, covering 105 brands across four verticals. It clearly underscores the ways different advertising channels impact sales, how that varies by industry, and how TV and digital work together.

[learn more »](#)

## effectiveness in context

Peter Field's latest 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 »](#)

## 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 »](#)

**reach us @**



**info@thinktv.ca**

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**@thinktvca**

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# Sources

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- Slide 2:** Television: Numeris PPM, Total Canada, Total TV, Consolidated, All Locations, A18+, M-Su 2a-2a, Sept 16, 2019 to May 31, 2020  
Internet (Daily Reach), Radio, Daily Newspaper, Magazine: Numeris RTS, Canada, Spring 2020  
Internet (Weekly Hours): comScore Media Metrix; Multi-Platform; Sept 2019 to April 2020  
(Note: Numeris population estimates used to calculate average weekly hours per capita)
- Slide 3:** Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Sep. 16 to May 31, 2020
- Slide 4:** Numeris, PPM, Total Canada, Total TV, All Locations, M-Su 2a-2a, Fall 2019, Sep. 16 to May 31, 2020 PB = Playback
- Slide 5:** Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Sep. 16 to May 31, 2020 | TV campaign based on a 900 GRP campaign (6 weeks x150 GRPs), Sep. 16 to May 31, 2020, Total Canada, Ind. 2+, Numeris 2018-19 population estimates.
- Slide 6:** Mediastats, Total Canada, Jan. 2019, Jan. 2020, BDU Profile Report, CTAM 2019
- Slide 7:** thinktv, nlogic, omniVu National survey [Attention in Advertising](#), March 2018 (Don't Know/Refuse not included).
- Slides 8, 9:** Accenture Strategy attribution study, [The Moneyball Moment for Marketing in Canada](#); January 2019
- Slide 10:** Numerator, Canada, Internet related sites & services category; for [full list of companies](#) contact thinktv

For more TV and advertising related experience, check out [The Power of TV in an Attention Economy](#)